A new way of learning

We built Seeds for Change to enable all our colleagues globally to directly contribute to our Forever Chocolate commitments. The goal is to raise funds to empower farmers in cocoa-growing communities to plant additional cocoa and shade trees, adding to our commitment to lift 500,000 cocoa farmers out of poverty whilst becoming carbon and forest-positive by 2025.

Launched in December 2018, the Seeds for Change goal is to collect 100,000 Pod Points, translating into 100,000 trees, either cocoa or shade trees such as banana or coconut, that will be distributed to cocoa farmers. Our employees collect Pod Points by participating in a wide range of activities such as clean-up campaigns, seed growing programs, energy and waste-saving initiatives.

Over 150 Ambassadors, employees who have volunteered to drive Seeds for Change at their local site, are coordinating activities around the world, including local planting, no car usage, plastic-free days and many others. Global events are organized across the company, such as our global planting day on May 22, 2019. Thousands of vegetable seedlings were raised by our colleagues and their families, and were planted on this day in factories, office gardens, upcycled raised beds, botanical gardens and community spaces. It generated an enthusiastic response from all.

Seeds for Change is a new and encouraging way of learning and empowerment. Any activity or initiative which reduces our carbon footprint can be rewarded with Pod Points, which encourages employees to share their ideas widely. Adrienn Kelemen, Seeds for Change Program Coordinator, said: "It is fantastic to see this program grow into a grassroots movement. Every employee can share ideas and experiences and come together for a common goal." Employees are excited to see that their contributions and ideas have a direct impact on our Forever Chocolate targets and that the impact of their efforts can be magnified thanks to the scale of Barry Callebaut.

"It is fantastic to see this program grow into a grassroots movement."

Adrienn Kelemen, Seeds for Change Program Coordinator

100,000

Pod Points
equal

100,000

trees