

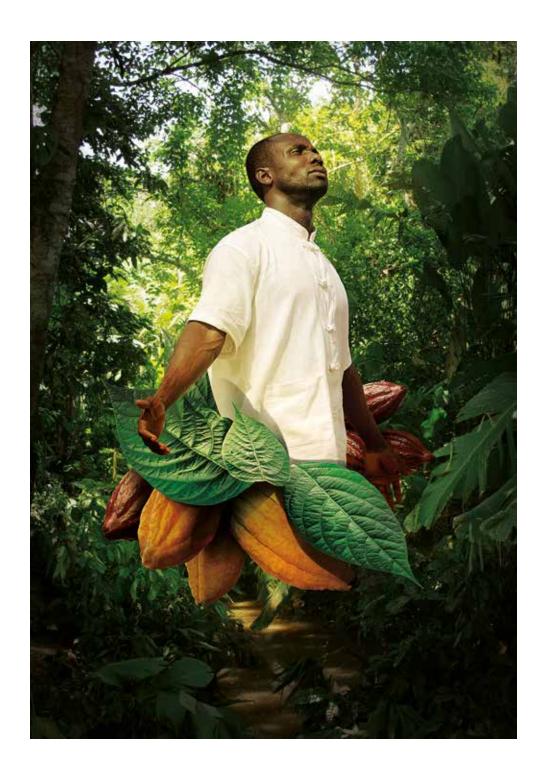
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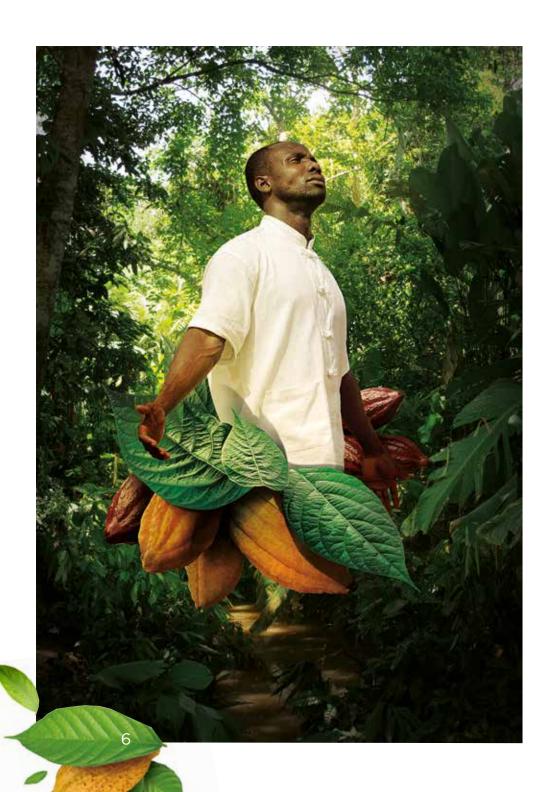


OUR PURPOSE IS TO BUILD A WORLD AROUND CHOCOLATE IN WHICH PEOPLE HELP EACH OTHER, IN WHICH SUCCESS IS MEASURED BY SMILES, AND DREAMS ARE MADE TO COME TRUE.

# To do so we follow the points below:

- We integrate the cocoa value chain from the cultivation of cocoa trees right through to the end product.
- We humanise the chain with the understanding that we work with farmers and not with farms; we produce chocolate with people, not with machines; and that our clients are passionate entrepreneurs, not logos or factories.
- We bring the value chain full circle, connecting the countryside with our clients through shared value strategies.







However, we realise that in order to **transform lives** through chocolate we need the joint effort of many. This is how we **opened our doors** to passionate innovators, entrepreneurs, academics, NGOs, businesspeople, and dreamers, so that together we could build a comprehensive model of economic, social, and environmental development for the country's cocoa producing regions.

We decided to call this long-term vision:



### **WHAT ARE WE?**

We are a group of dreamers who decided to create a global movement involving chocolate: The Chocolate Dream, through which we aim to build a "disruptive" initiative of social innovation, creating a new model of sustainable development based on the cocoa value chain.





### **Our Dream**

The Chocolate Dream is our long-term vision to drive change in cocoa-producing regions where we work. It is also an invitation to dream, where innovators, entrepreneurs, academia, NGOs, companies and passionate dreamers are welcomed. The objective is to connect with people and lead a global movement to make a change. Our purpose is to build a world that revolves around chocolate, where people are encouraged to help each other, success is measured in smiles, and dreams come true.

### ¿WHAT DO WE BELIEVE IN?

- We believe that chocolate makes the world a better place.
- We believe that, to make a dream come true requires the joint effort of many.
- We believe that knowledge must be shared.
- We believe that doing things with passion marks the difference.
- We believe in innovation.
- We believe in fair relationships, in which everyone wins.
- We believe in art and culture as triggers for development.

# Our principles in everything we do

- Social innovation.
- Collaborative work.
- Social & Fun.
- Humanity & purpose.

## Our principles of social action:

- Do no harm principle
- Children and youngsters as the target of our actions
- Networked collaborative work
- We do not substitute the State or the community
- No assistentialism- installation of capacities
- Women take the lead in rural development
- Participation and empowerment of communities for local development
- The joint responsibility of communities in their own development
- We believe in long-term processes with sustainable impacts

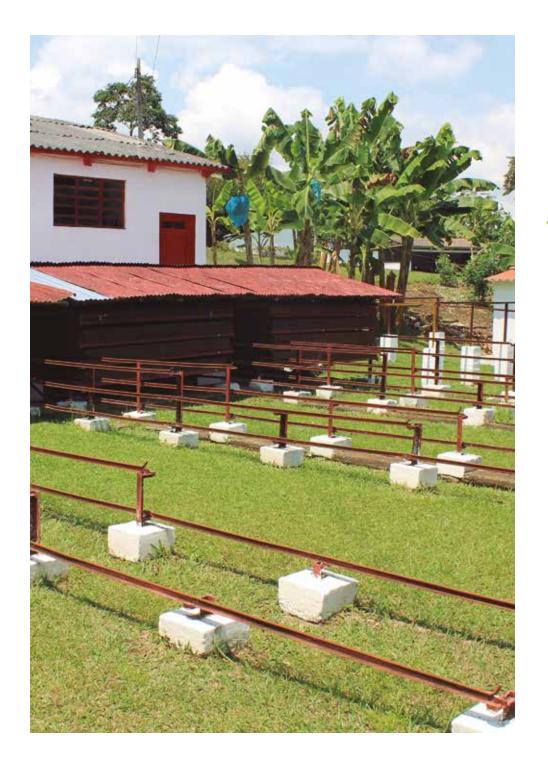




# COCOA SECTOR IN COLOMBIA

The cocoa sector in Colombia has always been small when compared to other industries such as coffee for example. Although the needs of this market have been met mainly through the chocolate industry, this agricultural practice has come up against innumerable obstacles among which low production levels. The company has identified the need to work hand-in-hand with average farmers in order to solve such problems, improve their life conditions and guarantee a better product.





# 3.1 GRANJA LUKER: Our farmers, our priority.

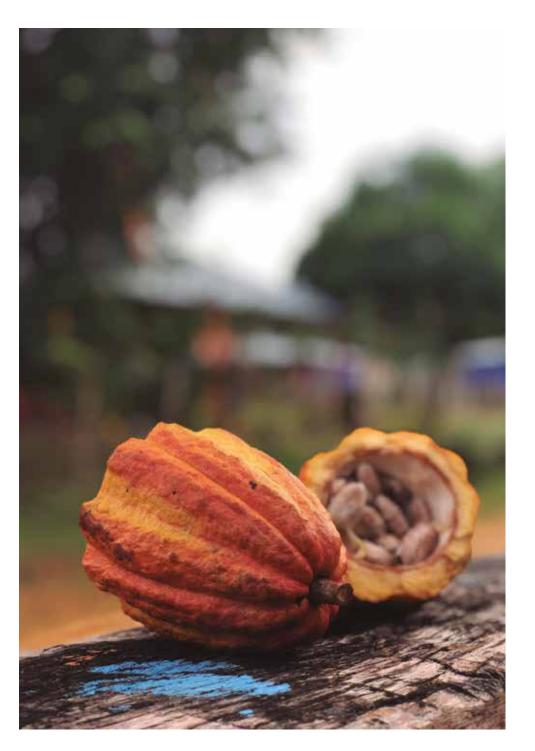
Our main development goal has been the education of Colombian cocoa farmers to help them improve cocoa culture and position Colombian Fino de Aroma profile as a premium product. To do so, in 1962 we decided to create Granja Luker, the first technological research centre in the world for scientific exploration, innovation, and training. Its main goals are to explore the best varieties of cocoa and openly train the country's farmers. The centre became a fundamental pillar of the company's strategy, allowing us to form a close relationship with the farmers, and to support them in their efforts to improve their quality of life and increase their cocoa production for the market.

Granja Luker also offers plant material in the form of cocoa plantlets, providing a subsidy of 20% on the purchase for new cocoa projects or for replanting. By 2018, around 1 million seeds and plant material had been delivered to the different cocoa

regions in Colombia, giving the farmers the opportunity to update their plantations with high productivity and top quality Fino de Aroma varieties to replace low production clones with conventional characteristics. The training and provision of cocoa is accompanied by a technical team made up of eleven agricultural engineers that travel to the different cocoa regions in Colombia, in order to provide technical support in the implementation of good practices established by Granja Luker, to help the farmers in the different phases of the productive process, and incentivise models of sustainable farming which include agroforestry Systems.

TO DATE, GRANJA LUKER HAS TRAINED OVER 30,000 FARMERS FROM ALL OF THE COUNTRY'S COCOA REGIONS THROUGH APPLIED SCIENCE AND COMMON PRACTICES, INITIATIVES WITH WHICH WE HAVE BEEN ABLE TO TRANSFORM THE COCOA PRODUCTION MODELS.





# 3.2 FAIR TRADE

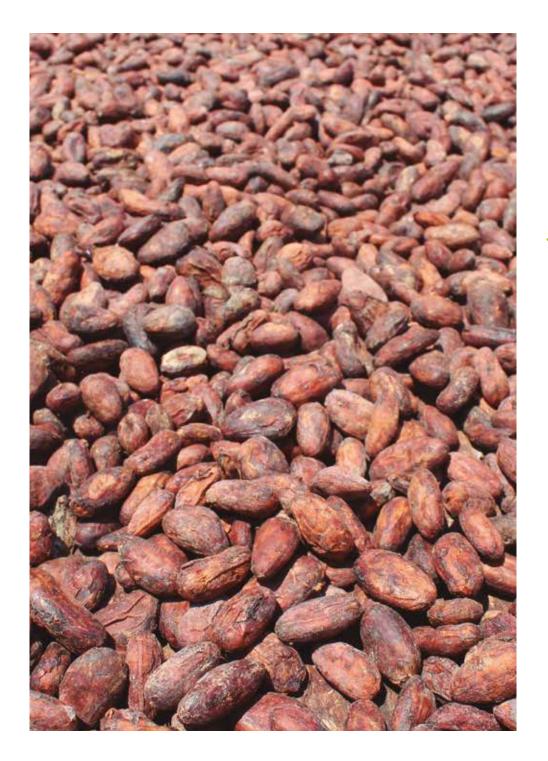
Luker Chocolate buys between 35 and 40% of Colombia's total cocoa production through its own purchase centres and storehouses in various cities. The company has also established a network of alliances with farmers' associations in order to centralise purchases from small farmers in 50 purchase centres.

The network of alliances has more than 80 trade agreements that allow the company to guarantee the purchase of 100% of the harvest from the association to the benefit of over 7500 families in Colombia. This strategy was replicated by the company in Peru, where there are two direct purchase points in the San Martín region. It is important to bear in mind that the supply contracts and technical assistance with such cooperatives, do not mean that the associations are obliged to sell their products to Luker Chocolate.

On the contrary, they establish a purchase interest, a good financial offer and constant support. As such, the company maintains constant communication with farmers in order to create a stable and long-lasting relationship, given that the farmers see Luker Chocolate as a partner that can accompany them in a way that other buyers cannot.

In some cases, the commercial relations allow pre-purchases of cocoa in which Luker Chocolate pays part of the money before obtaining the products so that the farmers can meet their needs and not be disadvantaged in the post-harvest processes which may last up to 2 weeks during which the cocoa can complete its fermentation and drying processes in compliance with the standards required.





# 3.3 FAIR PRICES

In Luker Chocolate, the base price for buying cocoa beans is established according to the Behavior of the international market. Considering the base purchase price, the company recognizes bonuses for producers' organizations, depending on criteria such as the origin and quality of the bean. Luker Chocolate has a cocoa purchasing network throughout the country, represented by producer organizations, which are supported with working capital, commercialization and with the transportation of the cocoa beans to our company's facilities, thus seeking, profitability and sustainability of the commercial process for farmers and their associations.

# 3.4 COCOA AND PEACE: Substitution of illegal crops

Cocoa is one of the emblematic products used in the eradication of illicit crops in Colombia, especially within the context of the post conflict. In collaboration with international cooperation and the Colombian government, the country has reached a state of transition from illicit crops (mainly coca) to other crops headed by cocoa. Luker Chocolate, aware of the importance of its participation in this process, has supported or led different projects focusing on the renovation and installation of cocoa crops. These projects target small-scale farmers and have directly or indirectly supported and encouraged the restitution of illicit crops in different regions around the country.







In 2008, Luker Chocolate formalized a commercial agreement with small-scale cocoa associations in the departments of Santander, Bolívar, and Cesar, as part of the framework of projects financed by USAID in 2008. This agreement allowed the expansion of cocoa agriculture to more than 8,000 new hectares planted and benefited more than 3,000 families of farmers in Colombia.

As part of the Colombia Responde program of the national government between 2013 and 2017, Luker Chocolate supported this project in two of the country's regions. In Bajo Cauca Antioqueño, a training strategy was designed for the cultivation of cocoa, for technicians, and cocoa farmers. Seven training courses were held at Granja Luker, with the participation of 175 leading farmers and 15 technicians assigned to the program. Training was also provided in cocoa harvesting and post-harvesting. Luker Chocolate supported the Chocolate Colombia organization, with the allocation of resources and point of sale management during the first year of operation in the municipality of Caucasia.

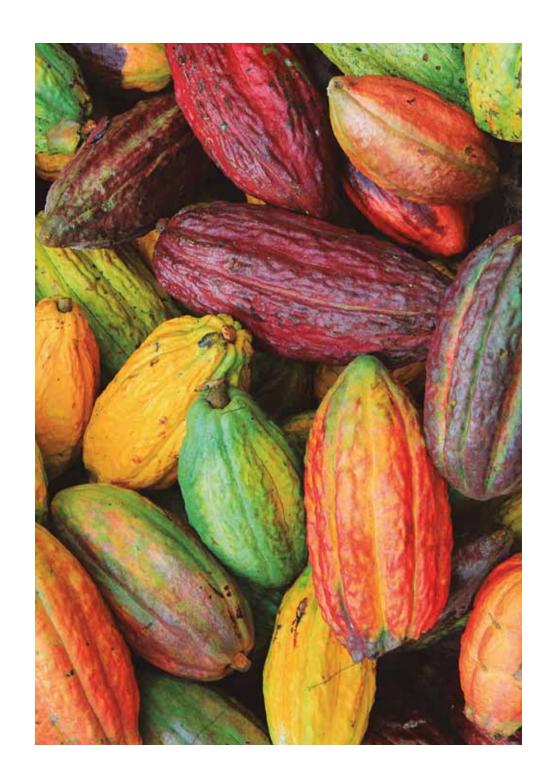
Luker Chocolate structured the technical and commercial articulation with Chocolate Tumaco organization, which was supported and accompanied within the same program by the national government. This organization was provided access to training resources and working capital for the purchase operation of cocoa beans for the industry. Technical and administrative staff

were trained to operate a cocoa sales point in Tumaco and Luker Chocolate designed a Tumaco origin chocolate couverture to commercialize on the international market and allow the purchase of the region's cocoa at a competitive price for cocoa producers.

Luker Chocolate continues its work in Tumaco, as a pioneer company that was a proponent and executor of the Productive Transformation Program (PTP) of the Ministry of Commerce, Industry and Tourism. This project linked 347 cocoa-producing families, who participated in a program to rehabilitate their crops, seeking to increase the productivity and quality of the cocoa bean. In addition, Luker Chocolate was able to improve profit centres, support producers' organizations in the agribusiness sector, and leverage two marketing funds.

With the High Counselling for the Post-Conflict, in 2016 Luker Chocolate was part of the intervention of 220 hectares in the department of Vichada, municipality of Güerima, for transition from illicit crops to cocoa through the donation of plant material and the subsequent purchase of 9,000 kilograms of cocoa from the recently established Güerima Cacao Growers Association. This initiative had logistic support from both the National Army for the transfer of dry cocoa and Luker Chocolate, which provided training for farmers interested in crop transition.





# In sum, the projects have achieved the following:

**Duration:** 12 years of accompaniment to replacement projects.

**The role of Luker Chocolate:** commercial, technical and financial training partner, revolving funds and contracts that guarantee purchase.

Hectares intervened: 16,079

Families benefited: 7,273

Allies: USAID, Ministry of Commerce, Industry and Tourism, Colombia Response Program, PADF Colombia, High Counseling for the Post-Conflict, National Army of Colombia, National Police of Colombia.

**Regions:** Tumaco (Nariño), Vichada, Bajo Cauca Antioqueño, Santander, Sur de Bolívar and Cesar.

**Total investment:** more than \$ 28,000,000 COP million directly

# 3.5 PROJECT "THE CACAO EFFECT"

"The Cacao Effect" is a partnership that is part of The Chocolate Dream. The project is supported by the United States Agency for International Development (USAID), and Luker Chocolate, Luker Foundation, Emgesa, Saldarriaga Concha Foundation and the EAFIT University. "The Cacao Effect" seeks to strengthen the cocoa production chain, helping to improve the living conditions of producers and their families in three of the country's subregions, as a basis for the construction of lasting peace. Each one contributes from its expertise to the economic and social transformation of 16 municipalities of Urabá, Bajo Cauca Antioqueño and south center of Huila department.



### ALLIES





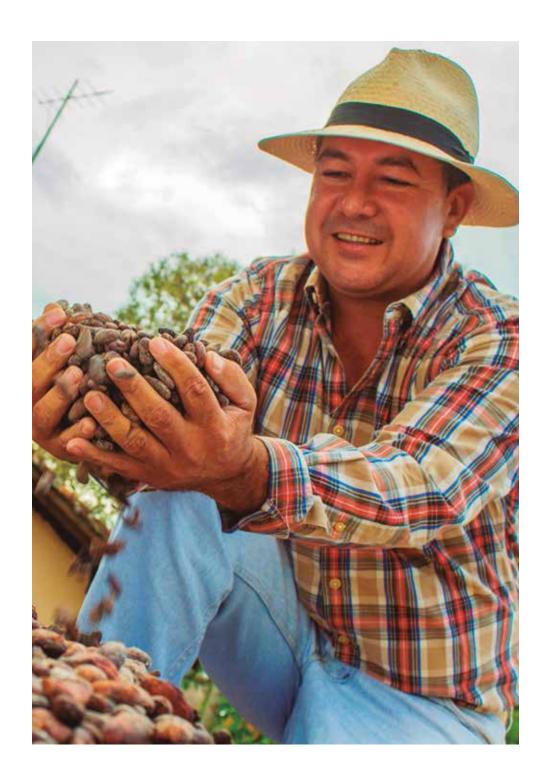












# Total value of the contribution: US \$28,843,407

**Hectares intervened:** 870 rehabilitated and 470 new sown.

### **Benefited Associations: 17**

As part of the project seeks to improve the skills of the population near the anchoring crop in Necoclí, to this end will have:

*500* people trained in entrepreneurship.

600 children and young people educated in socio-emotional skills.

335 young people enrolled in vocational training programs.

80 adults will receive primary education.

350 caregivers, teachers and community members trained in socio-emotional and resilience skills.





# 4.1 Necoclí

THE PROJECT HAS DEMONSTRATED HIGH ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACT, BY PROVIDING SECURE JOBS, SOCIAL AND EDUCATIONAL GUIDANCE.

"

In 2010, Luker Chocolate opted to grow its own crops to help the company satisfy its own Cacao Fino de Aroma needs -without abandoning the relationships established with cocoa associations all over the country-, in order to promote demonstrative agroindustrial projects that would promote large-scale cocoa plantations to drive rural development. In the same year, the company found 550 hectares of land traditionally used for cattle farming in Necoclí, Antioquia. It turned this land into its first agroindustrial plantation and the largest agro-productive plantation of varieties of Cacao Fino de Aroma in the country, designed as an agroforestry system (simultaneous and continuous integration of fruit trees and timber-yielding varieties with agricultural crops, which allow greater yields and avoid soil erosion and loss of biodiversity).

Today, the plantation provides employment for over 180 people (it previously employed only 5) and over 600,000 new trees have been planted, leading to high economic, social and environmental



impact among neighbouring communities. This has served to draw the attention of governmental entities in order to fulfil these communities' educational needs.

Later, Fundación Luker joined the project to strengthen the implementation of the Escuela Nueva educational model, targeting mainly rural multi-grade schools, characterised by highly dispersed populations. As such, children in grades three and above in these schools have only one teacher that guides their entire learning processes (Escuela Nueva implementation manual, 2010). In addition, the foundation helped to mobilise resources destined to education in villages, in order to encourage changes in the schools' infrastructure and it implemented community shared value and technification initiatives, which led to such significant social change that the company decided to dedicate resources and personnel to develop The Chocolate Dream project and strengthen the synergies that were being

generated because of the arrival of cocoa in Necoclí.

Necoclí is the first of a number of projects that the company is planning to develop. The next project is one double the size of Necoclí, to be implemented in Casanare, in a land that was previously used only for palm cultivation, where Luker Chocolate plans to plant 1000 hectares of an agroforestry system by the end of 2018. It also plans to plant a base plantation in Huila in the not too distant future to promote cocoa cultivation in the department, with a goal to accompany the farmers in the region in situ.

The project objectives are long-term ones, aligned with United Nations Millennium Development Goals. The project's long-term vision can only be reached by building relationships with different actors interested in investing resources, time, effort and knowledge in rural development in Colombia and specifically of the cocoa regions.



# 4.2 Casanare and Huila

CASANARE HAS 1000 HECTARES OF COCOA IN AN AGROFORESTRY SYSTEM WITH PALM, WHICH TODAY HAS GENERATED 500 FORMAL JOBS.

Necoclí was the first of several projects that the company intends to plant, followed by a double-sized plantation in Casanare department, in a crop previously used for the production of oil palm. The Casanare project has 1000 hectares of cocoa in an agroforestry system with palm, which today has generated 500 formal jobs.

Likewise, the development of another anchor crop in the department of Huila is expected, as part of an initiative to promote the planting of cocoa in that department. The main objective of the anchor crop is to provide on-site support to farmers in the region as part of a large promotion program in which other inhabitants are invited to plant cocoa. The goal is to expand the cocoa crop in the region with 350 new hectares of cacao and 450 hectares of crop renovation in 6 municipalities, which would impact 375 families.





In 2013, Luker Chocolate began to provide basic school equipment, uniforms, sports equipment, and snacks to schools in the plantation's surrounding area: Alto Carito, Buenos Aires and Limoncillo.

This collaboration was substantially reinforced with the arrival of Fundación Luker in 2014, which, with its broad-ranging experience in educational consolidation in the Caldas Department, joined the project with two main priorities: to improve the conditions in which the children studied and to learn about the plantation's surrounding communities in order to establish a relationship with them.

The Escuela Nueva model, implemented in the schools mentioned above comprises three fundamental pillars: interaction, autonomy, and participation. This enables children to be active in the learning process of their classmates by having established rules for each working table and includes helping students that fall behind in their learning to catch up with the rest of the students.

With respect to the improvements in infrastructure, Luker Chocolate and Fundación Luker have worked continuously on projects to improve the educational and sanitary conditions of the institutions:

- On March 29, 2016, representatives from the Municipal Administration of Necoclí, Fundación Luker and Luker Chocolate inaugurated the classroom and bathroom donated by Luker Chocolate and Fundación Luker to the children in the rural educational centres in Buenos Aires and Alto Carito.
- In 2016, in a joint effort, Fundación Luker and Luker Chocolate delivered playgrounds for the educational centres in Alto Carito, Buenos Aires and Limoncillo.

 On December 6, 2016, books were delivered to the schools in Buenos Aires, Limoncillo and Alto Carito in the name of our client Dengel, from Germany.
 The donation consisted of over 400 new General interest and recreational books for the children, teachers and relatives at the schools in Buenos
 Aires, Limoncillo and Alto Carito, as well as shelves made out of recycled material.



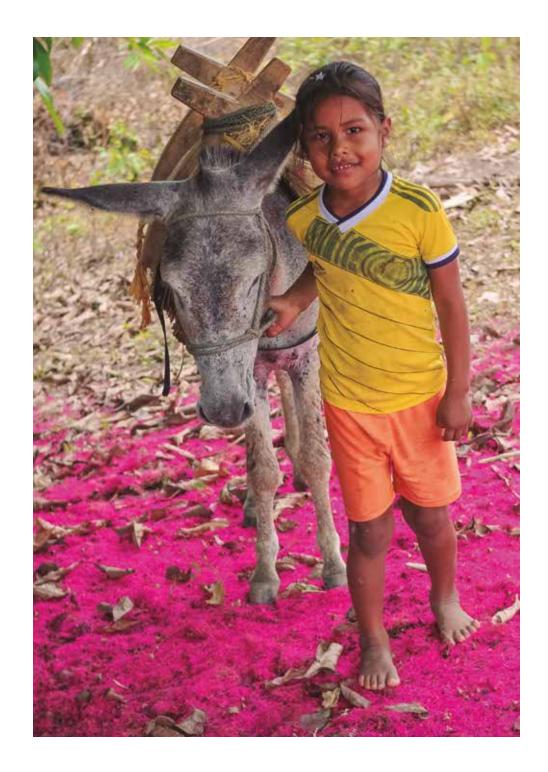
Beginning in 2018, Fundación Luker decided to provide Necoclí with more resources in order to integrate the educational institutions into its area of influence. Today, the pedagogical support includes 7 schools in different villages close to the plantation. Fundación Luker is part of the largest contributors to The Chocolate Dream project and many initiatives have been implemented by the teams in order to strengthen the relations with communities and carry out activities to benefit the students.

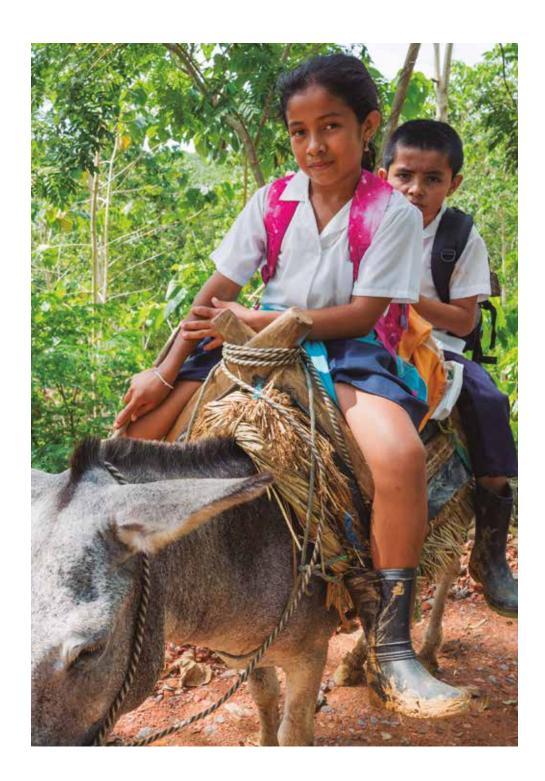


# 6.1 MOBILITY PILOT PROGRAMME

The students from the rural schools in Necoclí have to deal with problems that directly or indirectly affect their performance and attendance at school. The Chocolate Dream together with Fundación Luker proposed a mobility project involving students that had to walk for over an hour to get to class in Buenos Aires and Limoncillo. The purpose of the programme was to provide these children with an adequate means of transport, be it a bicycle or a donkey.

Parents, teachers, and a geo-reference study helped to select the students by verifying their place of residence, the distance each child had to travel to get to school, and the means of transport that would be the most useful depending on the communities' access ways. The project proposed to improve school attendance by reducing the time it takes the children to get to the educational centres near the productive project.





As part of this project, on April 16, 2018, nine donkeys were delivered at the school in Limoncillo, benefitting 10 students; the second phase of this pilot took place on August 10, 2018 with the delivery of six donkeys for 10 children in the Alto Carito school; for the Buenos Aires school, the best transport option identified was the bicycle and on April 17, 25 bicycles were delivered for as many students.

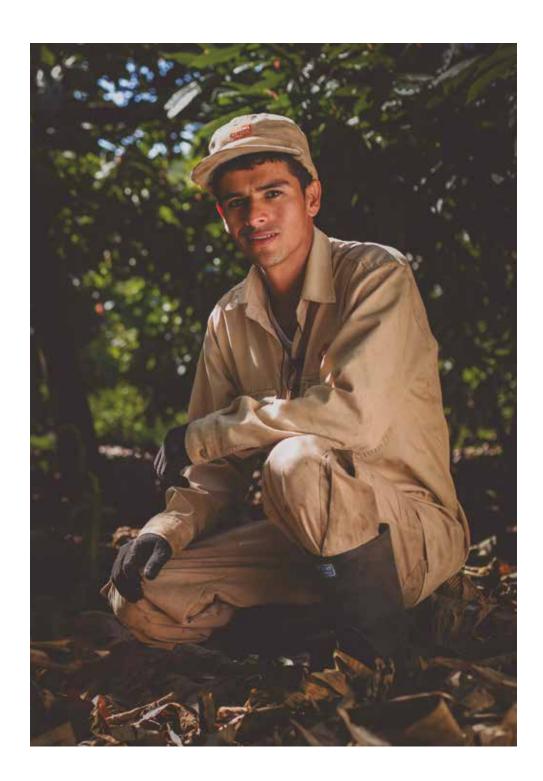
The Caballos Formadores that participated in the project is an organisation dedicated to teaching soft skills through contact with horses, sensitization workshops, body management and basic care for donkeys. The project also enjoyed the participation of Felipe Tamayo, a volunteer from Fundación Pedalazos, an organisation dedicated to seeking out and providing opportunities for life style improvement, especially in rural areas, by promoting bicycle use.

# 6.2 COCOA TECHNICIANS

In the beginning of 2015, Fundación Luker and Luker Chocolate signed an agreement with the Antioquia local government to implement the first Técnico Laboral en Producción de Cacao (Labor Technician in Cocoa Production) programme in The Urabá area of Antioquia. The intervention is part of the results of Fundación Luker's goals for its social programmes, articulated to the company's productive projects and the strengthening of training in cocoa.

To begin its Jóvenes con Futuro (Youngsters with a Future) programme, Luker Chocolate called on its partners in Necoclí, youngsters from the region's cocoa associations and other youngsters interested in cocoa cultivation, but who have had no previous experience in the field. This was a free program implemented by the departmental administration through the





Department of Education for youngsters aged between 16 and 29 with a minimum schooling level of ninth grade. The training program was designed in a joint effort by the company, the foundation, and Politécnico Jaime Isaza Cadavid, to meet the needs of the sector and the conditions of the region.

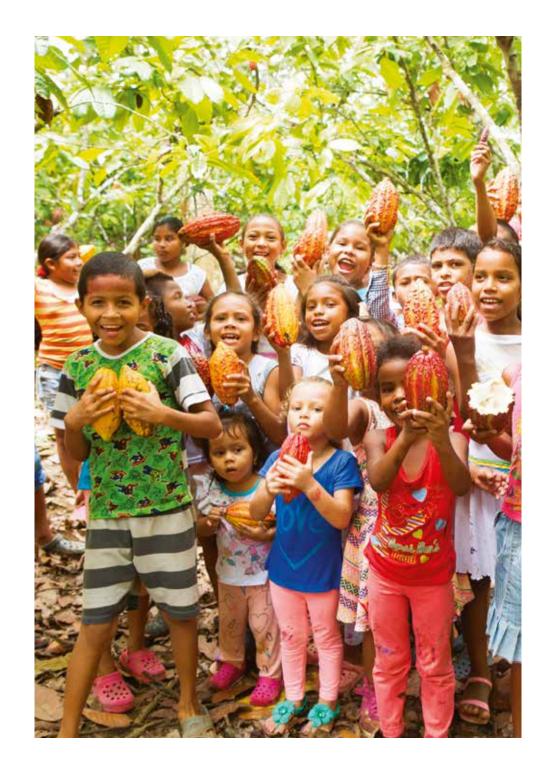
In its first version, the program began with groups of 55 youngsters from the area, and, on December 2, 2015, the Politécnico Jaime Isaza Cadavid presented the first graduating class from the Técnico Laboral en Producción de Cacao, in which 55 youngsters obtained certificates accrediting them to work in cocoa production and contribute to the competitive demands of today's agricultural projects in this part of the country.

Between 2015 and 2016, 150 cocoa technicians were trained. The commitment, attendance and sense of belonging that the youngsters have shown during this process, mean that the programme has been successful in the municipality.

# 6.3 RESPONSIBLE NEIGHBOUR: Community programmes.

Luker Chocolate's arrival in Necoclí boosted the region's work opportunities in a context in which formal employment was not the norm. From the beginning of the agro-productive project, the inhabitants of the villages were positively affected by the new member that came to occupy the near-by lands and generate benefits that they had never before seen, especially with such a long-term production projection (30 years).

Given the above, a social integration was necessary to ensure long-term relations with the communities and to instil respect and a sense of belonging in the collaborators. For this reason, the company began to approach the closest and most influential neighbouring communities, mainly in the Caribia settlement, which is the largest of four that surround the plantation.



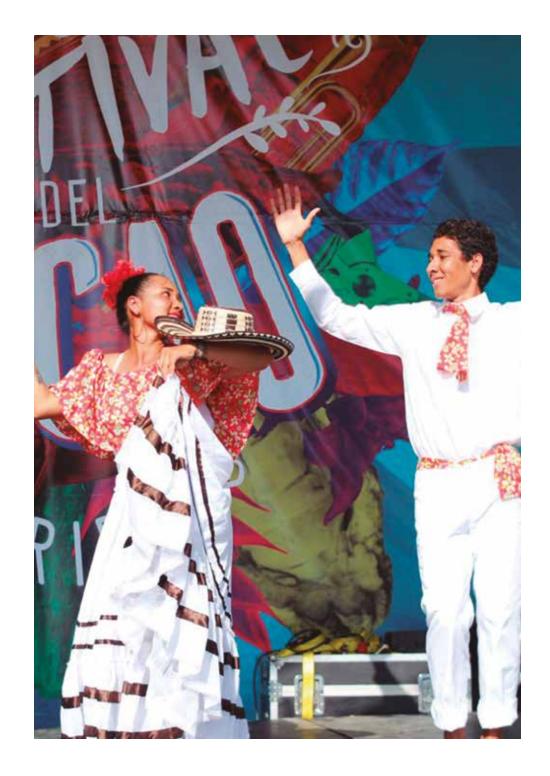


The first approach to the communities was carried out with the collaboration of the País Solidario, corporation which implemented a sociocultural diagnosis in Caribia and helped the community to familiarise itself with the plantation as a neighbour. This exercise of "social cartography" led to the identification of the plots around the plantation, the identification of community leaders, and an understanding of their lifestyles.

# 6.4 COCOA FESTIVAL IN CARIBIA

One of our findings resulting from approaching the community was that Caribia was the only one of Necocli's eight settlements that didn't have its own patron feast. As such, the community felt a certain cultural loss and lack of belonging. To remedy this, we decided to throw a celebration to identify the settlement locally and one that would be a milestone for the community. Everything focused on cocoa and the impact that it was having on their lives.

The festival involving the Caribia Community and led by the Community Action Council, took the form of a recreational, educational, and cultural event for children, youngsters, and adults. The purpose of the festival was to develop the community's cultural identity and begin a long-term process of trust building with Luker Chocolate.





The cocoa festival was a milestone for the Caribia Community and its inhabitants appropriated it, so much so, that they declared it a tradition that they wanted to last through time, with or without Luker Chocolate in Necoclí. They also manifested their interest in continuing to plan the festival, which became a symbol of gratitude to Cocoa as an agent of change. Today, following community efforts that were able to bring together the whole settlement, Necoclí Council, in a municipal agreement approved of the cocoa festival as the patron feast de Caribia.

#### 6.5 PAINT CARIBIA

The inhabitants of Caribia trained as ecological tourism specialists and saw the opportunity to project their community as a compulsory stop on the Necoclí tourist route, taking advantage of its historical wealth —it was the first settlement of the area and is home to great ethnic diversity—. As part of The Chocolate Dream project, the community leaders began to think about painting all the houses in Caribia in bright representative colours, in order to make the village more attractive to tourists.

Thus, The Chocolate Dream sustainability team contacted the Fundación Orbis-Pintuco (an organisation with many years of experience in painting whole villages all over the country, specialised in surfaces and facades). Together they saw the potential to implement an Art Day in which Luker Chocolate volunteers and the inhabitants of Caribia, would, as a team, paint the entire village down to the very last house.

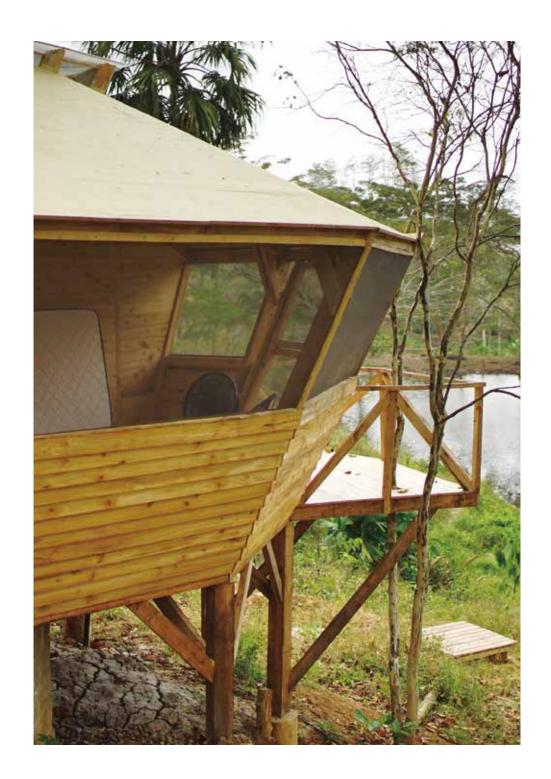




Not only did Fundación Orbis-Pintuco help to implement a programme in which 20 youngsters applied to be trained as paint technicians, it also delivered all the material necessary for each house to be painted a different colour. Parallel to this, Luker Chocolate collected donations and opened an internal competition among partners to appoint two people to travel to the village and support the PintaCaribia activity. The company also invited different Luker Chocolate management bodies to take part in the activity as volunteers. In total, more than 40 people joined the cause.

At 7 o'clock in the morning on Friday June 22 of 2018, volunteers and the inhabitants of Caribia joined forces around the dream of converting Caribia into the most colourful village in Necoclí. The work dynamic was as follows: each volunteer helped two families to paint their houses, while they were helped by other villagers who had already been trained by Fundación Orbis-Pintuco. The result was as expected: 500 gallons of paint were donated to benefit 100 families, the community centre, nursery and even the playgrounds. The most important thing was that the activity helps to build trust between the community and the company.



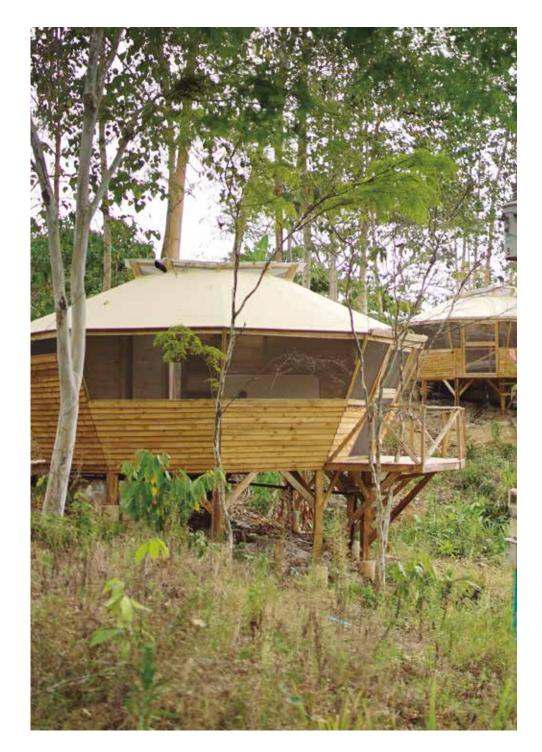


## 7.1 SOCIAL INNOVATION: The Cocohabs

In The Chocolate Dream, we know that to build a sustainable development model, we need to involve many people. This is why we decided to open our doors to allow people to construct and innovate socially in order to provide effective long-term solutions to the communities that inhabit rural Colombia and that make their living from cocoa.

This call for collaborative work led us to build an innovation centre in the middle of our chocolate forests in Necoclí. The purpose of this space –opened in December 2018- is to accommodate innovators, business people, and, in general, people who are passionate about social innovation, and who want to donate their time and knowledge to improve the quality of life of our country's peasant farmers.

The Cocohabs are 90% sustainable in terms of their construction as they are being built using wood that was already on the plantation –Gmelina arborea– and their facilities, such as showers, bathrooms, etc., are being built to be environmentally friendly to make for an environment that will inspire guests to develop important solutions for the communities that do not endanger our environment.





## 7.2 SHARED VALUE: Closing the value chain with our clients

As well as opening the door to people from all over the world to contribute to the movement, The Chocolate Dream has invited its international clients to become involved in environmental, educational, entrepreneurship, and artistic and cultural projects for the communities.

Thus, our value chain is circular rather than linear; it allows clients to give something back to the countryside through projects created by us and financed by them. The aim of the project would be to improve the quality of life of the communities and farmers who work hard everyday to bring you the best chocolate in the country.

Currently, 6 of our biggest clients have become actively involved in the movement, allowing Luker Chocolate to generate a greater impact.

# 7.2.1 EMPOWERING DREAMS:

Empowering Dreams arises as a proposal to close the value chain through a strategy aimed at generating entrepreneurial culture after one of our international clients, Pots & Co. had the opportunity to travel from England to learn about the cultivation process at our cocoa farm in Necoclí and decided to be part of the region's rural development process. The project had a co-creative phase in which we could align the values of the client with those of The Chocolate Dream to create an initiative in which both could strengthen a common goal: entrepreneurship.

Empowering Dreams is an impact amplification pilot model, in which we want to not only involve our own cocoa cultivation



workers but also encourage their wives, families, neighbours, and colleagues to undertake their business ideas and generate an entrepreneurial community. The program was designed hand in hand with our partner Manizales Más, through which it seeks to generate a culture of entrepreneurship in the village of Caribia supporting the business ideas of its inhabitants, giving them knowledge and support, from a methodology that allows thinking and acting within the process.

Since the end of 2018, the community has been invited to participate in this program through various actions that included visits and meetings with the community. Likewise, a workshop was held with interested entrepreneurs allowing them to learn more about the ideas and promote entrepreneurial culture in the area. Forty-three entrepreneurs decided to start off on this path to explore, develop, launch and grow their business ideas, identifying opportunities that will lead them to expand markets for their products.

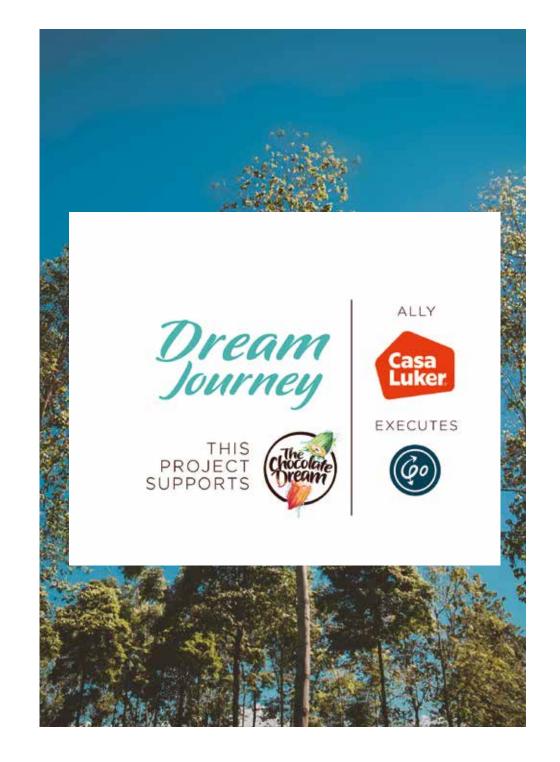
All the training that the selected group receives is developed under the methodology created by Manizales Más to accompany entrepreneurs at an early stage. This methodology allows entrepreneurs to reorient their business idea through the training received in design, ideation, opportunities for business model generation, segmentation, value proposal, cost structure, and pitch, among others. Additionally, the participants are trained by national professors who know about the latest methodologies of the world in entrepreneurship. This group of entrepreneurs opens a very significant path for the area of influence of Necoclí, which will allow us to take the first steps in terms of generating entrepreneurial culture and economic development in the region.

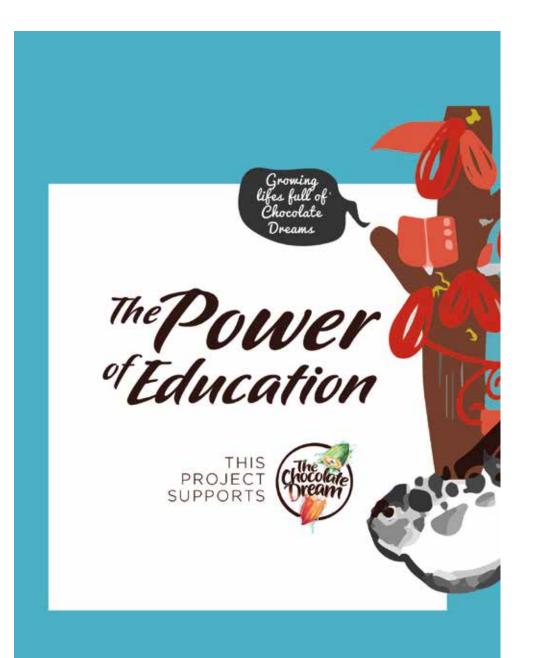
The participation of Pots & Co in The Chocolate Dream by joining this shared value initiative helps us close the cycle of the value chain, so that end customers can give value, growth, and development back to the field and farmers.

#### 7.2.2 DREAM JOURNEY:

Given that Necoclí is a tourist attraction, the conditions were optimal to be able to develop a shared value project that would integrate more communities in the cocoa value chain through the design of a tourist route that had the cocoa agroproductive process as its central axis. This is how The Chocolate Dream and CasaLuker, our sister company, co-created Dream Journey, a proposal inspired by the Coffee route in Colombia, to create value through the cocoa plantation and the impact it has on Necoclí.

Nowadays, after an exhaustive mapping of tourism proposals through the region and the potential of the communities that surround the cocoa plantation, there is a wide range of possible stakeholders for this project, of which at least 20 will be direct beneficiaries of the project. Our goal is to generate, in a period of a maximum five years, a community organization that operates the entire agro-tourism proposal around cocoa in Necoclí from beginning to end and for people travel from all over the world to know how cocoa can be used as a tool of rural change.





## 7.2.3 THE POWER OF EDUCATION

Together with one of our most revolutionary clients, from Japan, we have co-created an infrastructure improvement project, to give hundreds of children in the Garitón village the opportunity to learn in the best conditions. Before this project, the Garitón school, attended by 240 students, had only two classrooms with decent infrastructure. The other students had to study in kiosks that only had a roof. With this project, our client seeks to provide the communities with an opportunity of getting a dignified education.

The work consists of the total reconstruction of 2 classrooms and the reinforcement of the rest of the building: floors, structural reinforcement, walls, roof, electrical network, painting, windows, and doors. In total, there are 240 square meters intervened for the benefit of Garitón and four other settlements from which the children attend. The project is part of the partnership with the Luker Foundation, which has been educating children in the area of influence of the Luker Chocolate cocoa crop for over four years.

# IS OUR LONG TERM VISION TO DRIVE CHANGE IN THE COCOA-PRODUCING TERRITORIES WHERE WE WORK

### **OUR RECOGNITIONS**

Luker Chocolate's innovation in sustainability and its shared value business model has been recognized by several organizations:



BEST SHARED VALUE
INITIAIVE IN COLOMBIA
2018





BEST CSR PROGRAM IN COLOMBIA 2018



AMCHAM COLOMBIA CÁMARA DE COMERCIO COLOMBO AMERICANA



FINALIST SUSTAINABILITY
INITIATIVE OF THE YEAR
2018





SELECTED BY USAID AS DIRECT ALLY FOR A 5 YEAR PROJECT FOCUSED IN RURAL DEVELOPMENT







