

CHEER

COCOA HEALTH AND EMPOWERMENT
FOR ECONOMIC RESILIENCEA PILOT PROJECT TO IMPROVE HEALTH AND ECONOMIC RESILIENCE OF COCOA PRODUCING
HOUSEHOLDS IN CÔTE D'IVOIRE

Project name	CHEER – Cocoa Health and Empowerment for Economic Resilience
Commissioned by	BMZ
Co-financed by	BMZ/GIZ: EUR 599.923,20 Tony's Open Chain: EUR 627.538,00
Country	Côte d'Ivoire
In cooperation with	Tony's Open Chain and the implementation partner Elucid Heath
Duration	01.01.2025 – 30.06.2028

BACKGROUND

Côte d'Ivoire is the world's leading producer of cocoa. Nevertheless, cocoa farmers face significant socio-economic challenges. Farming is physically demanding, and the productivity and income of smallholders rely heavily on good health. Illness can prevent farmers from working, jeopardising both farm operations and livelihoods. These challenges are exacerbated by poor healthcare infrastructure and limited awareness of health insurance. Without insurance, medical expenses can drive cocoa-producing households into financial hardship. Money intended for farm investment is often spent on treatment.

The Ivorian government reintroduced Universal Health Coverage (CMU) in 2022, but many rural cocoa farmers remain unregistered. These challenges highlight the need for targeted interventions to strengthen the CMU and boost healthcare access and financial resilience.

OBJECTIVE

With our partners we aim to strengthen the health and economic resilience of producers in the cocoa supply chain of Tony's Open Chain.

The key objectives are:

- **Better healthcare** through affordable and high-quality medical services.
- **Strengthening the financial resilience** of households by minimising the burden of healthcare costs and productivity losses.
- **Support the national health system** by promoting CMU registration and quality improvements in health centres.
- **Improved data collection** and reporting to better manage social risks and human rights issues.

APPROACH

Improving health insurance access and healthcare quality will boost cocoa producing households' incomes by reducing medical expense burdens and improving health which can enhance their productivity.

KEY ACTIVITIES

- **Improving the quality of health services** – identify areas of improvement of health facilities; develop facility-specific quality improvement plans in cooperation with local health workers; provide support like staff training, equipment upkeep, and infrastructure upgrades to ensure sustained quality.
- **Preventive, community-based health services** – Deploy mobile clinics staffed by local



cocoa-producing communities the GAVI initiative complements these efforts with targeted immunisation campaigns (particularly against malaria and HPV) and the strengthening of health infrastructure in the same and further regions. An accompanying scientific evaluation by Charité Global Health and the University of Abidjan systematically examines the effectiveness and sustainability of these combined approaches and analyses in particular obstacles to vaccination, integration potential of private healthcare providers and long-term socio-economic effects on the resilience of agricultural supply chains.

healthcare professionals to bring essential preventive services directly into communities.

Enrollment and Awareness – Healthcare providers and farmer households will be enrolled, informed about CMU benefits and guided through registration to ensure effective use of services.

- **Accessing Healthcare Services** – Farmers will receive care from partner providers, who will submit claims via the Elucid platform.
- **Monitoring Impact** – Collect health and socio-economic data to measure outcomes, and understand how healthcare spending affects rural households.

The project works in close synergy with a broader Gavi initiative. While the CHEER project focuses on improving health care access for co-

Tony's Chocolonely manages ethical chocolate production by working closely with West African cocoa farmers across the entire supply chain. Its Tony's Open Chain initiative promotes a fairer, more transparent chocolate industry and invites other companies to adopt its sustainable sourcing practices. This initiative offers opportunities to attract new partners, expand project activities to more communities.

Elucid Health is a German non-profit organization with a local branch in Côte d'Ivoire. Its focus is on access to healthcare.

The GIZ Global Project **AgriChains**, commissioned by BMZ, contributes to better living and working conditions for people in agricultural supply chains and a healthy planet for everyone. The project promotes equality and inclusivity across supply chains.



AgriChains is part of the Sustainable Agricultural Supply Chains Initiative (SASI).
<https://www.sustainable-supply-chains.org>



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