



Health as a Catalyst: *How Cross-Sector Action Boosts Livelihoods in Cotton and Cocoa Supply Chains*

**The Living Income
Community of Practice**

LICOP Facilitators



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Senior Program
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ISEAL

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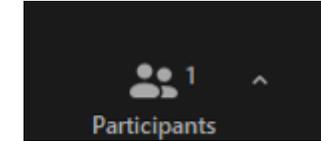
 **iseal**

 **SUSTAINABLE
FOOD LAB**

Session Guidelines

RECORDING

- This session is being recorded and this will be shared with all participants on the Living Income webpage in the upcoming days .



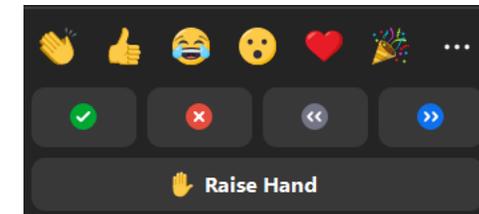
INTRODUCE YOURSELF

- Edit your name and add your organisation in brackets; e.g., [Mariana \(ISEAL\)](#)
- To do this, simply click on the “Participant button”
- Next, in the Participant list, next to your name click on “Rename”



HOW CAN I ASK A QUESTION/COMMENT?

- Attendees will remain muted during this session
- Please use the chat box to ask your questions
- There is a dedicated Q&As slot after the panel discussion



TECHNICAL DIFFICULTIES?

Reach out to [Mariana \(ISEAL\)](#) in the chat box or to livingincome@isealliance.org

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The Living Income Community of Practice

Living Income Community of Practice is open to any entity committed to learning on the topic of Living Income and improving livelihoods of smallholder farmers

www.living-income.com

The Living Income Community of Practice Objectives



Increase understanding
of living income
measurement and the
income gap



Identify and discuss
strategies for closing
the income gap



Share learning and
facilitate collaboration
between actors

Agenda

- 1. Introduction** (10 min)
- 2. Opening Panel Discussion** (30-40 min)
 - Louisa Marie TruB, Elucid
 - Markus Beck, Gavi the Vaccine Alliance
 - Belinda Borck, Tony's Chocolonely
 - Isaac Vifa, Asetenapa Cocoa Farmers' Unit
 - Josia Nyamien, Olam Agri
- 3. Panel Discussion – Questions** (15-20 min)
 - Maria Kjaer, Better Cotton
 - Nina Hollemann, GIZ
 - Miriam Amine, DEG Impulse
 - Markus Beck, Gavi, the Vaccine Alliance
- 4. Q&A** (20 min)
- 5. Closing** (5 min)

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Community of Practice

Thursday 16 October, 14:00-15:30 BST



Miriam Amine
DEG Impulse



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Gavi, the Vaccine Alliance



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Olam Agri



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Introduction

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LICOP Webinar | October 2025



The Living Income
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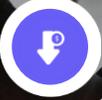




**Over 100 million people
worldwide are pushed into extreme
poverty by health expenditures annually**

Health Costs: Invisible Barrier to Living Income

Poor Health



Reduced Productivity



Low Investment Capacity



Strained Loyalty

From Risk to Resilience: Our Solution in Action

Health Program



Data Service



The Elucid Way



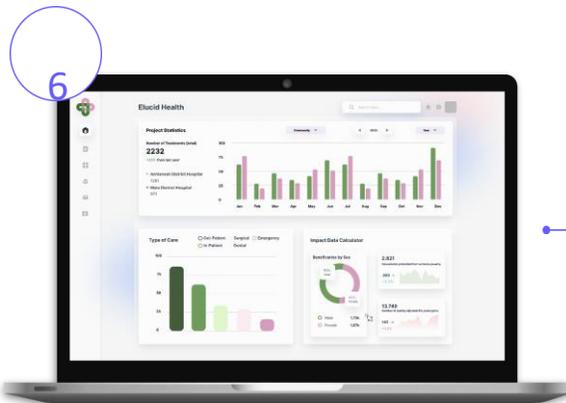
Context assessment & farmer sensitization



Household registration and survey



Card handout



Health & socio-economic data



Healthcare provider files claim & gets reimbursed



Patient seeking care

Our Global Reach and Partnerships

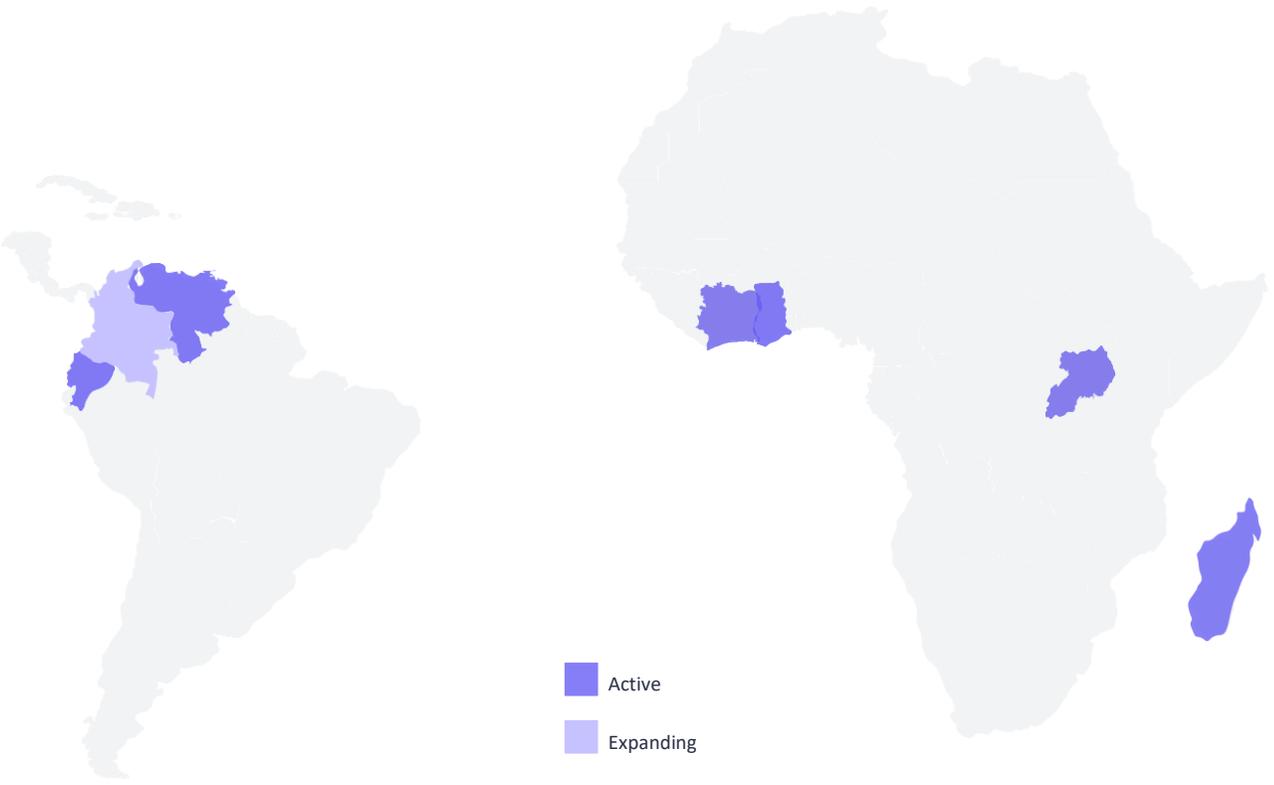
Private Partners



Co-Funders



Certifications

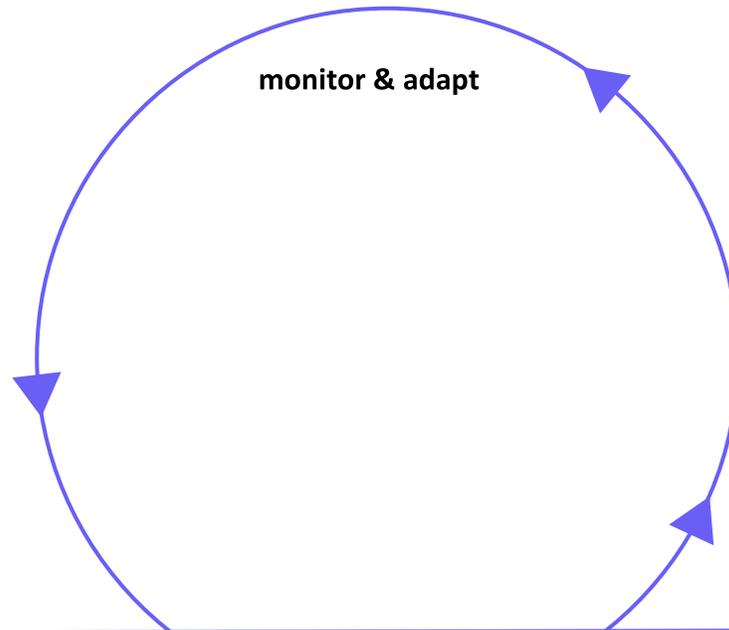


Note: Selection of partners

Social return on investment (SROI)

Partners Invest

\$1



SROI* to Farmers

\$5.28

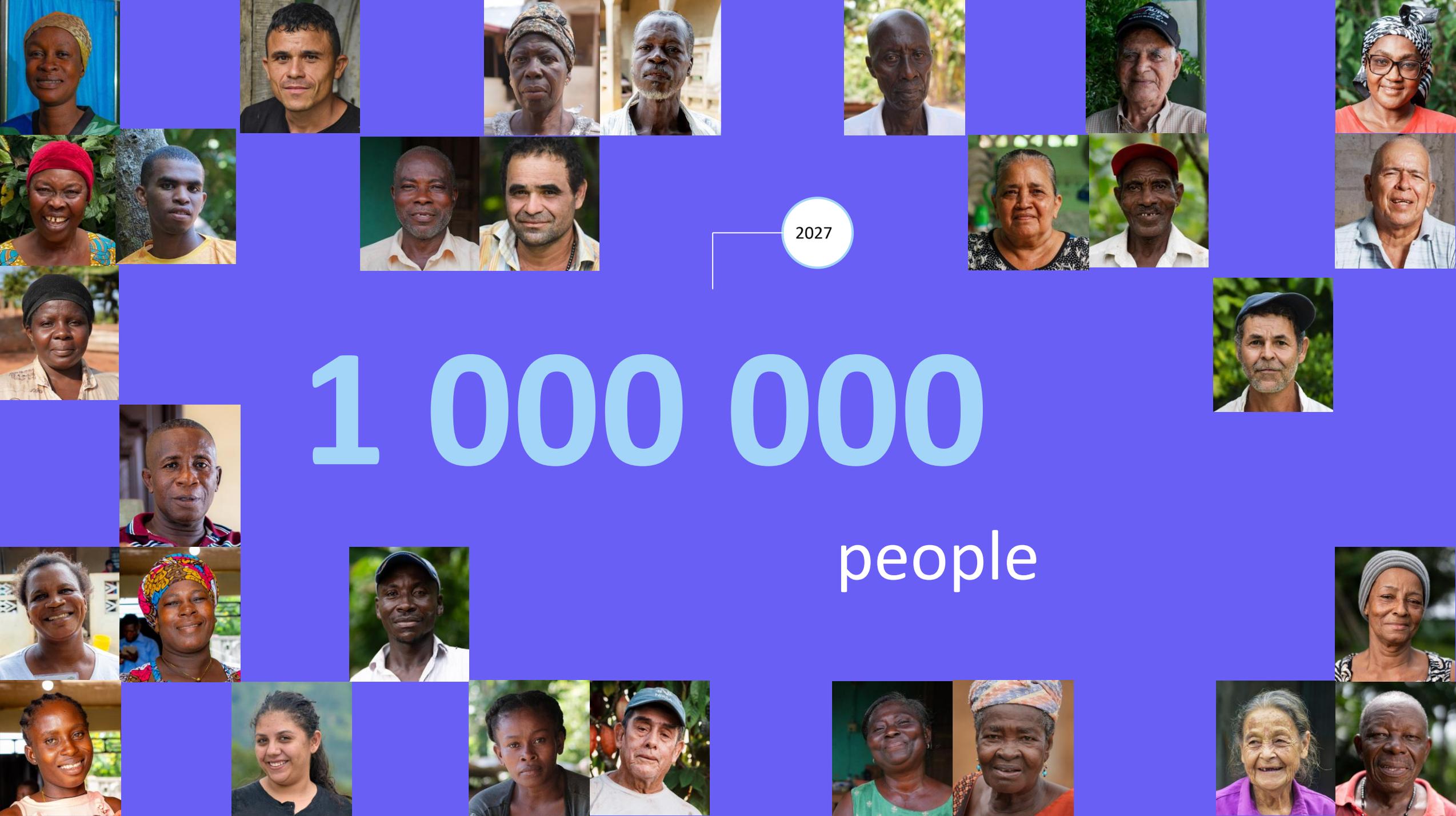
scope

co-design

impact

handover

scale



2027

1 000 000

people

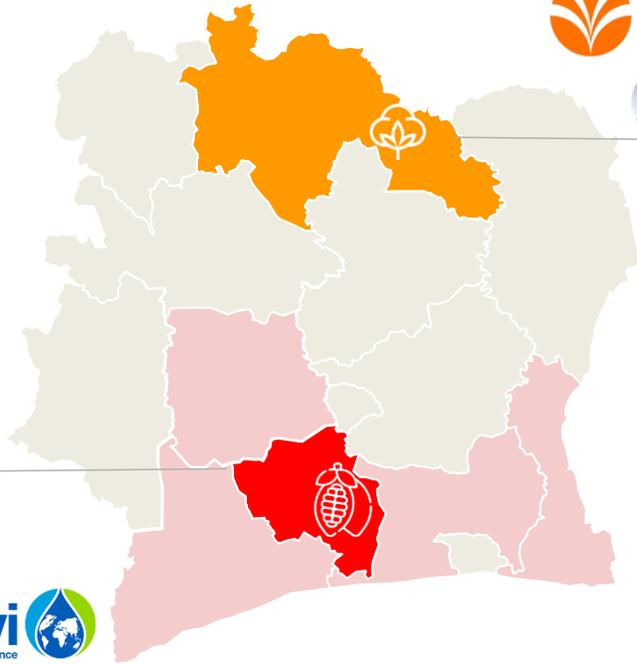
Spotlight on Tony's and Olam Agri



CHASI



CHEER



ReAct



Impact of the CHASI program

Total Impact of CHASI Ghana

- 3,188 families reached, covering 12,471 people
- 9,437 doctor visits paid, with **65% of care seekers being women**

Asetenapa Cooperative Impact

- 613 families reached, covering 2,249 people
- 1,440 doctor visits paid, **60% being women**



Hear from farmers themselves



“Before this programme, I used to delay going for antenatal check ups because the clinic was far and expensive. Now, with the visits and follow-up by the health team, I delivered my baby safely and even learned how to care better for myself.” – Mary



“Now, I no longer wait in fear,” Juliet says with a smile. “The nurses check on me often. I take my medicine and exercise as they taught me. I feel stronger, and my children are happy to see me walking and laughing again. The health program gave me back my hope. “If not for this programme, I might not be alive today.” – Juliet

See the impact





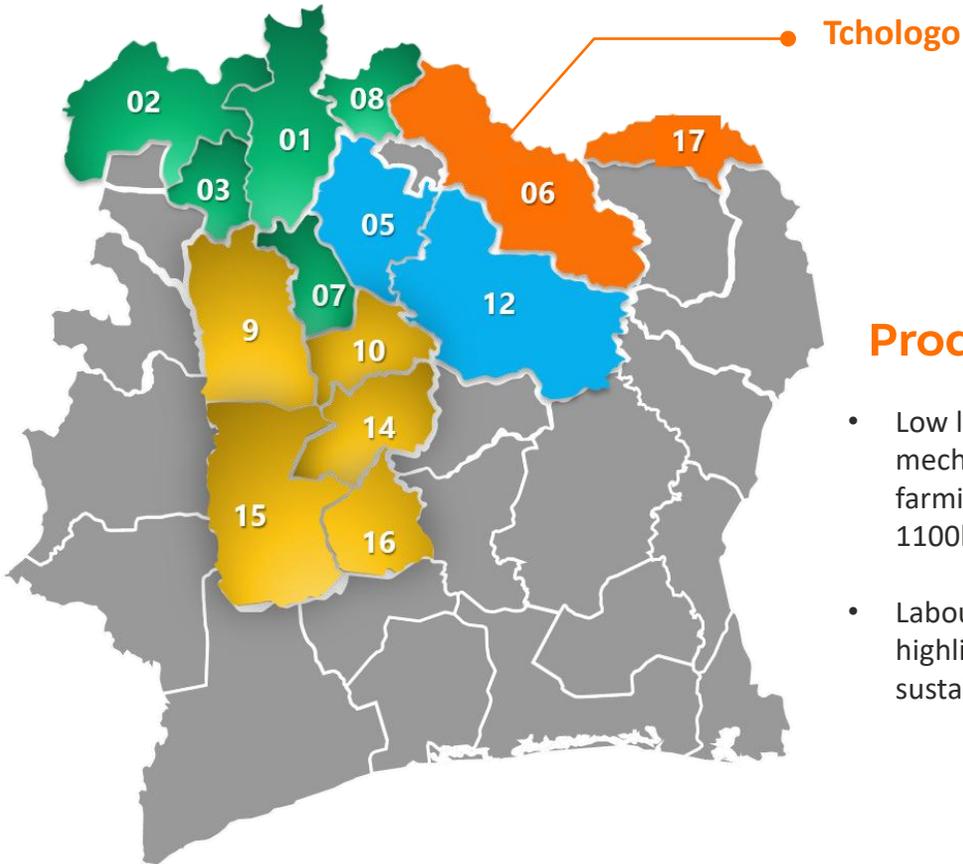
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Chains

Corporate Responsibility & Sustainability manager
Nyamien Josia Epse Coulibaly/ 16 October



I-The keys challenges for cotton farmers in Côte d'Ivoire



- **80,000** households (RGPH 2021)
- Poverty rate (+60% INS 2018)
- Cotton: Main source of income for rural population
- 187 villages
- ~ 603 k habitants (2019)

Producers

- Low literacy, limited mechanization, and rainfed farming keep yields low (900-1100kg/ha)
- Labour shortages and pest issues highlight the need for more sustainable practices.

Community

- Extremely limited healthcare access (0.74 doctors/10,000 people) and scarce nearby facilities hinder timely treatment.
- Low healthy life expectancy (55.4 years) reflects the strain of poor health infrastructure and access in rural areas.

Climate risks

- Increasing rainfall variability makes it difficult for farmers to anticipate planting seasons, worsening pest damage and soil erosion
- Soil fertility is declining, partly due to heavy rains and continued use of mineral fertilizers.

II- SECO Highlights

Our operations started in 2008 in Northern Cote d'Ivoire, engaged to positively contribute to the prosperity and well-being of people and to the protection and regeneration of natural resources across our supply chain.



III-Health and Productivity in Cotton Value Chain

What we've learned from a decade of working with cotton farmers

- Health and access to water identified as top priorities by farmers.
- **Most farmers live 10-15 km away from the nearest health center, with medical costs often exceeding a week's income.**
- **Frequent illness leads to 3-7 days of absenteeism per month**, lowering productivity and increasing health-related debt.
- Farmers clearly link **health and well-being** with yields and resilience - **poor health means lower output.**
- Olam Agri/SECO integrated health into their sustainability strategies as a result of these learnings.

Why invest in cotton growers' health?

- Reduces productivity losses caused by illness.
- Strengthens rural communities' resilience to climate and economic shocks.
- Improves income stability and quality of life for farming households.
- Creates a virtuous cycle: **health → productivity → resilience → sustainability.**

In house initiatives

Health caravan	18,000
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Children Nutrition	3,000
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Free medical consultation in our infirmaries	3,000/year
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Water pumps	31
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Access to national and complementary insurance	8,000
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IV- ReACT Project – Resilience through Collective Action and Access to Healthcare

Objective

Foster collective action to improve health conditions and strengthen the economic and social resilience of cotton-farming communities in northern Côte d'Ivoire.

Implementation Approach

- **Preliminary field survey** (access to healthcare and living income gaps).
- **Builds on existing national health infrastructure** and leverages Côte d'Ivoire's Universal Health Coverage (**CMU**) system.
- **Collective action** and reinforce farmer organizations' capacity to mobilize and engage communities.
- **Access to affordable and quality healthcare** through the Elucid digital health platform for 1,000 cotton-farming households (~8,000 beneficiaries).
- **Scalable community health** model integrated into the cotton value chain.

Early Results and Insights

- The project has been warmly received by farmers, validating its relevance and added value.
- CMU registration remains a challenge for some households.
- Producer organizations show strong ownership.
- This pilot phase serves as a learning platform to test and validate the model before potential scale-up across other regions.



Thank you

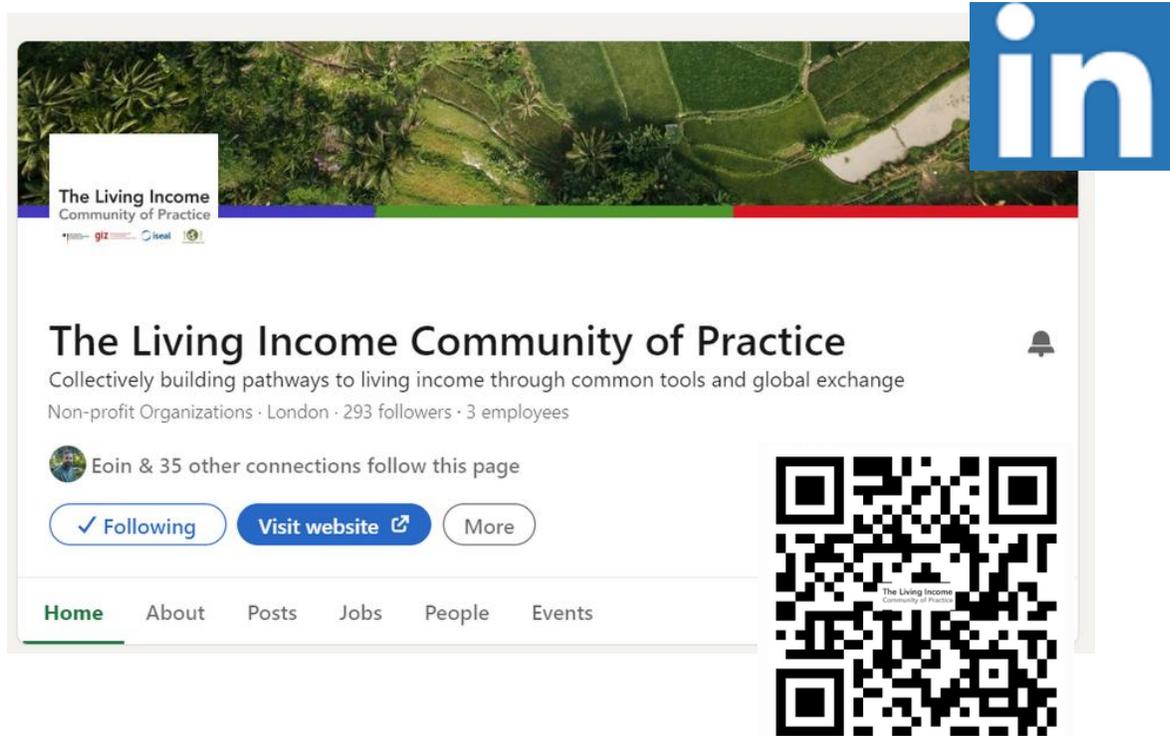
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The Living Income Community of Practice

Collectively building pathways to living income through common tools and global exchange

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