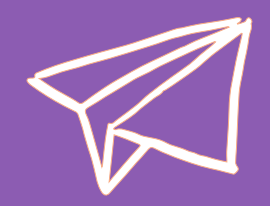




Cadbury



CASE STUDY



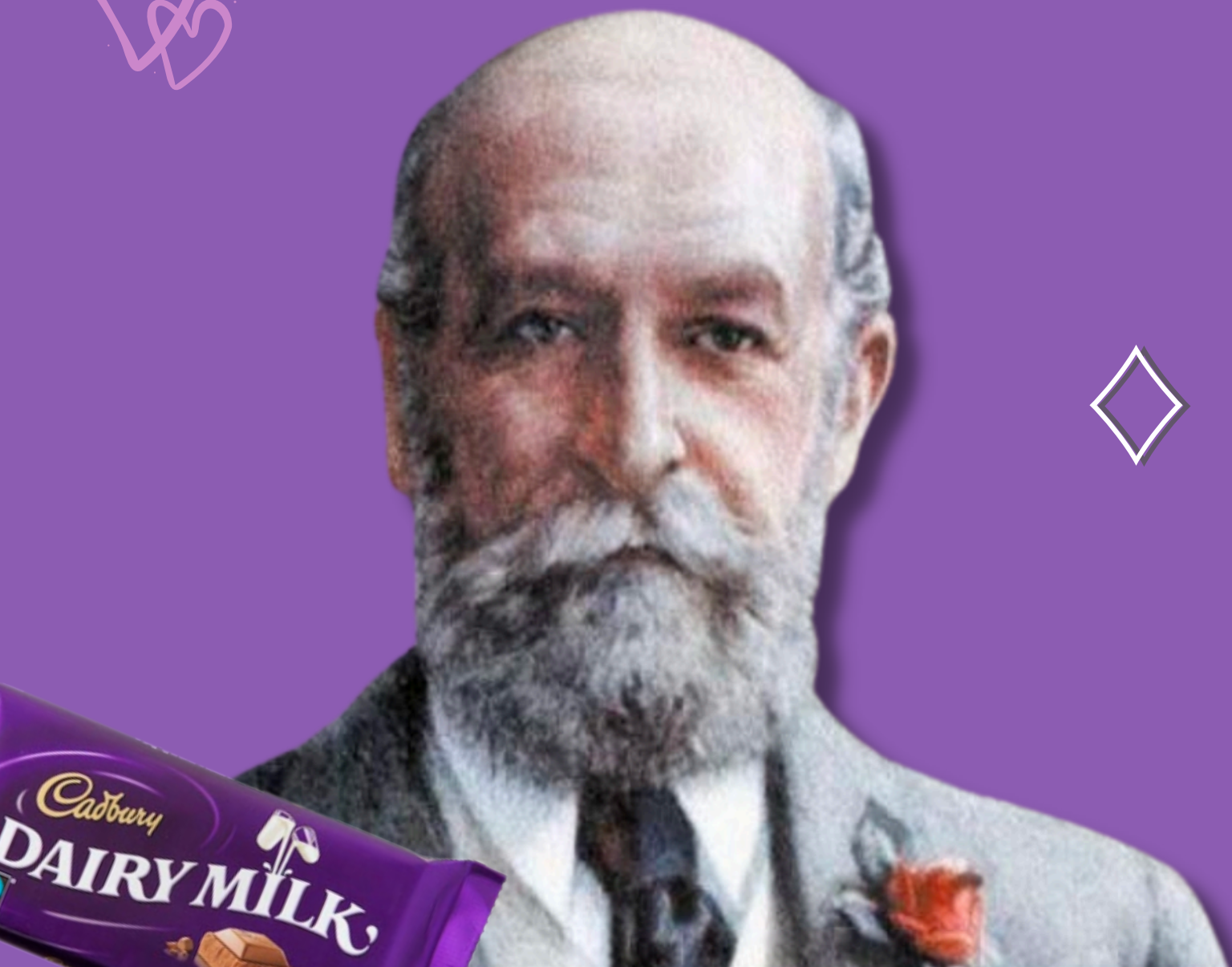
INTRODUCTION



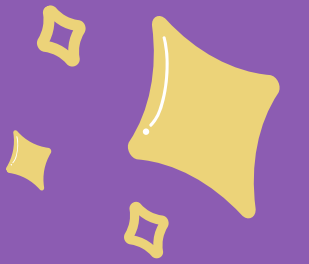
◆ JOHN CADBURY

◆ FOUNDED IN 1824

◆ 2ND LARGEST CONFECTIONARY
BRAND



VALUES



INTEGRITY



RESPECT



RESPONSIBILITY





HISTORY



- ◆ BOURNVILLE
- ◆ BUILT ON 1831
- ◆ HEALTHY ENVIRONMENT FOR WORKERS



HISTORY

◆ 2000 & 2001

◆ USA TOOK ACTION

◆ HEALTHY ENVIRONMENT
FOR WORKERS



IS IT ?



HAPPINESS
LUXURY
ROMANCE



CADBURY'S RESPONSE



- ◆ WORKED WITH GHANA
- ◆ EDUCATE ABOUT ICI
- ◆ CADBURY'S OWN PROJECTS





CADBURY'S RESPONSE



SCHOOL



COMMUNITY



SUSTAINABLE
COCOA
FARMING



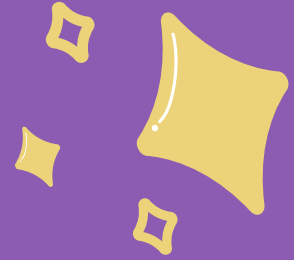


FROM NOW ON



- ◆ £45 MILLION
- ◆ 10 YEAR PROGRAM
- ◆ ADDRESSING SOCIO-ECONOMIC FACTORS





PRESENT - 2022



100%
SUSTAINABLY
SOURCED
COCOA

The Cocoa Life logo, which is a green circle containing a white stylized clover-like shape with three leaves. The word "COCOA" is written in white above the shape, and "LIFE" is written in white below it.

COCOA LIFE - 100%
SUSTAINABLY SOURCED COCOA.

[HTTPS://WWW.CADBURY.CO.UK/COCOA-LIFE](https://www.cadbury.co.uk/cocoa-life)



THE END

