



Guidance document: Awareness-raising film about labour rights in cocoa

Raising awareness about labour rights is essential to ensuring they are respected in cocoa farming. It helps workers and employers understand their rights and responsibilities, reduces the risk of violations, and enables workers to seek help when their rights are breached.

What is the film about?

The film depicts various situations in which cocoa workers' rights have been breached. The film is in Twi with English subtitles.

Who is the target audience?

The target audience for this awareness-raising film includes individuals involved in cocoa farming, both employers, who are responsible for ensuring decent working conditions, and workers, who should be aware of their rights.

More specifically, the film targets those who may have experienced or witnessed breaches of labour rights or forced labour. This includes cocoa workers, cocoa farmers and their families, cooperative leaders and members, as well as leaders and members of cocoa-growing communities.

How to use the film and radio spots?

The film can be played during awareness-raising sessions at the community or cooperative level in community centres, schools or other relevant locations.

Who can use the film and radio spots?

Community Facilitators, Community Labour Protection Committees, Cooperatives, Community-based associations, social workers or other relevant actors can use the film and radio spots within their awareness-raising activities.