FOREWORD

Defeat hunger, combat poverty and make globalization work for everyone – these are the aims INKOTA has spent the last 40 years campaigning for. INKOTA strives towards building a peaceful world without poverty and injustice, a world in which every human leads a dignified life determined by himself or herself, a world in which natural resources are preserved and the needs of future generations are respected. Using the motto “hungry for change” INKOTA cooperates with civil society partner organisations in countries in the Global South to establish just social structures. In Germany INKOTA aims to facilitate the interconnection of civil society organisations and carries out educational work and campaigns.

The campaign is coordinated by four civil society organisations in Austria (Südwind), Estonia (Mondo), Czech Republic (Ecumenical Academy Prague) and Germany (INKOTA). The campaign also involves additional civil society organisations in twelve other countries. As a result, our message spreads across 16 European countries: Austria, Belgium, Czech Republic, Estonia, Finland, Germany, Hungary, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Romania, Slovakia and Slovenia. The campaign is coordinated by INKOTA.

We hope you have a lot of fun planning, discussing and taking action! If you have any questions, please feel free to contact us: makechocolatefair@inkota.de

A life without chocolate? For many unthinkable! But does it really make everyone happy? Millions of small-scale cocoa farmers are still breaking their backs working under inhumane conditions just so we can enjoy chocolate. Meanwhile a handful of large companies take in high profits for their chocolate products. This injustice must come to an end!

That’s why it is important that many people throughout Europe become aware of this problem and stand up for the respect of human and labour rights and sustainable agriculture in cocoa cultivation and trade. Together we stand up for chocolate that makes everyone happy!

This campaign manual is for individuals and groups who want to get active for fair chocolate.

If you have any questions, please feel free to contact us: makechocolatefair@inkota.de

It is to guide you through planning and carrying out your own activities related to cocoa and chocolate. You will be informed about the problems in the production of cocoa, learn more about Make Chocolate Fair!-campaign and be inspired by our ideas for activism such as publicity events, demonstrations, protests, etc.

Those who talk about the Global South must not stay silent in the North!

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THOSE WHO TALK ABOUT THE GLOBAL SOUTH MUST NOT STAY SILENT IN THE NORTH

BE IN THE THICK OF THINGS, NOT ON THE SIDELINES
Cocoa is the main ingredient for one of the most popular confectioneries in the world: chocolate. 70 percent of the world’s cultivated cocoa comes from the West African countries Ivory Coast, Ghana, Nigeria and Cameroon. There they are produced mainly by small-scale farmers: 90 percent of them cultivate less than 5 hectares of land. Other major producing countries are Indonesia, Brazil and Ecuador, as cocoa trees thrive only near the equator, where humidity is high and temperatures are constant. All in all, cocoa is the main source of income for approximately 5.5 million farmers in the Global South. It also ensures the livelihood of up to 14 million workers and their families.

**THE PRICE: UNFAIR**

While a handful of big cocoa and chocolate companies dominate the global market and rake in billions in profits, most cocoa farmers are living on the edge of their existence. The world market price for cocoa has decreased by more than half in the last 30 years and is subject to strong fluctuations. Often, the dependence of the farmers on the fluctuating price of cocoa results in an additional burden on the environment. Finally, the one-sided cultivation of cocoa increases the dependence of the farmers on the fluctuating price of cocoa, which in turn weakens the stability of income of enterprises and lowers yields.

This results in the displacement of other crops and deforestation. In addition to the decline in biodiversity, excessive cultivation worsens the quality of the drinking water. It also exacerbates the infestation and frequency of disease among cocoa trees. In addition, pesticides and fertilizers are often used incorrectly due to the lack of education on the correct usage. This results in an additional burden on the environment. The farmers' unfair wages also have ecological consequences: the farmers lack the funds to invest in plant protection, to use sustainable fertilizers, to replace old and diseased trees, and to care for young trees. Without such production-boosting measures yields continue to fall and, as a result, cocoa farmers are forced to expand their acreage.

**THE COMPANIES: FAR SUPERIOR**

The 5.5 million farmers in the Global South are facing only seven companies which dominate two-thirds of the world market. The five largest companies are Mars (USA), Mondelez (USA), Nestlé (Switzerland), Ferrero (Italy) and Hershey’s (USA). Together they control over half of the market worldwide. Currently, the net sales of the chocolate industry are around 100 billion US dollars - and rising. The lion’s share of the global value of chocolate has been given to the chocolate companies in the Global North. In 2001 the world’s largest chocolate producers signed an international voluntary agreement (Harkin-Engel Protocol) in response to the reports of human rights violations in the cultivation of cocoa so that the worst forms of child labour would be abolished. 10 years later: hundreds of thousands of children are still toiling under exploitative conditions on cocoa plantations!

**THE LABOUR CONDITIONS: EXPLOITATIVE**

The low income leads to serious human and labour rights violations on the cocoa farms. The cocoa farmers cannot pay their workers sufficient wages, let alone provide adequate housing or health care. They are often at the mercy of dangerous work without health protection and suffer from poor nutrition.

Another consequence of the impoverishment of the cocoa farmers is that children have to work under exploitative and hazardous conditions on cocoa plantations. In the Ivory Coast and Ghana alone, where cocoa is produced mainly for the European chocolate market, around two million children work on cocoa farms, hundreds of thousands of them under exploitative conditions. In the Ivory Coast in particular, children are bought from neighbouring countries for very little money from traders and are abused as cheap labour. Exploitative child labour and child trafficking are classified as serious human rights violations by the International Labour Organisation (ILO) and are therefore prohibited.

**EFFECTS ON THE ENVIRONMENT: CAT ASTROPHIC**

The farmers’ unfair wages also have ecological consequences: the farmers lack the funds to invest in plant protection, to use sustainable fertilizers, to replace old and diseased trees, and to care for young trees. Without such production-boosting measures yields continue to fall and, as a result, cocoa farmers are forced to expand their acreage.

This injustice must come to an end! It is time for us to remind the chocolate companies of their social and environmental responsibility! Take action now and spread the message MAKE CHOCOLATE FAIR!
The European campaign Make Chocolate Fair is committed to better the living and working conditions of cocoa farmers and to support a sustainable and diversified agriculture in the producing countries.

WHO IS BEHIND IT ALL?
Make Chocolate Fair is supported by civil society organisations from 16 European countries and a growing number of people from Europe, Africa and Latin America.

www.makechocolatefair.org/mittragner

THE CORE: THE PETITION
The petition is at the core element of the campaign Make Chocolate Fair! With four concrete demands, we target the major chocolate companies who have to take social and environmental responsibility for their actions. By the summer of 2015, we aim to collect at least 100,000 signatures from across Europe in order to pass them on to representatives of the chocolate industry in Brussels. This is where all the large chocolate companies will gather under the umbrella organisation of Chocolate, Biscuits & Confectionery of Europe (COABISCO).
WHAT WE DEMAND

FAIR PAY
Chocolate companies must guarantee adequate income for cocoa farmers and their employees. The payment must enable them and their families to lead a decent life and meet the cost of living in their respective countries. Particularly in West Africa the average income of farmers and their workers is currently far below the absolute poverty line. Many have to live on less than US$1.25 a day. A fair pay is an income that covers one’s basic needs at the very least. These include adequate housing, healthy food, clean drinking water, adequate healthcare, education and the ability to pay taxes and transportation costs. Only if companies pay a fair price for cocoa beans cocoa farmers will be able to earn sufficient income to pay a living wage to their hired workers, avoid using child labour and pay for their children’s education.

RESPECT HUMAN AND LABOUR RIGHTS
Chocolate companies must comply with human rights and provide decent working conditions in cocoa and chocolate production without restrictions. This means that they respect and actively implement the internationally recognized principles of the Universal Declaration of Human Rights of the United Nations (UN) and the conventions of the International Labour Organisation (ILO). Nearly two million children work on cocoa plantations in the Ivory Coast and Ghana alone. Hundreds of thousands of them work under conditions that are prohibited under international standards. According to the ILO Conventions 182 and 138, chocolate companies must comply with the prohibition of child labour in their entire supply chain.

Sustainable and diversified agriculture
Chocolate companies have to make a contribution to intact ecosystems and climate protection, as well as good water and soil quality by promoting sustainable cocoa production. They also need to boost the knowledge and skills of small-scale farmers on agricultural diversification, as this plays a crucial role in improving the farmers’ lives: If farmers grow different agricultural products, they are less dependent on cocoa farming and can stabilize their income.

INDEPENDENT CERTIFICATION SYSTEM
Chocolate companies must use an independent certification system and external monitoring in their production to implement the above demands. Only in this manner, compliance with social and environmental standards may be guaranteed. The share of certified chocolate products in the total production is still very low. Chocolate producers, therefore, have to increase their purchase of certified cocoa substantially. In the medium term, their entire range containing cocoa products has to be controlled by independent certification organisations.

THAT IS WHY WE DEMAND:
Fair pay for cocoa farmers and their workers!

WE DEMAND: Respect human and labour rights along the entire cocoa value chain and reject exploitative child labour!

WE DEMAND: Adopt an independent certification and monitoring system

INDEPENDENT CERTIFICATION SYSTEM
The cultivation of different crops provides protection against extreme weather conditions, cushions the negative effects from large price fluctuations and strengthens the food security of the country. Chocolate companies must ensure regular training of cocoa farmers to enhance their capacities for sustainable and diversified cocoa production.

THAT’S WHY WE DEMAND: Enhance cocoa farmers capacities to perform sustainable and diversified farming!

INDEPENDENT CERTIFICATION SYSTEM
Chocolate companies must use an independent certification system and external monitoring in their production to implement the above demands. Only in this manner, compliance with social and environmental standards may be guaranteed.

WHERE CAN YOU SIGN?
The petition can either be signed online at www.makechocolatefair.org or offline on a printed petition. For your campaigns you can simply download the petition as a PDF file at www.makechocolatefair.org/material have it sent by post or use the form on page 29. In addition, the online petition is also available as a widget, which you can embed in your website so that visitors can sign the petition directly without having to leave your page. You can easily embed the widget – learn how to at www.makechocolatefair.org/petition-widget.

By the way: Personal data is treated confidentially by INKOTA and is never passed on to third parties. We only use this information to send campaigning material from INKOTA – and only if so desired.
Make Chocolate Fair! depends on the participation of many people who spread the campaign widely, collect signatures and carry out creative campaign activities. Be a part of it!

The following ideas for action have several goals: Some aim to give people a wake-up call, others are there to collect many signatures or to get media's attention, while the rest target companies.

Whether alone or in a team, whether in an activist group, a fair trade shop, a university group or a community - standing up for fair chocolate is not hard! We'll introduce you to various ideas on how to draw attention to the topic in public.

There are, of course, many other forms of action and we look forward to hearing more of your ideas. It goes without saying that you can count on us when planning your action: We will gladly provide you with campaign material, advise you on your ideas and help you with any questions and problems you may come across!
PREPARATION:
Find an appropriate site for the photo stunt that has a Christmas or chocolate covering. Register the action to the respective office in charge and write a press release that makes readers curious. Emphasise that the action is very well suited for photo and video coverage. Borrow Santa Claus costumes.
Tip: In some cities there are “Santa Claus agencies” run by student unions or labour agencies through which you can get the costumes free of charge or for little money.
Cut the cardboard to signs and label them with protest slogans (“We’re on protest!”, e.g.). Attach the wooden sticks to the signs.

IMPLEMENTATION:
In costumes and with protest signs stand together on location. Chant slogans such as “Ho-ho-ho, not everyone’s gung-ho!” or “Unfair, but WE still care!”
With rattles, drums and other instruments make loud noises. If the press has taken pictures of you and you have answered all their questions, start the protest march and distribute campaign leaflets to pedestrians and ask them to sign the petition. If you can organize a place near the protest and have enough media contacts, you can also hold a “Santa press conference”.
In this case you start with the demonstration at the Christmas market and then run to the press conference where you read the statement that you have already prepared.

ALTERNATIVE:
The photo stunt can also be conducted as a strike by Easter bunnies! To see a video of Easter bunnies protesting go to www.youtube.com/watch?v=N2f_FKMM7r4

IN SHORT: MEDIA/WHITE BEARDS/CONFUSION
**SMACK IT TO ‘EM**

**GUERRILLA-ACTION**

**PREPARATION:**
You can take action for fair chocolate even alone! Buy yourself a post-it pad and write your message on it: “This chocolate is unfair!” “Contains child labour and poverty!” or “Sign the petition for fair chocolate!”, for example. Make sure to always include the link to the campaign website on the note (makechocolatefair.org). You can also pick famous advertising slogans and change them into an adbust (see page 20).

**IMPLEMENTATION:**
The next time you go shopping, stick the post-it inconspicuously on the chocolate products on the supermarket shelf. Depending on the slogan, you can, for example, also stick it on the mirror in the customer washroom of a department store - anyone who goes to loo will read the note! In this manner, people can be reached with very little effort.

**IN SHORT: SMALL/YELLOW/FAST**

**GOAL:** Individuals are bemused while shopping. They reflect on their consumption patterns, visit the campaign website and sign the petition.

**PEOPLE:** at least 1

**EFFORT:** low

**MEDIA SUITABILITY:** low

**TIME TO IMPLEMENT:** arbitrary

**LOCATION:** supermarkets

**MATERIAL:** post-it pad, pen

**GUERRILLA PROTESTS**
Guerrilla protests achieve a great effect with small means by spreading messages creatively, subversively and in a decentralized manner. People are surprised and a little bemused by the protest right in the middle of their everyday lives.

You should not announce guerrilla protests in advance. You want to write a press release? Then clearly mark them with a waiting period! In this manner, the protest will only reported afterwards.

**IMPLEMENTATION:**
Disguised as representatives of the chocolate industry you meet in a public place, pose for the press, hold your ironic speech and answer questions. Then you march with your signs and banner through the city centre and chant slogans like “Long live the chocolate industry!” or “Child labour is not a crime!” loudly. The more noise you make, the more attention you will get. In places with a particularly large audience you can hold further in-between rallies. The better the demo is staged, the more attention you will get from the public. It is important that, despite all the fun you’re having, you do not neglect your concern. Therefore, some of you should be responsible for addressing pedestrians who are paying attention and giving them the campaign leaflet.

**IN SHORT: SATIRE/CHEERING/LOOKING-GLASS WORLD**

**PREPARATION:**
Think about a demo route which will allow you to reach as many people as possible. Register the demo at the appropriate office and write a separate press release. Deck yourself out in business suits and wear the logos of unfair chocolate companies clearly visible on your back and chest (e.g. with oversized buttons made of paper). Write your slogans on signs (e.g. “Starvation wages? I don’t care!” or “Child labour? Brilliant!”), paint a banner and think of ironic slogans for the demo. Prepare a satirical speech with your demands: reduction in the price of cocoa, expansion of child labour, preservation of monoculture, etc.

**IMPLEMENTATION:**
Disguised as representatives of the chocolate industry you meet in a public place, pose for the press, hold your ironic speech and answer questions. Then you march with your signs and banner through the city centre and chant slogans like “Long live the chocolate industry!” or “Child labour is not a crime!” loudly. The more noise you make, the more attention you will get. In places with a particularly large audience you can hold further in-between rallies. The better the demo is staged, the more attention you will get from the public. It is important that, despite all the fun you’re having, you do not neglect your concern. Therefore, some of you should be responsible for addressing pedestrians who are paying attention and giving them the campaign leaflet.

**IN SHORT: SATIRE/CHEERING/LOOKING-GLASS WORLD**

**GOAL:** Pedestrians are bemused by “over-affirmations” about the problem. They learn about the campaign and sign the petition.

**PEOPLE:** at least 10

**EFFORT:** medium

**MEDIA SUITABILITY:** medium

**TIME TO IMPLEMENT:** 1 hour

**LOCATION:** public places, such as pedestrian zones

**MATERIAL:** Dressy suits, signs, transparencies, campaign leaflets, drums, rattle, megaphone

**CHEERING DEMONSTRATION**

**PREPARATION:**
You can take action for fair chocolate even alone! Buy yourself a post-it pad and write your message on it: “This chocolate is unfair!” “Contains child labour and poverty!” or “Sign the petition for fair chocolate!”, for example. Make sure to always include the link to the campaign website on the note (makechocolatefair.org). You can also pick famous advertising slogans and change them into an adbust (see page 20).

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The next time you go shopping, stick the post-it inconspicuously on the chocolate products on the supermarket shelf. Depending on the slogan, you can, for example, also stick it on the mirror in the customer washroom of a department store - anyone who goes to loo will read the note! In this manner, people can be reached with very little effort.

**IN SHORT: SMALL/YELLOW/FAST**

**GOAL:** Individuals are bemused while shopping. They reflect on their consumption patterns, visit the campaign website and sign the petition.

**PEOPLE:** at least 1

**EFFORT:** low

**MEDIA SUITABILITY:** low

**TIME TO IMPLEMENT:** arbitrary

**LOCATION:** supermarkets

**MATERIAL:** post-it pad, pen

**GUERRILLA PROTESTS**
Guerrilla protests achieve a great effect with small means by spreading messages creatively, subversively and in a decentralized manner. People are surprised and a little bemused by the protest right in the middle of their everyday lives.

You should not announce guerrilla protests in advance. You want to write a press release? Then clearly mark them with a waiting period! In this manner, the protest will only reported afterwards.

**IMPLEMENTATION:**
Disguised as representatives of the chocolate industry you meet in a public place, pose for the press, hold your ironic speech and answer questions. Then you march with your signs and banner through the city centre and chant slogans like “Long live the chocolate industry!” or “Child labour is not a crime!” loudly. The more noise you make, the more attention you will get. In places with a particularly large audience you can hold further in-between rallies. The better the demo is staged, the more attention you will get from the public. It is important that, despite all the fun you’re having, you do not neglect your concern. Therefore, some of you should be responsible for addressing pedestrians who are paying attention and giving them the campaign leaflet.

**IN SHORT: SATIRE/CHEERING/LOOKING-GLASS WORLD**
SORRY, BUT DID YOU KNOW...

HIDDEN THEATRE

IMPLEMENTATION:
Go to the location by twos or fours - no one should notice that you know each other. If there are enough people nearby, one person puts a bar of conventional chocolate in their shopping cart (or in the tube/tram - starts eating a candy bar). Then the second person comes along seemingly at random and starts a conversation about issues in cocoa farming (“Sorry to interrupt, but did you know…?”). If there are more than 2 of you, the others start to join in the conversation. Also try to engage passengers uninvolved in the conversation (“What do you think of this?”). At the end you stop the scene and distribute the campaign leaflets to bystanders or you let a third person distribute leaflets as soon as the others have left the location.

IN SHORT: SUPER/MARKET/SUBVERSIVE

WHO’S AFRAID OF THE CHOCOLATE MONSTER?

FLASHMOB

IMPLEMENTATION:
In an inconspicuous place one of you puts the chocolate costume on. And off you go: run away screaming loudly as the chocolate bar chases you. Stay close together and make sure that it remains serious - and that you do not run too fast! After all, you don’t really want to escape from the chocolate monster. While you’re running, drop some campaign leaflets, which the shocked pedestrians can pick up and read.

PREPARATION:
Cut the cardboard so that it can be put on a person’s head - this is where your creativity is appreciated! You can cut slits for the eyes or holes for the head and arms. Paint the box to look like an oversized chocolate bar. Again, you can go a little crazy here and give the chocolate bar a grim face.

 Tip: Very large and elongated cardboard boxes, which are well suited for this action, can be found at bike shops, amongst other places. Just ask!

Then agree on a busy street or a location to perform the flashmob. Discuss in advance in which direction you want to run and where you want the activity to end.

IN SHORT: CARDBOARD/MONSTER/SPORT

GOAL:
Uninvolved pedestrians are interrupted in their routine - with a scene they will remember! They learn about the campaign and sign the petition.

PEOPLE: at least 5
EFFORT: medium
MEDIA SUITABILITY: medium
TIME TO IMPLEMENT: 5 minutes, can be repeated at other locations
LOCATION: any public places
MATERIAL: at least 1 x 1 meter cardboard box, brushes, paint (brown and black, possibly white or red), scissors or utility knife, campaign leaflets

PREPARATION:
Read the Make Chocolate Fair! campaign material. It is important that you feel confident with its contents so that you can present the facts of the campaign convincingly in a debate. Then practice conversations where a person is confronted with the abuses in cocoa cultivation and inform them about the campaign.

IN SHORT: SUPER/MARKET/SUBVERSIVE

GOAL:
People are engaged in a conversation in an everyday situation. They learn about the demands of the campaign and sign the petition.

PEOPLE: 2-4
EFFORT: medium
MEDIA SUITABILITY: low
TIME TO IMPLEMENT: 10 minutes, can be repeated
LOCATION: anywhere, for example in the supermarket or in the tube/tram
MATERIAL: Campaign leaflets
**YOUR VOTE FOR FAIR CHOCOLATE**

**PROTEST WALK**

**GOAL:** Pedestrians become curious and learn about the demands of the campaign.

**PEOPLE:** at least 3 – the more, the better!

**EFFORT:** low

**MEDIA SUITABILITY:** low

**TIME TO IMPLEMENT:** as desired

**LOCATION:** pedestrian zones, shopping centres, etc.

**MATERIAL:** Cardboard, scissors, knife, pens, wooden sticks, tape, campaign material

**PREPARATION:**
Cut the cardboard boxes into large speech bubbles and write your slogans on it (for example “I want my chocolate fair!” or “I want chocolate without child labour”). Attach a wooden stick to the rear side of each sign.

**IMPLEMENTATION:**
Go into the city centre with the signs, stroll around and act like an ordinary pedestrian. Since this is not an officially registered demonstration, a maximum of 2 people are allowed to walk together! The best is for one to walk behind the other, always at a distance of ten meters. Act as if you don’t know each other. The more of you there are, the more attention you will draw in public. Make sure that the speech bubbles are always legible. If you are approached or observed by people who are interested, talk to them and give them a campaign leaflet.

**IN SHORT:** WALK/SPEECH BUBBLE/PROTEST

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**HAVE A HEART FOR BUSINESSES**

**GUERRILLA ACTION**

**PREPARATION:**
Make a sign with the words “Have a heart for businesses - donate here!” Practise approaching pedestrians. Think about what should be done with the collected money. Gather information on specific big chocolate companies in order to have it on hand during the action.

**IMPLEMENTATION:**
With your donation cans and the sign go to the city centre and approach people to ask if they would like to donate to chocolate companies. Tell the puzzled pedestrians that the companies need all their hard-earned money for things such as advertising or packaging design, and as a result, are unable to pay cocoa farmers a fair price, one that allows them to cover their basic needs. That’s why citizens are now asked to donate! Mention, for example, that Ferrero has “only” made about 800 million Euros of profits last year and that they had to spend more than 300 million Euros of it on advertising.

Try to engage people in a conversation through the fundraising activity. At the end of your conversation make it clear that this fundraising activity is satirical. Inform them about the campaign, give them the campaign leaflets and encourage them to sign the petition.

**IN SHORT:** DONATION/CONFUSION/HEART

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**GOAL:** Pedestrians are puzzled by a satirical approach. This stimulates further thought on justice in cocoa business. They learn about the campaign and sign the petition.

**PEOPLE:** at least 2

**EFFORT:** low

**MEDIA SUITABILITY:** low

**TIME TO IMPLEMENT:** 2-3 hours

**LOCATION:** Pedestrian zones, public places

**MATERIAL:** Donation cans, signs, Make Chocolate Fair!-petition and other campaign material, possibly vendor’s trays.
**TACKLE THEM**  
**SOCIAL MEDIA-ACTION**

**PREPARATION:**
For this activity it is important that you know the content well so that you’re able to argue convincingly in a discussion. Read the campaign material of Make Chocolate Fair! to prepare yourself. Seek out a suitable platform for your activity, such as the Facebook site or the blog of the manufacturer of your favourite chocolate bar.

**IMPLEMENTATION:**
A person starts with writing that (s)he has heard of abuses in cocoa farming. Direct questions (“Is it true, that ...?”) are well suited to provoke reactions. Gradually, each member from the rest of your group takes their turn: Reply to the comment, refer to the campaign and pose additional questions – the more comments you make, the more companies are pressured to respond. Ideally, new users outside your group will get involved in the discussions. They learn about the campaign and the company has to take a position.

Tip: You can also use email distribution, Facebook pages or blogs to participate in the activity – this way you can find more fellow campaigners!

**IN SHORT:** WEB2.0/FAVORITE CHOCOLATE/PRESSURE

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**THE CHOCOLATE BREAKFAST**  
**FAIR BREAKFAST**

**PREPARATION:**
Register the event if you want to perform it in a public place. Once you have found a location, advertise the event as much as you can! You can, for example, write a press release, put up posters or distribute leaflets. Read through the campaign material once more in order to be able to introduce and discuss the topic. On the day of “the Chocolate Breakfast”, meet up at least an hour before it begins to set up tables, prepare the dishes and put campaign material on each plate.

**IMPLEMENTATION:**
Sit at the tables – and enjoy your breakfast! If you are in a public place, invite pedestrians to take a seat with you. Get them involved in a conversation, tell them about the campaign and let them sign the petition.

**IN SHORT:** BREAKFAST/TABLE/DELICIOUS

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*Certified by Fairtrade, UTZ or Rainforest Alliance*
GOAL: Many people learn about the campaign and sign the petition. The campaign spreads through a social network

PEOPLE: at least 5

EFFORT: high

MEDIA SUITABILITY: medium

TIME TO IMPLEMENT: 2-3 hours

LOCATION: any public location

MATERIAL: thin cardboard, box cutters, chalk or chalk spray

Draw these adbusts on the cardboard and cut them with the utility knife. Create a stencil with the logo Make Chocolate Fair with the link to the campaign website. If you want to be even more creative, you can also draw chocolate bars, eggs or bunnies that refer to a certain brand.

IMPLEMENTATION: Show your adbusts in public - the possibilities are boundless! Spray your slogans on the pavement in front of a chocolate shop or on old election posters. Always add the Make Chocolate Fair! logo with a link to the campaign website. Instead of using stencils you can create adbusts in form of stickers, post its or leaflets to bring them to the public eye.

Take pictures or videos of your action and make it available on the Internet, so as to excite additional attention!

SHORT: STENCIL/CREATIVE/SPRAY

PREPARATION: For an adbusting action you need a lot of creativity and a little skill. Seek out advertising slogans or logos of chocolate companies that you want to distort or attack. Possible adbusts are, for example:

• Burpy’s or Lurchy’s chocolate (instead of Hershey’s chocolate)
• Bitter Sport (instead of Ritter Sport)
• Unfairrero (instead of Ferrero)

CELEBRATE FOR FAIRNESS

PARTY

GOAL: Many people learn about the campaign and sign the petition. The campaign spreads through a social network

PEOPLE: at least 4

EFFORT: high

MEDIA SUITABILITY: low

TIME TO IMPLEMENT: depends on how long you can party

LOCATION: Youth centre, bar, club, etc.

MATERIAL: Sound system, disco ball, drinks, decoration, signs, party leaflets, campaign material, petitions, donation box

PREPARATION: It takes quite a lot of effort to throw an entire party! Therefore, it is particularly important that you have enough people responsible for the preparation and execution of the event. Think of an appropriate party theme that is related to the campaign (e.g. “party for fair chocolate”). Organise a suitable location, prepare the technical equipment and ask bands or DJs to play at your party. Fair chocolate snacks or drinks should, naturally, be present.

Tell your friends about the party, share the event over social media and advertise with leaflets and posters at appropriate locations. If you know popular local DJs, you can also run the event on a larger scale. You’ll need many helping hands for the party, e.g. for setting up and dismantling, at the door for admission and behind the bar for drinks. Make a shift schedule and ensure that you know who is responsible for what - so that you don’t have to do everything yourself at the end.

Tip: Pubs or bars often rent out their premises for free or charge for charitable projects as long as the money from beverage sales goes to them. Just ask!

SHORT: DANCE/MUSIC/FUN

实施

目标：许多人了解活动并签名。活动通过社交网络传播

人数：至少5人

努力：高

媒体适用性：中

实施时间：2-3小时

地点：任何公共地点

材料：薄纸板、盒子切割机、粉笔或粉笔喷雾

在纸板上绘制这些adbust，并用刀具裁剪。创建一个带有“公平巧克力”的logo的模板，以及链接到活动网站。如果你想更具创意，还可以绘制巧克力条、鸡蛋或兔子，以指向特定品牌。

实施：在公共场所展示你的adbust——可能性是无限的！在巧克力店前或旧竞选海报上喷漆标语。始终添加Make Chocolate Fair！logo和链接到活动网站。使用模板之外，你也可以制作adbust形式的贴纸、便签或传单，以引起公众的注意。

拍摄你的行动的图片或视频，并在互联网上发布，以吸引更多的关注！

简称：模板/创造/喷雾

准备：进行adbusting活动需要很多创意和一点技巧。寻找你想讽刺或攻击的巧克力公司的广告语或logo。可能的adbusts包括，例如：

• Burpy’s或Lurchy’s巧克力（代替Hershey’s巧克力）
• Bitter Sport（代替Ritter Sport）
• Unfairrero（代替Ferrero）

可口，便宜 – 公平？

ADBUSTING

目标：许多人了解活动并签名。活动通过社交网络传播

人数：至少2人

努力：高

媒体适用性：中

实施时间：2-3小时

地点：任何公共地点

材料：薄纸板、盒子切割机

短语：模板/创意/喷雾

准备：进行adbusting活动需要很多创意和一点技巧。寻找你想讽刺或攻击的巧克力公司的广告语或logo。可能的adbusts包括，例如：

• Burpy’s或Lurchy’s巧克力（代替Hershey’s巧克力）
• Bitter Sport（代替Ritter Sport）
• Unfairrero（代替Ferrero）
1. THE GROUP
You've found fellow activists and want to get started now? You should definitely pick a person who'll serve as the leader of the action and oversee the project. Distribute tasks accurately and clarify the roles of the respective activists (e.g. who’s responsible for directing the action, talking to the press, collecting signatures, documenting the process, etc.). Create a schedule in which each and every step of the activity is noted down. At the end of each meeting these questions should be answered: Who does what? Until when? With whom? What if important? Take minutes of the results of your meetings and plan sufficient preparation time for your action!

2. THE MESSAGE
Clearly, the message is about unfair chocolate. Nevertheless, you should agree on the message you want to spread with your action. Think about which information is of particular importance to the target group and how you can best convey your message. A target group in a shopping district demands other information and forms of communication than students participating in a workshop. If you’re targeting the press, it is important to note a few special rules to ensure that your action is attractive to them (see step 5).

3. THE TARGET GROUP
Who do you want to address with your action? Define your target group and think about how to draw their attention towards your action. Think about which information is of particular importance to the target group and how you can best convey your message. A target group in a shopping district demands other information and forms of communication than students participating in a workshop. If you’re targeting the press, it is important to note a few special rules to ensure that your action is attractive to them (see step 5).

4. THE "SCRIPT"
When performing an action we recommend a kind of 'script' which outlines the planned procedure. Split your action into several individual steps and list them. The following details should be included: A chronological schedule with date and time designation, the exact tasks and the people responsible for them with their mobile numbers. It will also be handy to have a list of substitute helpers, who can fill in for last-minute drop-outs. If you work with caretakers, technicians, groundkeepers, etc., send them the script as well. Depending on how much effort goes into going into coordination, it is advisable to appoint a responsible person who coordinates the various sub-activities with each other.

5. THE LOCATION
The location of the activity substantially influences the way you bring the topic of your action across. Look at the location beforehand in order to consider what is doable and what is not. Will you be seen by pedestrians in this location? Is there a way for them to get closer to you and to stand for a chat? Is the location suitable for a good press photo (see page 10)? What about technical details: Where do you get electricity from if you need it for the activity? Can you park a transporter at the location? For activities outdoors you have to consider alternatives in case it rains.

6. THE TIMING
Choosing the right time for your activity or protest is not to be underestimated! Since you want to address as much of your target audience as possible with your activity, you should make sure that no major event takes place at the same time in the same place. Ultimately, regardless of which target group you want to spread with your action: Do you just want to attract as much of your target audience as possible with your activity, such as Human Rights Day or the International Day against Child Labour. Such occasions are a good reason for the press to report on a suitable action. In addition, cooperation with other groups will be easier to set up. Or you could choose a period when chocolate consumption is particularly high, such as before Christmas or Easter. Important: Arrange enough time for preparation when picking a date for your action!

7. THE MATERIAL
Action material
The more original your material is, the more impressive the effect will be. Giant banners, large dolls, posters, costumes, etc. attract attention. The rule of thumb is: The more senses are involved, the better. Consider the following: Is the material appealing? Does it go with the message and the location? Does the message speak to the audience?

8. THE REHEARSAL
A rehearsal is always recommended - not only when an activity is done for the first time. The timing has to be right for a good action because different actors must work together precisely. The more coordination there is, the more important it is to go through the processes together beforehand. Remember to check that the technical devices are working!

Publicity and informational material
Spread posters, leaflets and other informational materials in advance to attract as many people as possible to come to your action. Announce your event especially at places where your target group is frequently present. If you're making your own leaflets or posters, keep in mind they should catch a passerby's attention and provide him with all essential information immediately. Therefore, everything important should be able to be read and understood with just one glance. Of course you should, if possible, announce your activity in social networks and email lists. We are happy to provide you with the Make Chocolate Fair logo and text elements and can help you advertising your event. For the action itself, we can also send you campaign material such as leaflets, poster, information sheet and, of course, the petition.

www.makechocolatefair.org

Or just call us and we'll help you with finding the concrete message of your action.

We also recommend linking your action up to a regional event such as a cultural or political event or a street festival, if possible. By doing so, onlookers with and without press cards can be found much easier!
The press is a great way to get your group, or your action, noticed by as many people as possible. Send a press release to local media institutions and invite journalists to your activity or hold a press conference. If you have a website, have the press release and photos available for download and refer to the link.

Press release

For press releases the following applies: the most important are the five Ws - Who? (organiser) Where? (location) When? (date), Why? (reason), What? (order of events) – they should be answered right in the beginning. Think about a major statement that you want to make and build the text on that. Otherwise, concentrate on important information and formulate short and simple sentences. Generate suitable quotes you may publish the content of your press release only after a blocking period for publication and relevant media institutions. If your action is to remain secret and only reported on in retrospect, add to the release about seven days before the activity to the phone number and postal address. Send the press release a blocking period for publication and mailing address.

For press releases the following applies: the most important are the five Ws - Who? (organiser) Where? (location) When? (date), Why? (reason), What? (order of events) – they should be answered right in the beginning. Think about a major statement that you want to make and build the text on that. Otherwise, concentrate on important information and formulate short and simple sentences. Generate suitable quotes you may publish the content of your press release only after a blocking period for publication and relevant media institutions. If your action is to remain secret and only reported on in retrospect, add to the release about seven days before the activity to the phone number and postal address. Send the press release a blocking period for publication and mailing address.

Press release

Once you have finished your action ensure that you fully return the location to its former state. If you had pictures or videos taken of the action, load a selection onto your website or on social media platforms and tag them. If you want to perform an action in a public place, any gathering outside with three or more people must be registered with the appropriate public order office or the police 48 hours in advance. In the application, the following information must be included:

- Starting time, duration, location of the action
- The idea of the action
- Organisers
- Expected number of participants
- Planned usable resources
- Licence on hand in case the police requests it. If you intend to set up information booths in a public place, it must also be approved. A special use permit may be obtained at a public order office. Find out how this can be done in your town hall. Whoever registers the booth has to stay there. If you are planning an event at a street festival or the like apply to the organisers.

LEGAL FRAMEWORK

Press conference:

THE CHECKLIST: Now you should be ready for your action. Right? In order to be sure, see page 30 of this manual where you will find a checklist that will help you to think your action through again. OK then: On your mark ... get set ... go!

INKOTA will be pleased to help you with writing press releases and is also able to spread them via a press distribution list.

Press conference:

The responsible person is actually responsible for everything that happens on the spot. He or she is the contact person for the police and should therefore be constantly on location. Don’t forget to have a written licence on hand in case the police requests it. If you intend to set up information booths in a public place, it must also be approved. A special use permit may be obtained at a public order office. Find out how this can be done in your town hall. Whoever registers the booth has to stay there. If you are planning an event at a street festival or the like apply to the organisers.

For pamphlets and posters that you make and print yourself, the “person responsible according to the press law” - your organisation or your activity director with a name and address - must always be visible somewhere on the edge in small print. A licence is not required to distribute leaflets. If you want to distribute leaflets in a shop or on private property, you must ask for permission from the management or the person responsible in advance.

If the legislation is unclear ask either the authorities, the people in your organisation or even INKOTA. For guerrilla and adbusting actions (see page 12 and 20) be aware that you are possibly moving into a legal gray area, as changes in commercial advertising space or products are not allowed. Decide on whether you still want to perform the activity.

THE FOLLOWING APPLIES FOR ALL ACTIVITIES:

We would be very happy to hear from you about your activities and receive photos and videos! We would be happy to report it on our website, our social media platforms and in the newsletter hoping many more dedicated people will be inspired and mobilized by your example!
Why is the regional focus of the campaign on West Africa?

About 70% of the world’s cultivated cocoa comes from the West African countries such as Ivory Coast, Ghana, Nigeria and Cameroon. The majority of the 5.5 million cocoa farmers live in these countries. They produce mainly conventional cocoa for the mass market. Europe, the world’s largest chocolate consumer, imports 90% of its cocoa from these countries. Besides the fact that the majority of cocoa comes from West Africa, is the fact that the majority of cocoa farmers live below the poverty line. In the Ivory Coast and Ghana alone, about 2 million children work on cocoa plantations, hundreds of thousands of them under exploitative conditions.

Petitions only fail if attention fades quickly. But if they are bolstered by public demonstrations, protests and events put on by many people, companies can quickly become very nervous about their reputation. INKOTA is part of the Clean Clothes Campaign (CCC) which has already achieved this in many cases. Many companies changed their purchasing strategies, and the working conditions have improved due to pressure from the public. For example, in April 2013 former employees of Adidas in Indonesia finally received compensation payments after a CCC action. Make Chocolate Fair! has already been noticed by major chocolate companies and is currently being observed. This is shown by the presence of industry representatives at events and press conferences and through various contacts of companies before and after actions.

Between the 1980s and the 2000s, the global market price for cocoa has been cut in half. Due to the resulting social and environmental problems in recent years, the supply has decreased, while demand continues to rise. Thus, the global market price for cocoa has been increasing for some years now. Most people who sign our petition have really dealt with the issue. They question their consumption behaviour and are taking actions in addition to simply signing. Therefore, we have decided on “real” signature lists, which we combine with many public actions and events.

Can a petition really make a difference? Petitions are being used more and more these days!

Between the 1980s and the 2000s, the global market price for cocoa has been cut in half. Due to the resulting social and environmental problems in recent years, the supply has decreased, while demand continues to rise. Thus, the global market price for cocoa has been increasing for some years now. Most recently it has been at USD $3,000 per tonne. The problem is that, firstly, this price is still well below the price level found in the 1980s. Secondly, the revenues of the cocoa farmers hardly increase: The price the farmers are actually getting for their cocoa beans is often still lower than the global market price - due to their poor stance in negotiating which is characterised by the lack of access to market information. As a result, the farmers depend on the price dictated by middlemen who buy the cocoa beans on the spot. In contrast to the small-scale cocoa farms, companies can protect themselves through long-term contracts and hedging activities on the stock market against price fluctuations.

Why are only 100,000 signatures being collected? Why don’t you use online petitions like Avaaz or Campact to reach out for more?

Petitions only fail if attention fades quickly. But if they are bolstered by public demonstrations, protests and events put on by many people, companies can quickly become very nervous about their reputation. INKOTA is part of the Clean Clothes Campaign (CCC) which has already achieved this in many cases. Many companies changed their purchasing strategies, and the working conditions have improved due to pressure from the public. For example, in April 2013 former employees of Adidas in Indonesia finally received compensation payments after a CCC action. Make Chocolate Fair! has already been noticed by major chocolate companies and is currently being observed. This is shown by the presence of industry representatives at events and press conferences and through various contacts of companies before and after actions.

How can the certification of cocoa help?

A certification provides for a relatively higher standard of living, contributes to the protection of environment and climate and will lead to more transparency in the value chain of cocoa and chocolate. The certification organisations Fairtrade, Rainforest Alliance and UTZ have independent control systems. Even though they have different priorities, they all ensure compliance with social, economic and environmental standards. Therefore, we demand that the chocolate companies purchase cocoa which has been certified by one of these organisations. But certification alone does not fully solve the problems of cocoa farming and trade. To date, results are unclear as to what impact certification systems have on the situation of the farmers. In addition, the certification organisations can only set certain minimum standards and change the situation up to a certain limit. For a lasting improvement of the situation in the producing countries, further changes need to be made by the companies. Finally, structural problems in the cocoa value chain need to be addressed and this has to be done through binding policies.

Why is the chocolate industry being addressed and not the politicians?

In recent years INKOTA has made very good experiences with campaigns targeting corporations. Companies are afraid of damaging their reputation and losing their customers. Thus, quick success can be achieved through the mobilisation of consumers to pressure the industry. Nevertheless, we believe it is equally important that politics create a framework that brings the companies into binding obligations to comply with social and environmental standards. If there are violations against human and labour rights, it must be possible to sue the companies. Therefore, INKOTA is engaged in the CorA network (amongst other networks). CorA is a network of civil society organisations which want to ensure that companies are obliged to respect human rights and internationally recognized social and environmental standards.
EVEN MORE INFORMATION

You can find information about cocoa and chocolate and about Make Chocolate Fair at www.makechocolatefair.org. For further information on INKOTA campaigns and activities go to www.inkota.de/english

BACKGROUND INFORMATION ABOUT COCOA FARMING AND TRADE


HELPFUL WEBSITES

- International Cocoa Organization – www.icco.org
- World Cocoa Foundation – www.worldcocoafoundation.org
- International Labor Rights Forum – www.laborrights.org/

DOCUMENTARIES

- BBC (2010): Chocolate - The Bitter Truth (eng.): www.youtube.com/watch?v=d85F7UtQkAY&playnext=1&list=PLA5F7D4302C9ED514&feature=results_main
- Kontraste (2013): Kinderarbeit für Schokotraume (in German). www.youtube.com/watch?v=mNL8cCk0C

INKOTA-CLIPS

- Clips of the ChocoMobile-Tour www.tourmakechocolatefair.org
- Easter bunnies protesting for fair chocolate (in German) https://www.youtube.com/watch?v=HK7Kte74

EUROPEAN PETITION

We demand Chocolate Companies to

- ensure fair payment to cocoa farmers and their workers
- respect human and labour rights along the entire cocoa supply chain and reject exploitative child labour
- enhance cocoa farmers’ capacities to perform sustainable and diversified farming
- adopt an independent certification and monitoring system

The petition will be finally handed over to the chocolate companies in November 2015. Please note that signatures can already be presented earlier to particular companies at suitable occasions. In the meantime, make sure to buy fair trade chocolate products whenever you can!

Send your signatures as soon as possible but at the latest by November 2015 to:
INKOTA-netzwerk e.V., Chrysanthemenstraße 1-3, 10407 Berlin, Germany
www.makechocolatefair.org

NAME, SURNAME

SIGNATURE

COUNTRY

We demand Chocolate Companies to

- ensure fair payment to cocoa farmers and their workers
- respect human and labour rights along the entire cocoa supply chain and reject exploitative child labour
- enhance cocoa farmers’ capacities to perform sustainable and diversified farming
- adopt an independent certification and monitoring system

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www.makechocolatefair.org

NAME, SURNAME

SIGNATURE

COUNTRY
BEFORE THE ACTION

Have all invitations to supporters, the target group and journalists been sent out?

Do all activists have up-to-date information?

Did everyone get a script?

Are the people on location informed?

Do you have a written permit for your action? Will you have it with you on the spot?

Are all the materials ready, including the technical devices, etc.?

Have you considered what to do in case of bad weather?

Is the location where the activity will take place well marked? Does it make sense to set up signs?

Is there a person responsible for keeping track of all activities going on during the action?

Do journalists have the information they need? Is there a contact person for them on location?

Do you have a person for photo and / or video documentation?

Is there a person who informs pedestrians?

Do you have a small present to say thank you to all the activists?

Gibt es eine Person, die die PassantInnen informiert?

Gibt es einen Ort, an dem ihr mit allen AktivistInnen die Aktion nach mal auswerten könnt – eventuell mit einer Tasse heißen Schokolade?

AFTER THE ACTION

Did you report on your action on your website, in social media or in your newsletter?

Have you sent a selection of pictures and / or video material as a brief report to INGOs so that we can report on your action?

Have you sent a small thank you email to all volunteers?

HAVEN'T HAD ENOUGH?

LINK TO OUR WEBSITE!
Link to the website of Make Chocolate Fair and spread campaign news on Facebook.

BUY FAIR!
Buy certified chocolate or ask in the supermarket or at the companies when your favourite chocolate is sold fairly.

ORDER!
We would be happy to send you campaign material. To order see Bestellt! www.makechocolatefair.org/material

DONATE!
Your donation makes further campaign activities and events possible so that we can put even more pressure on the chocolate companies!

Account for donations:
Account: 155 500 0010, Sort Code 350 601 90, KD-Bank
IBAN: DE06 3506 0190 1555 0000 10
BIC: GENODED1DKD
Keyword: Make Chocolate Fair

CHECKLIST

BEFORE THE ACTION

HAVE YOU CONSIDERED WHAT TO DO IN CASE OF BAD WEATHER?

IS THE LOCATION WHERE THE ACTIVITY WILL TAKE PLACE WELL MARKED? DOES IT MAKE SENSE TO SET UP SIGNS?

IS THERE A PERSON RESPONSIBLE FOR KEEPING TRACK OF ALL ACTIVITIES GOING ON DURING THE ACTION?

DO JOURNALISTS HAVE THE INFORMATION THEY NEED? IS THERE A CONTACT PERSON FOR THEM ON LOCATION?

DO YOU HAVE A PERSON FOR PHOTO AND / OR VIDEO DOCUMENTATION?

IS THERE A PERSON WHO INFORMS PEDESTRIANS?

DO YOU HAVE A SMALL PRESENT TO SAY THANK YOU TO ALL THE ACTIVISTS?

GIBT ES EINE PERSON, DIE DIE PASSANTINNEN INFORMIERT?

GIBT ES EINEN ORT, AN DEM IHR MIT ALLEN AKTIVISTINNEN DIE AKTION NACH MAL AUSWERTEN KÖNNET – EVENTUELLE MIT EINER TASSE HEIßER SCHOKOLADE?

AFTER THE ACTION

DID YOU REPORT ON YOUR ACTION ON YOUR WEBSITE, IN SOCIAL MEDIA OR IN YOUR NEWSLETTER?

HAVE YOU SENT A SELECTION OF PICTURES AND / OR VIDEO MATERIAL AS A BRIEF REPORT TO INGOs SO THAT WE CAN REPORT ON YOUR ACTION?

HAVE YOU SENT A SMALL THANK YOU EMAIL TO ALL VOLUNTEERS?
WANTED: SUPPORTERS OF MAKE CHOCOLATE FAIR!

You are involved with an association, initiative or a campaign group? Great! Why not become a Make Chocolate Fair! supporter and add your organisation’s voice to our campaign’s demands. Strength in numbers! The more we are, the louder we are! Together, the chocolate industry can not ignore our message!

Simply fill out the form below and send it back to us – either per post or as a scan by email.

I HEARBY CONFIRM THAT WE’D LIKE TO BECOME A MAKE CHOCOLATE FAIR! SUPPORTER

Organisation: ...........................................
Contact Person: ...........................................
E-Mail: ...........................................
Website: ...........................................

Address: ...........................................

☐ We’d like to promote the campaign online (our website, social media, etc)
☐ We’d like to embed the online-petition on our website
☐ We’d like to make an annual contribution of
  ☐ 50 Euro
  ☐ 100 Euro
  ☐ 500 Euro
  ☐ ... Euro
☐ Unfortunately we can not contribute financially

Location, Date, Signature

As a supporter we’ll list your organisation with logo and website link at www.makechocolatefair.org

CONTACT: LINA GROSS, CAMPAIGN MAKE CHOCOLATE FAIR!, EMAIL: MAKECHOCOLATEFAIR@INKOTA.DE, TELEFON: ++49-(0)30-4208202-57