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BACHELOR THESIS

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Sustainable production and consumption patterns in the chocolate industry — Comparing supply and demand of ethical chocolate on the German market.

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Faculty of Media

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Abstract

Where does the cocoa, which we consume on a regular basis, come from? Supply chains are not always transparent, much less easily comprehensible. The cocoa industry faces ongoing challenges. Whether it be the chocolate manufacturers' promise to maintain a sustainable and ethical supply chain, the minimal impact on the environment or the maximum adherence to human rights in their production process. This paper revises important steps which lead to the compliance with UN standards and questions the role of consumers in the construct of ethical chocolate products.

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List of acronyms and abbreviations

BDSI	German Confectionery Industry
BMEL	German federal ministry of food and agriculture
BMZ	German federal ministry for economic cooperation & development
CAGR	Compound Annual Growth Rate
CBI	Confederation of British Industry
CCC	Conseil de Café Cacao
CCE	Certification Capacity Enhancement project
COCOBOD	Ghana Cocoa Board
ECA	European Cocoa Association
FAO	Food and Agriculture Organization of the United Nations
FBK	Fund Against Child Labour
FCC	Federation of Cocoa Commerce
GISCO	German Initiative on Sustainable Cocoa
GiZ	German development cooperation organisation
HDI	Human Development Index
ICCO	International Cocoa Organization
ICCO	International Cocoa Organization
ICE	Intercontinental Exchange
IISD	International Institute for Sustainable Development
ILO	International Labour Organization
ILS	International Labour Standards

INEF	Institute for development and peace
N/A	non-applicable
NGO	Non-governmental Organizations
NYMEX	New York Mercantile Exchange
OECD	Organization for Economic Cooperation and Development
RA	Rainforest Alliance
SDG	Sustainable development goals
SECO	Swiss State Secretariat for Economic Affairs
UDHR	Universal Declaration of Human Rights
UK	United Kingdom
UN	United Nations
UNEO	United Nations Environment Organization
UNICEF	United Nations International Children's Emergency Fund
USDOL ILAB	United States Bureau of International Labor Affairs
VSS	Voluntary sustainability standards
WCF	World Cocoa Foundation

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Preface

"Many human beings don't know how cacao is grown, where it's produced, who produces it, and the difficulties of producing it and putting it on the market. […] We have a whole program for that, an internal coordination, there are the working groups, there is the steering committee, the accompaniment from the Internal Council for this whole process, and all the work to get the organic certification; it's a very long process. […] Cacao is an appealing product for human beings, for its taste and for everything cacao represents. I like to drink sweetened hot chocolate, in water, with panela sugar cane, or with sugar, sometimes with a little milk too, with bread […]."

– J.E., member of the Peace Community of San José de Apartadó (Burnyeat, 2018)

This quote inspired me to raise awareness about the continuing inequalities within the cocoa industry by examining sustainable production and consumption patterns in the chocolate industry. The comparison of supply and demand of ethical chocolate products on the German market shows the missing gaps that need addressing to further prevent human rights violations. This bachelor thesis was written from June to September 2021 to fulfill the graduation requirements of the bachelor programme Global Communication in Business and Culture BSc at Hochschule Mittweida, University of Applied Sciences.

To some extent the conducted research was difficult to prepare, analyse, and present accordingly to answer the research question. It has been a bumpy ride during which my family and friends supported me. Thank you all. I am grateful for all respondents who participated in my survey and took time out of their daily schedule to fill out my survey. Finally, I would like to thank all my professors who guided me along the past three years. Especially my supervisors for their support during the process of finishing my degree.

1 Introduction: Ethical consumption of chocolate

Cocoa is commonly used in households for various usages, such as baking goods, drinks, spreads, and more. Although it is used worldwide, the growth of cocoa is limited to a few regions across the globe, as farmers need to master challenging growing conditions for a successful harvest. Cocoa beans require fertile soil, over 20 degrees Celsius in average, and at least 1,500-millimetre precipitation per year. Cocoa trees can only grow in the safety of other trees' shadows, as they are sensitive to direct sunlight. The farmers have to wait between 3 and 6 years for their first harvest, depending on the tree species. They can only rely on fruitful trees for a maximum of 25 years. Most of the growing regions are located around the equator. The Inkota survey suggests that 90 percent of cocoa originates from cocoa plantations that are between two and five hectares in size. Of the approximate 5.5 million smallholder farms worldwide, one million cocoa plantations are found in Côte d'Ivoire and 800,000 in Ghana. The income of mostly family-owned farms is strongly dependent on the market price, set by supply and demand worldwide. This leads to unstable price falls, resulting in unreliable living income for cocoa farmers. (Hütz-Adams, 2019)

In 2021, the Impact Institute and Fairtrade study revealed that 85 percent of cocoa farmers in Côte d'Ivoire earned a monthly income below the needed living income for their families. The study revealed that 56 percent of farmers earn below the local poverty line of 1.24 US dollars (1.24 euros) in Côte d'Ivoire. (*Cocoa Farmer Income*, 2021) By the end of 2022, the World Bank will set the new global poverty line to 2.15 US dollars (2.15 euros) using 2017 prices, which would increase the percentage of cocoa farmers living in poverty. (World Bank, 2020, 2022) Thereby, on average, cocoa farmers not only struggle with falls in the price, but also with a monthly income which is below their country's poverty line. The Tulane University and Walk Free Foundation study suggests that poverty is one of the driving forces of child labour on cacao plantations. Around 891,500 children aged 10 to 17 years worked in cocoa agriculture from October 2016 to November 2017 in Côte d'Ivoire. In Ghana, 708,400 children worked on cocoa farms between August 2016 and August 2017. 93 percent of those in Côte d'Ivoire and 89 percent of children in Ghana performed hazardous work. (de Buhr & Gordon, 2018)

In the past years, many global organisations have it their mission to prevent non-compliance with human rights. The United Nations (UN) devoted Goal 12 of their 17 goals to responsible consumption and production. (Martin Samaan, 2015) Chocolate manufacturers are starting to change their supply chains to meet UN standards and are seeking certification to prove it. (Ayenor & Zegers, 2021; Fountain & Huetz-Adams, 2020) First steps are being made towards drastic changes in the cocoa industry. Most importantly, though, what are consumers doing? They strongly impact the companies' implemented strategies in their product management. Consumers directly impact manufacturers when it comes to determining areas that warrant particular focus. (Gaia Cacao B.V, 2021) Therefore, the following questions arise: Do consumers differentiate between chocolate manufacturers depending on their compliance with UN standards? Do they specifically look for ethically produced chocolate when buying chocolate products?

1.1 Structure

First, the following pages explain the objective of this thesis, accompanied by the explanation of the gap in research and the resulting research question. The analytical procedure describes the development of the research question and the reason for the choice of topic. Then, the detailed approach to the scientific method is defined and evaluated. The theoretical framework is compared to the already existing state of research, simultaneously validating the used method, the topic and its sources. To ensure full comprehension of the used terminology, the terms “Sustainable cocoa and ethical chocolate products”, “Responsible production and consumption”, and “Human Rights” are described briefly. The state of research represents the basis for common ground, as there are various sources stating the current status of cocoa trade, its production process, and the involved key players. It also educates about the history of cocoa beans. This is followed by contextual analysis of ethical production patterns in Germany, specifically examining the compliance of chocolate manufacturers with corporate responsibility. In addition, the ethical consumption patterns in Germany are analysed before hypotheses are formed based on the first results of the state of research and context analysis. This part, then, builds the first pillar for comparison. Subsequently, the methodology for the conducted survey is explained, including its research design, measurements of constructs, data collection and sample size, units, and ethical considerations. Finally, the survey data is analysed, to construct the second pillar for comparison. This leads to the comparison of all findings. This way, the research hypotheses, as well as the research question, are answered and discussed before ending the paper with final remarks to conclude the topic.

1.2 Objective

There are currently many sources that examine the living conditions of cocoa farmers. They analyse the reasons behind their low incomes and compare the share in profit between the cocoa farmers and other key players within the cocoa supply chain. The results show a clear gap between the profits of cocoa farmers and chocolate manufactures. Quite a few organisations have made it their mission to tackle the inequalities in the cocoa industry. Fair trade organisations and accreditation systems were founded to ensure higher standards for cocoa farmers and sustainable harvesting processes are maintained. Companies have started to act on their corporate responsibility and are following ethical and sustainable guidelines. Although not all chocolate manufacturers followed suit, there is still a great number that are improving conditions for humans and the environment along their supply chain. The conditions for cocoa farmers can only change, though, if all manufacturers reinvent their money-making system. Again, this depends on consumers' behaviour, which would instantly influence the manufacturers. For instance, if consumers only bought ethical produced chocolate products, manufacturers would need to drastically change the conditions within their products' supply chain to meet consumers' needs. (Gaia Cacao B.V, 2021)

This paper revises the cocoa trade in the past and describes the state of research on cocoa supply chains. It thematizes the ethical production patterns in Germany and the chocolate manufacturers' compliance with corporate responsibility. Additionally, the ethical consumption patterns in Germany are displayed. Therefore, the paper contains a contextual analysis of the current situation of consumption patterns in Germany as well as the results of a sample, which were based on a quantitative questionnaire about consumption behaviour of ethical chocolate. This leads to a comparison of supply and demand of ethical chocolate in Germany, resulting in answering the research question.

Summarized, the readers will gain knowledge of the troubles in the cocoa sector and the role of chocolate consumers within that structure. This way, future analysis can be conducted to further seek answers to the question of how to influence consumers' mindset in order to bring about changes to the working conditions of cocoa farmers.

1.3 Research question

As described in the objective, there is already a lot of research on chocolate manufacturers' compliance with UN standards on responsible production. Furthermore, the current state of research shows that changes have started to influence better conditions within the cocoa supply chain for human rights as well as environmentally. Nevertheless, research doesn't explicitly show consumers' actual behaviour when buying chocolate products. There are several surveys about consumers' decision-making process. Partly, they include chocolate products as well. This paper specifically concentrates on German consumers and their relationship to ethical chocolate on the market. Chocolate manufacturers are adapting their supply chains to meet UN standards in responsible production and consumption. But do German consumers buy ethical chocolate to prevent the non-compliance with human rights?

The research question to be answered within this paper is: To what extent does the adherence to ethical standards within the supply chain of chocolate production influence the buyer behaviour of German consumers? The answer will indicate to what extent the efforts of human rights organisations and chocolate manufacturers are meaningful. It will show whether human rights organisations should not only concentrate on changing rules within the supply chain of cocoa, but also focus on implementing guidelines for buying chocolate products. Might it be possible that more marketing is needed to influence chocolate consumers to open up to the possibility that it is necessary to change their buying behavior to implement UN standards in the cocoa industry and finally change the conditions for cocoa farmers?

1.4 Analytic procedure

The first literature research addressing responsible consumption and production discovered the 17 sustainable development goals by the UN. (UN, 2022) From this starting point, the research was expanded to problems within the fulfilment of that goal. One of many problems that arose from the second research was the topic of sustainable cocoa. Whilst plenty of research showed progress in protecting the environment, lots of research also unveiled the lack of understanding of human rights within the cocoa industry. The third literature research focused on finding sources about the current state of research. Global organisations and countries themselves commissioned surveys about working conditions of cocoa farmers. They enlarged their studies to investigate to what degree chocolate manufacturers comply with UN goals to meet human rights standards. The missing factor was the consumer itself. This, however, is not to say that there are no studies that make consumers of chocolate products the subject of discussion. There are quite a few studies examining the consumption of chocolate products in various countries. The state of research seems to continuously grow in this subject area. Moreover, it is apparent that consumer knowledge is the missing factor in many of these surveys, as they do not analyse the extent to which consumers are aware of the issues in cocoa production. Even less research was conducted that examines the extent that adherence to responsible production patters influences consumers' decision-making process. This paper is only one of many scientific papers slowly adding to the awareness of social injustices within the cocoa industry.

This thesis follows two approaches to answer the research question. The first pillar of the final comparison was conducted by analysing professional literature in a structured procedure based on the research question: To what extent does the adherence to ethical standards within the supply chain of chocolate production influence the buyer behaviour of German consumers? Therefore, it was essential to begin reviewing previous research in the cocoa sector and built an overview of the already existing knowledge addressing sustainability in the field. Categories for the analysis were determined by deductive reasoning. First, this thesis contextualizes the current state of research as a base to the in-depth contextual analysis of ethical production and consumption pattern in Germany. This includes a brief overview of cocoa trade in the past and a detailed summary of the supply chain of cocoa, particularly referring to the global cocoa value chain and its key players. This chapter must be structured in detail as it builds common ground to further follow up on the conducted research and its key findings. The contextual analysis was refined to two separate paragraphs of ethical production patterns in Germany and ethical consumption patterns in Germany, splitting the paragraph of the production pattern again, referring to the general implementation of UN standards in Germany and the compliance with corporate responsibility. The materials for the analysis were chosen via academic search engines, such as Google Scholar, Primo, and JSTOR. For this, relevant studies, books, articles, and web pages were analysed to complete the theoretical framework of this research. Mainly this paper refers to Cocoa Barometer published by the VOICE Network. They represent the voices of organisations within the cocoa industry and thrive to reform it. Each year, they publish the Cocoa Barometer. In 2020, Fountain and Hütz-Adams composed the Cocoa Barometer. (Fountain & Huetz-Adams, 2020) Other papers commonly share the Cocoa Barometer, as seen on the websites of the ICI (ICI, 2022) and the European Commission (European Commission, 2022), or refer to their research, as seen in (Grumiller & Grohs, 2022) and in (Farys & Hirzel, 2022). In 2010, Hütz-Adams also composed the "Menschenrechte im Anbau von Kakao" study, which evaluated the initiatives of the cocoa and chocolate industry in cooperation with the institute for development and peace (INEF). (Hütz-Adams, 2010) Other reports that are referred to in this thesis and are cited frequently are the following: (Gaia Cacao B.V, 2021), (Pennington & Ball, 2011), (de Buhr & Gordon, 2018), (CBI, 2020) and (FAO, 2022a) Additionally, this paper refers to data published by the UN, the International Cocoa Organization (ICCO), and the shared standards of the International Labour Organization (ILO). Finally, the content was analysed, the findings were presented and interpreted. At this point, the second approach mixes with the first approach, as both findings will later be interpreted together by listing all key findings.

The second pillar was built upon a quantitative survey research. The exact research design and its measurements of constructs are explained in the chapter: Methodology. This analytic procedure sampled a number of German chocolate product consumers. Again, the questions were based towards finding answers to the same categories as the content analysis: ethical consumption patterns in Germany. Thereby, the creation of the survey followed deductive reasoning. Research hypotheses and survey questions were interdependently developed. In addition to necessary questions, the survey includes demographic questions to enable comparison and easier find parallels or distinctions to different research. The survey's results were structured based on the determined categories and lead to finding answers to the research hypotheses. The survey reflects the pattern of opinions from the selected sample. It allows interpreting the intensity of the participants' opinions, attitudes, and value propositions towards ethical chocolate products.

This mixed method is an empirical study combining a structured analysis of professional literature and a quantitative survey research. The combination of both allow to not only systematically review the current state of research, but also gain insight over sample production and consumer patterns. This way, the results will answer the research question. Within the framework of this mixed method as a research method, limitations must also be taken into account. The final results only reflect the pattern of opinions from the questionees. Quantitative surveys do not allow follow-up questions, which concludes in providing a shallow overview and statistical generalisation. On a different note, the structured analysis of professional literature is rather an observation of the current state of research addressing the selected categories. The availability of data to conduct the analysis slowly started to increase during the last years. Non-governmental Organizations (NGOs) initiated the debate of more transparency in the cocoa sector over decades. In the last years, they published reliable, recent, and freely accessible reports and surveys on farmer incomes, impact of certification standards, and the processes within the cocoa value chain. Still, there is not enough precise information of productivity, field size and production costs within the cocoa industry. Traders, processors, and manufacturers directly involved in the supply chain only collect data for internal use and not aggregate data. Occasionally information gets leaked and thusly cannot be used in scientific reports and is not citable. (Fountain & Huetz-Adams, 2020) However, the mixed method is subjective. Its research is limited to previously selected material, as this paper cannot include all existing research. Therefore, the transfer of gathered results to different research areas is foreclosed. Nevertheless, the selected material provides a sufficient overview of the current state of research. The sample size also limits the transferability of subjects outside of the cocoa industry. The pre-defined aspects for the analysis, the formed categories, and the focus on Germany play a part in contributing to the limitations of transfer. Therefore, this paper is not completely representative but rather seeks to expand the limits of representation.

1.5 Definition of the used terminology

1.5.1 Ethical cocoa and sustainable chocolate products

The introduction of voluntary sustainability standards (VSS) by the cocoa industry started over 20 years ago. (Bermúdez et al., 2019) It represents a starting point for the establishment of the terminologies. Although, rather than looking at their historical development, this paragraph shall focus on their meaning. To distinguish the meanings of the used terms ethical and sustainable cocoa, this paper solely refers to definitions used by the UN.

The concept of "*ethical cocoa*" describes an ethical production process of chocolate products, meaning that the materials, products and services were sourced ethically and socially responsibly. Each compartment of a company's supply chain follows ethical and social principles, ensuring fair trade for each step of the production process. This includes but is not limited to fair income and good working conditions. Simultaneously, it excludes unethical labour practices such as child labour or slavery. Whereas the term "*sustainable chocolate products*" goes beyond "*ethical cocoa*". In addition to ethically sourced products, it concentrates on the environmental and social impact of its supply chain strategies and activities. In general, companies develop their business ideas based upon the Triple Bottom Line. Sustainable sourcing of cocoa suggests widening the perspective towards how far environmental and social boundaries influence their decision-making process. The term considers long term concerns such as fair trade, employment, and the use of natural resources. (Lambrechts, 2021)

Summarized, both concepts exceed the formal accountability as imposed by governments. Companies take further accountability, regarding the sustainability and compliance with ethical standards. (Lambrechts, 2021) Ethical sourcing focuses on choices made during the production process. It addresses questions like: How is the business run? How are the people within that business treated? Where and how are the products made? What is the product made of? However, sustainable sourcing involves the consequences that resonate from choices a company has made. This thesis only deploys the term "ethical" instead of "sustainable" to narrow down the research, sacrificing considerations of the impact on environment and community. As the term ethical cocoa is part of the definition used for sustainable cocoa, both terminologies are used and, as such, analysis is simplified.

1.5.2 Responsible production and consumption

The UN defined 17 sustainable development goals (SDG) to facilitate worldwide change towards positive impact on the environment and communities. The 12th SDG describes the term responsible production and consumption. It involves 11 targets, which mainly involve ideas and guidelines to further improve production efficiency. Businesses should thrive to meet ethical standards, if not even sustainable progression in relation to maximising the use of natural resources and minimising food waste and the use of chemicals. Worldwide, industries should step up to their social responsibility, adapting their strategy to reduce negative consequences on society as well as the environment. Simultaneously, increasing sustainable corporate practices and reporting, improving sustainable procurement. (Gasper et al., 2019; UN General Assembly, 2015) The UN shared a 10-year framework of sustainable programmes, which supposedly encourages companies to adapt to more sustainable production practices within their industry and thereby enhancing the transparency of their supply chain to the consumers. According to the UN, the most developed countries should take the lead and support developing countries to take part in moving towards more sustainable patterns of consumption and production. (Ali et al., 2018)

1.5.3 Corporate responsibility: Human rights

This paper defines the terminology Human Rights through three different perspectives. The chosen source to define the terminology was based upon the Cocoa Barometer 2020 by VOICE. (Fountain & Huetz-Adams, 2020) The Universal Declaration of Human Rights (UDHR) provides the primal definition of human rights. This resonates with the prior definitions of both the terms ethical cocoa and sustainable chocolate products, as well as responsible production and consumption. Furthermore, the main focus of this paper is the adherence to ethical standards. Therefore, the second perspective looks further into the role of the World Bank to ensure the compliance with human rights and the development of the global poverty line. Lastly, this paper identifies the goals of the International Labour Organization (ILO) to strengthen the definition of human rights by the UN because responsible sourced products can only be promoted as such with fair working conditions.

The United Nations General Assembly conceptualized the UDHR on 10th December 1948 in Paris. Since then, member states of the UN are encouraged to recognize the equal and inalienable rights of every human. Human rights are fundamental to protect the dignity and worth of every human person. The main pillars to secure human rights are freedom, justice and peace in the world. The 30 articles within the UDHR addresses rights for every individual worldwide and sets standards for the life within a community. For instance, there should not be slavery or servitude of any kind. Everyone has the right to freely choose their employment, including their working conditions. Simultaneously, everyone should be able to rest and set a fair limit to their working hours. The UDHR also addressed the right of free education, at least in the elementary and fundamental stages. (UN, 2015; United Nations, 1948) Furthermore, everyone should have access to the essentials for an adequate and healthy life. This includes food, clothing, housing, medical care, necessary social services and much more. To fulfil the fundamental right of every human being, the UN devoted their first SDG to ending poverty in all its forms everywhere. (United Nations, 1948)

The World Bank also follows their mission to end extreme poverty and reduce the share of the global population that lives in extreme poverty to 3 percent. (World Bank,

2016) However, research suggests that the reduction of the global population is unattainable which makes it impossible to fulfil the first goal of the SDG by 2030. (*World Development Report 2022*, 2022)

The ILO was founded as a subsidiary organization of the UN. It consists of governments, employers' and labour unions' organizations that focus on the adherence to basic human values at work. Among other things, the members of the ILO commit to providing a safe and healthy working environment and eliminating all variations of forced and child labour. (*ILO Declaration on Fundamental Principles and Rights at Work*, 2022) The following fundamental labour standards are binding for all member states of the ILO. Therefore, they also regulate the cocoa industry:

- ILO convention No.29 – Forced Labour Convention (1930 and its 2014 Protocol)
- ILO convention No. 105 – Abolition of Forced Labour Convention (1957)
- ILO convention No. 87 – Freedom of Association and Protection of the Right to Organise Convention (1948)
- ILO convention No. 98 – Right to Organise and Collective Bargaining Convention (1949)
- ILO convention No. 100 – Equal Remuneration Convention (1951)
- ILO convention No. 111 – Discrimination (Employment and Occupation) Convention (1958)
- ILO convention No. 138 – Minimum Age Convention (1973)
- ILO convention No. 182 – Worst Forms of Child Labour Convention (1999)

The ILO also defined four core conventions for governments, to encourage member states to prioritise certain governance instruments (ILO, 2022c):

- ILO convention No. 81 – Labour Inspection Convention (1947)
- ILO convention No. 122 – Employment Policy Convention (1964)
- ILO convention No. 129 – Labour Inspection (Agriculture) Convention (1969)

- ILO convention No. 144 – Tripartite Consultation (International Labour Standards) Convention (1976)

The ILO convention No. 138 prohibits child labour for children aged 14 or younger. The intention behind this was to create the possibility for every child to attend school until that age. However, there is room for adjustments in developing countries. The ILO convention No. 138 was only signed by 156 of 183 member states by July 2010. (Hütz-Adams, 2010) Since then, it has been ratified by 175 of 187 member states. (ILO, 2022g, 2022e) Whereas the ILO convention No.182 rapidly achieved universal ratification by all member states. (ILO, 2022f, 2022h) It was introduced to amplify the ILO convention No. 138. It claims an immediate end to child slavery, forced labour and any other form of forced recruitment, such as child soldiers, drug dealing, child prostitution and child pornography. Likewise, it prohibits child work that endangers health, safety, or morale. Most of the member states adopted legislation accordingly to the child labour conventions. Nevertheless, the restrictions and prohibitions on the employment of children did not end child labour. (ILO, 2022d)

In 2011, the UN Human Rights Council enhanced these principles on Human Rights by implementing the Guiding Principles on Business and Human Rights. The new principles focus on the involvement of companies in human rights issues and encourages corporations to focus on their responsibility to respect human rights. Furthermore, they should uphold and not interfere with human rights. (OHCHR, 2011; *Guiding Principles on Business and Human Rights: Implementing the United Nations "Protect, Respect and Remedy" Framework*, 2011) In 2011, Milton Friedman described the simple responsibilities of companies as followed:

"There is one and only one social responsibility of business -- to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud." (Nolan, 2014, p. 1)

Therefore, companies maximise their profits by using their resources more efficiently. This statement is often quoted since it's an easy obligation to follow as a business. However, Nolan already remarked in his research article in 2014, that there is another perspective that needs to be considered. In 1970, Friedman originally defined the 'rules of the game' in legal terms, but nowadays, the social expectations of a company have shifted. Industries are prompted to advance their respect for human rights. Governments enacted law standards and international organizations, such as the UN, issued codes of conduct and guiding principles. Companies are encouraged to change their perspective on how to run their business, focusing more on the bigger picture of their corporate responsibility for the common good. The Guiding Principles on

Business and Human Rights strengthen the notion of redefining Friedman's 'rules of the game'. Companies are required to collaborate with the state, to eliminate the non-compliance with human rights standards. (Nolan, 2014) This mainly involves their own liaison with human rights issues. For instance, violating human rights within their value chain or non-compliance with human rights can be directly linked to operations or pursuing services by business partnerships. In every scenario, the affected company should immediately take action to prevent further exploitation of employees. (OHCHR, 2011; *Guiding Principles on Business and Human Rights: Implementing the United Nations "Protect, Respect and Remedy" Framework*, 2011)

The Organization for Economic Cooperation and Development (OECD) advocates guidance helping multinational enterprises to implement the UN Guiding Principles on Business and Human Rights, as well as the ILO fundamental labour standards (ILS). They support the shift towards a generally more responsible business conduct, whilst addressing issues such as human rights, labour rights, and the environment. They forward recommendations from governments to multinational enterprises by outlining the principles of due diligence and communicating the corresponding regulations as well as the requirements for their implementation. This way, companies avoid non-compliance with human rights, labour standards, and environmental provisions. (OECD, 2018)

2 State of research

2.1 Brief overview of cocoa trade in the past

The International Cocoa Organization (ICCO) summarized the most important historical facts about the development of cultivating cocoa trees. The first cocoa trees originated millions of years ago, on land that we would recognise today as South America. Research shows that native populations used cocoa beans mixed with corn flour and spices 5,300 years ago for beverages, trade, and rituals. Approximately 1,500 years later, Spanish settlers began to export the fruit and the recipe for the chocolate drink “xocoatl”. They slowly introduced it to their cuisine. It’s adoption to the European taste culture led to growing demand in European countries. First, they began to cultivate plantations in South and Central America by domesticating the cultivation of cocoa trees. Then, the arrival of the first enslaved Africans increased the profit by forced labour. (ICCO, 2021; Pennington & Ball, 2011)

Since then, several countries began to explore combinations of cocoa with other food or beverage ingredients. During the progressive development of new chocolate products, three cocoa tree varieties were discovered: Forastero, Criollo, and Trinitario. Every species brought their own advantages and disadvantages, which satisfied a diverse range of tastes among chocolate products. The first “chocolate factories” industrialized the production of chocolate products in the beginning of the 19th century. In 1828 Caspaus Van Houten revolutionized the industry by inventing the use of hydraulic pressure during the production process. It separated the cocoa butter and the cocoa powder. Later, further inventions by various other chocolate manufacturers contributed to the revolution of the chocolate industry: the process of producing milk powder was introduced by Henri Nestlé for the use in chocolate milk and Rudolph Lindt discovered the conche, which improved the quality of solid chocolate. (Pennington & Ball, 2011)

Between 1808 and 1826, Latin America gained independence from Spanish and Portuguese colonies. (Kittleson et al., 2021) In 1830, Ecuador began to grow Forastero and soon gained the global market leading position of distributing cocoa beans. In the late 19th century, Portuguese settlers brought cocoa trees to Sao Tomé. From there, cocoa plantations spread through African colonies. (Pennington & Ball, 2011) In 1833 the United Kingdom (UK) implemented the Slavery Abolition Act, which freed more than 800,000 Africans, formerly enslaved by the UK, worldwide. (Henry, 2022) Following this, in 1909, the global market leading position of distributing cocoa beans shifted to Ghana, when British chocolate manufacturers refused to purchase cocoa beans from plantations where slavery was continued after the Slavery Abolition Act. During this time, plantations in Central and South America as well as Sao Tomé still relied on slavery. Therefore, Ghana became the new lead in cocoa bean exports. (Pennington & Ball, 2011)

Figure 1 shows the countries which cultivated cocoa by the end of the 20th century. They were located around the equator due to appropriate climate conditions for cocoa tree growth. (ICCO, 2021; Pennington & Ball, 2011)

Figure 1: Growing areas of cocoa during colonization (ICCO, 2021)

As shown in figure 2, production in Africa rose rapidly from 835 thousand metric tonnes in 1961 to 3,753 thousand metric tonnes in 2019, with an average annual growth rate of 2.6 percent. (Gaia Cacao B.V, 2021) In comparison, Fairtrade certified cocoa only amounted to a production value of 233,497 metric tonnes in the same year. (*Innovation and Resilience for a More Sustainable World*, 2020) It even decreased to 175,412 metric tonnes in the following year. (*The Future Is Fair*, 2021)

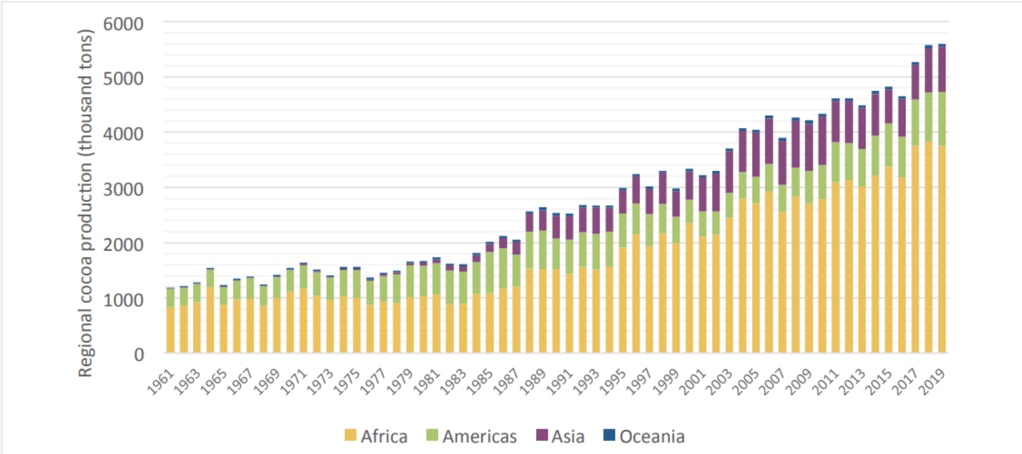

Figure 3. Regional cocoa production trends from 1961 to 2019 (in thousand metric tons). Source: Own elaboration based on data from FAOSTAT, 2021.

Figure 2: Global cocoa bean production trend; elaborated from (Gaia Cacao B.V, 2021) based on data from (FAO, 2022a)

Simultaneously, figure 3 shows the price developments between 1950 and 2020. While production of cocoa beans steadily increases, the price decreases one percent each year since the 1950s. (LMC, 2020)

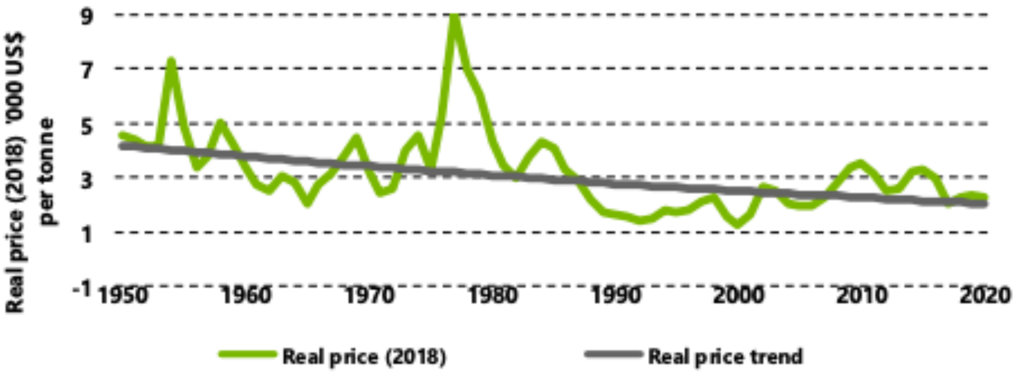

Figure 3: Long-term cocoa price trend (LMC, 2020)

The statistics of figures 2 and 3 indicate the trends shown in figure 4. Even though the range of years is narrowed down to the period of time from 2001 to 2020, a coherence between production and price value is distinguishable. Figure 4 illustrates the global imported volume in a million metric tonnes, value in billions of USD, real value in billions of USD, and the compound annual growth rate (CAGR) in percent of imported volume of cocoa beans. (Gaia Cacao B.V, 2021)

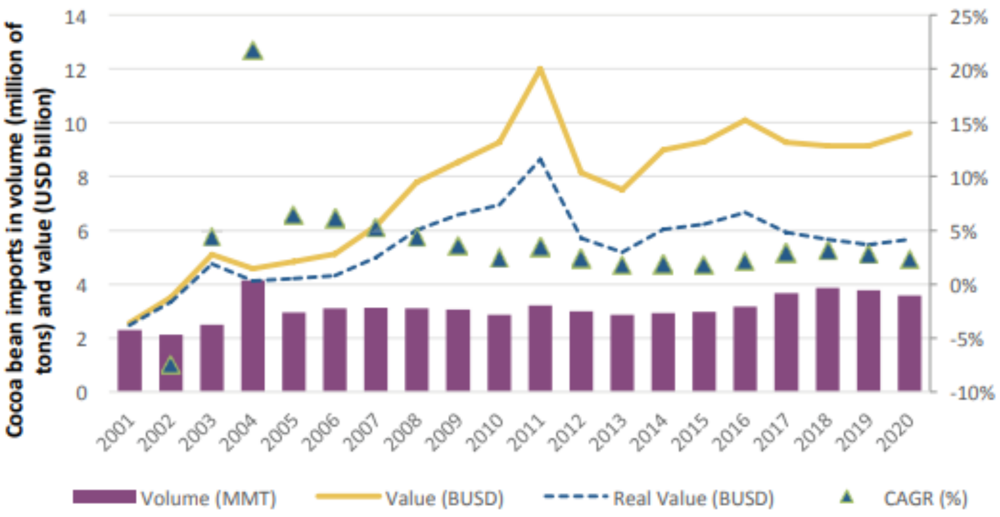

Figure 4: Global Demand for cocoa beans, elaborated from (Gaia Cacao B.V, 2021) based on data from ITC, 2021

The value of imports approximately reached a value of 9.6 billion in 2020, increasing by an average of 2.4 percent per year since 2001. Despite the nominal growth of the import value, there is no recognisable change when comparing the real value of 2020 with the real value of 2008. This indicates that the real market value of cocoa beans did not increase with the rising exports from figure 2. Furthermore, this development is comparable to the price decreases indicated in figure 3 because the real value strongly varies due to adjusted market prices.

2.2 The supply chain of cocoa

The production process of chocolate products is quite complex. Many steps and stakeholders are involved in the cocoa value chain. The market is divided into three areas: the origin, the local market, and the international market. Again, those constitute of different steps within the production process: supporting services, production, commercialisation, local grinding and processing, trading, and the end market. (Pennington & Ball, 2011)

2.2.1 Global cocoa value chain

The evolution of the cocoa bean involves multiple steps which include different stakeholders. Many reports include illustrations of the cocoa supply chain. The Bureau for the Appraisal of Societal Impacts and Costs (BASIC) conceptualised a simple chart for the French fair trade platform in their report “The dark side of chocolate”. Not every chocolate product is produced the same way. Their illustration solely offers an overview of the production process of chocolate products in general and can be found in Annex A(a) (Annex A: Global cocoa value chain). First, the farmers grow, harvest, and extract the cocoa beans. Then, the beans get fermented and dried in the sun before their quality is checked to export them. As soon as the beans arrive in the processing plants, they get broken down into nibs. The processors roast and grind them until they created cocoa liquor, which is used in the production of cocoa butter and cocoa powder. Subsequently, cocoa products are mixed with different ingredients and transported in liquor form or in blocks to manufacturing plants. (Pennington & Ball, 2011) The Global Cocoa Market Study from 2021 includes a more specific illustration of the bodies involved in the global cocoa supply chain. The stakeholders are separated into groups of origin, local market, and international market. This refers to the end market where the cocoa beans will be sold. This illustration incorporates the areas of trade, retail, and the end consumers. (Gaia Cacao B.V, 2021) Again, it can be found in Annex A(b). (Annex A: Global cocoa value chain) The supply chains vary depending on the sources that the manufacturers are using. Bean to bar chocolate makers buy whole beans. They grind and process their beans themselves to, then, produce chocolate products. Other manufacturers buy processed chocolate bars from small or large traders or directly from the processing plant and solely focus on producing chocolate confectionery. Finally, the manufactured variations of chocolate products are bought by end consumers in retail.

2.2.2 Key players

The stakeholders involved in the cocoa value chain are: (small, medium, and large) producers, industrial farms, intermediaries, producers' associations, exporters, cooperatives, grinders and processors, (small and large) traders, manufacturers of chocolate and other products, the cosmetics industry, the confectionery industry, pharmaceuticals and other industries, bean to bar chocolate makers, retail, and the end consumer. The key players are vital for different steps within the production process, whether it is the production, the commercialisation, the local grinding and processing, the trading, the end market or the supporting services. (Pennington & Ball, 2011)

This paper focuses on the following key players to simplify the analysis: the producers without industrialised farms, the manufacturers, the consumers on the end market, and the supporting services. By this breakdown, the manufacturers solely consist of bean to bar chocolate makers and manufacturers of chocolate products. The supporting services are representing community based and national civil society organizations, government ministries and agencies, and international development partners. This chapter provides a brief overview of each involved stakeholders.

Key players: Producers

The total number of cocoa farms can’t be defined specifically, because of missing valid and reliable data. (Ayenor & Zegers, 2021) The Inkota study estimates approximately 5.5 million smallholder farms worldwide that cultivate cocoa plantations. (Hütz-Adams, 2019) The ICCO determined the countries with the highest production rate of cocoa beans globally from 2019/20 to 2021/22, as seen in figure 5. (ICCO, 2022)

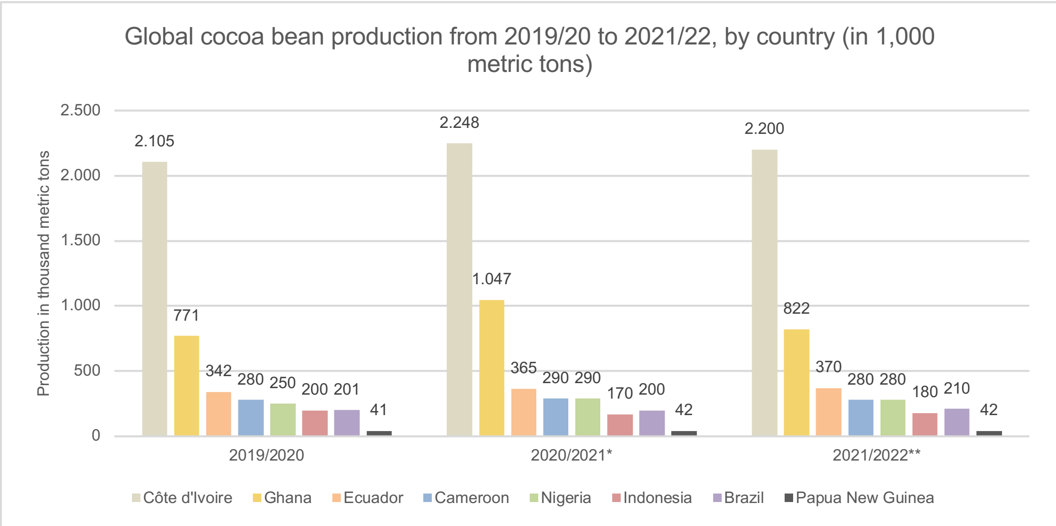

Figure 5: Global top 8 countries in the cocoa bean production from 2019/20 to 2021/22 (ICCO, 2022)

Côte d’Ivoire produces the most cocoa beans of any country in the world. Experts estimate there are between 800,000 and 1,000,000 cocoa farms with approximately 6 million people working in the cocoa industry in Côte d’Ivoire alone. (Ayenor & Zegers, 2021; Hütz-Adams, 2019) The country with the second most cocoa beans produced is Ghana, followed by Ecuador, Cameroon, and Nigeria. In figure 6, FAOSTAT visualizes the top five export countries of cocoa beans from 2019 to 2020. Still, Côte d’Ivoire is the number one export country with more than 1,629 thousand tonnes of cocoa beans exported. Ghana follows with approximately 582 thousand tonnes. Cameroon takes the third place, closely followed by Ecuador and Nigeria. (FAOSTAT, 2022)

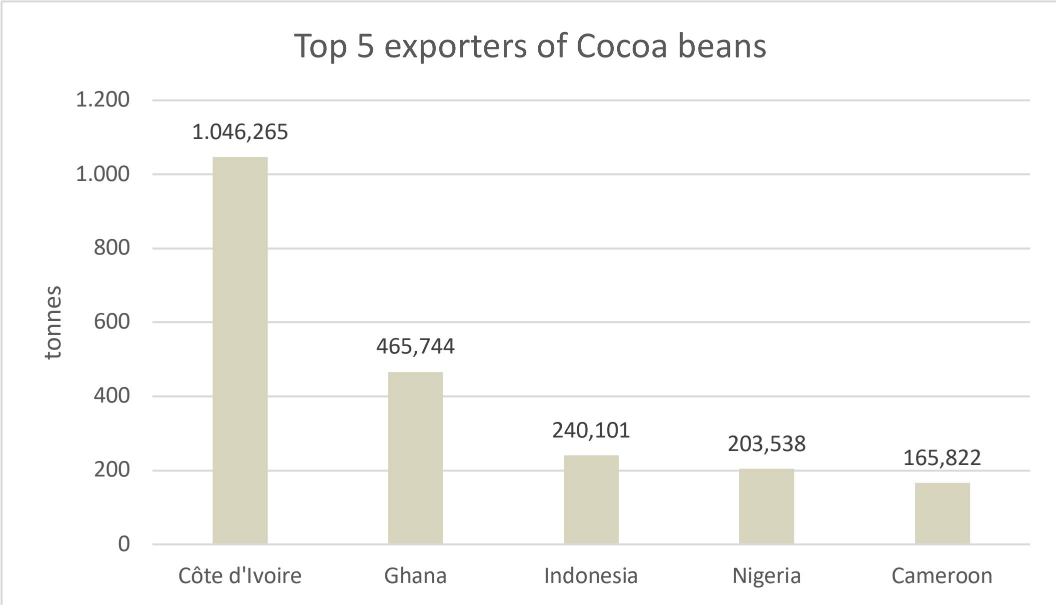

Figure 6: Top 5 export countries of cocoa beans worldwide (FAOSTAT, 2022)

Multiple factors lead to this fragmentation of cocoa exporters. Over the last thirty years, cocoa production in West Africa has grown by 2 million tonnes. They produce bulk cocoa, meaning cocoa without any special flavours, which they mostly export. This leads to an increased market share from 55 percent to 74 percent. The VOICE network suggests that *"the dependency for bulk cocoa on West Africa is even higher than these [figures]." (Fountain & Huetz-Adams, 2020, p. 12)* Latin American countries do not have such high export rates. Unlike West African countries, they have a high consumption rate of bulk cocoa themselves and mostly export fine or flavoured cocoa, which is traded with different conditions to bulk cocoa. Smallholder farms do not have the possibility of influencing market prices of bulk cocoa. Traders, grinders, and processors want to source bulk cocoa as cheaply as possible. This high demand and price pressure leads to major challenges within bulk cocoa producing countries: extensive deforestation and farmer poverty, which fuels human rights and labour rights violations, including child labour. The Human Development Index (HDI) is lower in African countries than in Indonesia and Latin American countries. The VOICE Network believes this is largely due to poorer countries being more attracted to exporting bulk cocoa. They enter the pyramid of cocoa production at the bottom, whilst the multinational chocolate manufacturers, including the cocoa processors, traders, and retailers collect the profit of billions of dollars of sales. (Fountain & Huetz-Adams, 2020)

The Human Development Index (HDI) illustrates this development in annex B(a) (Annex B: Key players). The HDI calculates a country value by measuring their progress in key aspects of human development. The examined achievements include but are not limited to the expectancy of life at birth, the average education level, and the income per capita. The closer the value is to one, the higher the achieved development in the country. Whilst the HDI of Latin American countries is above the value of 0.7, the value of West African countries does not exceed 0.6. This is largely because of the high influence of the cocoa industry in West Africa. (Fountain & Huetz-Adams, 2020)

The exploitation of cocoa farmers and workers is a deep-rooted problem in cocoa supply chains. Low wages are the grassroots of poverty and subsequently bring along forced labour in West African countries. The research of LeBaron in the Business and Human Rights Journal from 2022 suggests that the imbalance within the cocoa value chain is traceable to business models and commercial dynamics that have clear and stable patterns. (Lebaron, 2021) Cocoa is not the biggest agricultural market but impacts food producers, candy manufacturers, and the retail industry globally. The intercontinental Exchange (ICE) prices of cocoa in London are based on cocoa from Africa. There is also the New York Mercantile Exchange (NYMEX), with a determined price based on the South-Asian market. As seen in figure 7, the price of cocoa is unstable and varies a lot throughout the year. This is largely because national cocoa boards set prices, whilst considering commercial pressures to raid the market. Additionally, trading, speculation, and current fluctuations in the British Pound and US dollar influence the inconsistent cocoa price development. (Trading Economics, 2022)

Figure 7: The Intercontinental Exchange of cocoa between August 2021 and August 2022 (Trading Economics, 2022)

Meanwhile, the production costs for bulk cocoa rise, as one Ghanaian producer indicated. LeBaron interviewed cocoa farmers from Ghana and made the following conclusions. Environmental factors, such as weather conditions, bushfires, and pests, impact costs. Moreover, governments have stopped subsidising fertiliser and pesticides. After deduction of production and labour costs, farmers have approximately GH₵1,500 out of GH₵5,000 left. This corresponds to 150 euros out of 500 euros. The Ghanaian producer uses his profit margin to support his family and repay past debts. He noticed that it doesn't enable him to live a comfortable life, but he has no other choice due to the funds he receives. Le Baron remarks that trade data confirms this price development of rising producer costs, but simultaneous declining cocoa prices. This imbalance negatively impacts labour practices of cocoa producers. Variations of forced labour emerge and tend to lead away from long-term workforces. (Lebaron, 2021)

Key players: Manufacturers

Recently, attitudes towards more transparent business processes have started to change. Large chocolate manufacturers are calling for an EU due diligence regulation, to not only describe the principles of a responsible business conduct, but also imply mandatory regulations. These would lead to increasing transparency within the cocoa value chain. (Fountain & Huetz-Adams, 2020) Furthermore, it would highlight the imbalance between different key players, which in turn enables stakeholders to focus on weak spots to counteract human rights and environmental violations.

Commercial global players, such as processors, traders, and chocolate manufacturers, have the prevalence to cocoa producers due to their high market concentration. The Voice network found that only six companies process the majority of worldwide cocoa products. Even though the trading of raw, partly ground, or processed cocoa makes it difficult to estimate the total extent of the market concentration on trading and grinding companies, the immense market power of the 6 leading manufacturers is clearly evident in figure 8. (Fountain & Huetz-Adams, 2020; OECD, 2018)

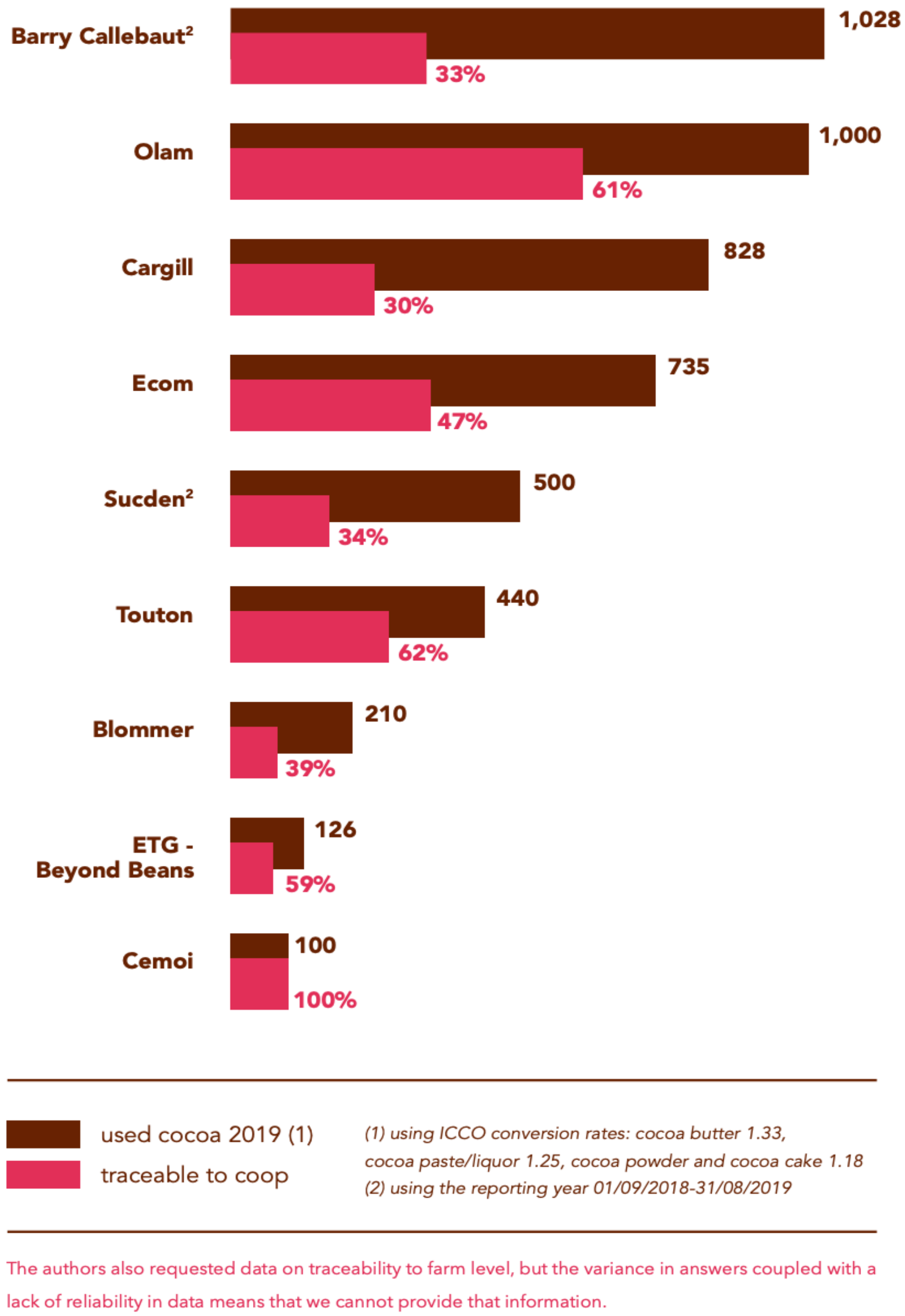

Figure 8: Traders and Processors: Used Cocoa 2019 and the traceability to cooperative, (Fountain & Huetz-Adams, 2020, p. 31)

The VOICE Network examined the market concentration and interviewed the most significant traders and processors on the market, as shown in figure 8. However, the companies defined the traceability to farm level differently. This variance leads to a lack of reliability in data, which is why figure 8 only concentrates on traceable cocoa to the cooperation. Often, collected data is not comparable because there is no universal definition of transparency and traceability. The validation of cocoa sources has recently improved, but traders and grinders claim to depend on chocolate producers for full transparency. Barry Callebaut processed the most cocoa, but only has the second-lowest score in traceability. Cemoi claims that 100 percent of their cocoa is traceable to cooperative level. Nevertheless, this is difficult to prove as they self-report their traceability standards. (Fountain & Huetz-Adams, 2020)

According to the VOICE network, half of worldwide produced cocoa is still involved in indirect supply chains. Nevertheless, chocolate manufacturers try to conduct traceability checks. There are three options to do this: verification by standard-setting organisations, self-reporting of cooperatives and farmer groups, and the option of setting up own projects to trace their cocoa value chain, which often includes polygon-mapping of the cocoa farms. Most of the time, though, chocolate manufacturers cannot fully trace the value chain of their cocoa. Either because of missing information on their side or because the traders and grinders are not willing to pay for extra efforts. Therefore, companies do not always know their cocoa's origin and can't tell whether the plantations are violating environmental regulations, such as farming on protected land, or abusing human rights, such as forced labour. (Fountain & Huetz-Adams, 2020) As seen in figure 9, only Hersheys claims the origin of their produced chocolate can be traced back to cooperative 100 percent.

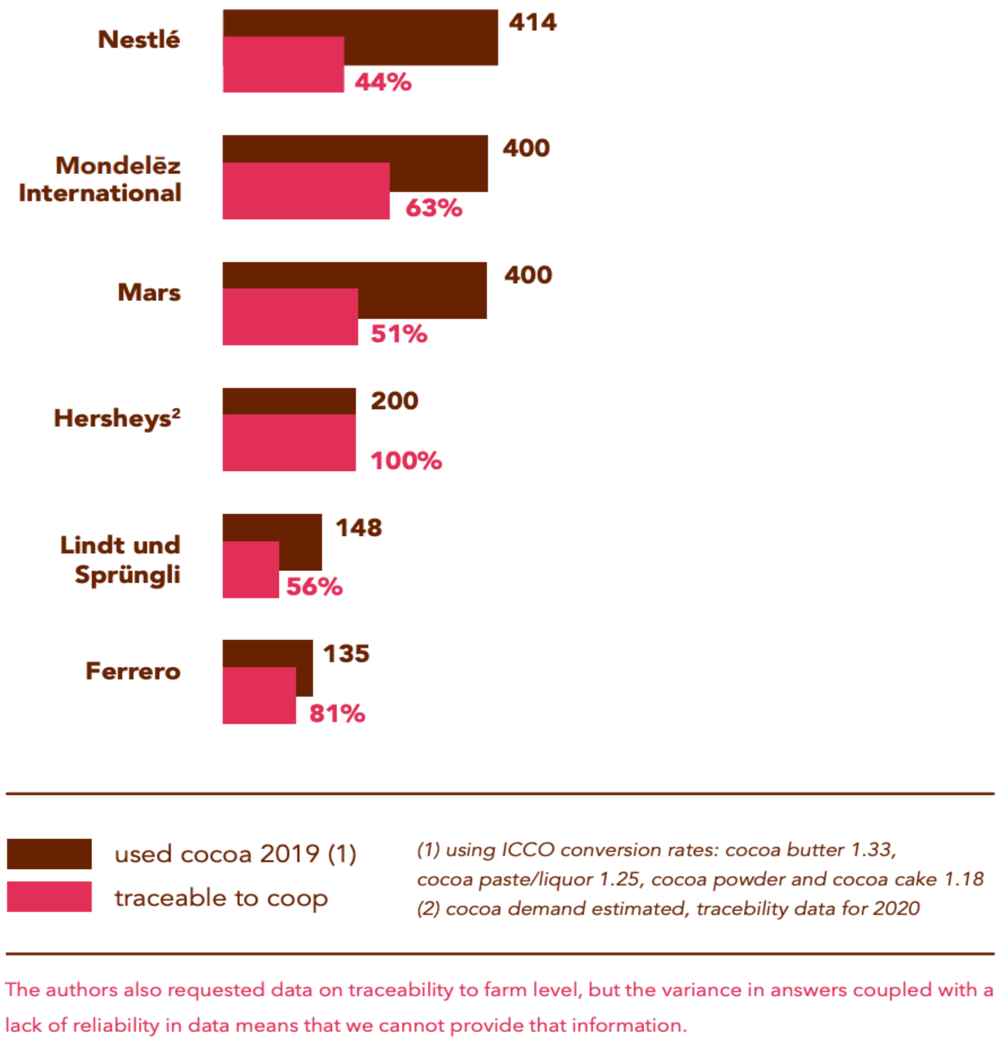

Figure 9: Chocolate Brands: Used Cocoa 2019 and the traceability to cooperative, (Fountain & Huetz-Adams, 2020, p. 32)

The evaluation of retailers cannot be scaled globally as most retailers act on a national or regional level. Nevertheless, they are crucial for the compliance with human rights and labour standards. They negotiate low prices of chocolate products to lead their market segments. This results in lower payments for cocoa at farm level and the missed opportunity to invest in sustainability. In total, retailers and chocolate producers earn the biggest turnover. (Fountain & Huetz-Adams, 2020)

Key players: Consumers on the end market

Consumers play a crucial part in the cocoa supply chain. They decide whether chocolate products make a profit or loss. In the past, a growth of ethical shopping was predicted within the food industry. The ethical concerns in consumers' purchase behaviour were accepted to put ‘pressure’ on the cocoa market. Therefore, influencing trading relationships and simultaneously improving the conditions for producers. Nevertheless, Steve New refers to the writers Nicholls and Lee 2006, Chatzidakis et al. 2007, and Eckhardt et al. 2010 when he describes the phenomena of consumers' ethical concerns and their actual purchasing behaviour. Their values differentiate from their actions, resulting in the emergence of the ‘attitude-behaviour gap’. Ethical shopping did not grow as much as expected in the last years. (New, 2021) Research is limited on demand for cocoa beans or chocolate products. Therefore, import figures illustrate estimates for market demand. The Netherlands takes the lead with 193,511 million US dollar (approximately 193,488 million euro) in 2021, followed by the USA and Malaysia. The leading countries with the highest import value of cocoa beans in 2021 can be found in Annex B(b) (Annex B: key players). (UN Comtrade, 2022b) The United States imported the most kilograms of chocolate worldwide, with approximately 682 560 tonnes in 2021. The illustration of the top countries with the highest import value of chocolate and chocolate containing products in 2021 can be found in annex B(c) (Annex B: key players). (UN Comtrade, 2022a)

Key players: Supporting Services

The supply chain of cocoa not only involves farmers and manufacturers, but also supporting services such as the Government ministries and agencies, international development partners, as well as community based and national civil society organizations.

The advocacy of international organizations improving human rights issues is not only limited to the UN, the ILO and the OECD. Other agencies like the Food and Agriculture Organization of the UN (FAO), the UN Environment Organization (UNEO), and the UN International Children's Emergency Fund (UNICEF) also follow the SDGs. FAO thrives to end hunger by promoting sustainable agriculture worldwide. For instance, they coordinate the International Partnership for Cooperation on Child Labour in Agriculture (IPCCLA). (Ayenor & Zegers, 2021; FAO, 2022b) The UNEO strives for sustainable living, to protect the environment and sustain clean water, sanitation, clean energy, forest, and waste management. Finally, the SDGs can only be achieved if no violations against child rights are committed any more, including child labour. (UNEP, 2022; UNICEF, 2022)

The governments of both Côte d’Ivoire and Ghana take an important role as the countries with the highest production rate of cocoa worldwide. (ICCO, 2022) Côte d’Ivoire mandated the Conseil de Café Cacao (CCC) to ensure the compliance with regulations and advance the growth of transparency within the supply chain process. The CCC controls the selling process through licences, taxes, and price setting. (Ayenor & Zegers,

2021) Ghana implemented the Ghana Cocoa Board (COCOBOD) to oversee the development of the cocoa industry. Like the CCC, they control production and contribute to fair pricing negotiations. Additionally, the COCOBOD does research regarding conditions within the cocoa supply chain, take over internal and external marketing, and conduct a quality control of the produced cocoa. (Ayenor & Zegers, 2021)

Simultaneously, the governments of the leading cocoa bean import countries significantly influence the cocoa industry. As seen in the prior paragraphs, manufacturers and retailers obtain a certain market power when determining prices. Governments have the possibility to mandate standards to regulate the market equilibrium. The top 10 importing countries (seen in Annex B(c): key players) are all member states of the UN and the ILO. (ILO, 2022a) This should implicate that they comply with the UDHR, implement ILS, and follow recommendations by the OECD. In reality, they set national regulations to adopt due diligence regulations, which among other things influences the global cocoa value chain and the actions taken by key players within that process. Nevertheless, these legislative changes do not always fulfil their purpose. In 2017, the French government enforced the Devoir de Vigilance law. Two years later, the Dutch introduced the Wet Zorgplicht Kinderarbeid, which was expected to be in force by 2022. In 2020, the Swiss almost implemented the Konzernverantwortungsinitiative (‘Responsible Business Initiative’). It did not pass the constitutional requirements, which led to the enforcement of a counterproposal, which includes obligations to follow mandatory human rights due diligence and reporting but excludes liability for multinational companies. (Fountain & Huetz-Adams, 2020) In 2019, the Lieferkettengesetz initiative (“Supply Chain law”) was introduced in Germany. It will become effective in 2023. (Schmid, 2021) Despite these initiatives being small steps towards achieving the goals set by the UN and its agencies, the majority of regulations only propose voluntary sustainability standards, especially for transnational companies. Additionally, other governments did not pass legislation yet. Instead, they implemented national regulations on transparency, such as the UK Modern Slavery Act, the California Supply Chain Transparency Act, and the Australian Modern Slavery Act. (Fountain & Huetz-Adams, 2020)

Nonetheless, bi-lateral agencies focus on selected issues to provide help. For instance, governments fund child labour-oriented initiatives, which directly influence the cocoa industry. The Dutch Government supports various projects like the Fund Against Child Labour (FBK) and offers subsidies for companies participating in projects which aim to end child labour. Other government bodies that take action to reduce child labour in cocoa production include but are not limited to the German development cooperation organisation (GiZ), the Swiss State Secretariat for Economic Affairs (SECO), and the United States Bureau of International Labor Affairs (USDOL ILAB). (Ayenor & Zegers, 2021) The resources of governments to influence transnational companies are limited though if no cross-border agreements are initiated. The European Union sources possible mandatory standard guidelines to replace current voluntary approaches to initiate more sustainability, transparency, and compliance with ethical standards – especially regarding due diligence regulations addressing environmental and human rights. Additionally, the European Commission is testing different options relating to sustainable corporate governance. Bilateral agreements with cocoa producing countries could take away bargaining power from cocoa importing countries. Furthermore, they discuss a UN Binding Treaty on Business and Human Rights. The implementation proves to be difficult though as states tend to forestall negotiations. (Fountain & Huetz-Adams, 2020) Meanwhile, the corporate support within the cocoa industry towards EU due diligence regulation slowly grows. Social pressures lead to the rising awareness of necessary change. Moreover, generally applicable regulations offer clarity, certainty, and more standard procedures. This would stop companies from violating human rights to regulate their expenses and decrease corporate competitiveness. (Fountain & Huetz-Adams, 2020) Several other international development partners support the cocoa industry to become more sustainable. Governments, corporates, and farmers founded NGOs, foundations, associations, networks, and advocacies. A selection is summarized as a table in annex B(d) (Annex B: key players).

The cocoa sector also receives support from community based and national civil society organisations. Labour unions, farmers' associations, community-based groups, and credit groups emerged over the last few years to influence the cocoa sector. Aid organisations introduce locally organized projects to prevent the further non-compliance of human rights within the industry and de-escalate ongoing violations. The Voice Network is one of the biggest advocacy organisations addressing sustainability in cocoa. By connecting NGOs and trade unions, they specialise on poverty, child labour issues, and deforestation. (Ayenor & Zegers, 2021) Examples for local civil society organisations are the Ghana Civil Society Cocoa Platform and the civil society organisation in Côte d'Ivoire. Their wide network connects local farmer organisations with trade unions, NGOs, and the Media, presenting them a voice in the political dialogue around sustainability and ethical working standards. (Fountain & Huetz-Adams, 2020) In consuming countries, national cocoa platforms also start to rise: the Belgian Beyond Chocolate, the Dutch Initiative on Sustainable Cocoa (DISCO), the Forum Nachhaltiger Kakao, the German Initiative on Sustainable Cocoa (GISCO), and the Swiss Kakao Plattform (Swissco). The public-private partnerships address issues around ethical and sustainable sourced cocoa, striving to improve conditions of farmers and their families, and reducing child labour and deforestation. France and Japan also just started to slowly introduce such organisations. (Fountain & Huetz-Adams, 2020)

3 Methodology and context

3.1 Ethical production patterns in Germany

Germany produced 1.3 million tonnes of chocolate or cocoa-containing products in 2017. This represents 32 percent of the total chocolate market in Europe and makes Germany the country producing the most chocolate products in Europe. (McCarthy, 2019) Additionally, Germany imported approximately 352,365 tonnes of chocolate products in 2017. (Statistisches Bundesamt, 2022a) As seen in prior chapters, the cocoa value chain consists of many steps throughout the process. The manufacturers of chocolate products are an essential key player, as they greatly influence the current cocoa market price. The emphasis lies on confectionery manufacturers and less on companies exclusively trading, grinding, and processing. In 2019, according to a Eurostat study, the number of enterprises in the manufacture of cocoa, chocolate, and sugar confectionery industry in Germany rose to 394 companies. (Eurostat, 2022) A wide range of available chocolate products makes the German chocolate market highly fragmented. The most produced chocolate products in Germany in 2021 were chocolate bars and chocolate candy bars, with 371,220 tonnes of over 800,000 tonnes in total. Resulting in almost half of the total production, worth 1,081,650 million euro. (Statistisches Bundesamt, 2022c, 2022b) Based on this data, the thesis concentrates on chocolate manufacture brands, which sell chocolate bars and chocolate candy bars in Germany.

The limitation of the most successful companies manufacturing and selling chocolate in Germany is difficult, as most data analysing the chocolate market in Germany is not accessible free of charge. Some examples include: (Euromonitor, 2021); (Mordor Intelligence, 2022); (GlobalData, 2021); (Verified Market Research, 2021) More can be found here: (Research and Markets ltd., 2022). Therefore, it is not clear which chocolate manufacturer produces the biggest amount of chocolate products each year. Nevertheless, VuMA conducted a study researching the most popular chocolate bars producing brand. As seen in figure 10, between 2017 and 2020, Milka was the most popular brand producing chocolate bars, with 37.7 percent of respondents liking the chocolate manufacturer. (VuMA, 2020a)

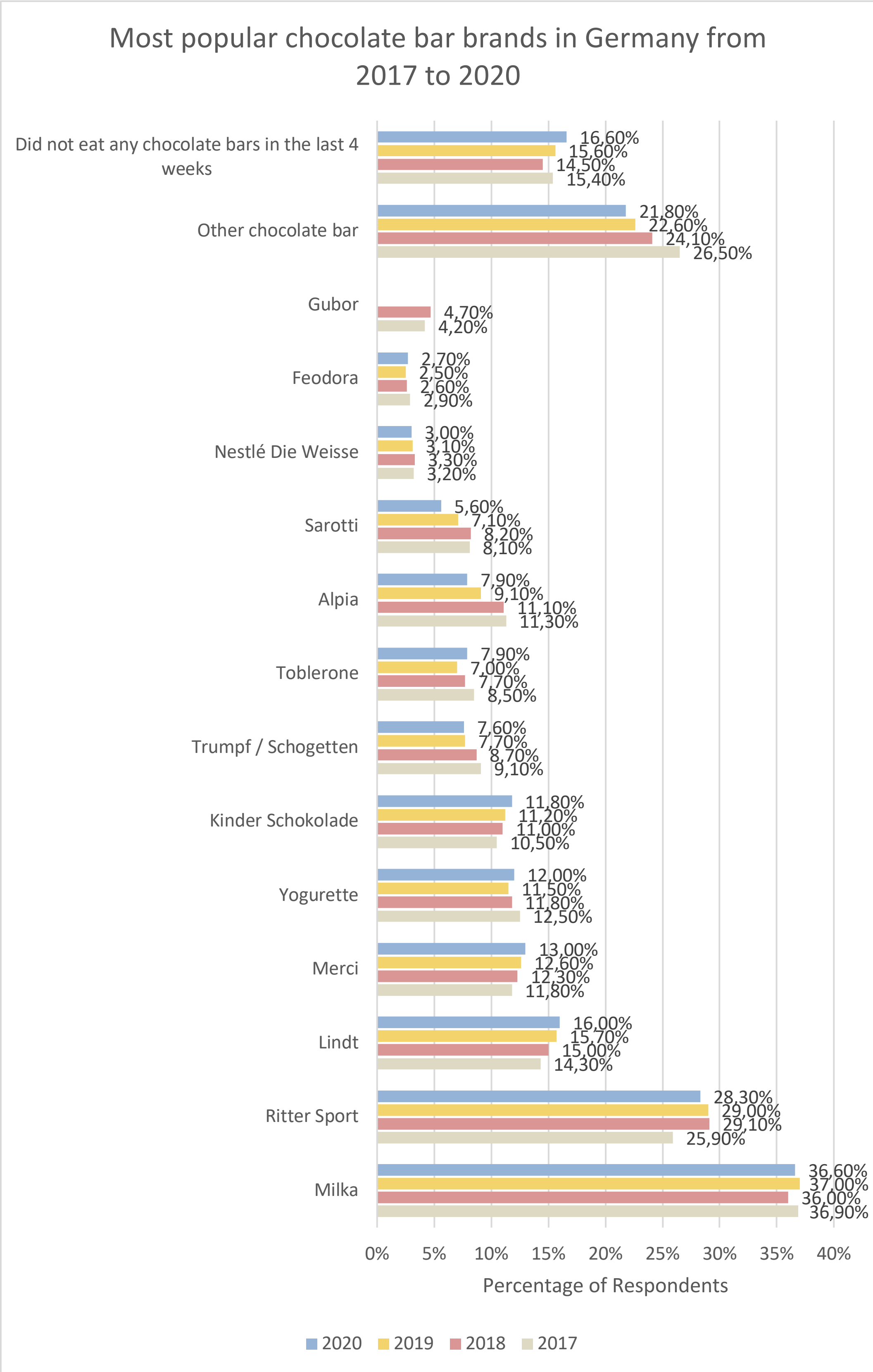

Figure 10: Most popular chocolate bar in Germany between 2017 and 2020 (VuMA, 2020a)

The study found that 26.62 million people consumed Milka products. VuMa interviewed 23,138 respondents in 2020 and projected the outcome to 70.63 million persons. (VuMA, 2020c) The comparative study on the distribution of value in European chocolate chains from 2020 supports the results of this study. It states that Mondelēz International takes the lead of packaged snacks companies. Its most well-known brand names are Milka, Cadbury, and Oreo. Feige-Muller outlined in the study from 2020 that 53 percent of German households are either aware of Milka or even consume it. (Feige-Muller, 2020)

3.1.1 Implementation of UN standards in Germany

The previous chapters stated the necessity for implementing the UN standards within the cocoa industry and thusly only producing ethical chocolate products. The state of research listed responsible key players to move forward in the desired direction. In recent years, various organizations were implemented. In addition, a range of standards and certifications encouraging more sustainability were introduced. The changes were designed to specifically influence ethical regulations within the cocoa sector. For this, the top chocolate manufacturers play an essential role, especially in the countries with the highest production rate of chocolate products. Thusly, the German chocolate industry is an important puzzle piece to reach the seventieth goal of the UN, responsible consumption and production. German chocolate manufacturers and brands should strive to implement business strategies that follow the UN standards and fulfil corporate responsibility. Different criteria could be used to analyse the process of those changes and developments. Based on the analysis of key players, this chapter examines manufacturers and supporting services.

Support offered by the government

There is no research specifically addressing the actions of the German governments towards a sustainable cocoa industry. Nevertheless, plenty of information can be found about general measurements towards more sustainability within the economy. The Global Slavery Index measured the efforts of governments to reduce global slavery. In 2018, they assessed what goods and services the G20 countries sourced which were produced by forced labour. One milestone analysed the indicators that governments implemented practices which would stop the sourcing of those goods or services. In the ranking, Germany implemented the second most strategies and scored 36.7 percent. The results for the Government Response Index ranked from zero percent in more than 10 countries to 65 percent in the United States. Germany mainly introduced laws influencing public supply chains as public procurement can heavenly influence global supply chains. The legislation Part IV of the Restraints of Competition Act based on the national transposition of EU public procurement Directive 2014/24/EU and was enacted in April 2016. Moreover, guidelines included the “Municipality Compass”, public procurement policies explicitly prohibiting to engage with companies suspected of using forced labour, and policies requiring more transparency of businesses to decrease forced labour in their supply chains. (The Walkfree Foundation, 2018)

In April 2018, the fourth world cocoa conference took place in Berlin. 1,500 stakeholders from the cocoa sector joined to discuss problems within their industry. This includes members of all relevant stakeholder groups. Farmers, traders, grinders, processors, manufacturers, research institutions, civil society organisations, trade unions, consumer organisations, producing governments, and consuming governments from over 65 countries. They defined possible regulations to implement more sustainability and decrease the violations against human rights and deforestation. For instance, members of the German government mentioned supporting sustainable supply chains in the future. They outlined the importance of clearly defining the term “sustainable cocoa” and that certificated cocoa should be free of child labour. (Follana, 2018; GISCO, 2018) In January 2019, the German federal ministry of food and agriculture (BMEL) and the federal ministry for economic cooperation and development (BMZ) announced the “10-Punkte-Plan für einen nachhaltigen Kakaosektor” (ten-point plan for a sustainable cocoa sector). The plan was designed to support the SDGs of the UN and the ”New vision for the cocoa sector” of the Berlin declaration in 2018. (BMEL & BMZ, 2019; Seyfert, 2019) In addition, the German government introduced the Lieferkettengesetz initiative (“Supply Chain law”) in 2019. It will become effective in 2023. It shall protect people and the environment within the global economy by forcing companies in Germany to fulfil their corporate responsibility. The German government defined transparency regulations, corporate standards, and the duty to comply with human rights set by the UN. Those regulations will need to be implemented along their entire supply chain, if possible. This includes their own production, their direct suppliers, and in case they know about any violations, even their indirect suppliers. (Schmid, 2021)

In June 2015, the BMEL initiated the project “Pro Planteurs“. The German and Ivorian governments cooperated to support local farmers in Côte d´Ivoire. In collaboration with the Forum Nachhaltiger Kakao they thrive to end poverty by increasing yield crops and profits, implementing better infrastructure, and improving general know-how. The project was successful and simultaneously supports the 10-point plan, thusly the second phase (June 2020 to Mai 2025) concentrates on professionalising 30,000 cocoa producing families and their cooperatives in Côte d’Ivoire. (BMEL, 2022)

Since becoming an ILO member in 1951, Germany passed more than 1,000 national and international regulations and agreements according to the last NATLEX (Database of national labour, social security and related human rights legislation) review in 2019. Whilst specific legislations for the cocoa sector cannot be identified easily, it is clear that 272 of those address international agreements, 53 the conditions of employment, 29 the conditions of work, 28 the elimination of child labour, and five the elimination of forced labour. (ILO, 2019, 2022b)

Supporting non-governmental organisations, networks, and advocacies

There are several NGOs, networks and advocacies supporting the progress of sustainable cocoa worldwide. A selection was already mentioned in previous chapters. Most of them act on a global scale, which includes their activity in Germany. In 2012, the German federal government, represented by the BMZ and BMEL, the German cocoa industry, the German retail grocery trade, and civil society actors founded GISCO in 2012. Since becoming an official association in 2014, 70 members of the cocoa sector work together, aiming to increase the market share of certified cocoa to further implement sustainability standards in the cocoa value supply chain. (GISCO, 2022a, 2022b)

Between 2010 and 2012, the GIZ implemented a project to enhance the capacity of cocoa certifications: the certification capacity enhancement project (CCE). They wanted to minimise the hurdles for farmers to gain access to sustainability certification in the cocoa sector by easier training, market access, and decreased transaction costs for certification. (GIZ, 2022) They identified the main standards initiatives: Fairtrade, Rainforest Alliance, and UTZ Certified and compromised the minimal standards for certification to ease the transfer to certified cocoa. This was one pilot project of many to follow, to bring forward sustainably produced cocoa. Today, Fairtrade, Rainforest Alliance (RA), and UTZ Certified are still the main standards initiatives in Germany to prove the compliance with human and environmental rights. There are other certification standards but these three are independently audited, measurable, and monitor each stakeholder in the supply chain.

In Germany, Fairtrade certified processed cocoa beans take a total market share of 16 percent in 2021. (Fairtrade, 2022c) Companies get certified following the international standards of Fairtrade International. They base most of their standards on declarations by the UN and conventions by the ILO, especially the UDHR and ILS. (Detailed information about UDHR and ILS can be found on page 8.) Depending on the product category, regulations and criteria for the certification vary. Every certification is tested by certain social, ecological and economical standards. For this thesis, the compliance with human rights is most important. Whilst, Fairtrade does not compromise labour standards set by the UN and ILO, they remark the possibility of minor deviations due to cultural values or social standards of specific countries. They conclude it is not possible to change certain beliefs about human rights, including child labour and women rights. However, in those cases they focus on awareness-raising activities, such as trainings and continued education. Examples for global measurements include: workers‘

rights (Fairtrade, 2022f), conducting living wage benchmarks for the living wage portal (ISEAL, 2020), gender equality (Fairtrade, 2022e), child labour (Fairtrade, 2022d), and more (Fairtrade, 2022a, 2022b). UTZ Certification represents sustainable farming methods. In recent years, the RA merged with UTZ Certification. Since 2020, the UTZ label slowly expires. In May 2022 over 200 German cocoa supply chain actors received the label. Those will be transferred by RA. (Rainforest Alliance, 2021; UTZ, 2022) The RA represents the protection of forest, climate, human rights, and livelihood. They promote the necessity of a balanced ecosystem and economic stability. The certified products are either certified by their sustainable agriculture standard or the UTZ Code of Conduct. (Nerger, 2020a) Six German cocoa brands are certified consistently: Australian Homemade, Biovegan, Chachet, Cornetto, Lidl, and Selecta. (Rainforest Alliance, 2022a) RA does compromise the compliance with human rights. They cannot promise to exclude human rights issues or the violation of labour standards. Nevertheless, they emphasise that their standards and control systems provide proven strategies to access and regulate forced labour, child labour, low wages, unequal treatment and more. (Nerger, 2020a) In 2020, they introduced the sustainable agricultural standard, combining the best of the old RA certification and the UTZ certification. (Rainforest Alliance, 2022b) To get certified, chocolate products must contain 90 percent of the certified ingredient if manufactured by segregation. However, this is not the case for mass balance supply chains. It is possible that chocolate products manufactured by mass balance do not contain certified cocoa. Mass balance manufacturers must buy certified cocoa beans to the equivalent of how many cocoa beans are needed to produce the certified product. Within the production process of that certified product, the certified cocoa beans get mixed with non-certified cocoa beans. At the same time, the manufacturer produces non-certified chocolate products with the same mix of cocoa beans. Subsequently, the manufacturer does not know which products are made of certified cocoa beans. This certification method offers more flexibility to manufacturers and still ensures the compliance with certification standards for the amount of cocoa beans needed to produce the certified chocolate product. (Nerger, 2020b, 2021)

Manufacturers

Manufacturers in Germany must follow guidelines regulated by the government. Soon, the supply chain law will be implemented, further restricting the necessity of transparency and commitment to the compliance with human and environmental rights. The support of corporates grew in recent years. The attitude towards due diligence regulations starts shifting as the ECA publicly announced its support. (Fountain & Huetz-Adams, 2020)

In 2001 following US legislation, the chocolate industry would have needed to implement “slave-free labeling” on cocoa products. Therefore, they initiated the Harkin-Engel Protocols, a non-binding agreement between members of the Chocolate

Manufacturers Association and the WCF. Regulations were less strict and solely referred to the voluntary attempt of complying with the ILO Convention (No. 182) and only using cocoa beans which do did not include the worst forms of child labour in their supply chains. The Chocolate Manufacturers Association supported the Harkin Engels Protocols, including big stakeholders, such as Nestle, Mars, Hershey, Barry Callebaut, and Blommer Chocolate. (Ayenor & Zegers, 2021; Deam, 2020; Hütz-Adams, 2010)

Between 2018 and 2019 NORC conducted a study on the prevalence of child labour in Côte d'Ivoire and Ghana. They compared the results to estimates 2008/2009 and 2013/2014. Even though the cocoa production grew by 62 percent, there was no increase in hazardous child labor. Nevertheless, the voluntary goal of reducing child labour by 70 percent set in the Harkin Engel Protocol was not noticeable as well. (Ayenor & Zegers, 2021; Sadhu et al., 2020)

Similar to the Harkin Engel Protocols, the German Confectionery Industry (BDSI) declared their support on achieving 100 percent sustainably produced cocoa over the long term. In 2012, they published the Declaration on Sustainability in the Cocoa Sector. They thrive to improve social and economic conditions in the cocoa sector. The focus lies on improving the living conditions of farmers and cultivating cocoa eco-friendly. (BDSI, 2022a) The progress is documented as part of the GISCO cocoa initiative.

Retailers also gain importance when discussing the development of sustainability in the cocoa sector. Especially on national level they take responsibility. Most of German retail grocery stores are members of GISCO. (GISCO, 2022b) Examples of retailers' sustainable cocoa sourcing initiatives are Lidl's "Way to go" project, ALDI's "17 goals for a better world" project, REWE's "Protecting human rights" project, and the German retailer initiative for living income. (ALDI Nord, 2020; Fountain & Huetz-Adams, 2020; Gaia Cacao B.V, 2021; Lidl, 2020; Schäfer, 2022)

3.1.2 Compliance with corporate responsibility

The selection of possible chocolate manufacturers to examine is huge. According to VuMa, Milka was the most popular chocolate bar brand in Germany in 2020. As part of Mondelēz International, it is part of many sustainable cocoa initiatives mentioned above. This criterion leads to the decision to conduct a brief case study of Milka and Mondelēz International in Germany. This narrows down the complexity of research, but simultaneously limits the representativity of this thesis.

Figure 11: Mondelēz International brand logo (Cocoa Life, 2020)

According to data from Candy Industry, Mondelēz International takes the third place of the leading confectionery companies worldwide in 2021 with 11,78 billion US dollars (11,79 billion euros) net sales. Their net revenue worldwide amounts to 28,7 billion US dollars (28,7 billion euros) in 2021. The chocolate sector is responsible for 32 percent of the total net revenue, approximately 9,1 billion US dollars (9,2 billion euros). (Candy Industry, 2022; Mondelez, 2022c, 2022d) The criteria under which the company is examined is the same as the categories in the chocolate scorecard and is guided by UN standards: traceability and transparency, living income, child labour, deforestation and climate, agroforestry, and agrichemical management. (The Chocolate Collective, 2022a) In the course of this, the partnerships and certificates, their use, and their implementation are listed. These criteria determine whether Mondelēz International produces ethical chocolate products and whether they fulfil their corporate responsible to implement business strategies towards a more sustainable cocoa industry. The International Institute for Sustainable Development published the global market report: Cocoa in 2019. Major cocoa consuming companies stated their sustainable sourcing commitments, including Mondelēz International. (Bermúdez et al., 2019) As seen in the state of research (p. 27, used cocoa 2019 and the traceability to cooperative), they did not comply with their committed goal to source cocoa 100 percent sustainably by 2020. (Fountain & Huetz-Adams, 2020, p. 32) Nevertheless, this alone cannot represent the dedication to their commitment. Mondelēz International were only founded in 2012 and combined several approaches of the merged chocolate brands. They changed their individual approaches and initiated the cocoa sustainability programme Cocoa Life in the same year. (Mondelez, 2022b) Mondelēz International commits to a holistic approach. Three areas are covered by the initiative: supporting sustainable cocoa farming businesses, empowering cocoa communities, and conserving and restoring forests. (Cocoa Life, 2022a, 2022d)

Figure 12: Cocoa Life programme logo (Cocoa Life, 2020)

Next to Cadbury, Oreo, and Toblerone, Milka, a product brand from Mondelēz Deutschland Services GmbH & Co.KG, is also part of Cocoa Life. (Cocoa Life, 2022d) 75 percent of Mondelēz International's cocoa volumes were sourced through the Cocoa Life program. This does not define the share of each brand though. In cooperation with the WCF and ICI they initiated projects and strategies to systematically combat climate change, gender inequality, poverty, and child labour. By 2022, they supported more than 200,000 cocoa farmers by investing 400 million US dollars in over 2,500 cocoa growing communities in 6 countries. By 2025, Cocoa Life will be used by all Mondelēz International's chocolate brands to source their cocoa. (Cocoa Life, 2022c, 2022b; Milka, 2022b) The impact by the Cocoa Life programme is evaluated and verified by two independent third parties: Ipsos and FLOCERT. They consistently measure the progress towards their goal to source sustainable cocoa. Ipsos collects and evaluates data to provide objective research. FLOCERT is a socially-focused certification body examining the flow of supply chains worldwide. It ensures that the set benefits by Cocoa Life are received by the farmers and controls the sourcing process of Mondelēz International. (Cocoa Life, 2022c)

Figure 13: Milka brand logo (Milka, 2022a)

Instead of relying on certification standards by Fairtrade, RA, or UTZ, Milka relies on the quality seal of Cocoa Life, following into the footsteps of Mondelēz International. (Mondelez, 2022a) Still, they enter other partnerships. For instance, Mondelēz Deutschland Services GmbH & Co.KG is member of GISCO. (GISCO, 2022b) Thereby, they follow the same goal of sourcing sustainable cocoa without violations against human rights nor the environment, simply with a differentiating strategy. The chocolate collective analysed the current progress of their developments towards more sustainability by creating a chocolate scorecard which examines past actions of chocolate manufacturers in key sustainability issues: traceability and transparency, living income, child labour, deforestation and climate, agroforestry, and agrichemical management. The whole analysis is coordinated by Be Slavery Free, in cooperation with universities, consultants and civil society stakeholders. (The Chocolate Collective, 2022a) Each category is measured by interviewing the companies and grading their answers. Milka, as part of Mondelēz International and member of the Cocoa life programme, can be accounted for the results of the chocolate scorecard as well. Table 1 shows the possible ranking of results. Each egg colour describes a different value. Each category is evaluated by this scheme. (The Chocolate Collective, 2022b)

Table 1: Chocolate Scorecard value scheme of results (The Chocolate Collective, 2022b)

Green egg	Leading the industry on policy
Yellow egg	Starting to implement good policies
Orange egg	Needs more work on policy and implementation
Red egg	Needs to catch up with the industry
Broken black egg	Did not respond to survey: Lacking in transparency

Figure 14 provides the results, five out of six categories earned the yellow egg, which shows that the company has started implementing good policies in the categories: traceability and transparency, living income, child labour, deforestation and climate, and agroforestry. Only the agrichemical management is behind the industry's standards. (The Chocolate Collective, 2022a)

Figure 14: 2022 Chocolate Scorecard (The Chocolate Collective, 2022a)

To further examine the extent of measurements that Mondelēz International has taken over the past 10 years, the invested 400 million US dollars can be compared to their total net revenue of each year. Mondelēz International invested 1.39 percent of their total net revenue in 2021. Compared to the total net revenue from the chocolate sector only, Mondelēz International invested 4.35 percent. (Candy Industry, 2022; Cocoa Life, 2022c; Mondelez, 2022c, 2022d) In 2018, Milka alone earned a net revenue of 2 billion US dollars (2 billion euros). (Mondelez, 2022a) Viewed from a different perspective, Mondelēz International invested 20 times the amount of the net revenue earned by Milka in 2018. (Cocoa Life, 2022c)

In total, Milka is on its way to become sustainable. Although, they do not yet produce 100 percent ethical chocolate products, they fulfill their corporate responsibility at their own pace. They have long started to implement business strategies towards a more sustainable cocoa industry, yet that does not conclude that they comply with the UDHR and the ILS to 100 percent. As shown in the chocolate scorecard, they are not producing ethical chocolate products yet. (The Chocolate Collective, 2022a)

3.2 Ethical consumption patterns in Germany

Yearly, Germany imports products worth 30 billion US dollars (approximately 30,001 million euros), that are at risk of modern slavery, including cocoa worth 488,827 thousand US dollars (488,761 thousand euros) from Côte d'Ivoire and cocoa worth 127,566 thousand US dollars (127,550 thousand euros) from Ghana. (The Walkfree Foundation, 2018) This data shows that the implementation of UN standards in the German cocoa industry has not yet taken full effect. This chapter shall analyse to what extent ethically sourced chocolate products are consumed in Germany. Are consumers aware of ethical chocolate products, and does the adherence to ethical standards within the cocoa supply chain influence their buyer behaviour?

To align the data, the ethical consumption patterns in Germany are examined by mainly focusing on the consumption of chocolate bars and chocolate candy bars. Nevertheless, the chocolate manufacturer can be viewed as a whole as well, as long as it sells those chocolate products in Germany. In February 2017, chocolate and chocolate bars were bought most often as sweets or snack products, with 62 percent and 45 percent of respondents having bought those chocolate products several times a month or daily. This study is limited to 6,216 respondents who celebrated Easter or gave gifts for Easter. (YouGov, 2017) Although, in 2020, the most popular chocolate brand producing chocolate bars was Milka, the most popular brand producing chocolate candy was Toffifee. (VuMA, 2020a, 2020b) The study was conducted by VuMa as well and shows that different manufacturers are prioritized for different chocolate products. This influences the competitiveness of the German chocolate market. Still, Mitteldeutsche Markenstudie found that Milka was the second most recognized chocolate brand in Germany in 2019. This supports the reason to use the analysis of Mondelēz International brand for this thesis. The first most recognized brand was Haribo. 10 percent of respondents were more familiar with the brand Haribo than with Milka. (MDR Media, 2020)

Like the analysis of production patterns in Germany, the datasets about consumption patterns in Germany are limited. The reports covering the consumption patterns of ethical and non-ethical chocolate in Germany are mostly restricted and not freely accessible. Some examples include: (Euromonitor, 2021), (Mordor Intelligence, 2022), (GlobalData, 2021), (Verified Market Research, 2021), (Caobisco, 2021), and (Inkwood Research, 2021). More can be found here: (Research and Markets ltd., 2022). Nevertheless, there are a few statistics and several reports addressing the ethical consumption of chocolate products in Germany, which are presented in the following paragraphs.

The estimated per capita sales of chocolate products in Germany are estimated to decrease over the next years. Statista Market Analytics forecasted the chocolate sold per person to reach 2.5 kilograms in 2021. (Statista, 2021) From this, in 2021, 941 tonnes were sold as certified fair trade cocoa in Germany. (TransFair, 2022b) In the same year, the revenue from fair trade chocolate amounted to 79,44 million euros in Germany. (TransFair, 2022a) As seen in figure 15, BDSI registered that sustainable certified cocoa constituted 79 percent of all cocoa sales in Germany in 2021. (BDSI, 2022b)

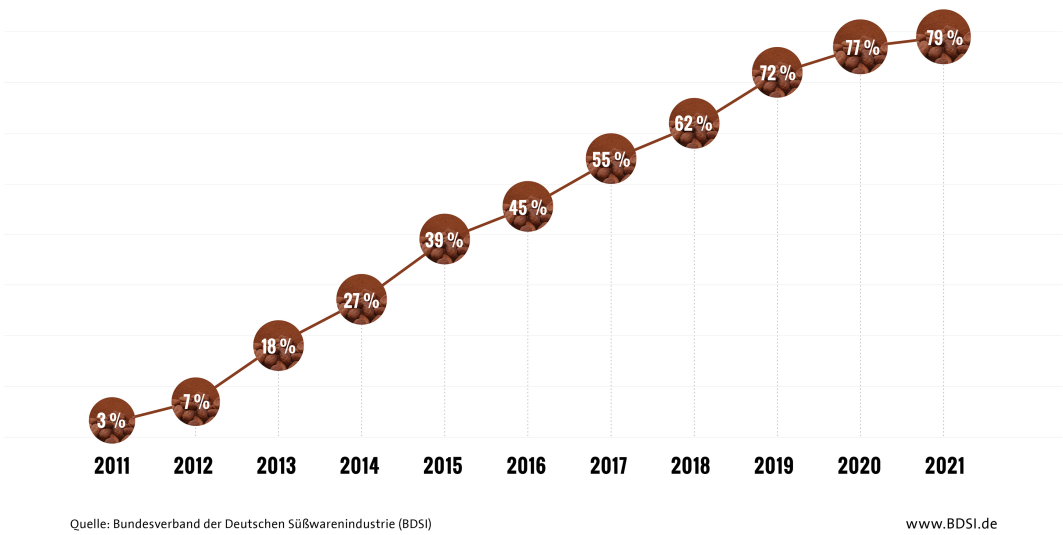

Figure 15: The share of sustainable certified cocoa in Germany of the total amount of sweets (BDSI, 2022b)

In 2021, VuMA conducted the “Verbrauchs- und Medienanalyse - VuMA 2022”. They examined the buyer behaviour of grocery shoppers. One question included whether they are influenced by the price or the brand when buying chocolate products. The survey was conducted in several German retail stores to differentiate whether the results correlate with the kind of supermarket shoppers go to. In each survey, the majority of respondents are more influenced by the brand than the price of the chocolate product. (VuMA, 2021a, 2021b, 2021c) Figure 16 is elaborated with data from POSpulse. In 2020; 182 respondents answered which criteria is most essential to them when consciously consuming sweets and snacks. This survey includes, but is not limited to chocolate products. (POSpulse, 2020)

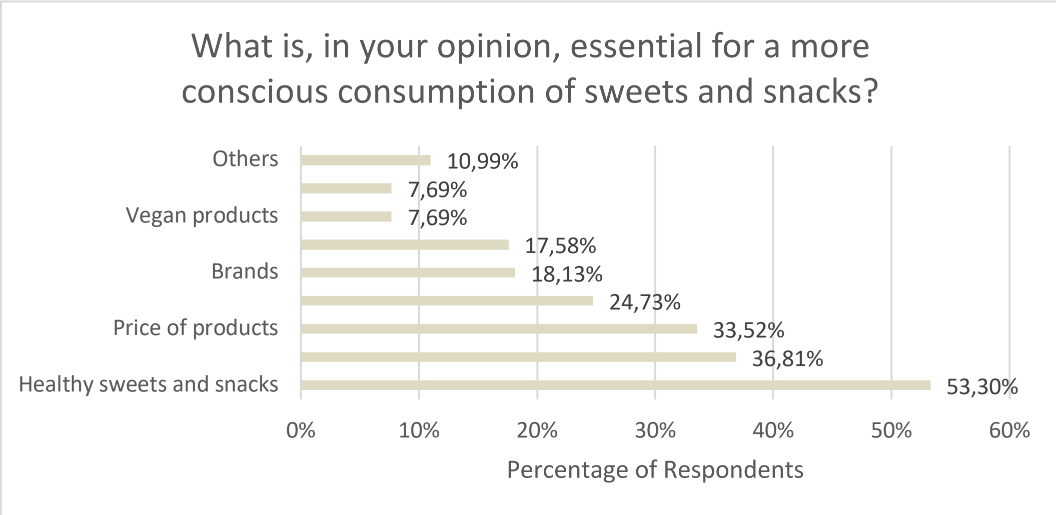

Figure 16: Survey about essential criteria for a more conscious consumption of sweets and snacks (POSpulse, 2020)

Whilst there are recent studies about consumers' buyer behaviour, they do not reflect the actual purchasing behaviour of consumers. This makes it difficult to analyse the acceptance of chocolate fair trade products among German consumers. Past studies tried different perspectives to examine the mindset of consumers. Del Prete and Samoggia summarized some results of past research about consumer preferences towards sustainable chocolate products. They referenced studies, which are either not publicly accessible or older than 2017. The older sources are not taken into account as primary sources within this thesis, as they cannot ensure their relevancy and their currency anymore. Nevertheless, the summarized results shall provide a point of reference for the later data analysis. Del Prete and Samoggia found out that consumers rely most on the Fairtrade label. Whilst taste and price are the driver of consumers' chocolate buyer behaviour, their willingness to buy Fairtrade chocolate increases after being exposed to "pro-ethical" advertising campaigns. Consumers are willing to pay more if products are certified. Consumers would pay more money for the Fairtrade label than for other certifications. The most significant conclusion, the authors have made, is that the consumers' awareness of ethical violations against human rights within a chocolate manufacturer's supply chain does not change their idea of that company. The exposure to information about the use of unethical practices by that company does not stop them from buying their brand's chocolate products. (Del Prete & Samoggia, 2020) Chiu et al. addressed this phenomenon. Although consumers are aware of ethical issues and conscious for ethical concerns, this does not translate to ethical buyer behaviour. (Chiu et al., 2020) The attitude-behaviour gap implies that even though consumers are concerned about ethical chocolate products, their actual purchasing behaviour differs from their attitudes and intention. (New, 2021)

Summarized, it is difficult to analyse German consumption patterns in Germany. Either the research is non-public, too expensive to excess, too old to rely on, or only generally valid without the German consumers becoming the focus of attention. Gross numbers about net sales of chocolate products do not provide reference points for comparison without similar data publicly accessible. Research included in this thesis only evaluated potential behaviour and consumer preferences. Previous chapters disclosed the most popular chocolate brand and analysed whether it produces ethical chocolate products. Subsequently, a separate survey was necessary to provide comparable data. The evaluation of the conducted survey shows which chocolate products are bought most frequently and lists the criteria which lead to the purchasing decision. It shall compare to what extent German consumers actually buy chocolate products which comply with ethical standards.

3.3 Research hypotheses

The previous chapters have examined production and consumption patterns in Germany. There is a lot of research addressing the extent of ethical chocolate products on the market, as well as research about consumers' buyer behaviour regarding the importance of buying ethically sourced chocolate products. Nevertheless, the research connecting both fields is incomplete. Are consumers influenced by the adherence to ethical standards? Existing research tends to answer this question with yes. Although, the 'attitude-behaviour gap' implicates variations in consumers' supposed buyer behaviour and their actual purchasing behaviour. (New, 2021)

Despite differentiating research, the question of the coherence between the compliance to ethical standards (UN standards) and the actual purchasing behaviour of chocolate product consumers persists. To what extent does the adherence to ethical standards within the supply chain of chocolate production influence the buyer behaviour of German consumers? To answer the research question, research hypotheses shall help to compose questions for the survey as well as subsequently evaluating the collected data. This way, the research about production patterns in the German chocolate industry can be compared to not only the research about consumption patterns of chocolate products in Germany, but also to the newly collected data. The research hypotheses are listed in table 2.

Table 2: Research hypotheses to support the research question

Hypothesis 1	The price or the taste of chocolate influences the majority of respondents the most when purchasing chocolate products. Less respondents are influenced the most by the compliance with ethical standards.
Hypothesis 2	Respondents with a higher monthly net income (≥1,500 euros) buy ethical chocolate more often than consumers with a lower monthly income (<1,500 euros).
Hypothesis 3	The majority of respondents have not heard of ethical sourced chocolate before the study.
Hypothesis 4	The majority of respondents who were aware of ethical chocolate products before the study, did not think of whether they were eating ethical chocolate products.
Hypothesis 5	The majority of respondents who said the ethical production of chocolate products was influencing them the most, actually bought ethical chocolate products in the past.
Hypothesis 6	Respondents who consume chocolate products daily, buy ethical chocolate products more frequently than respondents who consume chocolate on an irregular basis.
Hypothesis 7	Less than 30 percent of the respondents will not buy ethical chocolate in the future.

Respondents are consumers of the sample, meaning German chocolate product consumers who participated in the survey. The answers to the research hypotheses support the research question and help to establish a conclusion.

3.3.1 Research design

The survey questions its respondents about their buying behaviour of chocolate products. The quantitative research was divided into five categories: Introduction and informed consent, General questions, Chocolate consumption in general, Ethical awareness when buying chocolate products, and the End of Survey. By deductive reasoning, the questions were constructed to support the structured context analysis answering the research question. First, a pre-test with peers was conducted. After implementing relevant feedback, the final version was crafted. This led to the questionnaire being broader than originally intended. It covers demographic data about the respondents, it provides an overview of the respondents' basic knowledge, and gives insight about the 'attitude-behaviour gap' by looking at the differences between their value propositions and their actual purchasing behaviour. This way, complex coherences could be discovered during the analysis and a more detailed comparison can be realised.

The survey was created with the survey tool by LimeSurvey. (Schmitz, 2022) LimeSurvey and Microsoft Excel were used to analyse and illustrate the collected data. The whole survey is attached in the annex (Annex C: online survey – text elements and Annex D: online survey – questionnaire).

3.3.2 Measurements of constructs

The first part: Introduction and informed consent explains the conditions of participation and eligibility requirements. Then a multiple-choice question follows: “Do you currently live in Germany for at least one year?” accompanied by a follow-up question: “If yes, since how many years?”. This part points out that respondents do not need to complete the study if they have not lived in Germany for at least one year. The second category covered general questions about age, gender, country of origin, occupation, education, and income. The question about the highest achieved level of education is based on the German educational system. The question about the income is based on general German wages as monthly net income. Alternatively, in the case of non-employment, respondents could state their monthly available money, for instance if they receive BAföG, pension or similar. The third part: Chocolate consumption in general, forecloses information about the general chocolate consumption of respondents. This part focuses on honest answers without the influence of ethical considerations. This intended to minimise the guilt that respondents could possibly experience when participating. Furthermore, this part also differentiates between chocolate consumers and non-chocolate consumers. The respondents provide information about the intensity of their chocolate consumption and give insight into their purchased brands and list aspects which are important to them when buying chocolate. The fourth part: Ethical awareness when buying chocolate products examines the respondents’ value propositions. Firstly, it briefly explains the research, meaning the concept of ethical and sustainable cocoa, and the 17 sustainable goals defined by the UN. This ensures the same knowledge of all respondents when answering the questions. Then it is determined whether respondents already knew about ethical chocolate consumption and the UN goal of responsible consumption and production. Finally, respondents are questioned about their value propositions and purchasing behaviour of ethical chocolate products. This includes a mix of multiple-choice and open-end questions. Their phrasing varies in non-negation, negation, and double negative. The next question investigates the respondents’ purchasing behaviour. It measures the amount of time respondents bought ethical chocolate products in the past and is measured as a percentage. It shows the share of total purchased chocolate products and divides into respondents either buying ethical chocolate or non-ethical chocolate products. The following question examines the feelings of respondents towards sentences regarding buying ethical and non-ethical chocolate products. They could describe their feeling on a scale from one to five: (1)

“strongly disagree”, (2) "disagree", (3) "neutral", (4) "agree", and (5) "strongly agree". Additionally, they could choose the option “I don’t know”. This question shows the first value propositions of respondents. The next couple of questions address the consumption of ethical and non-ethical chocolate products separately. They ask whether respondents buy ethical and non-ethical chocolate products and want to find out the motives behind the respondents’ decision-making process. Respondents answer on a scale from one to five: (1) "Never", (2) "Rarely", (3) "Sometimes", (4) "Often", and (5) “Always”. Additionally, they could choose the options “I don’t know” and "non-applicable". This way, if respondents do not buy ethical chocolate products, they can choose the option "non-applicable" and the other way around. This should prevent misconceptions and offers more clarity when answering the questions. The next pair of questions is open-end and gives respondents the opportunity to add further aspects to their decision-making process. Afterwards, the respondents are questioned how their purchase behaviour will be in the future, when making the decision whether to buy ethical or non-ethical chocolate products. Again, this is determined on a scale from one to five: (1) “strongly disagree”, (2) "disagree", (3) "neutral", (4) "agree", and (5) "strongly agree". The following questions ask about the motives of either buying more ethical or non-ethical chocolate products. The answers are multiple-choice and overlap with the answers to the questions about aspects when buying chocolate products from the third part. Additionally, respondents can add further motives. Lastly, respondents are questioned whether they would spend more money for their favourite chocolate products and if yes, how much more, measured in percentage from the original price. The answer to this question specifically shows to what extent the respondents emphasize the compliance with ethical standards. The last part gives thanks to all respondents and provides the opportunity for feedback. The respondents could choose between English and German language when participating in the survey. The questions are presented in the annex in a German and an English version (Annex D: online survey – questionnaire).

The means of collecting data provide objective data. This does not mean that the respondents answered objectively, but rather that their own opinion was not influenced by the author. The survey could be conducted again, and even be specified. For instance, by a different country or more restrictions on the age, education, or occupation of the respondents. Nevertheless, even if the survey would be conducted the same way, the outcome data could differentiate because each respondent answers subjectively to their knowledge. The survey is valid, as it partly answers the research question in combination with the analysis of professional literature. Potential measuring errors are strongly attributed to the human factor. Participants could have misunderstood a question, which results in a false response. There is no possibility to directly ask questions about the survey. Nevertheless, respondents could have contacted the author by mail. False responses would also have occurred if respondents became used to the response sets. Missing data also affects the evaluation of the survey. Respondents could have been uninformed about the topic, or the questions might have been too complex. Respondents could have lost interest whilst answering the questions. This is also influenced by the positioning of questions and answers. Some questions might already suggest certain answers, which, then, would influence the propriety of the given answers. Aberrations could influence the final results and thereby, misrepresent the average.

3.3.3 Data collection and sample size

The survey targeted people who have lived in Germany for at least one year. They were targeted via messaging platforms, such as WhatsApp and Mail as well as via the social media platform Instagram. The respondents could open a link on a desktop computer or phone. The survey was presented on LimeSurvey. (Schmitz, 2022) The study collected 149 valid responses. 8 nationalities took part in the survey, the majority being German (142), followed by one respondent from each of the following countries: Ghana, France, Turkey, Ukraine, Russia, and Republic of Moldova. The sample size cannot ensure reliability. The study does not represent a part of the German population. Nevertheless, partially, the collected demographic data seems balanced within the sample size. The answers from the sample give insight about the value propositions and buyer behaviour of people who live in Germany. This makes the survey outcome valid to use to answer the research question. Out of all respondents (n = 149), 70 percent were female, 28 percent were male, and 2 percent were non-binary or diverse. 54 percent were younger than 25 years old. The majority of respondents were employed (43 percent), 41 percent were university students, and 4 percent were unemployed. As for their highest level of education attained, 42 percent finished their A-Levels, while 17 percent obtained a bachelor's degree and 5 percent master's degree. The average monthly net income of all participants is 1536.09 euros. 34 percent earn below 1,000 euros, 21 percent earn between 1,000 euros and 1,500 euros, 15 percent between 1,500 euros and 2,500 euros, and 13 percent earn more than 2,500 euros per month. 17 percent did choose the option non applicable. The descriptive statistics disclosing the obtained demographics are presented in the annex (Annex C: Evaluation of survey).

3.3.4 Units

For this study, financial value was measured in Euros. This includes the value of goods and services, as well as possible calculations and comparisons. 1,000 US dollars equal 999,61 euros. The quantity units are converted to the metric system. 1,000 kilograms equal one tonne. This ensures clarity and consistency.

3.3.5 Ethical considerations

The creation of this thesis followed the universities “Ordnung zur Sicherung guter wissenschaftlicher Praxis an der Hochschule Mittweida” (Regulations to ensure good scientific practice at Mittweida University of Applied Sciences). For simplicity reasons named the universities code of conduct. (Hochschule Mittweida - University of Applied Sciences, 2019) The quantitative research was conducted in the form of a survey. While constructing the questions, the universities code of conduct was incorporated. Especially, clarity and transparency were prioritised throughout the process of implementing the questionnaire. The participation was voluntary and anonymous. No respondent was forced to participate in the survey. It was possible to skip questions or answer with non-applicable (n/a) in every question. The introduction text explained the general framework, including the conditions for each respondent when participating, the general objective and the estimated time. Also, it included the author's name, which gave respondents the opportunity to personally contact the author to clarify any questions. The introductory text can be found in the annex (Annex C: online survey – text elements). If the survey shows and error, the participants are forwarded to the authors email address. The final questions asked for the opinion of the participants. They could give feedback or state any additional comments. The end message provides further information to possibly expand the respondents’ knowledge about the production and consumption of ethical chocolate products. It can be found in the same annex as the introductory text (Annex C: online survey – text elements).

4 Data analysis and findings

4.1 Result questionnaire-based survey

In this survey, people who have lived in Germany for at least one year answered questions about their purchasing behaviour of chocolate products. This chapter analyses a relatively small group of respondents and shall emphasize the differences of all findings. The specific results to each question are summarized in the annex (Annex E: Evaluation of survey). In the following paragraphs, the research hypotheses are answered and the key findings are presented.

Table 3: Research hypotheses to be answered

Hypothesis 1	The price or the taste of chocolate influences the majority of respondents the most when purchasing chocolate products. Less respondents are influenced the most by the compliance with ethical standards.
Hypothesis 2	Respondents with a higher monthly net income (≥1,500 euros) buy ethical chocolate more often than consumers with a lower monthly income (<1,500 euros).
Hypothesis 3	The majority of respondents have not heard of ethically sourced chocolate before the study.
Hypothesis 4	The majority of respondents who were aware of ethical chocolate products before the study, did not think of whether they were eating ethical chocolate products.
Hypothesis 5	The majority of respondents who said the ethical production of chocolate products was influencing them the most, actually bought ethical chocolate products in the past.
Hypothesis 6	Respondents who consume chocolate products daily, buy ethical chocolate products more frequently than respondents who consume chocolate on an irregular basis.
Hypothesis 7	Less than 30 percent of the respondents will not buy ethical chocolate in the future.

Results show the accuracy of hypothesis 1. Question C6 in the annex (Annex E: Evaluation of survey) illustrates that 87.25 percent of respondents are influenced by the flavour, 28.26 percent of respondents are mostly influenced by the price and only 13.42 percent prioritized an ethical production process.

Hypothesis 2 proofs to be wrong. There is a tendency that it is the other way around. The questions B3 and D5 answer this, as seen in the annex (Annex E: Evaluation of survey). 1,500 euros is the set limit to distinguish between high and low wages because 1,536.09 euros represent the average monthly net income. 2.13 percent of respondents with a higher monthly net income (≥1,500 euros) have always bought ethical chocolate products in the past, 8.51 percent often, 23.40 percent sometimes, and 23.40 percent rarely. On the other hand, 0 percent of respondents with a lower monthly net income (<1500 euros) have always bought ethical chocolate products in the past, 15.58 percent often, 24.68 percent sometimes, and 24.68 percent rarely.

Hypothesis 3 is not true. The answer is found in question D2, as seen in the annex (Annex E: Evaluation of survey). 94 respondents, 63.09 percent, have heard of the term ethically sourced chocolate before this study. Only 55 respondents, 36.91 percent, have not.

Hypothesis 4 is answered by the questions D1 and D4d, as seen in the annex (Annex E: Evaluation of survey). It is true. 26.60 percent of respondents who were aware of ethical chocolate products before the study, strongly agreed they did not think of whether they were eating ethical chocolate products in the past. 52.13 percent agreed, 8.51 percent were neutral, 11.70 percent disagreed, zero percent strongly disagreed, and 1.06 percent chose “I don’t know”. Similar findings are seen in the follow-up question D4e. The majority of respondents who were aware of ethical chocolate products before this study, would eat unethical chocolate products. Zero percent strongly agreed with only eating ethically sourced chocolate products. Only 1,06% agreed, 4.26 percent were neutral, 52.13 percent disagreed, 41.49 percent strongly disagreed, and 1.06 percent chose “I don’t know”. This shows that even though the respondents have heard of ethical chocolate products, they did not always think about it. For the majority of respondents, it does not matter whether they consume ethical chocolate products. Figure 17 illustrates the total share of respondents for question D4. Further details on these questions are in the annex (Annex E: Evaluation of survey).

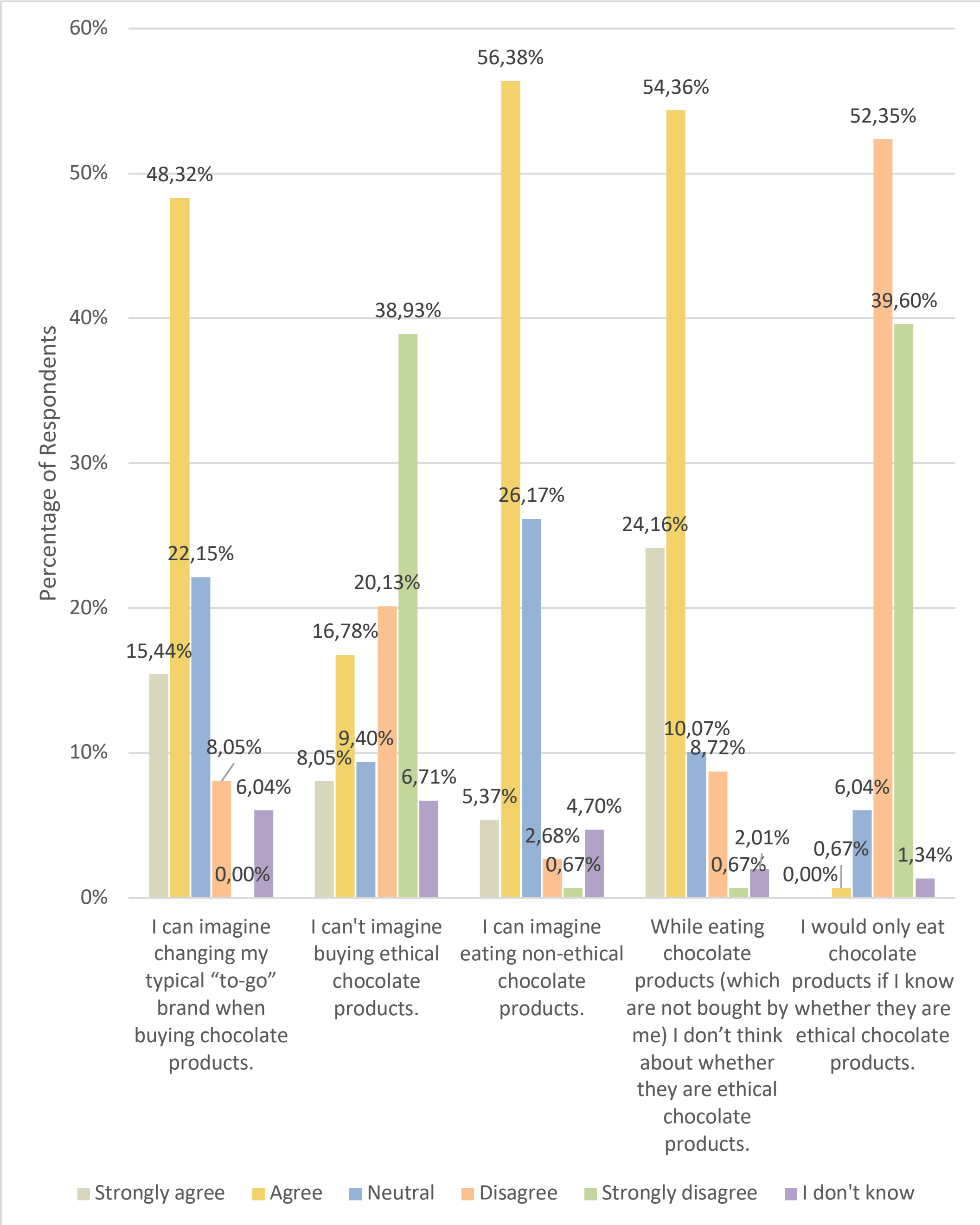

Figure 17: D4 - Respondents' feelings regarding ethical chocolate products

Hypotheses 5 proofs to be wrong. Questions C6 and D5 show that only one of 20 respondents who said the ethical production of chocolate products was influencing them the most, always bought ethical chocolate products in the past (Annex E: Evaluation of survey). 11 often bought ethical chocolate products in the past, six sometimes, one rarely and one did not know. This means, it is actually not the most important aspect to those respondents' decision-making process. However, they have thought about it during their purchase.

Hypotheses 6 is accurate. Data concludes, as seen in table 4, that more respondents buy ethical chocolate products if they consume them more frequently. The percentages are based on the total of each column in table 4. Further details on the questions C3 and D3 are in the annex (Annex E: Evaluation of survey).

Table 4: How often are ethical chocolate products bought in comparison to the frequency of general chocolate product consumption

	Daily	4-6 days per week	2-3 days per week	One day per week	Once every two weeks	Once every four weeks	Once every odd month	Never
100%	14.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
75-99%	3.70%	9.09%	7.32%	4.00%	5.26%	40.00%	0.00%	0.00%
50-74%	7.41%	3.03%	7.32%	8.00%	0.00%	0.00%	16.67%	0.00%
25-49%	7.41%	6.06%	9.76%	12.00%	21.05%	20.00%	0.00%	0.00%
<25%	29.63%	33.33%	34.15%	20.00%	21.05%	20.00%	16.67%	33.33%
Never	11.11%	9.09%	2.44%	16.00%	10.53%	0.00%	16.67%	0.00%
I don't know	25.93%	39.39%	39.02%	40.00%	42.11%	20.00%	50.00%	66.67%

Hypothesis 7 is answered by the question D10. It proofs wrong. Less than 7 percent of the respondents will not buy ethical chocolate in the future. 25.50 percent strongly disagreed and 34.90 percent disagreed with not buying ethical chocolate products in the future. 14.16 percent were neutral, 8.72 percent chose “I don’t know”, 5.37 percent agreed, and 1.34 percent strongly agreed. 6.04 percent strongly agreed and 34.90 percent agreed that ethical chocolate products were more important to them after the survey. 44.30 percent were neutral, 7.38 percent disagreed, 0.67 percent strongly disagreed, and 6.71 percent chose “I don’t know”. The results for the total share of respondents for question D9 are illustrated in figure 18. More details are in the annex (Annex E: Evaluation of survey). Whilst they do not foreclose to buy ethical chocolate products, the results show that the majority of respondents have relatively neutral thoughts about ethical chocolate products after the survey, with a tendency towards supporting ethical chocolate products.

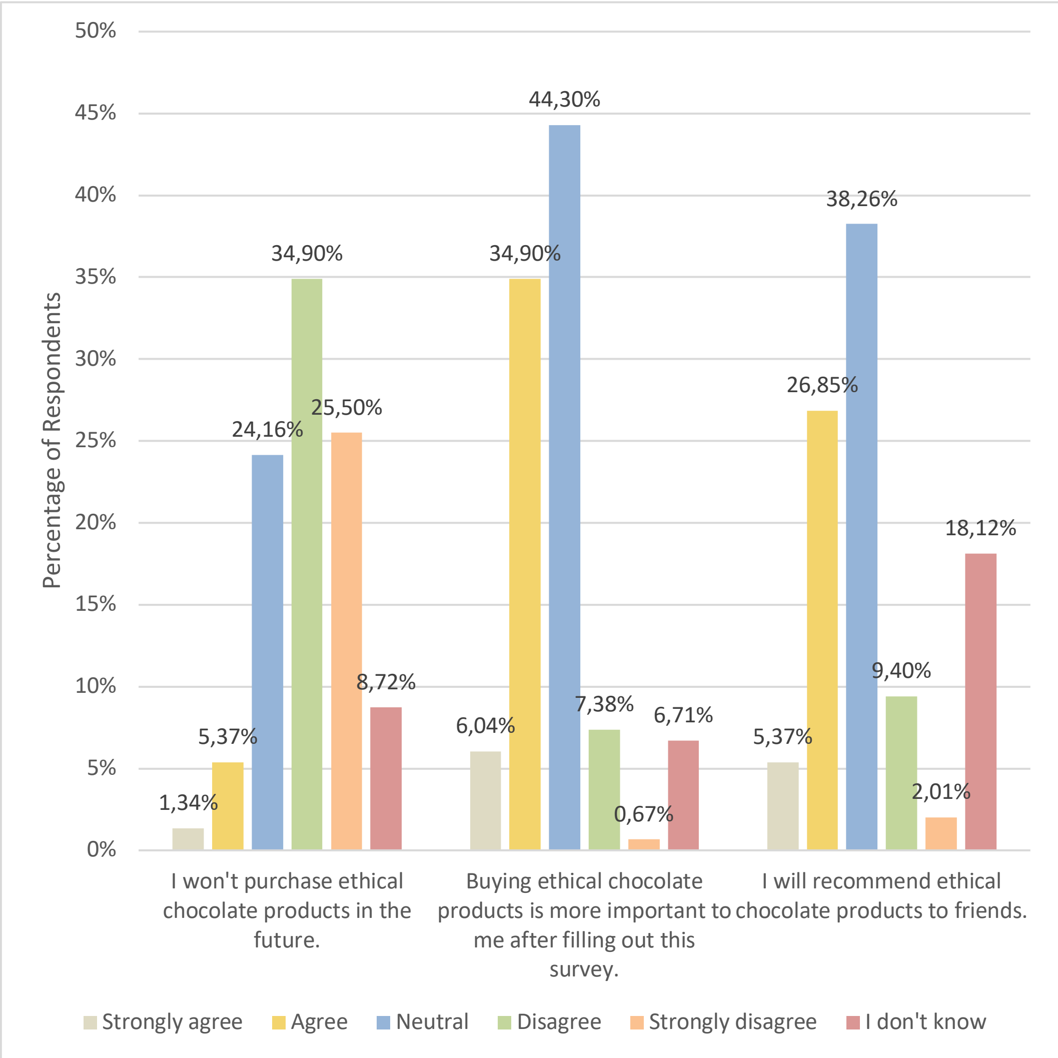

Figure 18: D9 – The buyer behaviour of respondents in the future

Table 5: Corrected research hypotheses

Hypothesis 1	The price or the taste of chocolate influences the majority of respondents the most when purchasing chocolate products. Less respondents are influenced the most by the compliance with ethical standards.
Hypothesis 2	Respondents with a lower monthly net income (<1,500 euros) buy ethical chocolate more often than consumers with a higher monthly income (≥1,500 euros).
Hypothesis 3	The minority of respondents have not heard of ethically sourced chocolate before the study.
Hypothesis 4	The majority of respondents who were aware of ethical chocolate products before the study, did not think of whether they were eating ethical chocolate products or not.
Hypothesis 5	The minority of respondents who said the ethical production of chocolate products was influencing them the most, actually bought ethical chocolate products in the past.
Hypothesis 6	Respondents who consume chocolate products daily, buy ethical chocolate products more frequently than respondents who consume chocolate on an irregular basis.
Hypothesis 7	Less than 7 percent of the respondents will not buy ethical chocolate in the future.

Table 5 summarizes the correct research hypotheses. The answers to the hypotheses conclude that the awareness of ethical chocolate products does not necessarily influence the buyer behaviour of respondents when choosing whether to buy ethical chocolate products. Moreover, this implicates that the adherence to ethical standards does not influence the respondents' purchasing behaviour of chocolate products. Nevertheless, when the respondents bought ethical products, their purchasing decision was mostly influenced by reducing the non-compliance with human rights or the past purchases of Fairtrade products in general, as seen in figure 19.

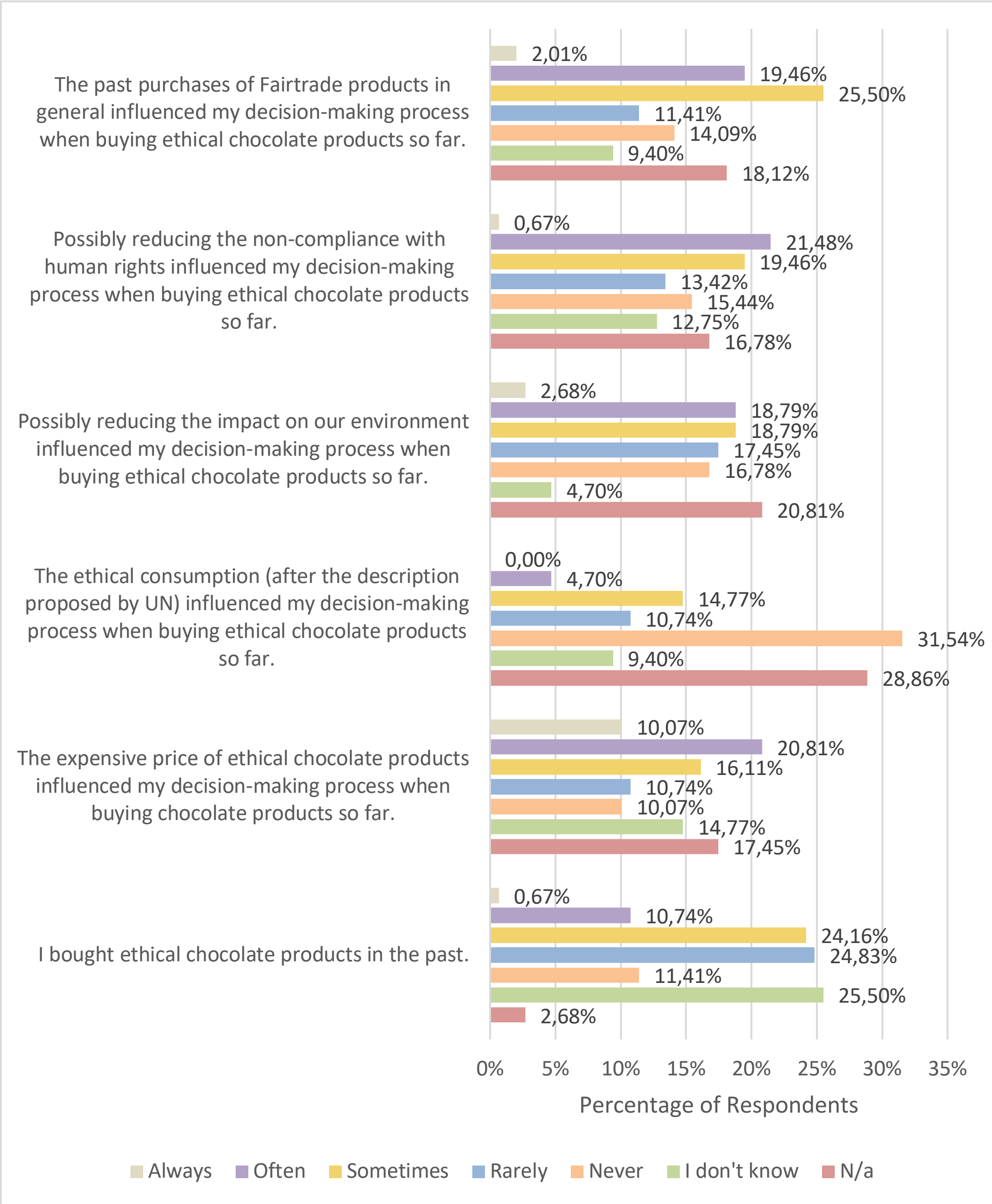

Figure 19: D5 - The past purchase of ethical chocolate products.

Figure 20 shows the counterpart to figure 19. If the respondents bought non-ethical products, their purchasing decision was mostly influenced by the price.

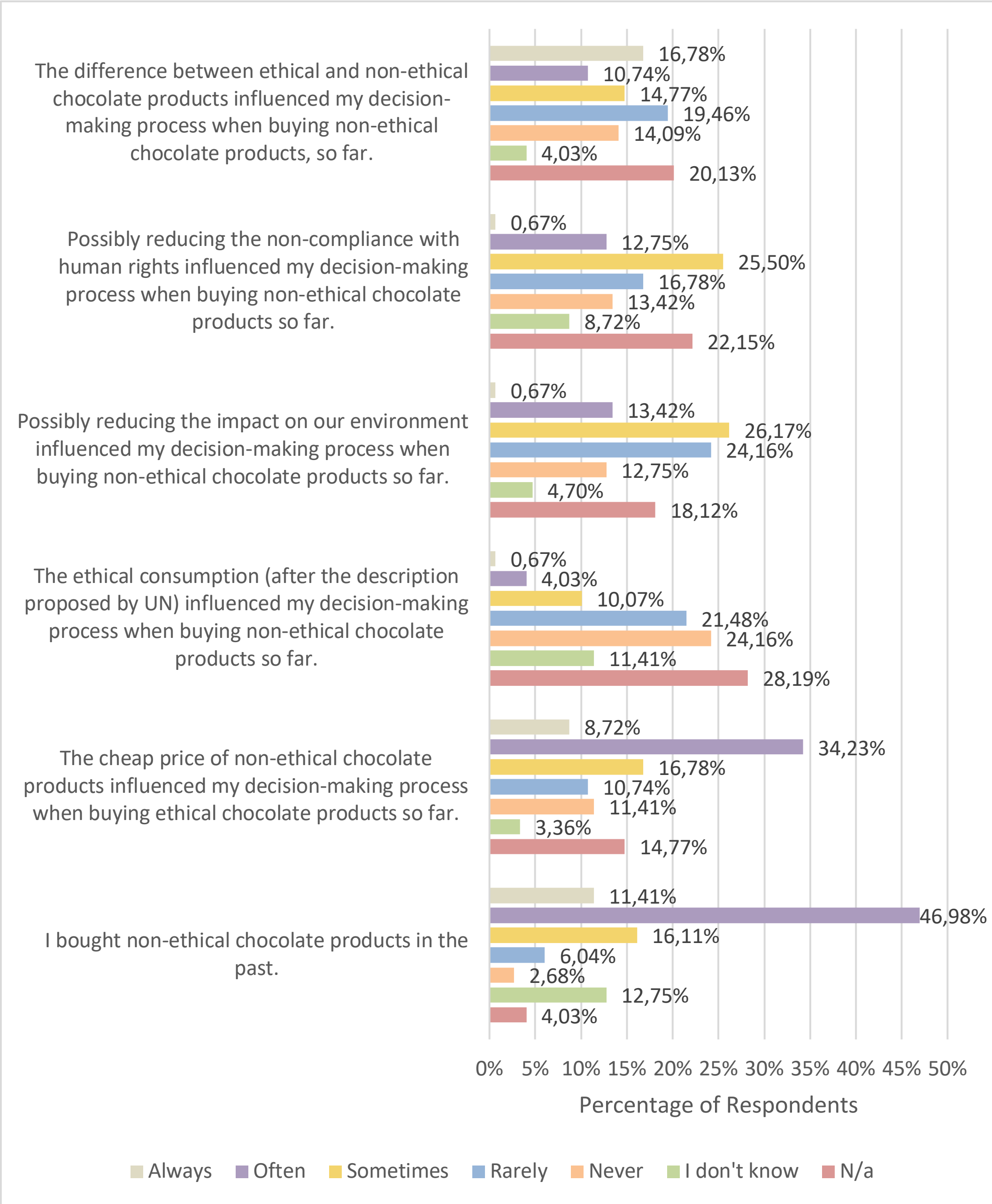

Figure 20: D5 - The past purchase of non-ethical chocolate products.

Further key findings of the survey are captured in table 6. They summarize all results but do not assure the completeness of content. They solely represent a recap in form of key findings.

Table 6: Key findings (A): Questionnaire-based survey

Key finding 1	121 of respondents eat chocolate bars (approx. 100g), 104 eat chocolate spreads, and eat chocolate bars (approx. 20g). In total, Milka is the most famous chocolate bar (approx. 100g) in this survey.
Key finding 2	Respondents' purchasing behaviour when buying chocolate products varies a lot. Their relationship to ethical chocolate products on the market is chequered Still, Milka is the most famous brand selling chocolate products.
Key finding 3	Respondents do not foreclose to buy ethical chocolate products. They tend to support ethical chocolate products. Nevertheless, the majority of respondents had relatively neutral thoughts about ethical chocolate products.
Key finding 4	Respondents did not necessarily buy ethical chocolate products to prevent the non-compliance with human rights in the past.
Key finding 5	The compliance with ethical standards was not the most important aspect to respondents in their past decision-making process. However, they have thought about it during the purchase of chocolate products.
Key finding 6	Even though the respondents have heard of ethical chocolate products, they do not always think about it. For the majority of respondents, it does not matter whether they consume ethical chocolate products.
Key finding 7	Next to flavour, price, ethical and environmental concerns, among other things, respondents care about the ingredients, the packaging, and whether it is vegan when buying chocolate products.
Key finding 8	The typical amount of money respondents spend on a chocolate bar (approx. 100g) is between 1 and 3 euros.
Key finding 9	In the future, 90 respondents (out of 149) will buy (more) ethical chocolate products. The prevention of human rights violations is as important as the protection of the environment.
Key finding 10	92.67 percent of respondents would pay more money for their favourite chocolate products if it was sustainable. 43.62 percent would pay a price increase between 25 and 50 percent, 20.13 percent an increase below 25 percent.
Key finding 11	The question arises why the adherence to ethical standards does not influence the consumers' purchasing decision of chocolate products as much as flavour or price.
Key finding 12	Future analysis can be conducted to further seek answers to the question of how to influence consumers' mindset in order to bring about changes to their buyer behaviour of chocolate products.

4.2 Comparison of supply and demand

Supply and demand of German chocolate products will be compared in form of key findings of five categories: general production of chocolate products, supply of chocolate products in Germany, Mondelēz International in Germany, general consumption of chocolate products, and demand of chocolate products in Germany. The key findings base upon references which are found in prior chapters.

Table 7: Key findings (B): General production of chocolate products

Key finding 1	Stakeholders in supply chains of products using cocoa beans: producers, industrial farms, intermediaries, producers' associations, exporters, cooperatives, grinders and processors, traders, manufacturers of chocolate and other products, the cosmetics industry, the confectionery industry, pharmaceuticals and other industries, bean to bar chocolate makers, retail, and the end consumer.
Key finding 2	The exploitation of cocoa farmers and workers is a deep-rooted problem in cocoa supply chains. The main challenges within bulk cocoa producing countries are extensive deforestation and farmer poverty, which fuels human rights and labour rights violations, including child labour. They often originate from high demand and price pressure.
Key finding 3	Producers: approx. 5.5 million smallholder farms cultivate cocoa plantations worldwide. Côte d'Ivoire and Ghana are leading countries in producing and exporting bulk cocoa. 56 percent of farmers earn below the local poverty line of 1.24 US dollars (1.24 euros) in Côte d'Ivoire. In African countries the HDI is below the value 0.6.
Key finding 4	Around 891,500 children aged 10 to 17 years worked in cocoa agriculture from October 2016 to November 2017 in Côte d'Ivoire. In Ghana, 708,400 children worked on cocoa farms between August 2016 and August 2017. 93 percent of those in Côte d'Ivoire and 89 percent of children in Ghana performed hazardous work.
Key finding 5	Producers are at the bottom of the supply chain pyramid, whilst the multinational chocolate manufacturers, including the cocoa processors, traders, and retailers are placed above, collecting the majority of profit. Retailers greatly influence the market value of cocoa beans by negotiating low prices to lead their market segments. This initiates a domino effect until the buyers from cocoa farmers source bulk cocoa as cheaply as possible.

Key finding 6	Multinational chocolate manufacturers have a high market concentration. Only six companies process the majority of worldwide cocoa products, which lends them immense market power.
Key finding 7	The lacking influence of smallholder farms on market prices of bulk cocoa result in lower payments for cocoa at farm level. The production costs of cocoa rise, whilst cocoa prices decline. Chocolate manufacturers and retailers earn the biggest turnover. One example shows that after deduction of production and labour costs, farmers have approx. 150 euros out of 500 euros left. Low wages cause poverty and subsequently bring along variations of forced labour practices.
Key finding 8	The top 10 importing countries of bulk cocoa are all members of the UN and the ILO. Despite terms of references, the governments of those countries only introduce due diligence regulations. These legislative changes only partly achieve the goals set by the UN and its agencies. Without cross-border agreements, the resources of governments to influence transnational companies are limited.
Key finding 9	Bilateral agreements with cocoa producing countries could take away bargaining power from cocoa importing countries. The European Union sources possible mandatory standard guidelines to replace current voluntary approaches to initiate more sustainability, transparency, and compliance with ethical standards. The implementation proves to be difficult as states tend to forestall negotiations.
Key finding 10	The corporate support within the cocoa industry towards EU due diligence regulation slowly grows. Generally applicable regulations offer clarity, certainty, and more standard procedures. This would stop companies from violating human rights to regulate their expenses and decrease corporate competitiveness.
Key finding 11	The advocacy of international organizations improving human rights issues is not only limited to the UN and the ILO. Several other agencies like OECD, FAO, UNEO, UNICEF, and the GiZ take action to reduce child labour in cocoa production. Advocacy organisations, such as the Voice Network and Forum Nachhaltiger Kakao (GISCO) support the SDG's and address issues around ethical and sustainable sourced cocoa.
Key finding 12	Collected data of sustainability standards in companies along the supply chain of cocoa cannot be compared. There is no universal definition of transparency and traceability. The validation varies. Some companies rely on certification standards, others self-report their traceability and sustainability standards. Mostly, companies claim they cannot fully trace the value chain of their cocoa due to missing information or they are not willing to pay for extra efforts.

Table 8: Key findings (C): Supply of chocolate products in Germany

Key finding 1	Germany produces the most chocolate products in Europe. They hold 32 percent of the total chocolate market share in Europe.
Key finding 2	Germany's chocolate market is highly fragmented and competitive. It offers a wide range of available products. The most produced chocolate products were chocolate bars (approx. 20g and 100g).
Key finding 3	Fairtrade, Rainforest Alliance (RA), and UTZ Certified are the main standards initiatives in Germany to prove the compliance with human and environmental rights.
Key finding 4	Chocolate processors, manufacturers, and brands, retail stores, and governments are slowly adapting towards more sustainability in the cocoa sector. (Among others, compliance with human rights and transparency.)
Key finding 5	Government and other supporting services, like NGOs implement guidelines and initiatives to regulate major challenges of bulk cocoa producing countries and increase transparency of supply chains.
Key finding 6	GISCO aims to increase the market share of certified cocoa to further implement sustainability standards in the cocoa value supply chain.
Key finding 7	Limited access to research about the supply and demand of chocolate products in Germany.

Table 9: Key findings (D): Mondelēz International in Germany

Key finding 1	Mondelēz International was third place in the ranking of the leading confectionery companies worldwide in 2021 with 11,79 billion euros net sales. The chocolate sector is responsible for 32 percent of their total net revenue.
Key finding 2	In 2012, Mondelēz International introduced the cocoa sustainability programme Cocoa Life (supporting sustainable cocoa farming businesses, empowering cocoa communities, and conserving and restoring forests).
Key finding 3	Milka, a product brand from Mondelēz Deutschland Services GmbH & Co.KG, is part of Cocoa Life. It is also a member of GISCO. In 2018, Milka alone earned a net revenue of 2 billion US dollars (2 billion euros).
Key finding 4	Milka has started implementing good policies in the categories: traceability and transparency, living income, child labour, deforestation and climate, and agroforestry. Their agrichemical management is behind the industry's standards.

Key finding 5	Mondelēz International invested 1.39 percent of their total net revenue in 2021 in sustainability measurements. (This equivalates to 4.35 percent of the total net revenue from the chocolate sector only and to 20 times the amount of the net revenue earned by Milka in 2018.)
Key finding 6	Milka does not yet produce 100 percent ethical chocolate products. Although, they have long started to implement business strategies towards a more sustainable cocoa industry, they do not comply with the UDHR and the ILS to 100 percent.

Table 10: Key findings (E): General consumption of chocolate products

Key finding 1	Consumers directly impact manufacturers when it comes to determining areas that warrant particular focus. Consumers of chocolate products are not informed about production processes, especially about supply chains. The efforts of other stakeholders are not meaningful if consumers are not educated about the progress.
Key finding 2	The awareness of ethical violations against human rights within a chocolate manufacturer's supply chain does not change the idea cocoa consumers have about a company. The exposure to information about the use of unethical practices by a company does not stop consumers from buying the brand's chocolate products.
Key finding 3	Ethical shopping did not grow as much as expected in the last years. Although consumers are aware of ethical issues and conscious for ethical concerns, this does not translate to ethical buyer behaviour. The 'attitude-behaviour gap' describes the phenomena where consumers' purchasing behaviour is not consistent with their ethical believes, intentions, and attitude.
Key finding 4	Human rights organisations should not solely concentrate on changing rules within the production process of chocolate products. Rather they should also focus on educating the end market.
Key finding 5	More marketing is needed to influence chocolate consumers buying behavior, to enforce the implementation of UN standards in the cocoa industry and subsequently change the conditions for cocoa farmers.
Key finding 6	Recent studies about consumers' chocolate buyer behaviour do not reflect their actual purchasing behaviour. Specific research about the German consumer market of chocolate products is difficult to access. Further research and more transparency are necessary in the cocoa sector.

Table 11: Key findings (F): Demand of chocolate products in Germany

Key finding 1	German consumers prefer different chocolate brands for different chocolate product categories. In February 2017, chocolate bars (approx. 20g and 100g) were bought most often as sweets or snack products.
Key finding 2	Among 100g chocolate bars, Milka was the most popular brand in Germany between 2017 and 2020. In 2019, Milka was the second most recognized chocolate brand in Germany.
Key finding 3	Sustainable certified cocoa constituted 79 percent of all cocoa sales in Germany in 2021.
Key finding 4	The brand, the price, and the flavour are the most important aspects for German consumers of chocolate products while making their purchasing decision.
Key finding 5	The willingness of German consumers to buy Fairtrade chocolate increases after they were exposed to “pro-ethical” advertising campaigns. Consumers are willing to pay more if products are certified.

The comparison of all key findings shows that German consumers of chocolate products do not necessarily pay attention to whether they buy ethically produced chocolate products. Key findings (A-F) combined conclude the adherence to ethical standards of suppliers does not result in full appreciation of the consumers. The demand for ethically produced chocolate products is not as high as governments, agencies, NGOs, and even companies from the cocoa industry expect it to be. The reasons for this observation are unexplained. Further research would need to be conducted to find answers. This does not claim that consumers of chocolate products do not wish to access ethically produced chocolate products. It solely implicates that the current demand of such products is not as high as forecasted. Often, certified cocoa is not sold as such because the cocoa market does not require as much certified cocoa as it is available. (Gaia Cacao B.V, 2021) Subsequently, the adherence to ethical standards within the supply chain of chocolate production does not influence the buyer behaviour of German consumers 100 percent. But to what extent is it influencing the buyer behaviour of German consumers?

This question is not easily answered, as the evaluation of the outcome can vary depending on what measurements of constructs are used and how research defines and interprets its findings. This thesis measures the degree of adherence by analysing the coherence between the most favoured chocolate brand, Milka, and the summarized consumption patterns of Milka consumers in the questionnaire-based survey. In addition, all key findings (A-F) have to be contemplated when answering the question. The adherence will be measured by dividing the possible extent into three groups: low, moderate, and high. The answers of respondents who prefer to buy Milka chocolate bars (approx. 100g) vary when comparing them with their past purchasing behaviour. The majority of respondents tends to either not know whether they bought ethical chocolate products, they never bought them, or they rarely bought them.

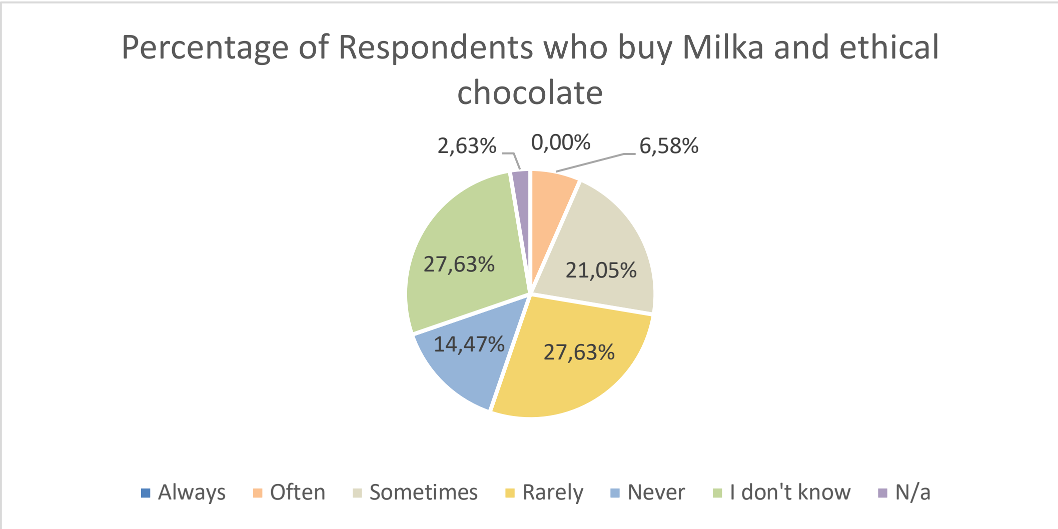

Figure 21: C4, D5a: Comparing the percentage of respondents who prefer Milka with the answers of D5a

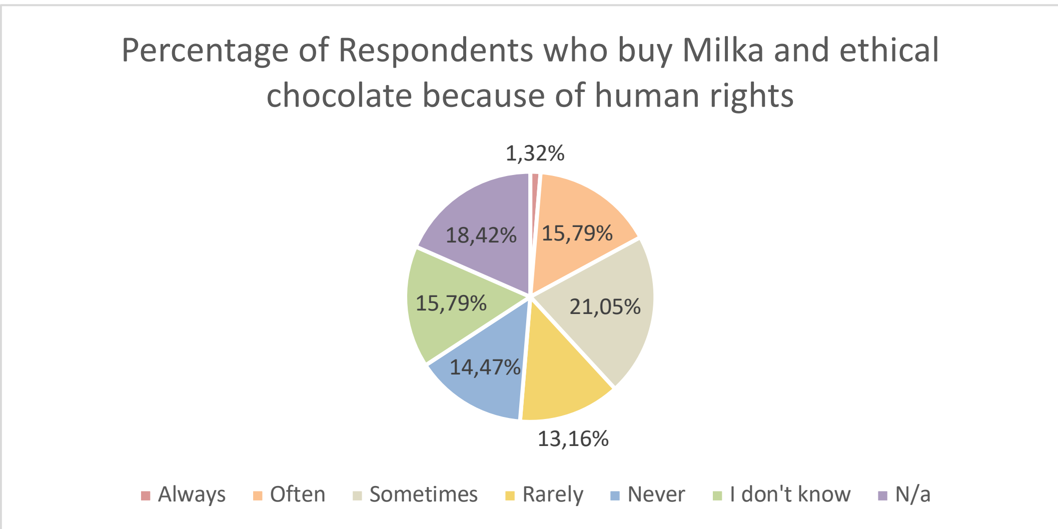

Figure 22: C4, D5e: Comparing the percentage of respondent who prefer Milka with the numbers of D5e

The answers of respondents who prefer to buy Milka chocolate bars (approx. 100g) are balanced among possible responses. Similar percentages of respondents answered often, sometimes, rarely, never, I don't know, or n/a when asked whether the compliance with human rights influenced their past purchasing behaviour. In total, this shows that the majority of respondents tends to not care or not think about the compliance with human rights while purchasing chocolate products.

Summarized, the adherence to ethical standards within the supply chain of chocolate production does only influence the consumption of German consumers to a certain degree. Milka does not comply with ethical standards to 100 percent. Still, is on the right way to become 100 percent sustainable. In addition, it is the favourite chocolate bar on the German market. The minority of respondents who said, they buy Milka, also stated they often bought ethical chocolate products in the past. 18.68 percent did not buy the chocolate bar to support the compliance with human rights. Thereto contemplating the key findings (A-F), the extent to what the adherence to ethical standards within the supply chain of chocolate products influences the buyer behaviour of German consumers is classified as low. Simultaneously, the key findings indicate, that the extent could possibly be classified as moderate in the near future, if consumers become more educated about the topic. Even though the majority of respondents who participated in the questionnaire-based survey did not think of ethical standards when purchasing chocolate products in the past, over 60 percent said they would buy more ethical chocolate in the future. One of the reasons for their changed mindset was the prevention of human rights violations. Additionally, 92.67 percent of respondents would pay more money for their favourite chocolate products. 43.62 percent would pay a price increase between 25 and 50 percent, 20.13 percent an increase below 25 percent. This shows the willingness of consumers to support the development towards a sustainable cocoa sector. Nevertheless, the extent could not be classified as high because plenty of key finding showed that past research discovered the 'attitude behaviour gap', which signifies that consumers do not always act accordingly to their ethical concerns and beliefs. The Berlin Declaration addressed the correlation between sustainable chocolate products and consumers. They discussed reasons why German consumers engage so little in the purchase of ethically produced chocolate products. They concluded that consumers are uneducated about these matters. This includes missing information about the production process, the whole supply chain, and the meaning behind the terminologies: certification standard and sustainable chocolate product. (Follana, 2018)

5 Conclusion and final remarks

The cocoa sector is important to countries all over the world. Producing and consuming countries are affected by every development within the industry. The market is unstable and small changes could involve major consequences. It is clear, that, in the past, the producing countries have been affected more negatively in comparison to consuming countries. It is especially the cocoa farmers who do not stand a chance in negotiations with the multinational chocolate traders, processors, grinders, and manufacturers. Regulation of those big companies turns out to be quite difficult. Despite consumers having the potential to influence the supply chain management of the cocoa industry the most, research indicates they don't make use of it. Supporting services, on the other hand, have tried different strategies over the past decades, to introduce more sustainability in the cocoa sector. However, they only released voluntary approaches to provide clear standard guidelines. Legislative changes hardly achieve the compliance with ethical standards, as solely cross-border agreements hold the power to influence transnational companies.

The research aimed to identify whether consumers differentiate between chocolate products based on their compliance with ethical standards. Based on the contextual qualitative analysis and the quantitative questionnaire-based survey, it can be concluded that German consumers do not look specifically for ethically produced chocolate. The adherence to ethical standards does influence their decision-making process to a low extent. Whilst their attitudes, beliefs, and ethical concerns tend to support sustainably produced chocolate products, their actual purchasing behaviour differs. The 'attitude behaviour gap' indicates that their awareness of violations of human rights does not necessarily stop them from buying unethical chocolate products.

By analysing the production and consumption market of chocolate products, summarising the compliance with ethical standards of Mondelēz International, and questioning a small sample size of German chocolate consumers, this thesis contributed to the research field of the cocoa sector. The outcome has shown that the development to 100 percent sustainable chocolate products is not concluded. This thesis already emphasised the importance of increasing relevant information about the supply chain of cocoa. Additionally, transparency and traceability need to evolve. Consumers should be able to easily access information about the cocoa sector. This includes but is not limited to information about the production process of chocolate products, the definitions of used terminologies, such as sustainability standards and certification standards, and should provide consistent classification to measure the compliance with those standards. Well-known and established labels might already have exhausted their potential in Germany. Alternatives should be introduced, bringing more transparency and traceability with them.

Future research could concentrate on reasons why ethical standards within the cocoa industry are not fully recognized by consumers. The questionnaire-based survey showed that most respondents did either not know about ethical chocolate products or they have not thought of it during their decision-making process. Now, it is important to build on that research and examine what causes those observations. This will provide essential knowledge to other key players of the cocoa supply chain. Producers, manufacturers, and supporting services can adapt their strategies to reach more consumers and subsequently increase the market volume of sustainable chocolate products until it reaches 100 percent. On a different note, this should not limit the development towards more transparent compliance with ethical standards. It is beyond dispute that the already taken actions will need to be leveled up. This will bring forward the cocoa industry’s adherence to the UDHR and the ILS. Thereby, this thesis adds to the awareness of social injustices within the cocoa industry.

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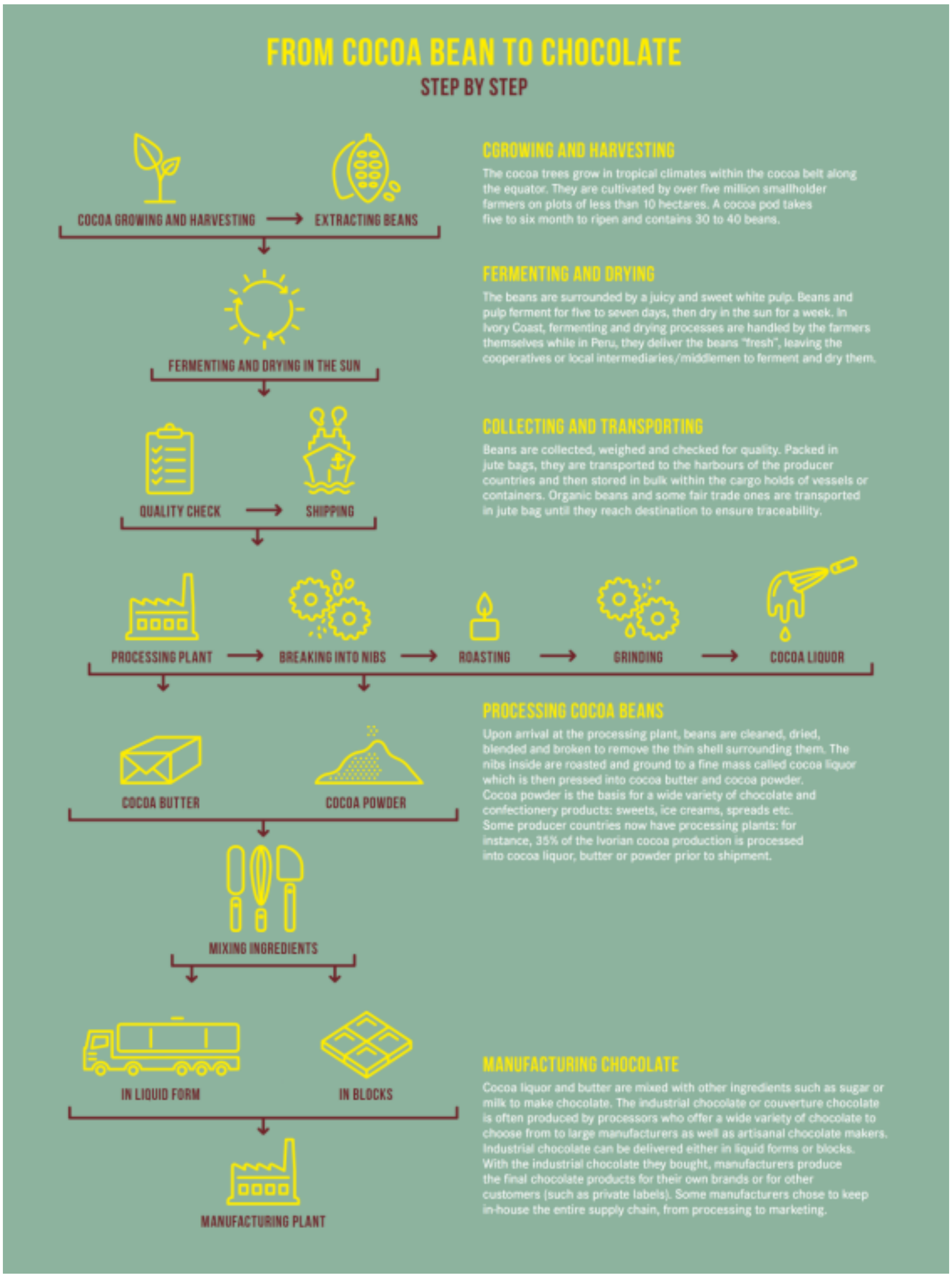
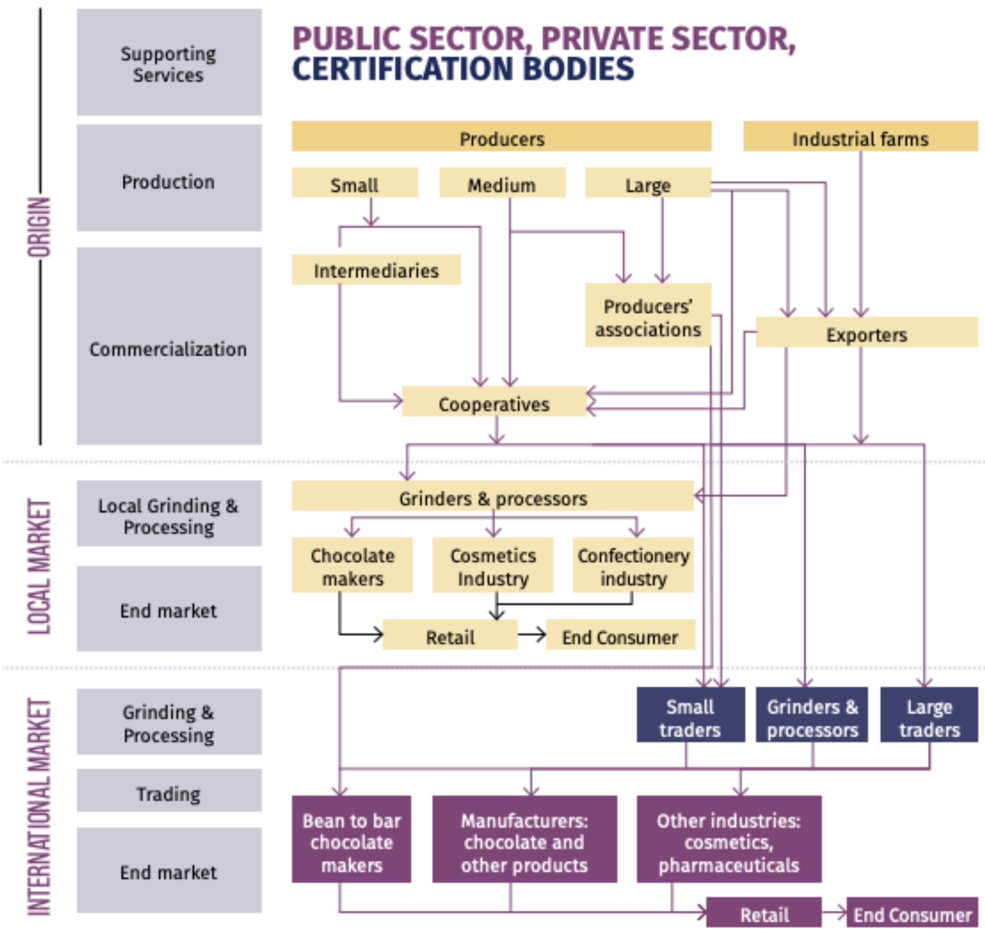
7 Annexes

Annex A: Cocoa value supply chain

a) From cocoa bean to chocolate: The production, cocoa transformation and chocolate manufacturing stages (Pennington & Ball, 2011, p. 22)

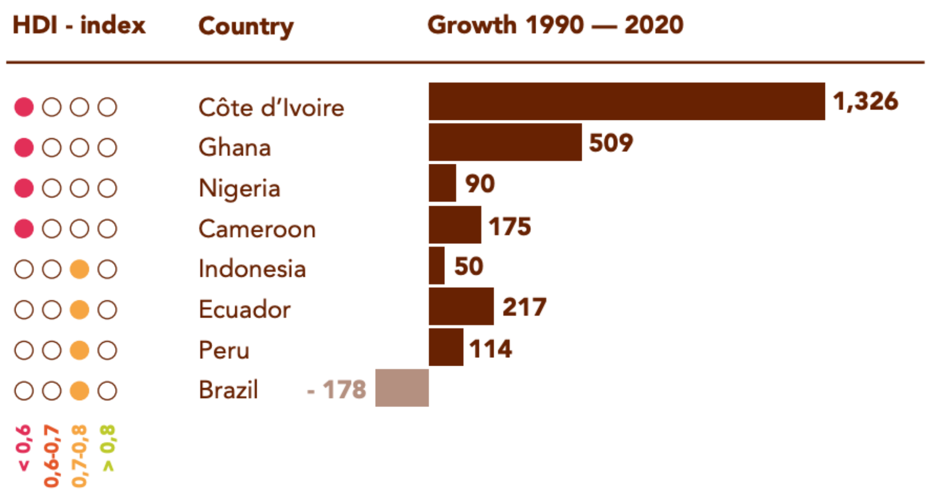


b) The global cocoa value chain (Gaia Cacao B.V, 2021, p. 64)

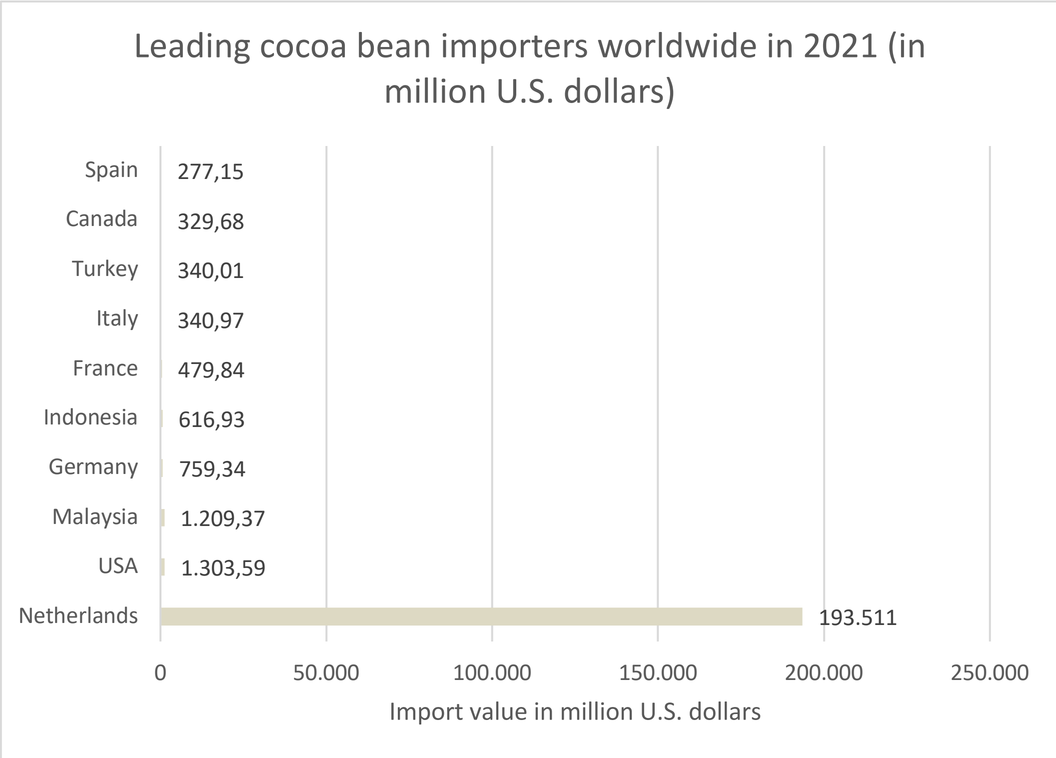


Annex B: Key players

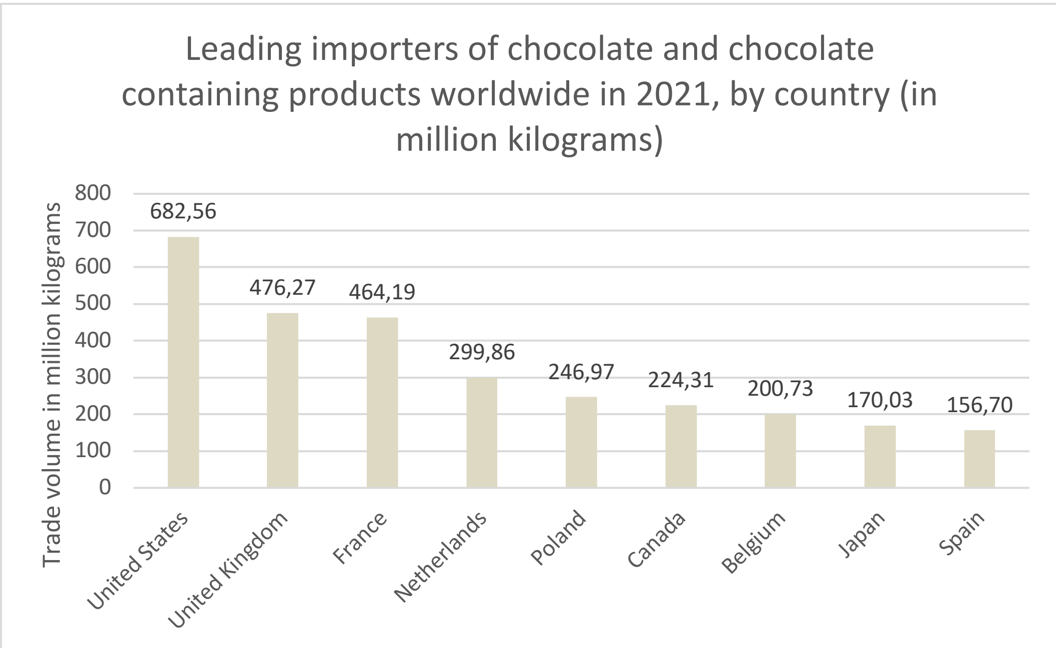
a) The development of the Human Development Index (Fountain & Huetz-Adams, 2020, p. 13)



b) Leading importers of cocoa beans worldwide in 2021 (UN Comtrade, 2022b)



c) Leading importers of chocolate and chocolate containing products worldwide in 2021 (UN Comtrade, 2022a)



d) A selection of NGOs, foundations, associations, networks, and advocacies. (Ayenor & Zegers, 2021, pp. 66–70; Fountain & Huetz-Adams, 2020, pp. 24–28)

International Cocoa Organisation (ICCO)

- international industry network
- representatives of cocoa producing and cocoa consuming countries
- platform for (policy) dialogue between cocoa sector (farmer-based organisations, civil society, and industry player) and producing and consuming governments

World Cocoa Foundation (WCF)

- international industry network
- consists of over 100 members: "farm-level input providers, financial institutions, cocoa processors, chocolate makers and manufacturers, farmer cooperatives, cocoa trading companies, ports, warehousing companies, and retailers
- representing more than 80 percent of the global cocoa market
- industry's collaborative efforts develop solutions to solve human rights issues
- solutions tend to bias towards industry favoured approaches

European Cocoa Association (ECA)

- international industry network
- platform for dialogue between EU and cocoa producing companies
- study, research, and implement solutions within the cocoa sector (including industry, trading, and logistics)

Federation of Cocoa Commerce (FCC)

- international industry network

Cocoa and Forests Initiative (CFI)

- international platform coordinated by representatives from industry, major donors, and cocoa producing governments (Ghana, Côte d'Ivôire, Cameroon and Colombia)
- reduce deforestation

International Cocoa Initiative (ICI)

- international platform co-coordinated by the WCF and IDH Sustainable Trade Initiative
- reduce child labour in cooperation with corporates, improve child protection, and implement adequate projects in cocoa-growing communities
- broader community work: provide birth certificates and access to schools, improve educational infrastructure

Jacobs Foundation

- support education quality improvement initiatives in Côte d'Ivoire and Ghana

Living income community of practice (LICOP)

- multi-stakeholder and cross-commodity initiative implemented by the Sustainable Food Lab, GIZ and the ISEAL Alliance
- platform for NGOs, companies, researchers, and standard setting organisations to discuss all matters of a living income

Alliance for Living Income in Cocoa (ALICO)

- multistakeholder forum to provide platform for dialogue between national initiatives and various other platforms
- close living income gaps by identifying those and develop strategies

Annex C: Online survey – text elements

English version

Title of survey

Ethical consumption of chocolate products

Introduction Text

Hello, thank you so much for following this link and taking time off your schedule to fill out my survey! I am currently finishing my Bachelor of Global Communication in Business and Culture.

The topic of my bachelor thesis is chocolate consumption. This survey examines to what extent the supply chain of cocoa influences your buying behaviour of chocolate products. For this, it is not mandatory to buy chocolate on a regular basis.

It will take around 10 minutes in total. Thank you so much for your time!

Cheers
Jule Hackendahl

Student of Global Communication in Business and Culture, B.Sc.
Hochschule Mittweida

End Message

Thank you, a lot, for participating in this survey! Now, I am one step closer to my final degree.

If you'd like further information on the topic, you could read the text I prepared for you. It includes information about the cocoa industry:

Cocoa supply chains are not always transparent, much less easily comprehensible. For consumers, it is not always easy to comprehend the origin of the cocoa they consume on a regular basis. Approximately 1 millions of 5.5 million smallholder farms worldwide cultivate cocoa plantations in Cote d'Ivoire and 800,000 in Ghana. The income of mostly family-owned farms is strongly dependent on the market price, set by supply and demand worldwide. This leads to unstable price falls, resulting in unreliable living income for cocoa farmers.

In 2018, the True Price and Fairtrade study revealed that 68 percent of cocoa farmers in Cote d'Ivoire earned a monthly income below the needed living income for their families. 52 percent of farmers earn below the global poverty line of $1.27 in Cote d'Ivoire.

Thereby, in average, cocoa farmers not only struggle with falls in the price, but also with a monthly income which is below their country's poverty line. The Tulane University & Walk Free Foundation study suggests that poverty is one of the driving forces to child labour on cacao plantations. Around 891,500 children aged 10 to 17 years from Cote d'Ivoire and 708,400 children from Ghana worked in cocoa agriculture between August 2016 and August 2017. 93 percent of those in Cote d'Ivoire and 89 percent of children in Ghana performed hazardous work.

In the past years, many global organisations have originated to dedicate their mission to preventing non-compliance with Human Rights. The United Nations (UN) devoted the 12th goal of their 17 goals to responsible consumption and production. Chocolate manufactures are also starting to change their supply chains to meet UN standards and are seeking certification to prove an ethical supply chain.

Mighty Earth created a chocolate scorecard which assessed different chocolate manufacturer's brands:
Chocolate Scorecard 2022. (2022). Chocolate Scorecard 2022. Retrieved 12th July 2022, von https://www.chocolatescorecard.com

When buying chocolate products, you can look for following labels to ensure an ethical supply chain:

- Bean to bar
- Fairtrade
- Fair for life
- Fair Trade certified
- Fairtrade Federation
- Rainforest Alliance certified
- UTZ certified Cacao

References:

Ali, S., Hussain, T., Zhang, G., Nurunnabi, M., & Li, B. (2018). The Implementation of Sustainable Development Goals in "BRICS" Countries. Sustainability, 10(7), 2513. https://doi.org/10.3390/su10072513

Cocoa Barometer – VOICE Network. (o. J.). Retrieved 12th July 2022, von https://voicenetwork.cc/cocoa-barometer/

De Adelhart Toorop, R., De Boer, J., de Groot Ruiz, A., & Rusman, A. (2018).

Cocoa farmer income: The household income of cocoa farmers in Côte d'Ivoire and strategies for improvement. Fairtrade International & True Price. Retrieved 12th July 2022, von https://www.fairtrade.net/library/cocoa-farmer-income-the-household-income-of-cocoa-farmers-in-cote-divoire-and-strategies-for-improvement

De Buhr, E. & Gordon, E. (2018). Bitter sweets: prevalence of forced labour and child labour in the cocoa sectors of Côte d'Ivoire and Ghana. Tulane University & Walk Free Foundation. Retrieved 12th July 2022, von https://www.cocoainitiative.org/knowledge-hub/resources/walk-free-foundation-study-prevalence-forced-labour-and-child-labour-cocoa

Ethical Chocolate Companies. (o. J.). Slave Free Chocolate. Retrieved 12th July 2022, von https://www.slavefreechocolate.org/ethical-chocolate-companies

Lambrechts, W. (2020). Ethical and Sustainable Sourcing: Towards Strategic and Holistic Sustainable Supply Chain Management. In W. Leal Filho, A. M.

Azul, L. Brandli, P. G. Özuyar, & T. Wall (Hrsg.), Decent Work and Economic Growth (S. 1–13). Springer International Publishing. https://doi.org/10.1007/978-3-319-71058-7_11-1

Martin. (o. J.). Sustainable consumption and production. United Nations Sustainable Development. Retrieved 12th July 2022, von https://www.un.org/sustainabledevelopment/sustainable-consumption-production/
Studie: Menschenrechtsverletzungen im Kakaoanbau | INKOTA Webshop. (o. J.). Retrieved 13th June 2022, von https://webshop.inkota.de/node/1590

THE 17 GOALS | Sustainable Development. (o. J.). Retrieved 12. Juli 2022, von https://sdgs.un.org/goals

Legal notice for privacy policy

The answers are 100 percent anonymous and the results will only be used for my bachelor thesis. Still, if you do not or cannot answer a question, you may use the non-applicable option (n/a).

German version

Umfragetitel

Ethischer Konsum von Schokoladenprodukten

Einführungstext

Hallo, vielen Dank, dass Sie diesem Link gefolgt sind, um an meiner Studie teilzunehmen.

Zurzeit befinde ich mich in der letzten Phase meines Bachelors of Science, Global Communication in Business and Culture. Meine Bachelorarbeit thematisiert den Konsum von Schokolade. In der Umfrage stelle ich Ihnen Fragen dazu, zu welchem Grad der Produktionsablauf von Schokolade Sie bei der Kaufentscheidung beeinflusst. Hierzu müssen Sie nicht regelmäßig Schokoladenprodukte konsumieren. Vielmehr geht es darum, mehr über Ihr generelles Einkaufsverhalten zu erfahren.

Die Befragung nimmt maximal 10 Minuten Ihrer Zeit in Anspruch, die mir persönlich viel weiterhelfen würde! Vielen Dank für Ihre Hilfe.

Beste Grüße
Jule Hackendahl

Studentin des Studiengangs Global Communication in Business and Culture, B.Sc.
Hochschule Mittweida

Endnachricht

Vielen Dank, dass Sie an meiner Umfrage teilgenommen haben! Dank Ihnen, bin ich einen Schritt näher an meinem Abschluss.

Der folgende Text enthält weitere Informationen über die Kakaoindustrie für Sie:

Die Lieferketten von Kakao sind nicht immer transparent, geschweige denn leicht nachvollziehbar. Für die Verbraucher ist es nicht immer einfach, die Herkunft des Kakaos, den sie regelmäßig konsumieren, nachzuvollziehen. Von 5.5 Millionen Kleinbauernbetrieben weltweit werden etwa eine Million Kakaoplantagen in der Elfenbeinküste und 800.000 in Ghana bewirtschaftet. Das Einkommen der, meist familiengeführten, Betriebe hängt stark vom Marktpreis ab, der durch die weltweite Gewichtung von Angebot und Nachfrage bestimmt wird. Dies führt oftmals zu instabilen Preisfällen und damit zu einem unzuverlässigen Einkommen für die Landwirte.

Im Jahr 2018 ergab die True-Price- und Fairtrade-Studie, dass 68 % der Landwirte von Kakao in der Elfenbeinküste ein monatliches Einkommen erzielen, das unter dem notwendigen Lebensunterhalt für ihre Familien liegt. 52 % der Landwirte verdienen in der Elfenbeinküste unter der globalen Armutsgrenze von 1,27 US-Dollar.

Im Durchschnitt haben die Kleinbauernbetriebe also nicht nur mit variierenden Preisen zu kämpfen, sondern auch mit einem Monatseinkommen, das unter der Armutsgrenze ihres Landes liegt. Die Studie der Tulane University und Walk Free Foundation legt nahe, dass Armut eine der treibenden Kräfte für Kinderarbeit auf Kakaoplantagen ist. Rund 891.500 Kinder im Alter von 10 bis 17 Jahren aus der Elfenbeinküste und 708.400 Kinder aus Ghana arbeiteten zwischen August 2016 und August 2017 im Kakaoanbau. 93 % der Kinder in der Elfenbeinküste und 89 % der Kinder in Ghana verrichteten gefährliche Arbeit.

In den letzten Jahren haben viele globale Organisationen den Versuch gestartet, die Missachtung von Menschenrechten zu verhindern. Die Vereinten Nationen (UN) haben das 12. Ziel ihrer 17 Ziele dem verantwortungsvollen Konsum und der verantwortungsvollen Produktion gewidmet. Heutzutage beginnen selbst Schokoladenhersteller damit, ihre Lieferketten zu ändern, um die UN-Normen zu erfüllen. Zudem streben sie Zertifizierungen an, um eine ethische Lieferkette nachzuweisen.

Mighty Earth bewertet in einer Studie die Nachhaltigkeit verschiedener Schokoladenhersteller:
Chocolate Scorecard 2022. (2022). Chocolate Scorecard 2022. Abgerufen 12. Juli 2022, von https://www.chocolatescorecard.com

Beim Kauf von Schokoladenprodukten können Sie auf folgende Labels achten, um eine ethische Lieferkette zu gewährleisten:

- Bean to bar
- Fairtrade
- Fair for life
- Fair Trade zertifiziert
- Fairtrade Federation
- Rainforest Alliance zertifiziert
- UTZ zertifizierter Kakao

Referenzen:

Ali, S., Hussain, T., Zhang, G., Nurunnabi, M., & Li, B. (2018). The Implementation of Sustainable Development Goals in "BRICS" Countries. Sustainability, 10(7), 2513. https://doi.org/10.3390/su10072513

Cocoa Barometer – VOICE Network. (o. J.). Abgerufen 12. Juli 2022, von https://voicenetwork.cc/cocoa-barometer/

De Adelhart Toorop, R., De Boer, J., de Groot Ruiz, A., & Rusman, A. (2018). Cocoa farmer income: The household income of cocoa farmers in Côte d'Ivoire and strategies for improvement. Fairtrade International & True Price. Abgerufen 12. Juli 2022, von https://www.fairtrade.net/library/cocoa-farmer-income-the-household-income-of-cocoa-farmers-in-cote-divoire-and-strategies-for-improvement

De Buhr, E. & Gordon, E. (2018). Bitter sweets: prevalence of forced labour and child labour in the cocoa sectors of Côte d'Ivoire and Ghana. Tulane University & Walk Free Foundation. Abgerufen 12. Juli 2022, von https://www.cocoainitiative.org/knowledge-hub/resources/walk-free-foundation-study-prevalence-forced-labour-and-child-labour-cocoa

Ethical Chocolate Companies. (o. J.). Slave Free Chocolate. Abgerufen 12. Juli 2022, von https://www.slavefreechocolate.org/ethical-chocolate-companies

Lambrechts, W. (2020). Ethical and Sustainable Sourcing: Towards Strategic and Holistic Sustainable Supply Chain Management. In W. Leal Filho, A. M. Azul, L. Brandli, P. G. Özuyar, & T. Wall (Hrsg.), Decent Work and Economic Growth (S. 1–13). Springer International Publishing. https://doi.org/10.1007/978-3-319-71058-7_11-1

Martin. (o. J.). Sustainable consumption and production. United Nations Sustainable Development. Abgerufen 12. Juli 2022, von https://www.un.org/sustainabledevelopment/sustainable-consumption-production/

Studie: Menschenrechtsverletzungen im Kakaoanbau | INKOTA Webshop. (o. J.). Abgerufen 13. Juni 2022, von https://webshop.inkota.de/node/1590

THE 17 GOALS | Sustainable Development. (o. J.). Abgerufen 12. Juli 2022, von https://sdgs.un.org/goals

Datenschutzerklärung

Ihre Antworten werden zu 100% anonym ausgewertet und die Ergebnisse werden lediglich für meine Bachelorarbeit genutzt. Im Falle, dass Sie nicht antworten wollen oder können, besteht die Option "Keine Angabe" oder Sie schreiben "Ich weiß es nicht" oder "Nicht zutreffend".

Annex D: Online survey – questionnaire

English version

A Introduction and informed consent

Thank you so much for actually filling out my survey!
This survey is focused on people, who live in Germany since at least one year. If you meet these requirements, perfect – Let's start the survey! :)
If you do not, there's no need to start the survey. Nevertheless, I am grateful for your willingness to help.
The answers are 100 percent anonymous and the results will only be used for my bachelor thesis. Still, if you do not or cannot answer a question, you may use the non-applicable option (n/a) or write "I don't know".
It will only take around 10 minutes in total. Thank you so much!
Cheers
Jule

A1 Do you currently live in Germany for at least one year?
Possible Answers:
A101 Yes
A102 No

A2 If yes, since how many years?
Possible Answer: "Free Response"

B General questions

This part of the survey covers general questions. This allows me to categorise the participants more easily. Please don't hesitate to answer this part, as I will not be able to trace back the information to your person.

B1 In which year where you born?
Possible Answer: "Free Response"

B2 What is your gender?
Possible Answers:
B201 Female
B202 Male
B203 Non-binary
B204 Other

B3 What is your country of origin?
Possible Answer: "Free Response"

B4 What is your occupation?
Possible Answers: "Free Response" or "N/a"

B5 What is your highest achieved level of education? If you are studying, what is your current level of education?
Possible Answers: "Free Response" or "N/a"

B6 What is your monthly net income? Alternatively, what is your monthly available money? (In case, you receive BAföG, pension, or similar.)
Possible Answers: "Free Response" or "N/a"

C General chocolate consumption

This part focuses on your general chocolate consumption.
Given examples for chocolate products are: chocolate bars and any other chocolate snacks, drinking chocolate powder, cocoa powder for baking, and more ...

C1 What type of chocolate products do you eat? Please provide examples for the brands you purchase.

Possible Answers:
C101 Chocolate bars (approx. 20g), such as...
C102 Chocolate bars (approx. 100g), such as...
C103 Chocolate snacks, such as...
C104 Drinking chocolate powder, such as...
C105 Cocoa powder for baking, such as...
C106 Chocolate syrup, such as...
C107 Spread, such as...
C108 Other, such as...
C109 I don’t know

C2 How often do you eat chocolate products? (approximately)

Possible Answers:Possible Answers:
C201 Daily
C202 4 to 6 days per week
C203 2 to 3 days per week
C204 1 day per week
C205 Once every two weeks
C206 Once every four weeks
C207 Once every odd month
C208 Never

C3 When buying chocolate, which brands do you buy most often?

Possible Answers: "Free Response" or “N/a”

C4 When buying chocolate bars (approx. 100 grams), which brands do you buy most often?

Possible Answers: "Free Response" or “N/a”

C5 How much money do you typically spend on a chocolate bar (approx. 100 grams)?

Possible Answers:
C501 Under €1
C502 Between €1 and €3
C503 Over €3
C504 I don't know
C505 I don’t buy those chocolate bars
or “N/a”

C6 Which aspect influences you the most when buying chocolate products?
Please choose the one aspect, most important to you.

Possible Answers:
C601 Price
C602 Flavour
C603 Ethical production process
C604 Environmentally friendly production process
C605 I don't know

C7 Is there another aspect you consider when buying chocolate products, that wasn't mentioned in the previous question?

Possible Answers: "Free Response"

D Ethical awareness when buying chocolate products

*The concept of **"ethical cocoa"** describes an ethical production process of chocolate products, meaning that the materials, products and services were sourced ethically and socially responsible. Each compartment of a company's supply chain follows ethical and social principles, ensuring fair trade for each step of the production process. It focuses on choices made during the production process. This includes but is not limited to fair income and good working conditions. Simultaneously, trying to exclude unethical labour practices such as child labour or slavery. Whereas, the term **"sustainable chocolate products"** goes beyond "ethical cocoa". In addition to ethically sourced products, it concentrates on the environmental and social impact of its supply chain strategies and activities. It involves the consequences that resonate from choices a company has made. Both concepts exceed the formal accountability as imposed by governments.*

The UN (United Nations) defined 17 sustainable development goals to facilitate worldwide change towards positive impact on the environment and communities. The 12th sustainable development goal describes the term responsible production and consumption. It involves ideas and guidelines for businesses to further improve their supply chain. Industries should thrive to meet ethical standards, if not even sustainable progression within their production process. The UN suggests that various industries should step up to their social responsibility and include thinking about the consequences of their actions by maintaining a sustainable strategy.

References can be found at the end of the survey.

D1 Have you ever heard of ethical chocolate products before this survey?

Possible Answers:
D101 Yes
D102 No

D2 Have you ever heard of the UN goal responsible consumption and production before this survey?

Possible Answers:
D201 Yes
D202 No

D3 How often did you buy ethical chocolate products in the past?

Possible Answers:
D301 Every time I buy chocolate myself (100%)
D302 Between 75% and 99% of the time
D303 Between 50% and 74% of the time
D304 Between 25% and 49% of the time
D305 Less than 25% of the time
D306 Never (0%)
D307 I don't know

D4 How do these sentences describe your feelings regarding ethical chocolate products?

On a scale from
(1) "strongly disagree"
(2) "disagree"
(3) "neutral"
(4) "agree"
(5) "strongly agree"
and additionally, the option "(0) I don't know".

D4a I can imagine changing my typical “to-go” brand when buying chocolate products.
"Scale"
D4b I can't imagine buying ethical chocolate products.
"Scale"
D4c I can imagine eating non-ethical chocolate products.
"Scale"
D4d While eating chocolate products (which are not bought by me) I don’t think about whether they are ethical chocolate products.
"Scale"
D4e I would only eat chocolate products if I know whether they are ethical chocolate products.
"Scale"

D5 Do you buy ethical chocolate products? What are your motives or the decision-making process?
On a scale from
(1) "Never"
(2) "Rarely"
(3) "Sometimes"
(4) "Often"
(5) “Always”
and additionally, the options of “(0) I don’t know” and "(0) non-applicable".

Help text:
This question is only for participants who also buy ethical chocolate products. If you only buy non-ethical chocolate products, you can choose the option "Never" for the first sentence and "non-applicable" for the following sentences.
Later on, you will be able to give more reasons why you don't buy non-ethical chocolate products.
Sie geben bei dem Kauf von Schokolade darauf Acht, ethische Schokolade zu kaufen. Können den Kauf nicht-ethischer Schokolade jedoch nicht ausschließen? Also könnten Sie, basierend auf Ihrer Einschätzung bei "Ich kaufe ethische Schokoladenprodukte" die Antwortoption "Manchmal" oder "Öfters" ankreuzen.
Example to answer part of the questions:
You don't pay attention whether you buy ethical chocolate products. You cannot exclude purchasing non-ethical chocolate products Likewise, based on your estimation, you can choose the option "Sometimes" or "Often" when answering the following: "I bought ethical chocolate products in the past."
Reducing the impact of chocolate products on our environment did not influence your decision-making when buying chocolate products in the past. Likewise, you can choose the option "Never" when answering the following: "Possibly reducing the impact on our environment influenced my decision-making process when buying ethical chocolate products so far."

D5a I bought ethical chocolate products in the past.
"Scale"
D5b The expensive price of ethical chocolate products influenced my decision-making process when buying chocolate products so far.
"Scale"
D5c The ethical consumption (after the description proposed by UN) influenced my decision-making process when buying ethical chocolate products so far.
"Scale"
D5d Possibly reducing the impact on our environment influenced my decision-making process when buying ethical chocolate products so far.
"Scale"

D5e Possibly reducing the non-compliance with human rights influenced my decision-making process when buying ethical chocolate products so far.
"Scale"
D5f The past purchases of Fairtrade products in general influenced my decision-making process when buying ethical chocolate products so far.
"Scale"

D6 Do you buy non-ethical chocolate products? What are your motives or the decision-making process?
On a scale from
(1) "Never"
(2) "Rarely"
(3) "Sometimes"
(4) "Often"
(5) "Always"
and additionally, the options "(0) I don't know" and "(0) non-applicable".

Help text:
This question is only for participants who also buy non-ethical chocolate products. If you only buy ethical chocolate products, you can choose the option "Never" for the first sentence and "non-applicable" for the following sentences.
Later on, you will be able to give more reasons why you don't buy ethical chocolate products.
Example to answer part of the questions:
You do not pay attention to whether you buy ethical chocolate products. You cannot estimate how many non-ethical chocolate products you buy. Likewise, you can choose the option "I don't know" when answering the following: "I bought non-ethical chocolate products in the past." If you can estimate how many non-ethical chocolate products you approximately buy, you can choose the other options.
Reducing the impact of chocolate products on our environment did not influence your decision-making when buying chocolate products in the past. Likewise, you can choose the option "Never" when answering the following: "Possibly reducing the impact on our environment influenced my decision-making process when buying non-ethical chocolate products so far."

D6a I bought non-ethical chocolate products in the past.
"Scale"
D6b The cheap price of non-ethical chocolate products influenced my decision-making process when buying ethical chocolate products so far.
"Scale"
D6c The ethical consumption (after the description proposed by UN) influenced my decision-making process when buying non-ethical chocolate products so far.
"Scale"
D6d Possibly reducing the impact on our environment influenced my decision-making process when buying non-ethical chocolate products so far.
"Scale"
D6e Possibly reducing the non-compliance with human rights influenced my decision-making process when buying non-ethical chocolate products so far.
"Scale"
D6f The difference between ethical and non-ethical chocolate products influenced my decision-making process when buying non-ethical chocolate products, so far.
"Scale"

D7 Is there another aspect you consider when buying ethical chocolate, that wasn't mentioned in the previous question?
Possible Answers: "Free Response" or "N/a"

D8 Is there another aspect you consider when buying non-ethical chocolate, that wasn't mentioned in the previous question?

Possible Answers: "Free Response" or "N/a"

D9 What will you do in the future when it comes to ethical chocolate products?

On a scale from
(1) "strongly disagree"
(2) "disagree"
(3) "neutral"
(4) "agree"
(5) "strongly agree"
and additionally, the option "(0) I don't know".

D9a I won't purchase ethical chocolate products in the future.
"Scale"
D9b Buying ethical chocolate products is more important to me after filling out this survey.
"Scale"
D9c I will recommend ethical chocolate products to friends.
"Scale"

D10 Why will you buy (more) ethical chocolate products in the future?

Possible Answers:
D1001 "Fairtrade"
D1002 "Because of the UN standards and their goal of responsible consumption and production."
D1003 "To reduce the impact to our environment."
D1004 "To prevent the non-compliance with human rights."
D1005 "To taste it."
D1006 "To learn more about the topic."
D1007 "Other, such as..."
D1008 "I won't buy ethical chocolate in the future."

D11 Why won't you buy ethical chocolate products in the future?

Possible Answers:
D1101 "Because ethical chocolate is too expensive."
D1102 "Because I don't care whether I buy ethical chocolate."
D1103 "Other, such as…"
D1104 "I will buy (more) ethical chocolate in the future."

D12 Would you pay more money for your favourite chocolate products if their production process was ethical?

Possible Answers:
D1201 Yes
D1202 No

D13 If yes, how much more money would you spend?
Possible Answers:
D1301 Less than 25%
D1302 Between 25% and 50%
D1303 Between 51% and 75%
D1304 Over 75%
D1305 I wouldn't spend more money.
D1306 I don't know or "N/a"

End of Survey
Thank you so much for your time!
(Please don't forget to submit the survey.)

E1 If you have any comments or tips regarding the theme or the carrying out of this survey, you may leave them below.
Possible Answers: "Free Response" or “N/a”

German version

A Einführung in die Thematik und Einwilligung

Vielen Dank, dass Sie tatsächlich an meiner Studie teilnehmen!
Diese Studie fokussiert sich auf Menschen, die momentan mindestens seit einem 1 Jahr in Deutschland leben. Falls das auf Sie zutrifft, freue ich mich sehr, die Studie mit Ihnen gemeinsam durchzuführen! :)
Falls Sie erst vor kurzem nach Deutschland gezogen sind, brauchen Sie nicht an der Studie teilzunehmen. Ich bin Ihnen jedoch sehr dankbar für Ihre Bereitschaft, mir bei der Studie helfen zu wollen.
Ihre Antworten werden zu 100 % anonym ausgewertet und die Ergebnisse werden lediglich für meine Bachelorarbeit genutzt. Im Falle, dass Sie auf einzelne Fragen nicht antworten wollen oder können, besteht die Option “Keine Angabe” oder Sie schreiben “Ich weiß es nicht” oder “Nicht zutreffend” .
Die Befragung dauert maximal 10 Minuten.
Vielen Dank für Ihre Hilfe!
Beste Grüße
Jule

A1 Leben Sie derzeit seit mindestens einem Jahr in Deutschland?
Antwortmöglichkeiten:
A101 Yes
A102 No

A2 Falls ja, seit wie vielen Jahren?
Antwortmöglichkeit: "Freie Antwort"

B Allgemeine Fragen

Dieser Teil der Studie erfragt demografische Daten. Die Antworten erlauben es mir, die Teilnehmer besser zu kategorisieren und die Ergebnisse zu strukturieren. Bitte zögern Sie nicht, diesen Teil auszufüllen. Ich werde Ihre Antworten nicht auf Ihre Person zurückführen können.

B1 In welchem Jahr sind Sie geboren?
Antwortmöglichkeit: "Freie Antwort"

B2 Wie bezeichnen Sie ihr Geschlecht?
Antwortmöglichkeiten:
B201 Weiblich
B202 Männlich
B203 Nicht-binär
B204 Andere

B3 Bitte nennen Sie ihr Herkunftsland.
Antwortmöglichkeit: "Freie Antwort"

B4 Welchen Beruf üben Sie aus?
Antwortmöglichkeiten: "Freie Antwort" oder "Keine Angabe"

B5 Welches ist Ihr bisher höchster erreichter Bildungsabschluss? Wenn Sie studieren, wie hoch ist Ihr derzeitiger Bildungsstand?
Antwortmöglichkeiten: "Freie Antwort" oder "Keine Angabe"

B6 Wie hoch ist Ihr monatliches Nettoeinkommen? Bzw. wie hoch ist Ihr monatlich verfügbares Geld? (Falls Sie bspw. BAföG, Rente oder ähnliches erhalten.)
Antwortmöglichkeiten: "Freie Antwort" oder "Keine Angabe"

C Schokoladenkonsum im Allgemeinen

Dieser Part fokussiert auf Ihren allgemeinen Konsum von Schokolade.
Beispiele für Schokoladenprodukte wären beispielsweise Schokoladenriegel, Schokoladentafeln und andere Süßigkeiten aus Schokolade, sowie Kakaopulver, Backkakao etc.

C1 Welche Art von Schokoladenprodukten essen Sie? Bitte geben Sie Beispiele für Marken an, die Sie dabei kaufen.
Antwortmöglichkeiten:
C101 Schokoladenriegel (ca. 20g), wie beispielsweise…
C102 Schokoladentafel (ca. 100g), wie beispielsweise…
C103 Süßigkeiten aus Schokoladen, wie beispielsweise…
C104 Kakaopulver, wie beispielsweise…
C105 Backkakao, wie beispielsweise…
C106 Schokoladensirup, wie beispielsweise…
C107 Brotaufstrich, wie beispielsweise...
C108 Andere, wie beispielsweise…
C109 Ich weiß es nicht

C2 Wie oft essen Sie Schokoladenprodukte? (ungefähr)
Antwortmöglichkeiten:
C201 Täglich
C202 4-6 Tage pro Woche
C203 2-3 Tage pro Woche
C204 1 Tag pro Woche
C205 Einmal alle zwei Wochen
C206 Einmal alle vier Wochen
C207 Einmal jeden zweiten Monat
C208 Nie

C3 Wenn Sie Schokoladenprodukte kaufen, welche Marken kaufen Sie am häufigsten?
Antwortmöglichkeiten: "Freie Antwort" oder "Keine Angabe"

C4 Wenn Sie Schokoladentafeln (ca. 100g) kaufen, welche Marken kaufen Sie am häufigsten?
Antwortmöglichkeiten: "Freie Antwort" oder "Keine Angabe"

C5 Wie viel Geld geben Sie normalerweise für eine Schokoladentafel (ca. 100 Gramm) aus?

Antwortmöglichkeiten:
C501 Unter 1€
C502 Zwischen 1€ und 3€
C503 Über 3€
C504 Ich weiß es nicht
C505 Ich kaufe keine Tafelschokolade
oder "Keine Angabe"

C6 Welcher Aspekt beeinflusst Sie beim Kauf von Schokoladenprodukten am meisten?
Bitte wählen Sie einen Aspekt aus, der für Sie am wichtigsten ist.

Antwortmöglichkeiten:
C601 Preis
C602 Geschmack
C603 Ethischer Produktionsprozess
C604 Umweltfreundlicher Produktionsprozess
C605 Ich weiß es nicht

C7 Gibt es einen weiteren Aspekt, auf den Sie beim Kauf von Schokoladenprodukten achten, der in der vorherigen Frage nicht erwähnt wurde?

Antwortmöglichkeiten: "Freie Antwort"

D Ethisches Bewusstsein beim Kauf von Schokoladenprodukten

*Das Konzept des **"ethischen Kakaos"** beschreibt einen ethischen Herstellungsprozess von Schokoladenprodukten. Das bedeutet, dass Materialien, Produkte und Dienstleistungen auf ethische und sozial verantwortliche Weise beschafft wurden. Jeder Teil der Lieferkette eines Unternehmens folgt ethischen und sozialen Grundsätzen und gewährleistet fairen Handel für jeden Schritt der Lieferkette. Der Schwerpunkt liegt dabei auf den Entscheidungen, die während des Produktionsprozesses getroffen werden. Dazu gehören unter anderem ein faires Einkommen und gute Arbeitsbedingungen. Gleichzeitig wird versucht, unethische Arbeitspraktiken wie Kinderarbeit oder Sklaverei auszuschließen. Der Begriff **"nachhaltige Schokoladenprodukte"** geht jedoch über "ethischen Kakao" hinaus. Neben ethischen Produkten konzentriert er sich auch auf die ökologischen und sozialen Auswirkungen der Strategien und Aktivitäten von Unternehmen. Es geht um die Konsequenzen, die sich aus den von einem Unternehmen getroffenen Entscheidungen ergeben. Beide Konzepte gehen über die formale Rechenschaftspflicht hinaus, die von den Regierungen, des jeweiligen Landes, auferlegt wird.*
Die UN (United Nations/Vereinte Nationen) hat 17 Ziele für eine nachhaltige Entwicklung definiert, um einen weltweiten Wandel, welcher sich positiv auf die Umwelt und die Gemeinschaften auswirkt, zu erleichtern. Das 12. Ziel für nachhaltige Entwicklung beschreibt den Begriff der verantwortungsvollen Produktion und des verantwortungsvollen Konsums. Es enthält Ideen und Leitlinien für Unternehmen zur weiteren Verbesserung ihrer Lieferkette. Die Industrie sollte sich bemühen, ethische Standards zu erfüllen. Viel mehr sollten sie versuchen, einen nachhaltigen Fortschritt in ihrem Produktionsprozess zu erzielen. Die UNO schlägt vor, dass verschiedene Branchen ihre soziale Verantwortung wahrnehmen und die Folgen ihres Handelns durch eine nachhaltige Strategie berücksichtigen sollten.
Die Referenzen finden Sie am Ende der Studie.

D1 Haben Sie vor dieser Umfrage schon einmal von ethischen Schokoladenprodukten gehört?

Antwortmöglichkeiten:
D101 Ja
D102 Nein

D2 Haben Sie vor dieser Umfrage schon einmal von den UN-Zielen über verantwortungsvollen Konsum und verantwortungsvolle Produktion gehört?
Antwortmöglichkeiten:
D201 Ja
D202 Nein

D3 Wie oft haben Sie in der Vergangenheit ethische Schokoladenprodukte gekauft?
Antwortmöglichkeiten:
D301 Jedes Mal, wenn ich selbst Schokolade kaufe (100%)
D302 Zwischen 75% und 99% der Zeit
D303 Zwischen 50% und 74% der Zeit
D304 Zwischen 25% und 49% der Zeit
D305 Weniger als 25% der Zeit
D306 Niemals (100%)
D307 Ich weiß es nicht

D4 Wie beschreiben diese Sätze Ihre Gefühle in Bezug auf ethische Schokoladenprodukte?
Auf einer Skala von
(1) "stimme überhaupt nicht zu"
(2) "stimme nicht zu"
(3) "neutral"
(4) "stimme zu"
(5) “stimme voll und ganz zu”
und zusätzlich die Optionen "(0) Ich weiß es nicht".

D4a Ich kann mir vorstellen, beim Kauf von Schokoladenprodukten meine typische "To-Go"-Marke zu wechseln.
"Skala"
D4b Ich kann mir nicht vorstellen, ethische Schokoladenprodukte zu kaufen.
"Skala"
D4c Ich kann mir vorstellen, Schokoladenprodukte zu verzehren, die nicht-ethisch sind.
"Skala"
D4d Beim Verzehr von Schokoladenprodukten (die nicht von mir gekauft wurden) denke ich nicht darüber nach, ob es sich um ethische Schokoladenprodukte handelt.
"Skala"
D4e Ich esse Schokoladenprodukte nur, wenn ich weiß, ob es sich um ethische Schokoladenprodukte handelt.
"Skala"

D5 Kaufen Sie ethische Schokoladenprodukte? Was sind Ihre Beweggründe für Ihren Entscheidungsprozess?
Auf einer Skala von
(1) "Nie"
(2) "Selten"
(3) "Manchmal"
(4) "Öfters"
(5) “Immer”
und zusätzlich die Optionen "(0) Ich weiß es nicht" und "(0) Nicht zutreffend".

Hilfestellung:
Diese Frage bezieht sich lediglich auf Teilnehmer:innen, die unter anderem ethische Schokoladenprodukte kaufen. Falls Sie ausschließlich nicht-ethische Schokolade kaufen, können Sie die Option "Niemals" für den ersten Satz und die Option "Nicht zutreffend" für die restlichen Sätze wählen.
Weitere Gründe für den Kauf ethischer Schokoladenprodukte können Sie im späteren Frageverlauf angeben.
Beispiel zur Beantwortung der ersten beiden Teilfragen:
Sie geben bei dem Kauf von Schokoladenprodukten darauf Acht, ethische Schokolade zu kaufen. Können den Kauf nicht-ethischer Schokolade jedoch nicht ausschließen? Also könnten Sie, basierend auf Ihrer Einschätzung bei "Ich kaufte ethische Schokoladenprodukte in der Vergangenheit", die Antwortoption "Manchmal" oder "Öfters" ankreuzen.
Die Reduzierung der Auswirkungen auf unsere Umwelt beeinflusst ihre Kaufentscheidung bezüglich Schokoladenprodukten nicht. Also geben Sie bei "Die Reduzierung der Auswirkungen auf unsere Umwelt beeinflusste bisher meine Kaufentscheidung, ethische Schokoladenprodukte zu kaufen" die Antwortoption "Nie" an.

D5a Ich kaufte ethische Schokoladenprodukte in der Vergangenheit.
"Skala"
D5b Für die Entscheidung beim Kauf von Schokoladenprodukten war der teure Preis von ethischen Schokoladenprodukten bisher relevant für mich.
"Skala"
D5c Die Orientierung am ethischen Konsum (nach der vorgeschlagenen Beschreibung der UN) beeinflusste bisher meine Kaufentscheidung, ethische Schokoladenprodukte zu kaufen.
"Skala"
D5d Die Reduzierung der Auswirkungen auf unsere Umwelt beeinflusste bisher meine Kaufentscheidung, ethische Schokoladenprodukte zu kaufen.
"Skala"
D5e Die Verhinderung der Nichteinhaltung von Menschenrechten beeinflusste bisher meine Kaufentscheidung, ethische Schokoladenprodukte zu kaufen.
"Skala"
D5f Der bisherige Kauf von Fairtrade-Produkten jeglicher Art beeinflusste bisher meine Kaufentscheidung, ethische Schokolade zu kaufen.
"Skala"

D6 Kaufen Sie nicht-ethische Schokoladenprodukte? Was sind Ihre Beweggründe für Ihren Entscheidungsprozess?
Auf einer Skala von
(1) "Nie"
(2) "Selten"
(3) "Manchmal"
(4) "Öfters"
(5) "Immer"
und zusätzlich die Optionen "(0) Ich weiß es nicht" und "(0) Nicht zutreffend".
Hilfestellung:
Diese Frage bezieht sich lediglich auf Teilnehmer: innen, die (ebenfalls) keine ethischen Schokoladenprodukte kaufen. Falls Sie ausschließlich ethische Schokolade kaufen, können Sie die Option "Niemals" für den ersten Satz und die Option "Nicht zutreffend" für die restlichen Sätze wählen.
Weitere Gründe für den Kauf nicht-ethischer Schokoladenprodukte können Sie im späteren Frageverlauf angeben.
Beispiel zur Beantwortung der Teilfragen:
Sie geben bei dem Kauf von Schokoladenprodukten nicht darauf Acht, ob Sie ethische Schokolade kaufen. Sie können nicht einschätzen, ob Sie ethische oder nicht-ethische Schokolade kaufen. Also geben Sie bei "Ich kaufte nicht-ethische Schokoladenprodukte in

der Vergangenheit" die Antwortoption "Ich weiß es nicht" an. Falls Sie einschätzen können, ob Sie eher mehr nicht-ethische Schokolade kaufen, können Sie die Antwortoptionen "Manchmal" oder "Öfters" wählen.
Ihnen ist die Reduzierung der Auswirkungen auf unsere Umwelt beim Kauf von Schokoladenprodukten egal. Also geben Sie bei "Für die Entscheidung beim Kauf von Schokoladenprodukten war die mögliche Reduzierung der Auswirkungen auf unsere Umwelt bisher relevant für mich" die Antwortoption "Nie" an.

D6a Ich kaufte nicht-ethische Schokoladenprodukte in der Vergangenheit.
"Skala"
D6b Für die Entscheidung beim Kauf von Schokoladenprodukten war der günstige Preis von nicht-ethischen Schokoladenprodukten bisher relevant für mich.
"Skala"
D6c Für die Entscheidung beim Kauf von Schokoladenprodukten war die Orientierung am ethischen Konsum (nach der vorgeschlagenen Beschreibung der UN) bisher relevant für mich.
"Skala"
D6d Für die Entscheidung beim Kauf von Schokoladenprodukten war die mögliche Reduzierung der Auswirkungen auf unsere Umwelt bisher relevant für mich.
"Skala"
D6e Für die Entscheidung beim Kauf von Schokoladenprodukten war die mögliche Verhinderung der Nichteinhaltung von Menschenrechten bisher relevant für mich.
"Skala"
D6f Für die Entscheidung beim Kauf von Schokoladenprodukten war mir der Unterschied zwischen ethischen und nicht-ethischen Schokoladenprodukten bewusst.
"Skala"

D7 Gibt es einen weiteren Aspekt, der ihre Kaufentscheidung von ethischen Schokoladenprodukten beeinflusst, der in der vorherigen Frage nicht genannt wurde?
Antwortmöglichkeiten: "Freie Antwort" oder "Keine Angabe"

D8 Gibt es einen weiteren Aspekt, der ihre Kaufentscheidung von nicht-ethischen Schokoladenprodukten beeinflusst, der in der vorherigen Frage nicht genannt wurde?
Antwortmöglichkeiten: "Freie Antwort" oder "Keine Angabe"

D9 Was werden Sie in Zukunft tun, wenn es um ethische Schokoladenprodukte geht?
Auf einer Skala von
(1) "stimme überhaupt nicht zu"
(2) "stimme nicht zu"
(3) "neutral"
(4) "stimme zu"
(5) "stimme voll und ganz zu"
und zusätzlich die Optionen "(0) Ich weiß es nicht".
D9a Ich werde in Zukunft keine ethischen Schokoladenprodukte kaufen.
"Skala"
D9b Ich werde mehr ethische Schokoladenprodukte kaufen.
"Skala"
D9c Ich werde ethische Schokoladenprodukte an Freunde weiterempfehlen.
"Skala"

D10 Warum werden Sie in der Zukunft (mehr) ethische Schokoladenprodukte kaufen?
Antwortmöglichkeiten:
D1001 “Fairtrade”
D1002 “Aufgrund der UN Standards und deren Ziel über verantwortungsvollen Konsum und verantwortungsvolle Produktion.”
D1003 “Um die Auswirkungen auf unsere Umwelt zu reduzieren.”
D1004 “Um die Nichteinhaltung von Menschenrechten zu verhindern.”
D1005 “Um den Geschmack auszuprobieren.”
D1006 “Um sich mit der Thematik auseinanderzusetzen.”
D1007 “Andere, wie beispielsweise…”
D1008 “Ich werde in Zukunft keine ethischen Schokoladenprodukte kaufen.”

D11 Warum werden Sie in der Zukunft keine ethischen Schokoladenprodukte kaufen?
Antwortmöglichkeiten:
D1101 “Weil ethische Schokolade zu teuer ist.“
D1102 “Weil mir egal ist, ob ich ethische Schokolade kaufe.”
D1103 “Andere, wie beispielsweise…”
D1104 “Ich werde in Zukunft (mehr) ethische Schokoladenprodukte kaufen.”

D12 Würden Sie für Ihre Lieblings-Schokoladenprodukte mehr Geld ausgeben, sofern die Produktion ethisch ist?
Antwortmöglichkeiten:
D1201 Ja
D1202 Nein

D13 Falls ja, wie viel mehr Geld würden Sie ausgeben?
Antwortmöglichkeiten:
D1301 Weniger als 25%
D1302 Zwischen 25% und 50%
D1303 Zwischen 51% und 75%
D1304 Mehr als 75%
D1305 Ich würde nicht mehr Geld ausgeben.
D1306 Ich weiß es nicht
oder "Keine Angabe"

Ende der Umfrage

Vielen Dank für Ihre Zeit!
(Bitte vergessen Sie nicht, die Umfrage tatsächlich abzusenden!)

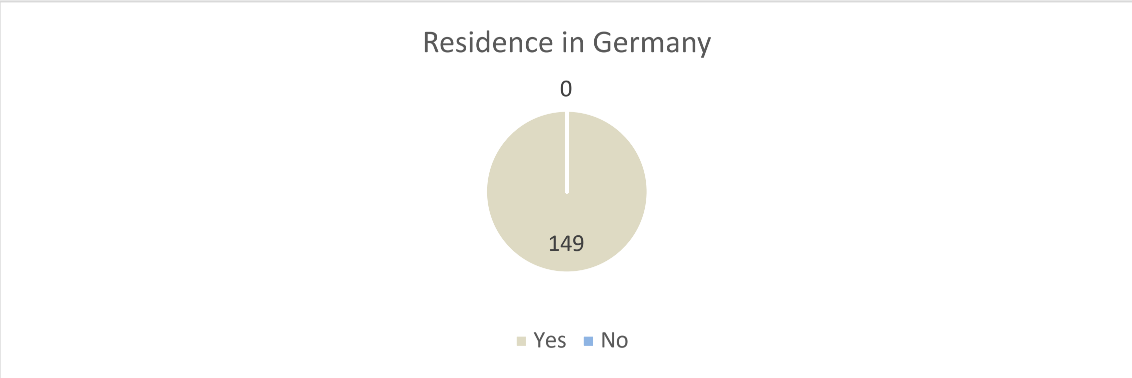
E1 Wenn Sie Anmerkungen oder Tipps zum Thema oder zur Durchführung dieser Umfrage haben, können Sie diese unten hinterlassen.
Antwortmöglichkeiten: "Freie Antwort" oder "Keine Angabe"

Annex E: Evaluation of survey

Introduction and informed consent

A1 Do you currently live in Germany for at least one year?

A101	Yes	149	100%
A102	No	0	0%



A2 If yes, since how many years?

Average answer: 27.94 Years

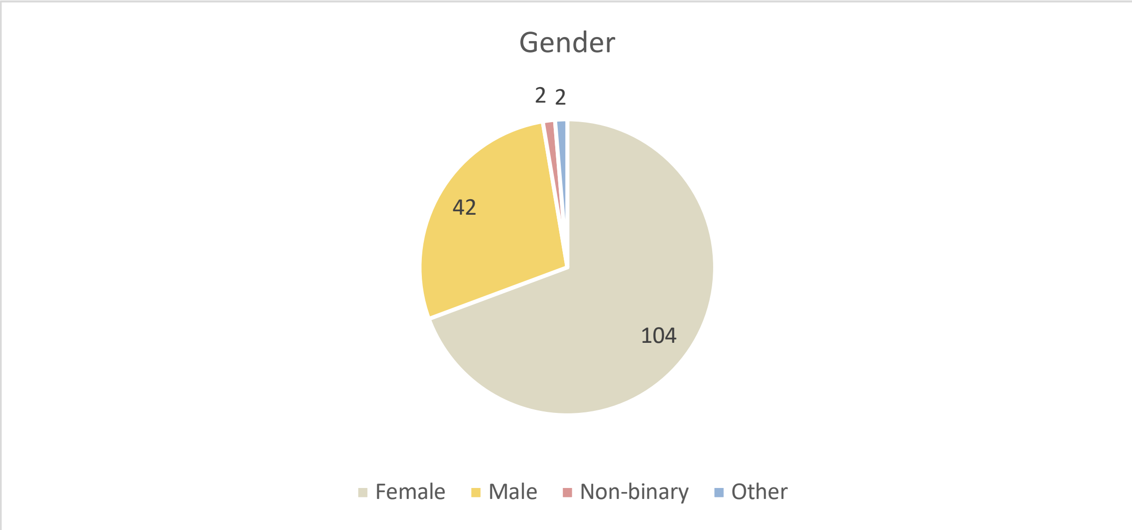
General questions

B1 In which year where you born?

Average answer: 1992

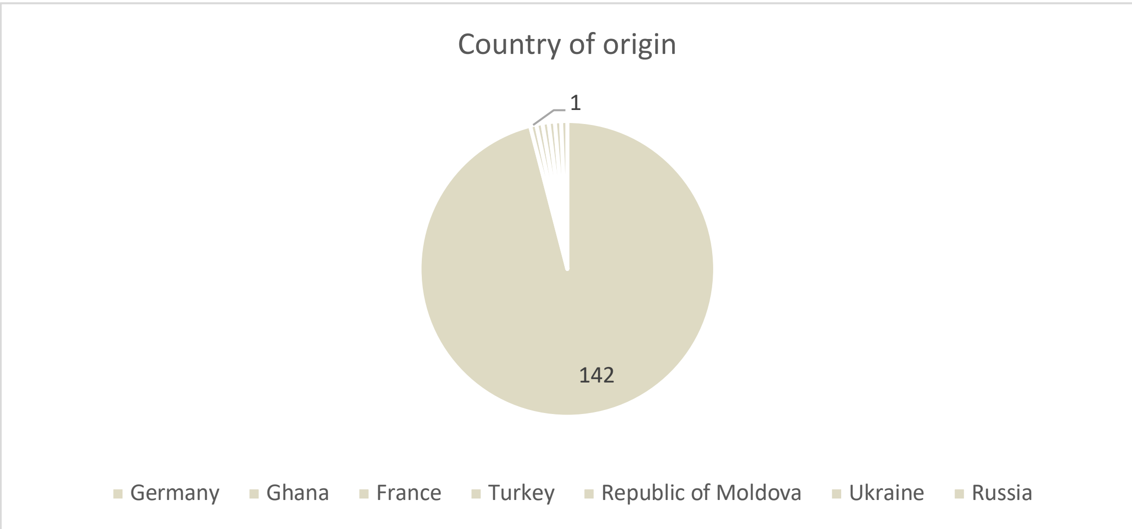
B2 What is your gender?

B201 Female	104	69.80%
B202 Male	42	28.19%
B203 Non-binary	2	1.34%
B204 Other	0	0%



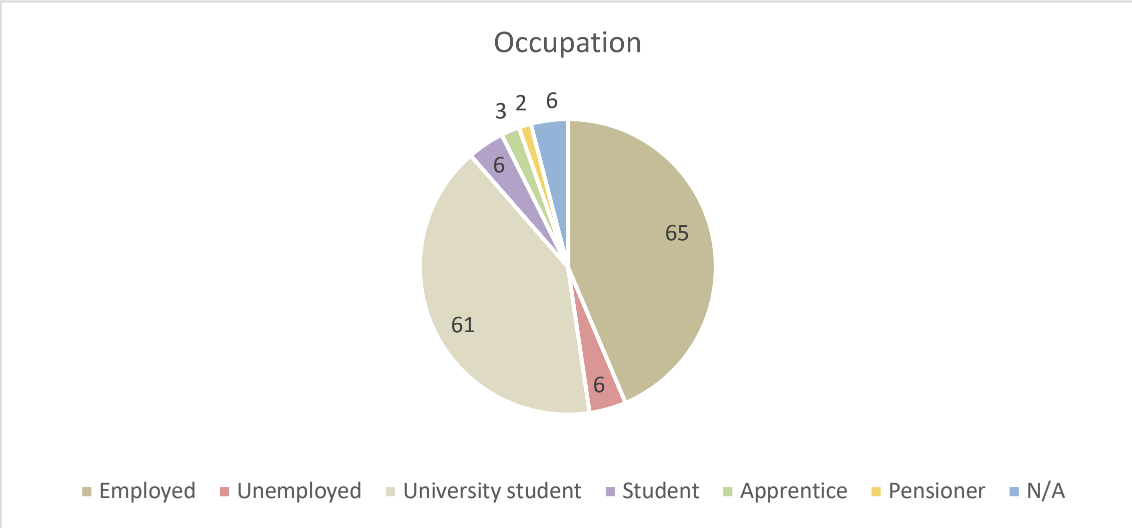
B3 What is your country of origin?

Germany	142	95.30%
Ghana	1	0.67%
Russia	1	0.67%
Ukraine	1	0.67%
Republic of Moldova	1	0.67%
Turkey	1	0.67%
France	1	0.67%



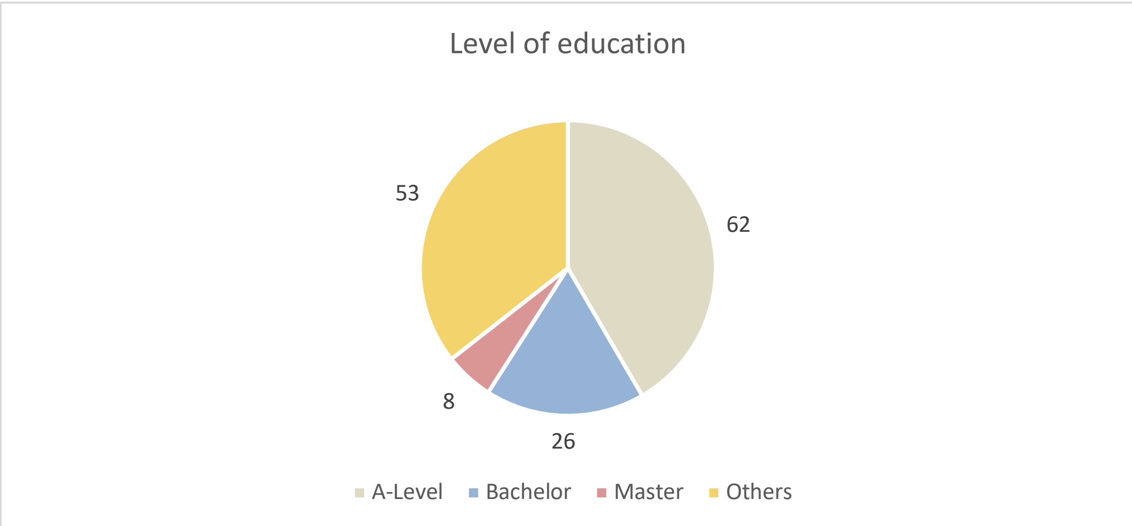
B4 What is your occupation?

Employed	65	43.62%
Unemployed	6	4.03%
University student	61	40.94%
Student	6	4.03%
Apprentice	3	2.01%
Pensioner	2	1.34%
N/A	6	4.03%



B5 What is your highest achieved level of education? If you are studying, what is your current level of education?

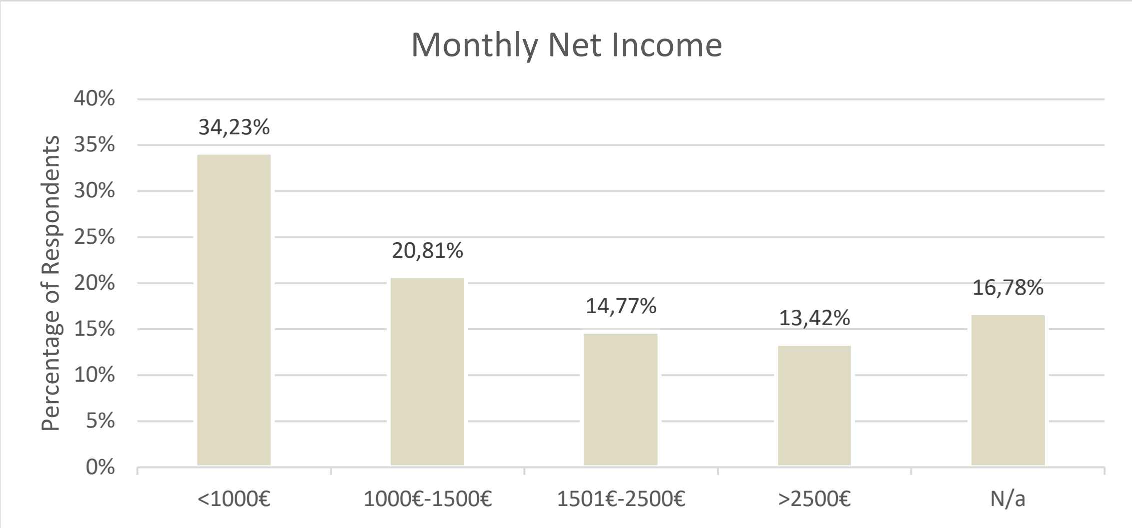
A Level	62	41.61%
Bachelor	26	17.45%
Master	8	5.37%
Others	53	35.57%



B6 What is your monthly net income? Alternatively, what is your monthly available money? (In case, you receive BAföG, pension, or similar.)

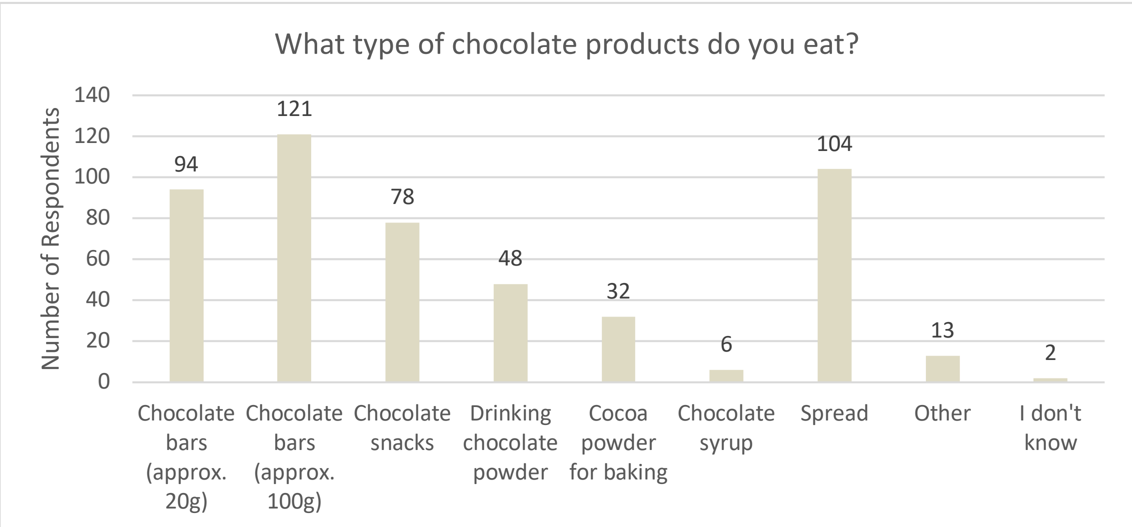
<1000€	51	34.23%
1000€-1500€	31	20.81%
1501€-2500€	22	14.77%
>2500€	20	13.42%
N/a	25	16.78%

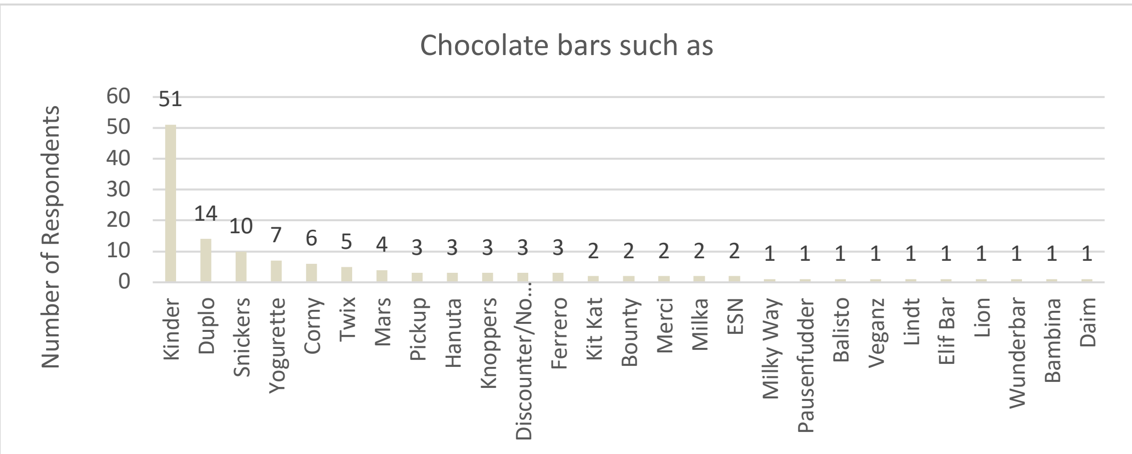
Average answer: 1536.09€

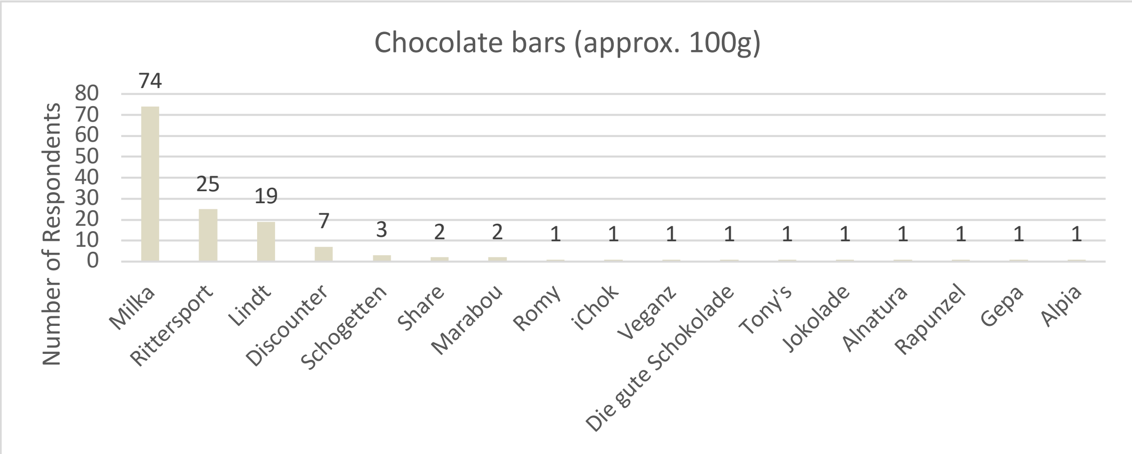


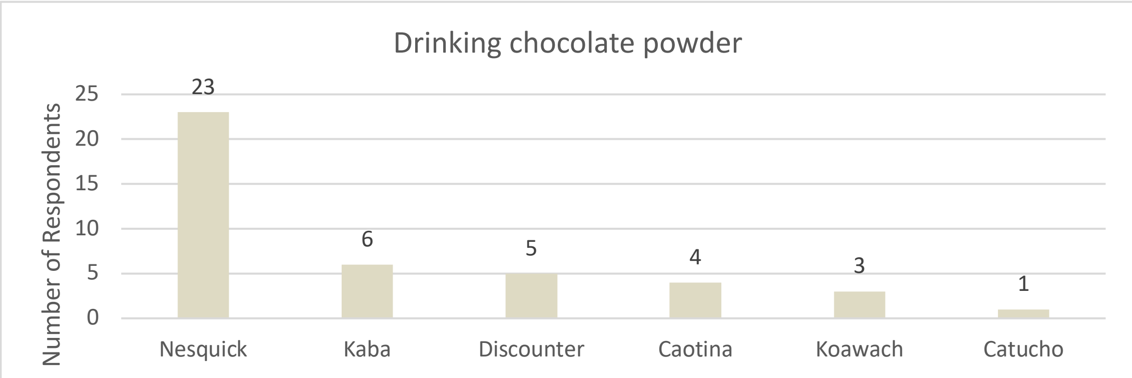
Chocolate consumption in general

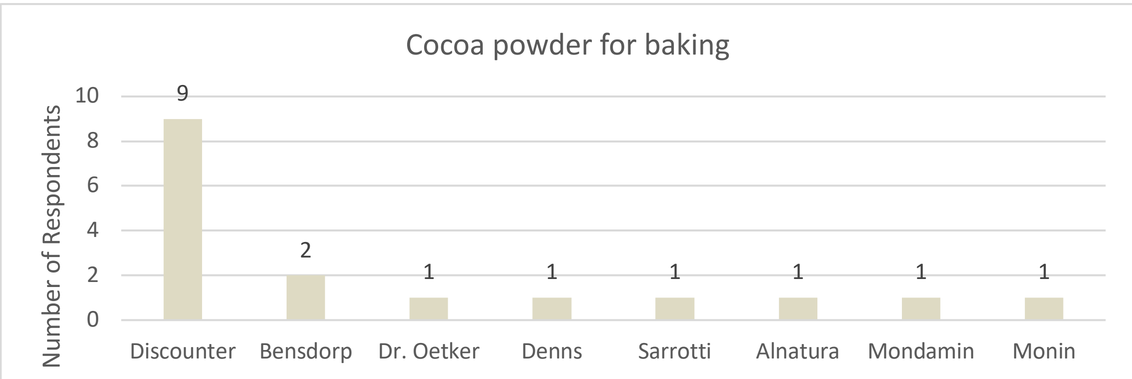
C1 What type of chocolate products do you eat? Please provide examples for the brands you purchase.

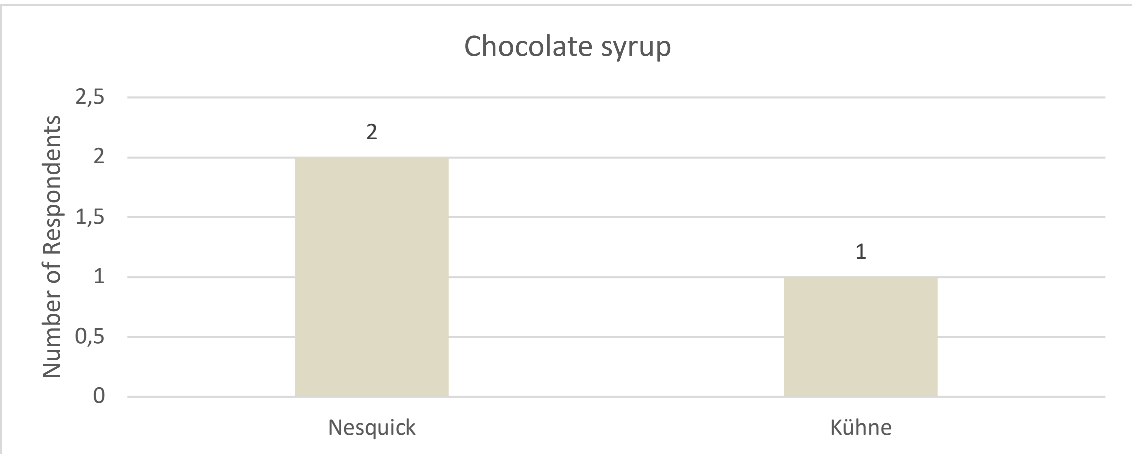


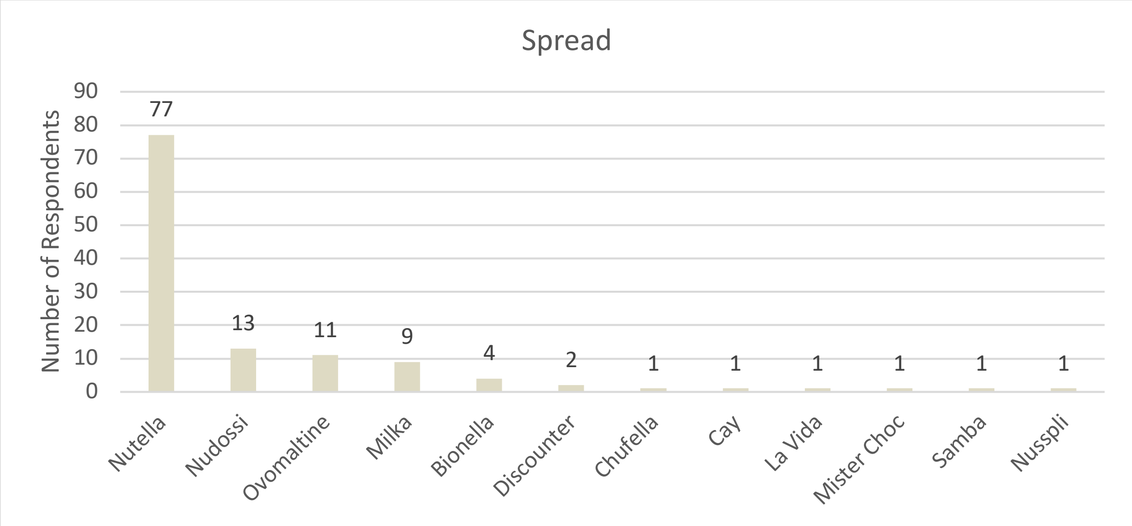



Chocolate bars (approx. 100g)
Number of Respondents
0
10
20
30
40
50
60
70
80
74
25
19
7
3
2
2
1
1
1
1
1
1
1
1
1
1
Milka
Rittersport
Lindt
Discounter
Schogetten
Share
Marabou
Romy
iChok
Veganz
Die gute Schokolade
Tony's
Jokolade
Alnatura
Rapunzel
Gepa
Alpia

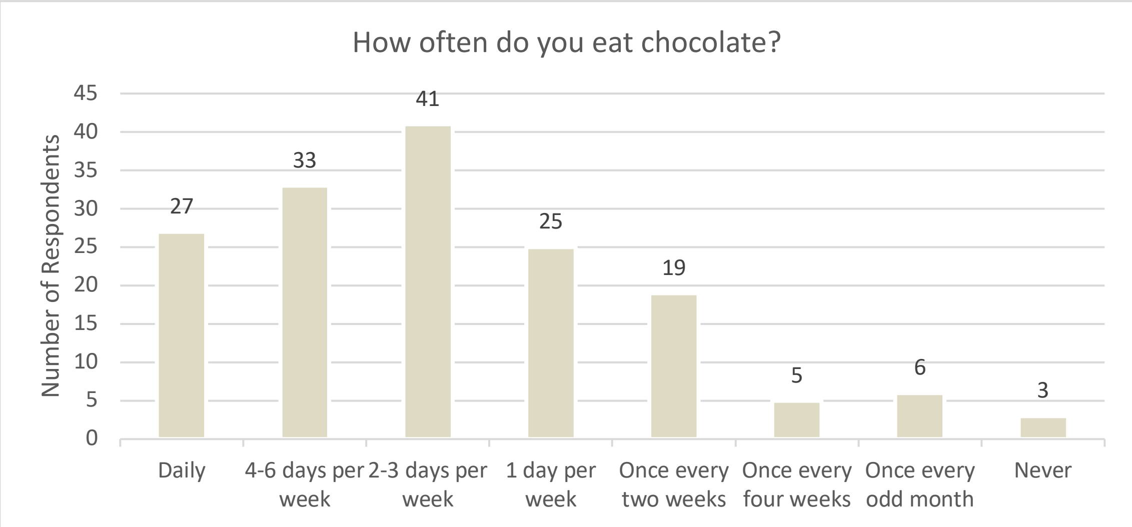

Drinking chocolate powder
Number of Respondents
0
5
10
15
20
25
23
6
5
4
3
1
Nesquick
Kaba
Discounter
Caotina
Koawach
Catucho


Cocoa powder for baking
Number of Respondents
0
2
4
6
8
10
9
2
1
1
1
1
1
1
Discounter
Bensdorp
Dr. Oetker
Denns
Sarrotti
Alnatura
Mondamin
Monin

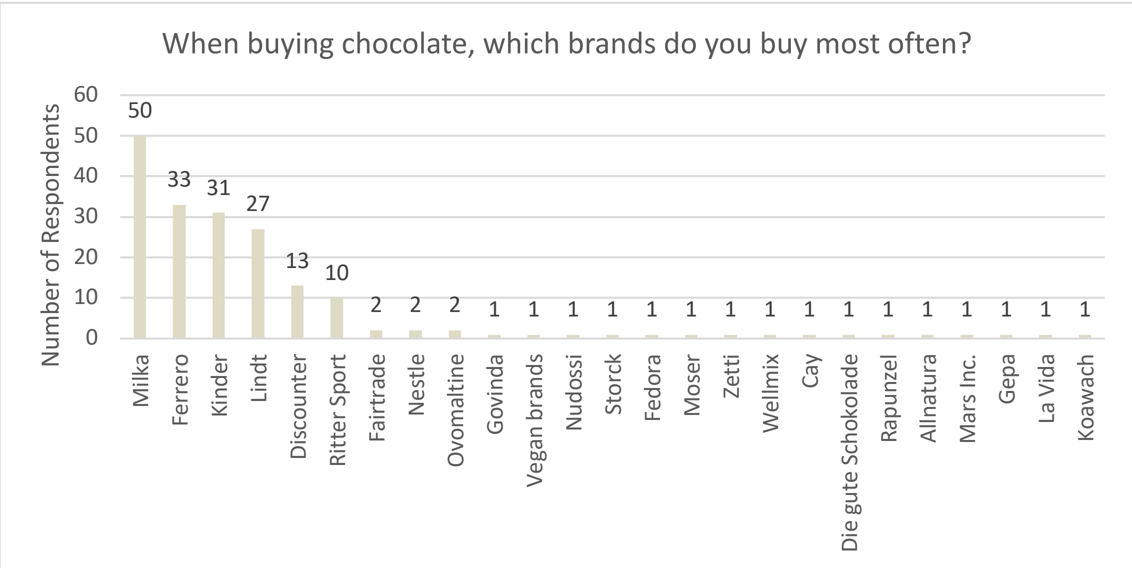

Chocolate syrup
Number of Respondents
0
0,5
1
1,5
2
2,5
2
1
Nesquick
Kühne



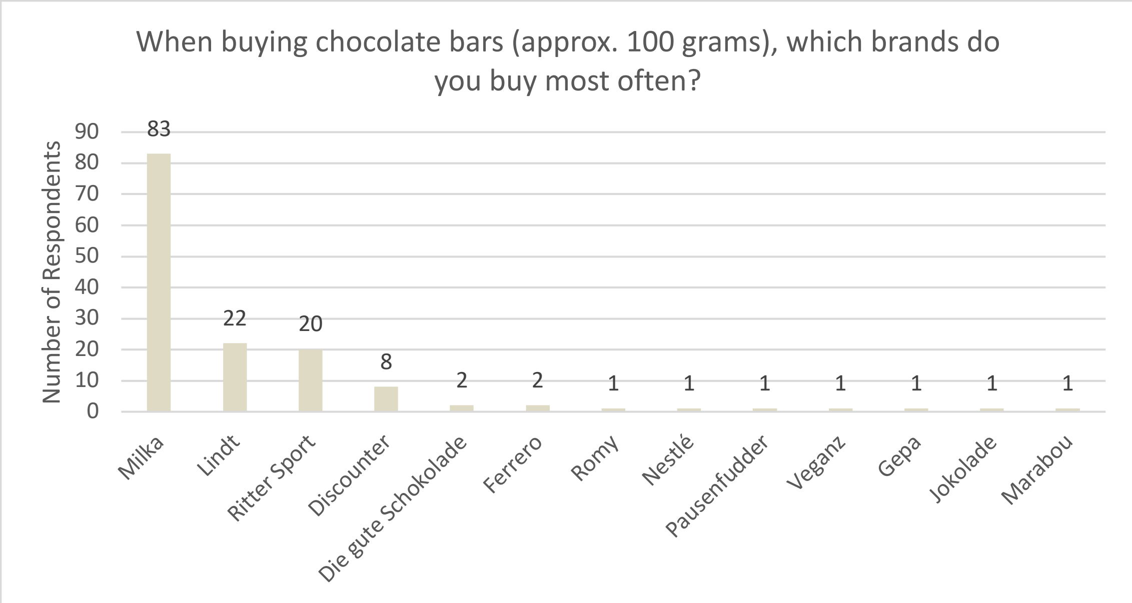
C2 How often do you eat chocolate products? (approximately)



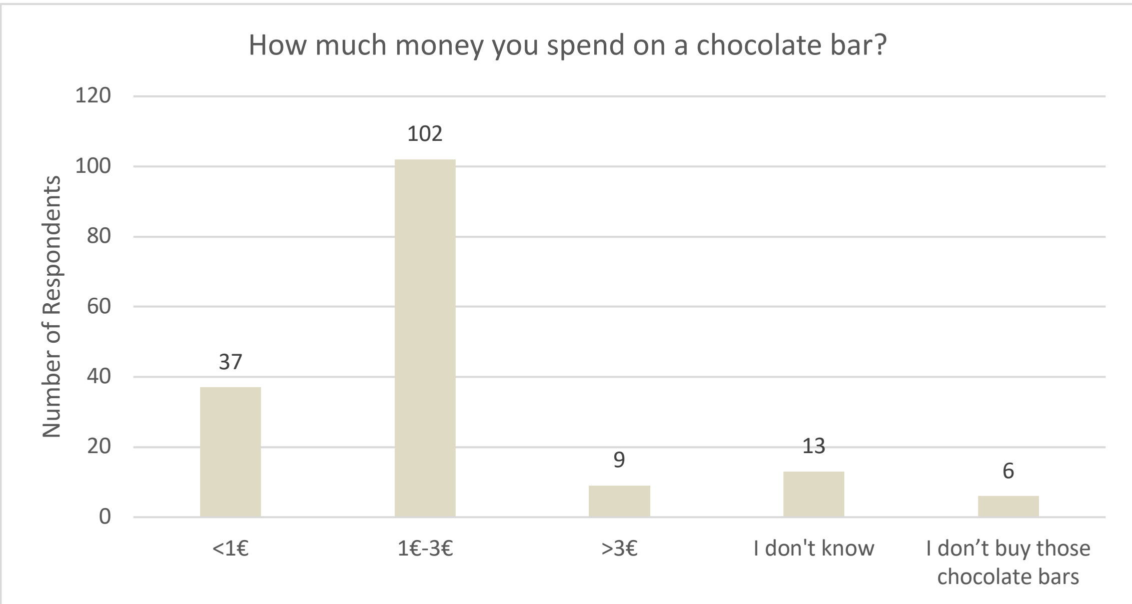
C3 When buying chocolate, which brands do you buy most often?



C4 When buying chocolate bars (approx. 100 grams), which brands do you buy most often?

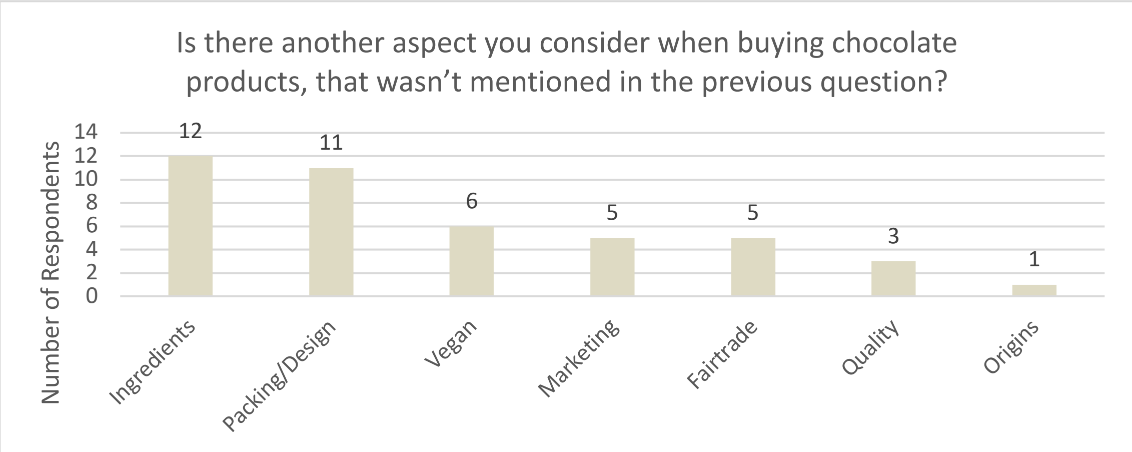


C5 How much money do you typically spend on a chocolate bar (approx. 100 grams)?



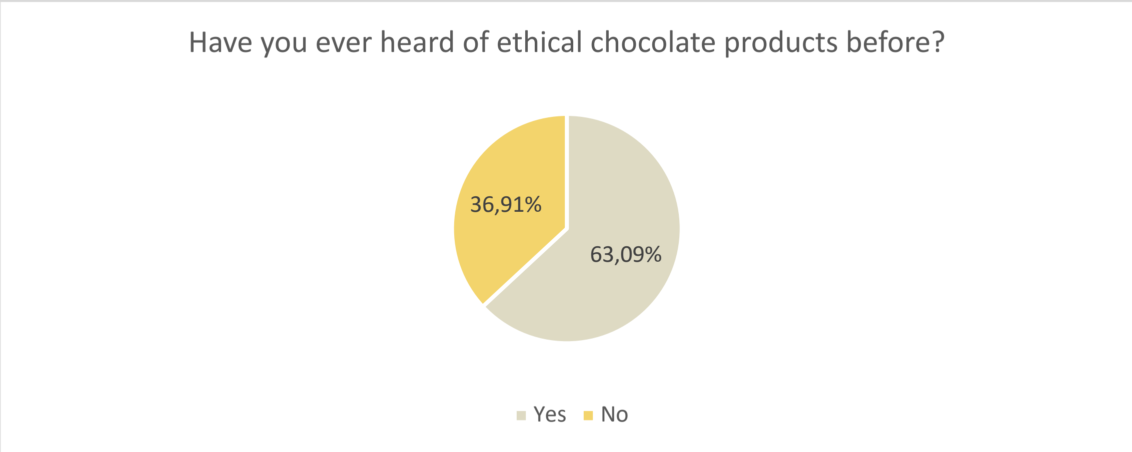
C6 Which aspect influences you the most when buying chocolate products? *Please choose the one aspect, most important to you.*

C7 Is there another aspect you consider when buying chocolate products, that wasn't mentioned in the previous question?

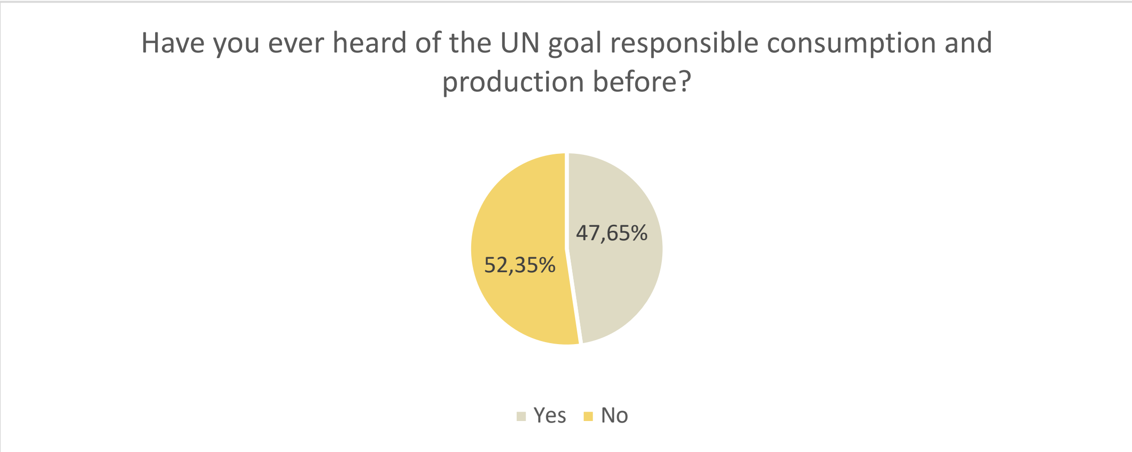


Ethical awareness when buying chocolate products

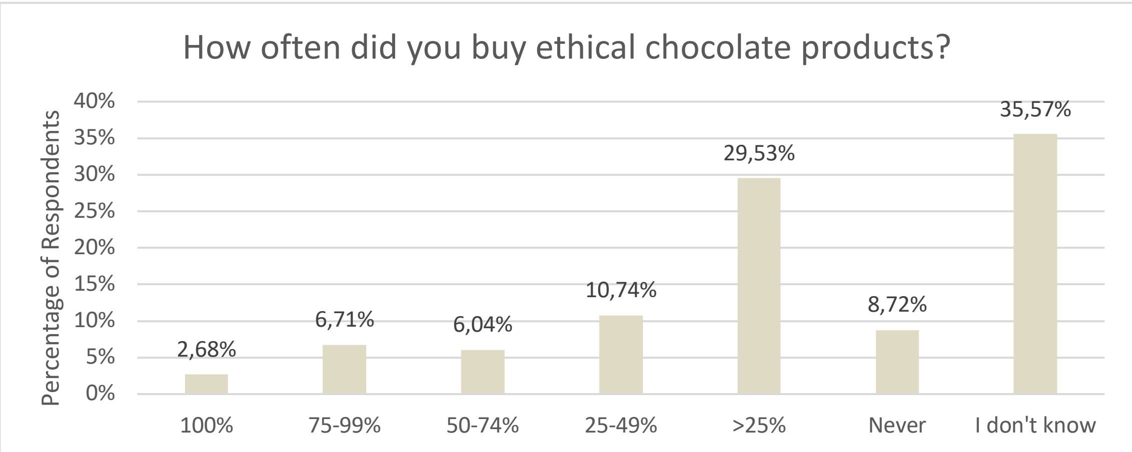
D1 Have you ever heard of ethical chocolate products before this survey?



D2 Have you ever heard of the UN goal responsible consumption and production before this survey?

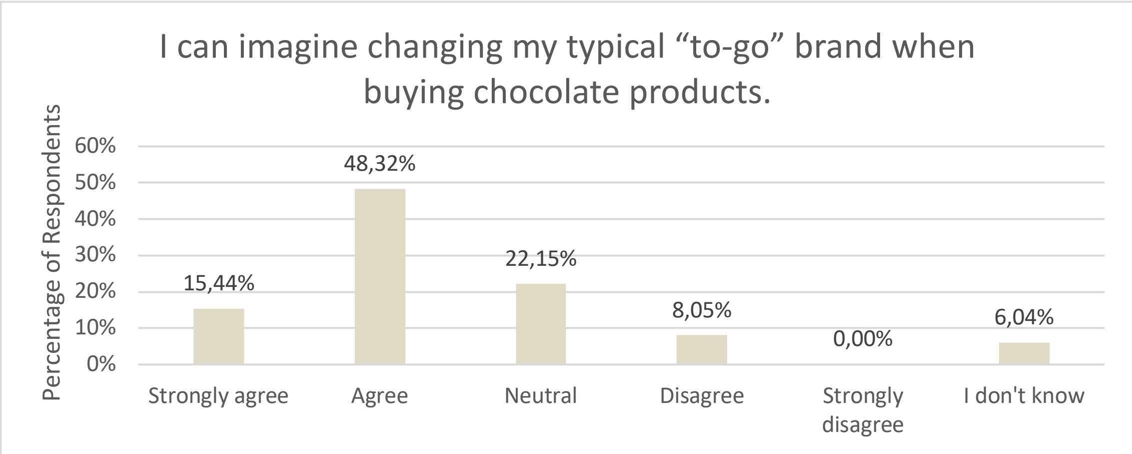


D3 How often did you buy ethical chocolate products in the past?

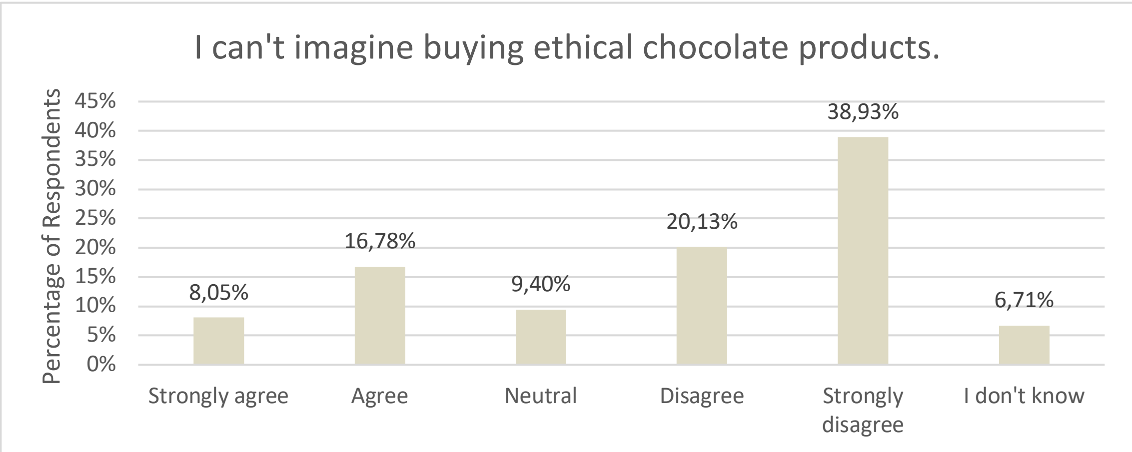


D4 How do these sentences describe your feelings regarding ethical chocolate products?

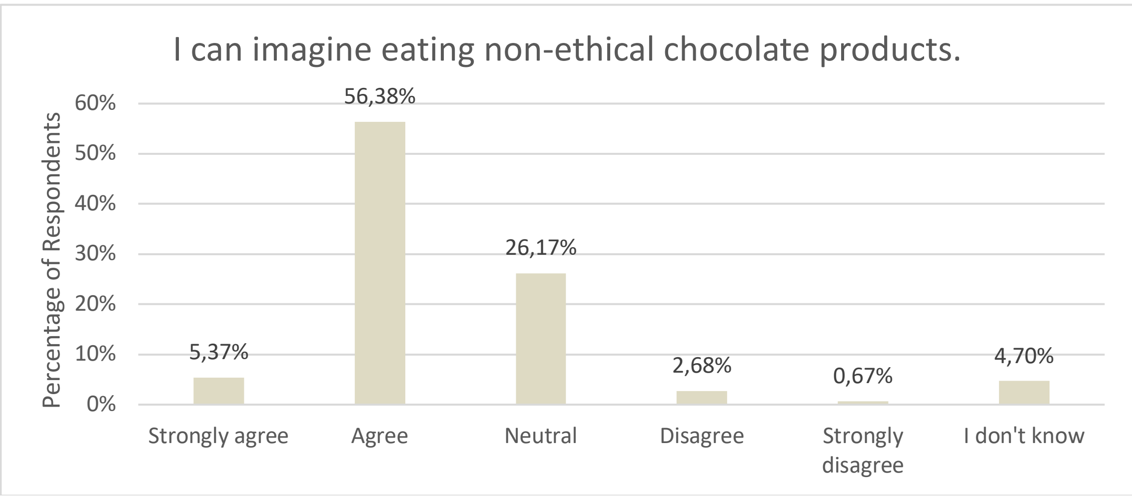
D4a I can imagine changing my typical “to-go” brand when buying chocolate products.



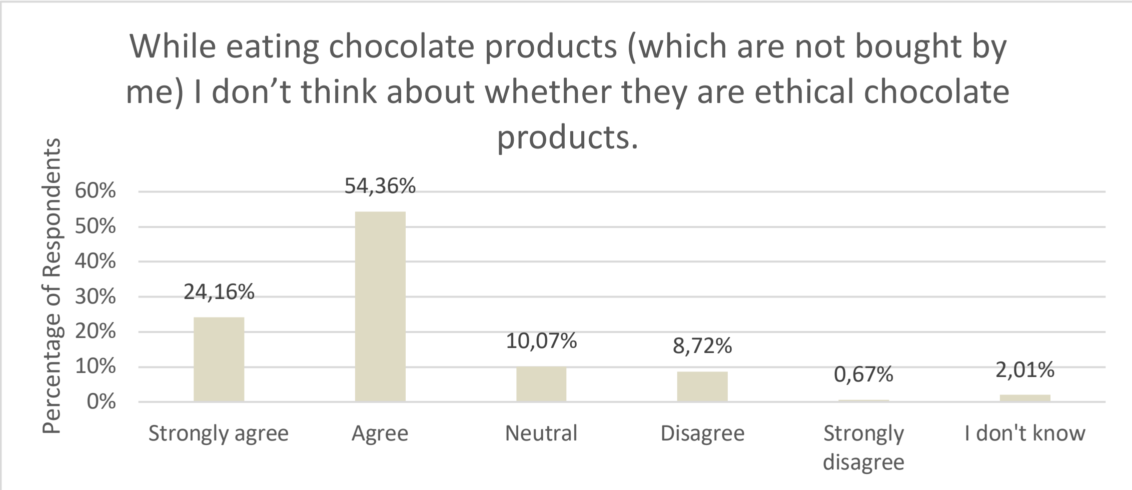
D4b I can't imagine buying ethical chocolate products.



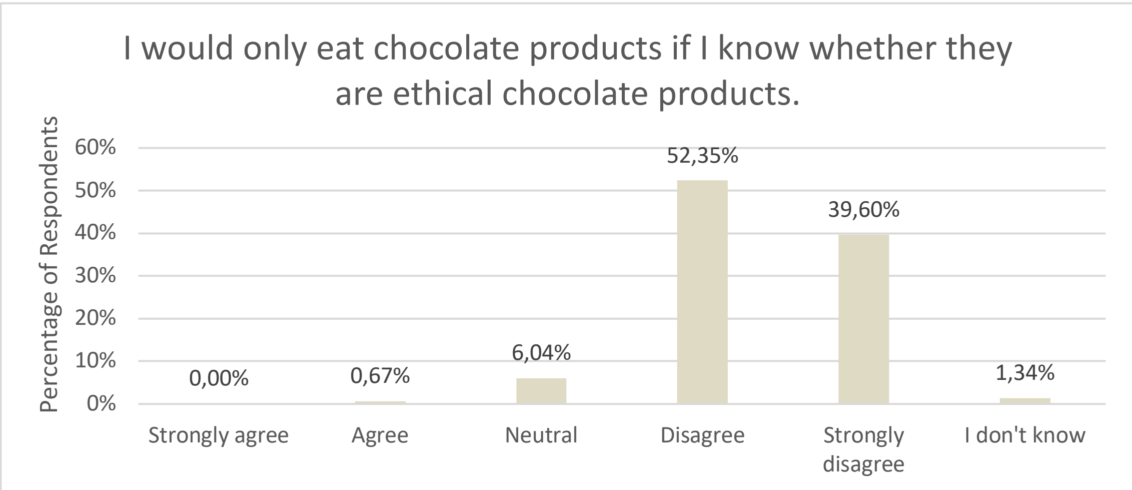
D4c I can imagine eating non-ethical chocolate products.



D4d While eating chocolate products (which are not bought by me) I don’t think about whether they are ethical chocolate products.

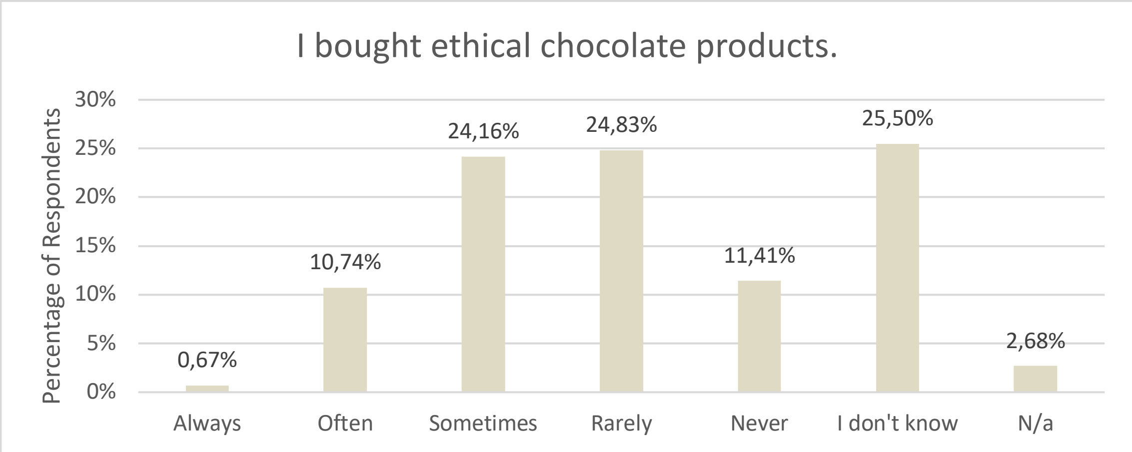


D4e I would only eat chocolate products if I know whether they are ethical chocolate products.

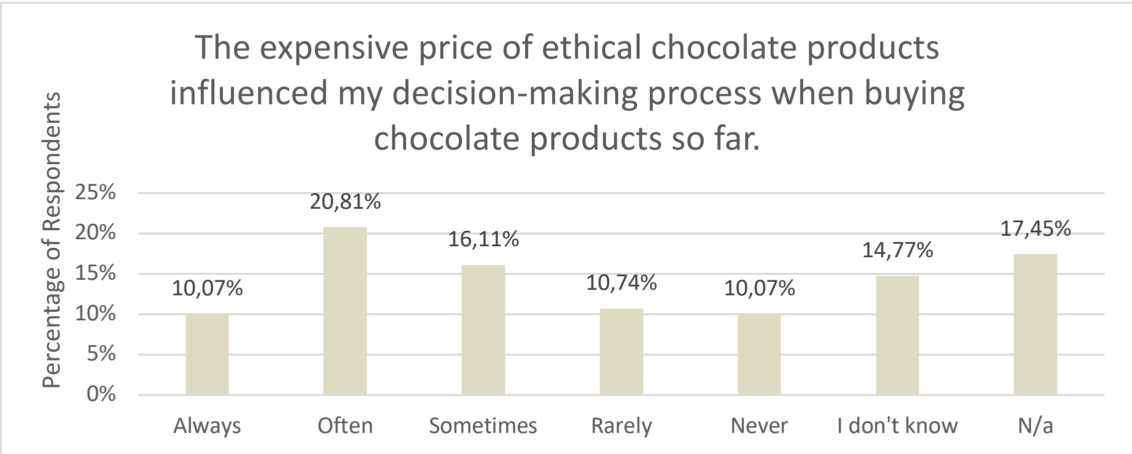


D5 Do you buy ethical chocolate products? What are your motives or the decision-making process?

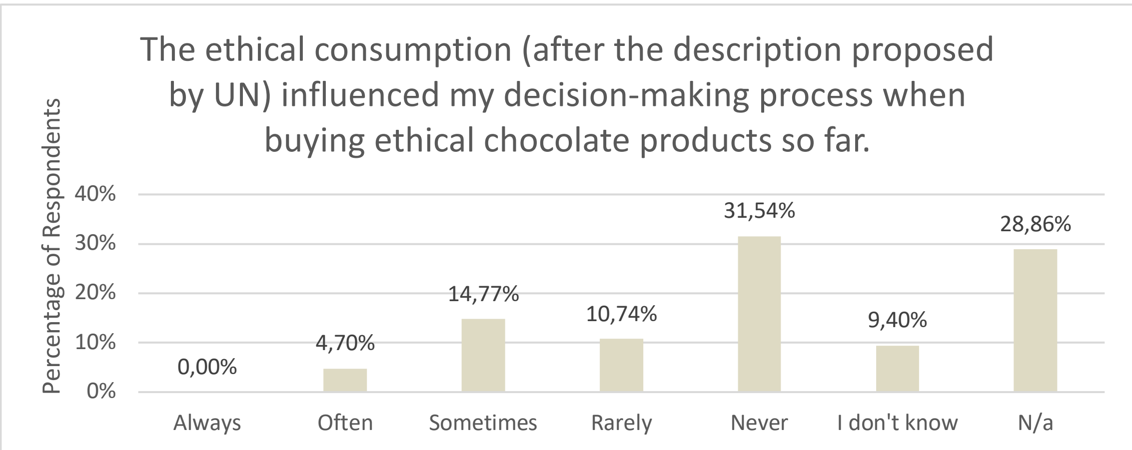
D5a I bought ethical chocolate products in the past.



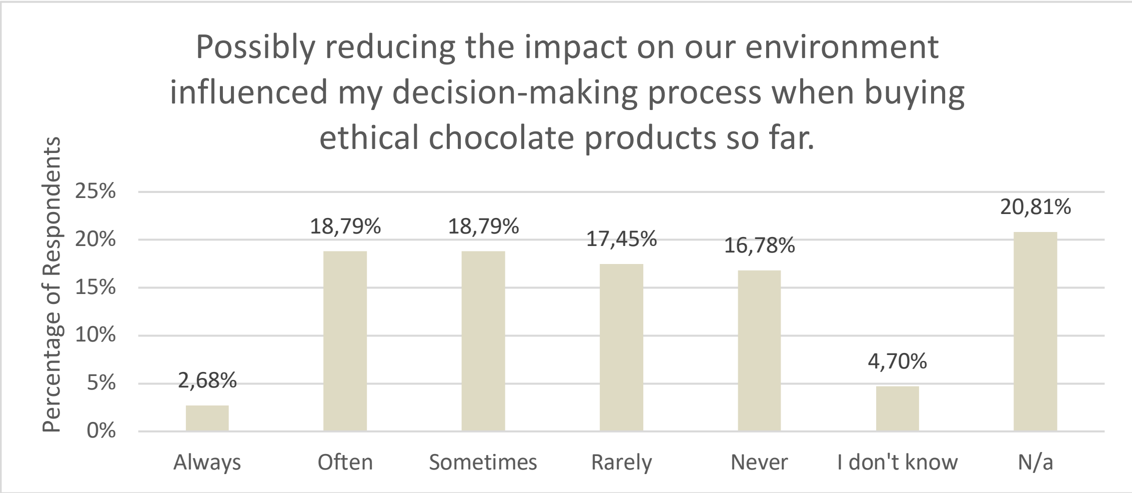
D5b The expensive price of ethical chocolate products influenced my decision-making process when buying chocolate products so far.



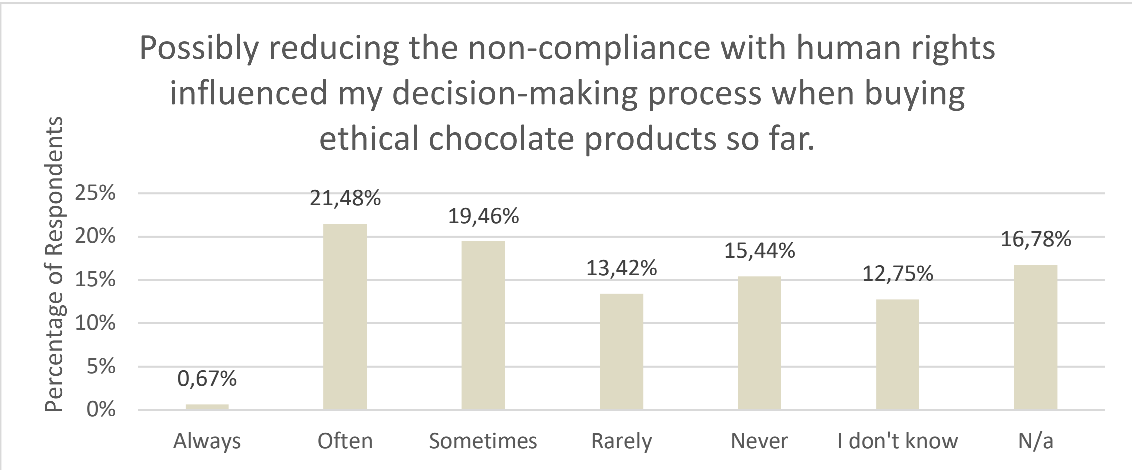
D5c The ethical consumption (after the description proposed by UN) influenced my decision-making process when buying ethical chocolate products so far.



D5d Possibly reducing the impact on our environment influenced my decision-making process when buying ethical chocolate products so far.



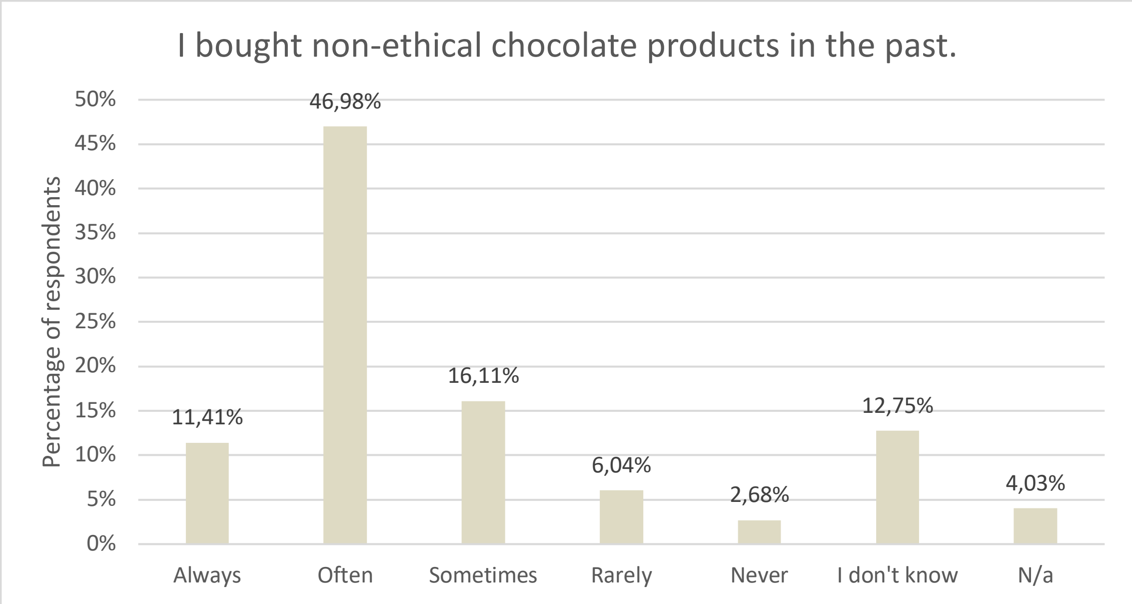
D5e Possibly reducing the non-compliance with human rights influenced my decision-making process when buying ethical chocolate products so far.



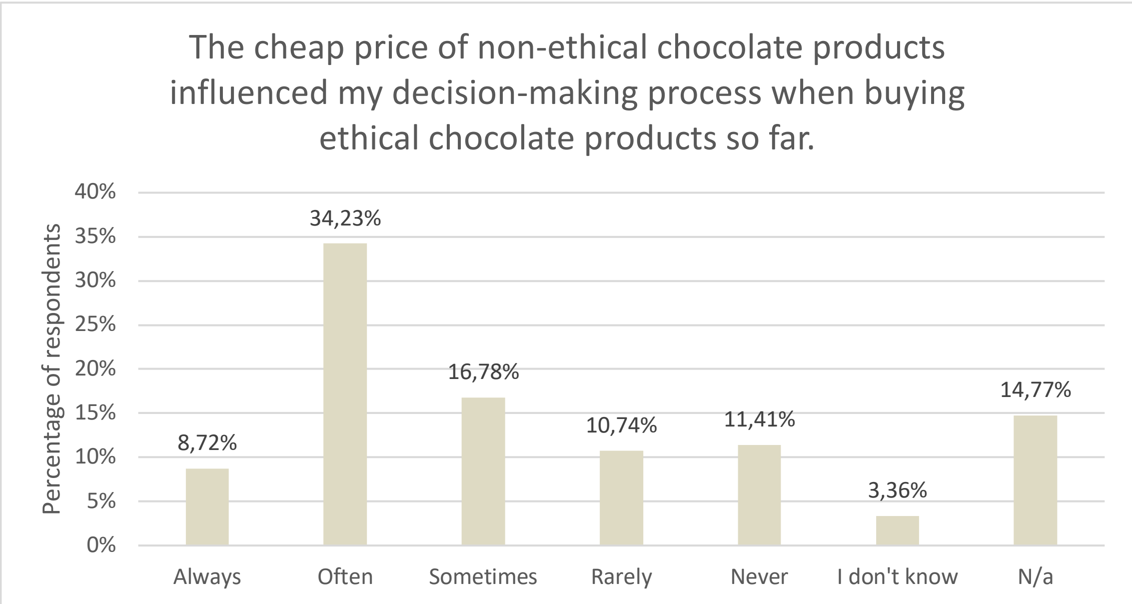
D5f The past purchases of Fairtrade products in general influenced my decision-making process when buying ethical chocolate products so far.

D6 Do you buy non-ethical chocolate products? What are your motives or the decision-making process?

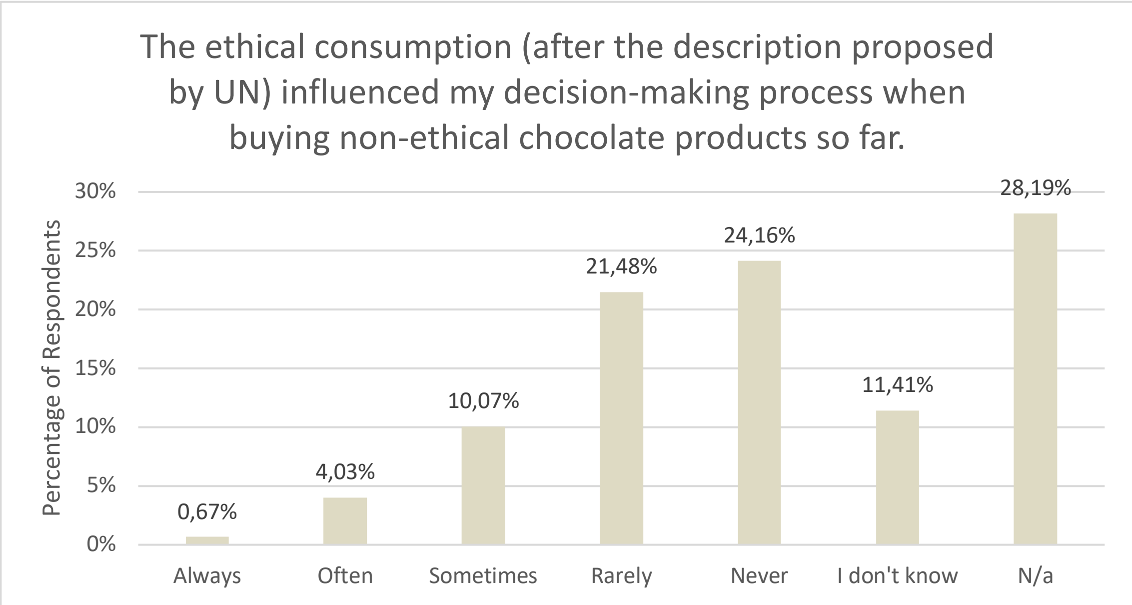
D6a I bought non-ethical chocolate products in the past.



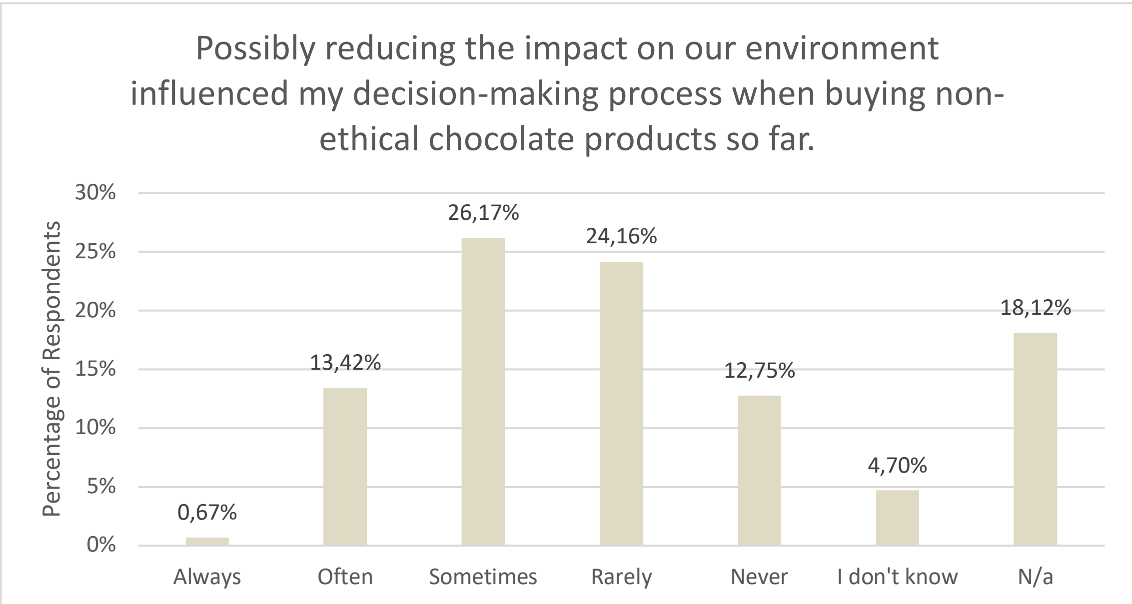
D6b The cheap price of non-ethical chocolate products influenced my decision-making process when buying ethical chocolate products so far.



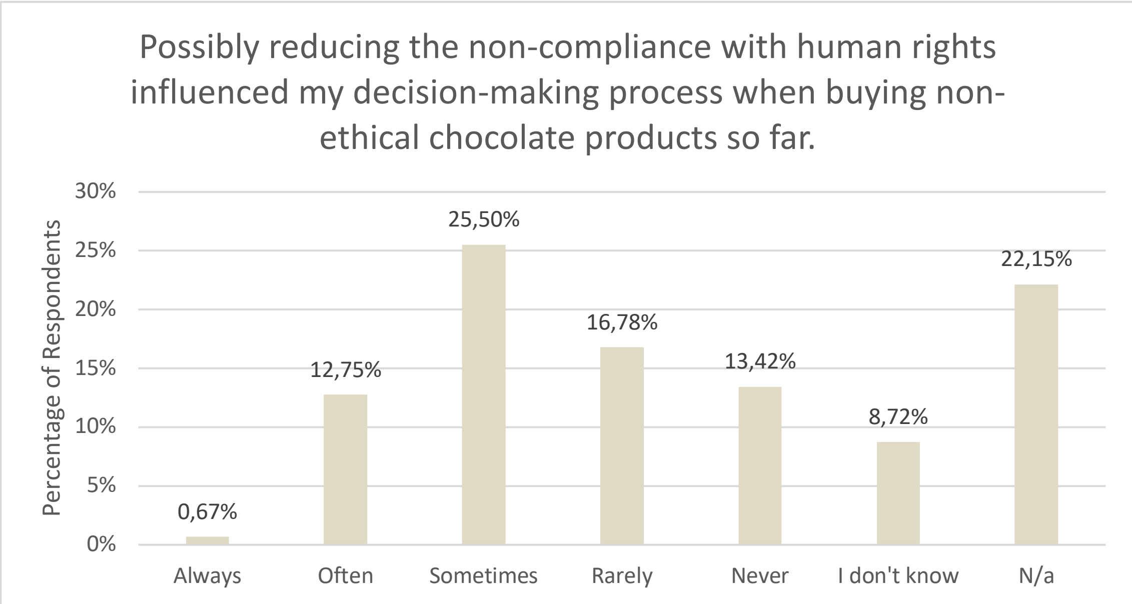
D6c The ethical consumption (after the description proposed by UN) influenced my decision-making process when buying non-ethical chocolate products so far.



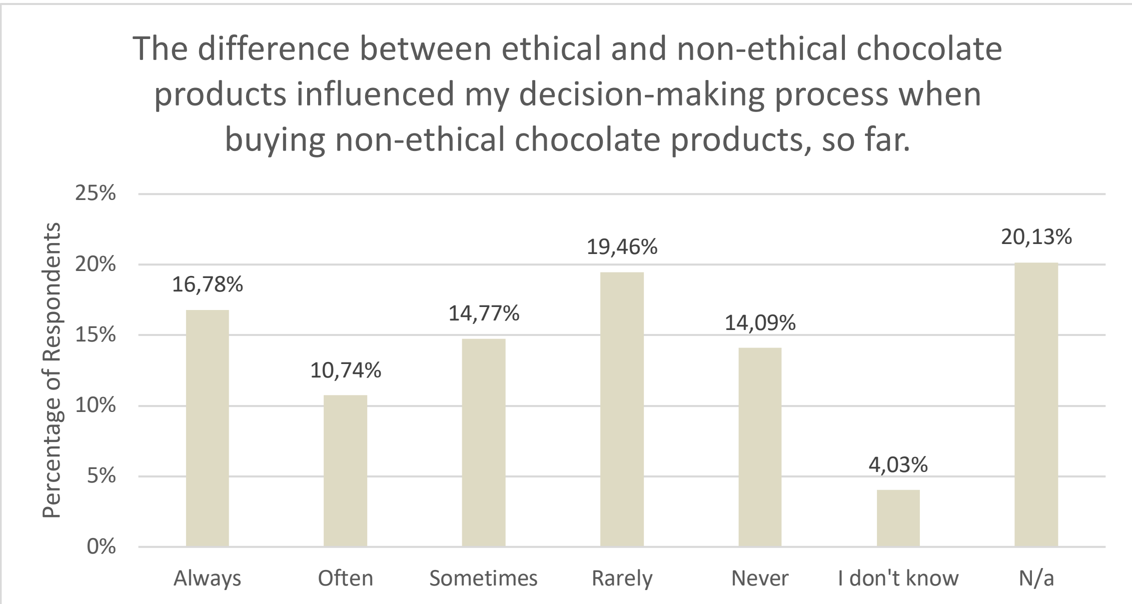
D6d Possibly reducing the impact on our environment influenced my decision-making process when buying non-ethical chocolate products so far.



D6e Possibly reducing the non-compliance with human rights influenced my decision-making process when buying non-ethical chocolate products so far.



D6f The difference between ethical and non-ethical chocolate products influenced my decision-making process when buying non-ethical chocolate products, so far.



D7 Is there another aspect you consider when buying ethical chocolate, that wasn't mentioned in the previous question?

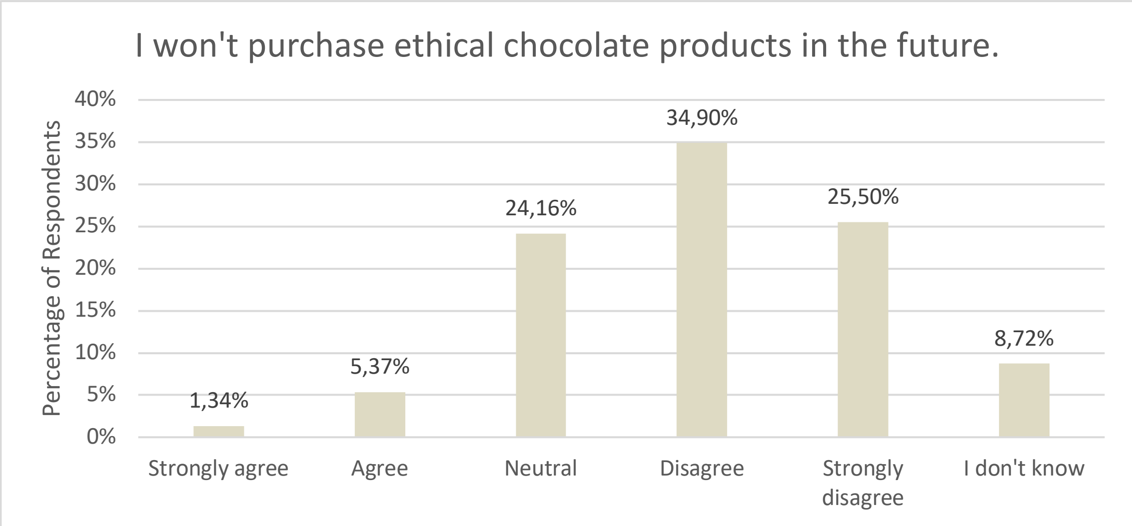
- Country of origin
- No industrial sugar
- "Selection", a variety of different ethical chocolate products
- Transparency, information about the production process
- Vegeterian / Vegan chocolate products
- Nice packaging / Design

- Noticeable sign that it is ethical cocoa
- More trust in certificates (Transparency / Validation)

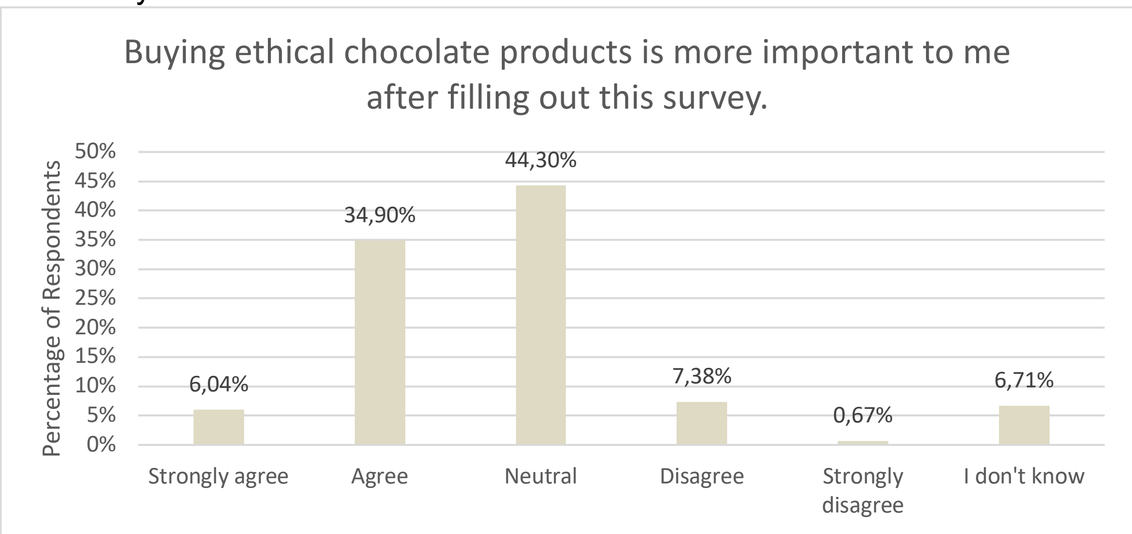
D8 Is there another aspect you consider when buying non-ethical chocolate, that wasn't mentioned in the previous question?
- "Selection", a variety of chocolate products (The selection of ethical chocolate products is not as big as the selection of non-ethical chocolate products.)
- Availability (More non-ethical chocolate products are available at every retail store.)
- Well-tried and tested chocolate products with tradition
- Typical To-Go Brand with the same taste
- The same packaging as always / Similar packaging

D9 What will you do in the future when it comes to ethical chocolate products?

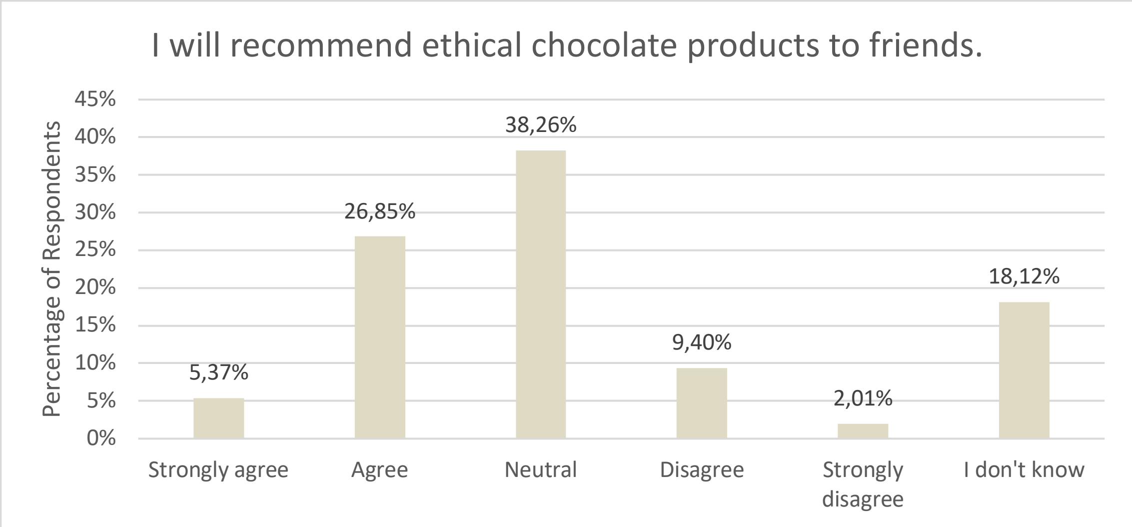
D9a I won't purchase ethical chocolate products in the future.



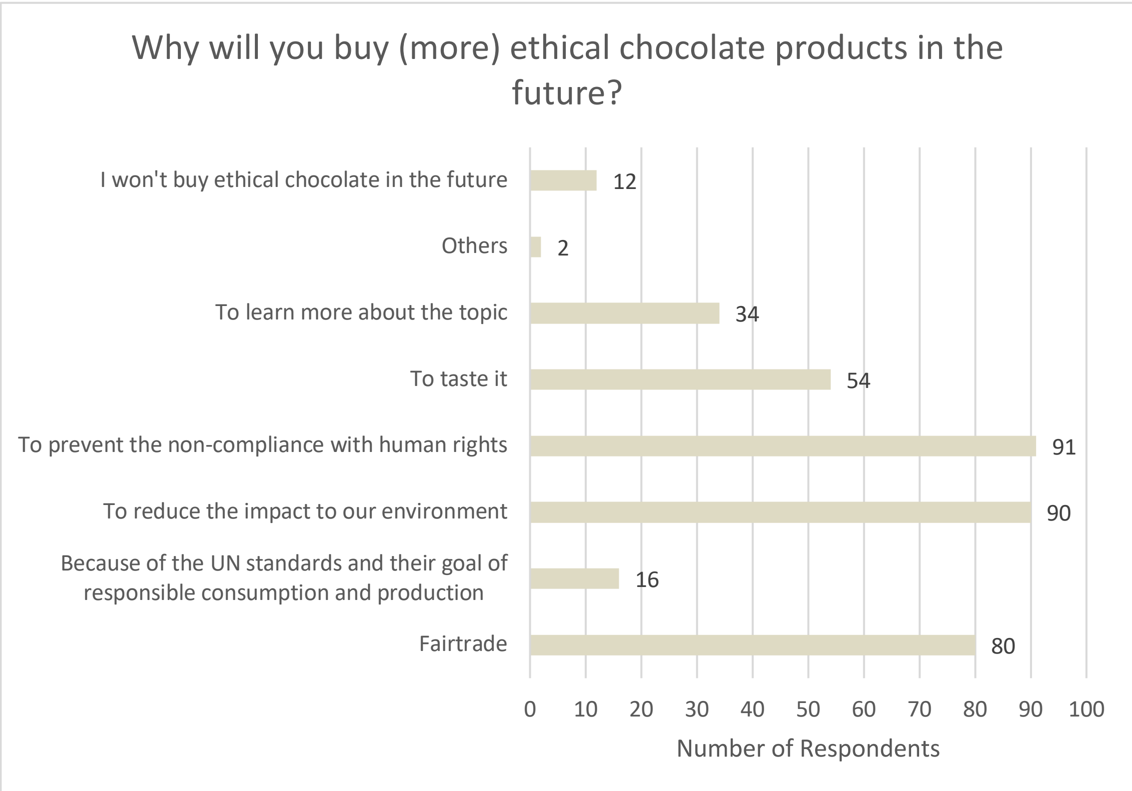
D9b Buying ethical chocolate products is more important to me after filling out this survey.



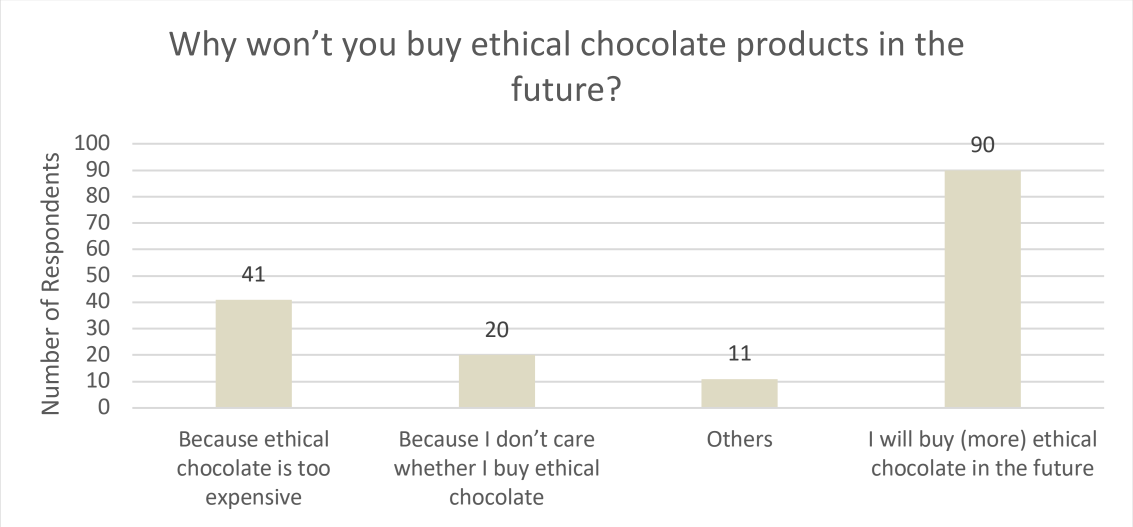
D9c I will recommend ethical chocolate products to friends.



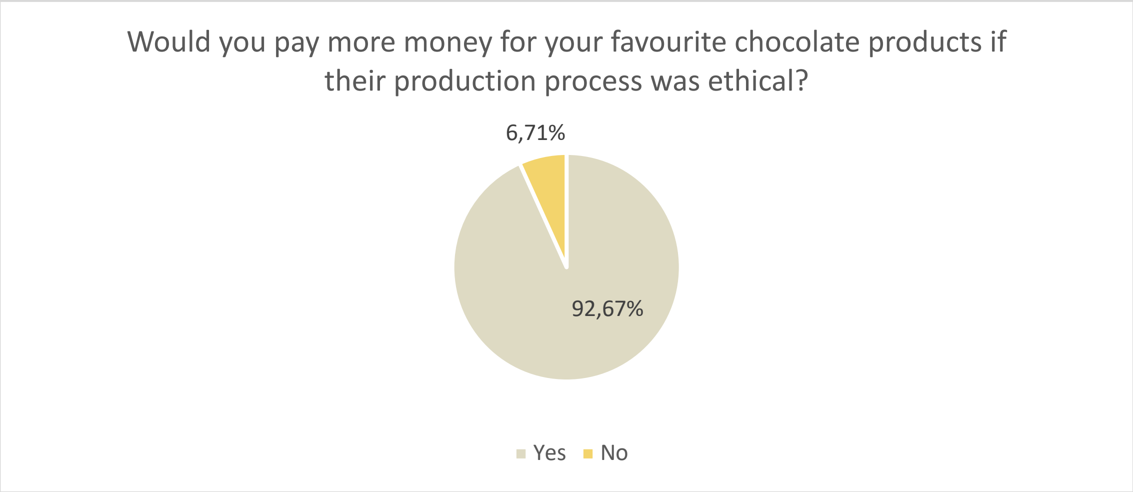
D10 Why will you buy (more) ethical chocolate products in the future?



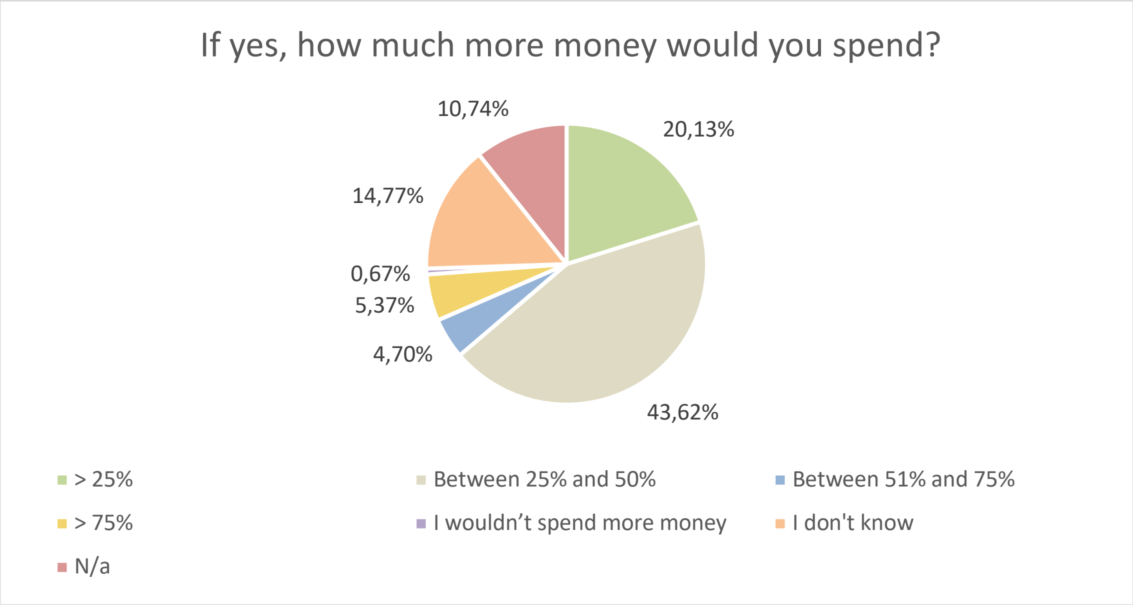
D11 Why won't you buy ethical chocolate products in the future?



D12 Would you pay more money for your favourite chocolate products if their production process was ethical?



D13 If yes, how much more money would you spend?



End of Survey

E1 If you have any comments or tips regarding the theme or the carrying out of this survey, you may leave them below.

The answers to this question can be requested by contacting the author of this thesis via mail: jule.hackendahl@gmail.com

In case of requests about further details of the analysed data, please contact the author via mail: jule.hackendahl@gmail.com

Declaration of Authenticity

Hereby, I declare that I wrote this thesis independently and have not used any sources other than those indicated, that all statements have been marked and that the thesis has not been submitted in the same or similar form to any other examination authority. I agree that this thesis may be checked with anti-plagiarism software.

Mittweida, 08.09.22 [redacted]

Place, Date Jule Hackendahl