



SCREENING TOOLKIT

Thank you for hosting a screening of *The Dark Side of Chocolate*, organized by the *Raise the Bar, Hershey!* Campaign.

You are helping to end child or forced labor in the cocoa fields.

Please use this toolkit to ensure that your screening will have the greatest impact on ending child and forced labor in the cocoa fields and achieve these three goals:

1. Raise awareness of the ongoing use of child labor and human trafficking in the cocoa industry, and encourage consumers to shift their purchasing to Fair Trade Certified chocolate products.
2. Inspire thousands to sign petitions asking The Hershey Company to be transparent in the sourcing of their cocoa beans, and begin sourcing Fair Trade Certified cocoa. Additionally, for Valentine's Day, we are encouraging individuals to send Valentines directly to the Hershey CEO with these requests.
3. Raise funds needed for the Raise the Bar Campaign to end child labor and human trafficking in the production of chocolate

This Toolkit contains the following resources to empower you to achieve the four goals outlined above:

- Suggested Planning Timeline/Checklist
- Model Invitation
- Suggested Screening Schedule
- Suggested Talking Points for Immediately Before and After Film
- List of Recommended Discussion Questions
- How to Collect Donations for the Campaign
- Sign-In Sheet
- Petition
- Valentine Template

Dark Side of Chocolate

Suggested Planning Timeline/Checklist

Three or more weeks before the event:

- Request the Dark Side of Chocolate DVD at**
<http://www.greenamericatoday.org/programs/fairtrade/MovieScreening.cfm>

- Select a date and time, and location for screening *The Dark Side of Chocolate*.**

Select a location that is close to home or work for many of the people you wish to invite. If the event will be at a school or congregation, choose a time when a lot of people will already be there and might stay, such as immediately following classes or services. When you select a time and date, make sure it does not conflict with other community events that many potential guests may be planning to attend.

The *Raise the Bar, Hershey!* Campaign's National Week of Action to screen the film will lead up to Valentine's Day, from February 4-14th, 2011. We encourage you to join activists nationwide by showing the film on these dates, but you are welcome to show it at another time if those dates are inconvenient for you.

- Reserve the venue, if it will not be at home.**
- Decide whether to provide food and drinks or host a potluck.**

Consider introducing your guests to Fair Trade by having a Fair Trade chocolate tasting or serving food or beverages made with Fair Trade chocolate. To find Fair Trade chocolate, coffee, and other products, try these resources:

- Green America's National Green Pages: www.greenpages.org
- <http://www.greenamericatoday.org/programs/fairtrade/products/wheretobuy.cfm>
- Transfair Directory: www.transfairusa.org/content/WhereToBuy
- Fair Trade Federation Directory: www.fairtradefederation.org

- Request Fair Trade Certified food and beverage donations from a local store, if you are planning to do so.**

Requesting food and beverage donations might be appropriate if you expect to have a large gathering. Offer to publicly thank the store at the event and place the store's cards or brochures by the food on the tables.

- Decide whom to invite.**

The more guests you invite, the more people who will learn the important message in *The Dark Side of Chocolate* and begin to press for changes in the cocoa industry.

- Email invitations to your guests.**

You will find a model invitation below, which you can email to your guests. Consider using social networking tools like Facebook, Twitter, etc to invite more guests. Please encourage your guests to bring friends; the more people who see this powerful film, the greater the impact.

One week before event:

- Email and call guests to encourage them to come and remind them to RSVP.**
- Print out and photocopy any supplementary materials.**

A sign-in sheet, petition and flyers are at the end of this toolkit.

- Gather supplies.**

You will need pens and a clipboard so that guests can sign in. Nametags are helpful if guests do not know one another.

- Make sure you have received your Dark Side of Chocolate DVD.**



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If you have not received your DVD, then contact us at fairtrade@greenamerica.org

Suggested Planning Timeline/Checklist (Cont.)

- Test the DVD to make sure it works and will run smoothly for the screening.
- Review the Suggested Talking Points below and plan what you will say during the event.

Day before screening:

- Email and call guests to remind them about the event.

Reminding guests the day before an event tends to significantly improve attendance.

Date of screening:

- Lay out petitions and other printed materials, including sign-in sheets (on a clipboard, if you have one) with pens.
- Put a “Dark Side of Chocolate” sign on the door, if some guests have not previously been to the location
- Try playing the DVD to make sure that your screening equipment is properly set up and will start promptly when you are ready to start the screening.
- Put out envelopes and a basket or jar for donations, if you will be asking for contributions to the *Raise the Bar, Hershey! Campaign*.

Checks can be made out to Green America. Please specify Hershey Campaign in the memo of the check. Donations can also be entered online here:

<https://www.greenamericatoday.org/supportus/donate/hershey.cfm?source=WDHRS1&step=form&trk=HC&id=&ref=>

Day after screening:

- Send the signed petition and any donations you have collected to:
Green America
Attn: Fair Trade program
1612 K St. NW Ste. 600
Washington, DC 20006

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Model Invitation

A model invitation has been provided below. Feel free to modify this invitation for your event.

Subject line:

Option #1: [Insert date] Dark Side of Chocolate Film Showing for Valentine's Day

Option #2 (if you are serving Fair Trade Chocolate): [Insert date] Chocolate Tasting & Film Screening
Halloween Week

Option #3: The Shocking Truth about Chocolate

Body of text:

This Valentine's Day, give children something precious: freedom!

Please join me **[insert date]** at **[insert time]** for a screening of the newly released documentary, *The Dark Side of Chocolate*.

The Dark Side of Chocolate reveals new evidence that child labor and human trafficking continue in the cocoa fields for millions of children, nearly a decade after the major players in the cocoa industry promised to resolve these problems. After the film, we will discuss the issues and take action to end the exploitation of children in the cocoa fields and ensure that cocoa is a source of joy for all children.

The screening will be part of a National Week of Action, empowering thousands of people nationwide to come together to send one clear message to the chocolate industry: "We will not tolerate abusive child labor and trafficking in the cocoa fields."

The National Week of Action is organized by Green America's Fair Trade Program and other organizations that are part of the *Raise the Bar, Hershey!* Campaign, which is pressing chocolate manufacturers to end exploitative child labor in the cocoa fields. Filmmakers Miki Mistrati and U. Robin Romano have generously made the film available for screenings.

Date:

Time:

Location:

Address:

RSVP by:

RSVP contact info:

Food or drink to bring:

Here are four easy actions you can take right now:

1. Pass this invitation along to others
2. Forward this email to friends and family who live in other communities, and suggest that they host a screening by visiting <http://www.greenamericatoday.org/programs/fairtrade/MovieScreening.cfm>
3. When you buy Valentine's candy for your loved ones this year, be sure that it is Fair Trade. Visit <http://www.globalexchangestore.org/> to purchase Fair Trade Certified chocolate minis.
4. Join Green America's Fair Trade Alliance
<http://www.greenamericatoday.org/programs/fairtrade/alliance/index.cfm>



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Suggested Screening Schedule

15 minutes	Guests arrive, sign in, have a snack, and mingle
5 minutes	Welcome guests, introduce the film, and explain how guests can make a difference (See sample talking points on next page)
45 minutes	Show <i>The Dark Side of Chocolate</i>
10 minutes*	Ask guests to take 3 actions, including signing the petition, making a Valentine to send to Hershey's CEO, and making a contribution to Green America's Fair Trade program
20 minutes	Discussion (Optional) (See suggested discussion questions on next page)
5 minutes	Thank guests for coming

Total time: 1 hour, 40 minutes

*We strongly recommend that you ask guests to take the 3 actions immediately after the film rather than after the discussion. Some of your guests may leave during the discussion, and it is ideal to ensure that all attendees take the actions before they leave.

Suggested Talking Points for Immediately Before and After Film

Introduction before Screening the Dark Side of Chocolate:

- Welcome guests, thank them for coming and ask if everyone has signed the sign-in sheet.
If applicable:
 - Thank any stores or restaurants that donated food or beverages to your event.
 - Mention the timing of your event, such as how it relates to an upcoming holiday like Halloween or Valentine's Day.
- Tell guests that the screening is part of the *Raise the Bar, Hershey!* Campaign, led by Green America and a coalition of nonprofit organizations that are calling on the cocoa industry to end child and forced labor and trafficking in the cocoa industry, and to start sourcing Fair Trade cocoa, which prohibits the use of child and forced labor. The Campaign is currently pressing Hershey to take the lead.
- Explain briefly why you feel passionately about these issues.
- Tell guests the program for the evening: that the screening will be followed by the opportunity for discussion and for attendees to take action to end child and forced labor on cocoa farms.

Comments Immediately after Showing the Dark Side of Chocolate:

Ask guests to take three simple actions right now to help eliminate child and forced labor and trafficking from the cocoa supply chain:

1. Sign the petition



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2. Design a valentine for Hershey CEO David West, or color-in the template at the end of this kit. This activity is especially good for children. Hundreds of kids across the country will be sending Hershey's a Valentine's this year, requesting that Hershey eliminate child labor from its supply chain.
3. Make a financial contribution to the *Raise the Bar, Hershey!* Campaign.

Bonus: Ask guests to commit to telling at least five people within the coming week what you learned from watching the *Dark Side of Chocolate*

Sample Comments Following the Film Screening

Here is an example of what you might say to ask your guests to take action at the end of the film. This is a script you can read outright or adapt for your group.

You've seen "The Dark Side of Chocolate". You've heard the statistics. Now, we would like to ask you to take action!

Join the movement to Raise the Bar on Chocolate, a campaign pressuring major chocolate companies to do more to end abusive labor practices in cocoa, starting with Hershey.

Thousands of chocolate lovers are calling on Hershey to end forced and exploitative child labor in the cocoa fields and provide a Fair Trade Certified chocolate bar.

We want Hershey to quit lagging behind other chocolate companies that have put systems in place, such as Fair Trade certification, to eliminate forced labor and child labor from the production of chocolate.

Major cocoa purchasers like Cadbury, Green & Black's, Nestlé, and Ben & Jerry's have all made significant commitments to increase their purchases of Fair Trade cocoa, showing that a solution is possible TODAY.

- Cadbury has converted the top selling chocolate bar in the UK to Fair Trade and extended the Fair Trade Certified Dairy Milk bar to Australia, Canada, Ireland, Japan, and New Zealand.
- Green & Black's has agreed to go 100% Fair Trade by 2012
- Ben & Jerry's not only agreed to achieve Fair Trade certification for its cocoa, but also for all of its other ingredients that are eligible for Fair Trade Certification by 2013.

Smaller chocolate companies like Alter Eco, Divine Chocolate, Equal Exchange, Sweet Earth Organic Chocolates, and others have been sourcing Fair Trade Certified cocoa and building relationships with cocoa farmers for years. These smaller companies are not only setting a higher standard for corporate responsibility, but also show it is possible for chocolate companies to institute programs that work to end child labor and forced labor by purchasing Fair Trade certified cocoa beans.

We would like to ask you to take the following three actions today:

1. Sign the petition
2. Send Hershey CEO David West a Valentine, requesting a Fair trade Hershey Bar
3. Make a financial contribution to the *Raise the Bar, Hershey!* Campaign

Bonus: Commit to telling at least five people within the coming week what you learned from watching the *Dark Side of Chocolate*

I also encourage you to organize a showing of the *Dark Side of Chocolate* in your own home or another location. Please see me at the end so I can put you in touch with Green America.



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I would also like to take a moment to encourage you to make a financial contribution to the campaign. Green America and the *Raise the Bar, Hershey!* Campaign can only end child labor in the cocoa fields with our help as concerned citizens taking action AND with our financial support.

All donations are tax deductible. With our support, the *Raise the Bar, Hershey!* Campaign will move Hershey's by involving hundreds of thousands of people in directly pressuring the company.

List of Recommended Discussion Questions

1. Which parts of the film did you find most interesting, disturbing or emotional?
2. The film mentions repeatedly the 2001 Harkin-Engel Protocol to end child trafficking, slavery, etc by 2005 (later extended to 2008). After seeing the film, do you think that voluntary, self-policing agreements by industry are effective in enforcing minimum human rights standards?
3. Throughout the documentary, we see various members of the chocolate industry claiming they do not know anything about the issue of child labor or outright denying its existence. The CEO of SAF Cacao even goes so far as to say early in the film, "I can assure the whole world...that the Ivory Coast is a country with no child slaves in the plantations," but when confronted later with the evidence, concedes that there is child labor in the cocoa fields. Does that make you feel that chocolate companies can be taken at their word when they claim to be addressing issues of child labor?
4. Fair Trade certified cocoa is grown under standards that prohibit the use of forced or child labor, mandate regular inspections by third party/independent certifiers, and ensure that products can be traceable to the farm level so that individual farmers know that they can be identified and expelled from the Fair Trade system if they violate the rules. The Fair Trade system also pays farmers a higher price so that they can afford to hire adult workers and send their children to school. Consumers can identify these products with the Fair Trade label. Do you think this might be a more trustworthy system for ensuring consumers that cocoa is grown without child labor?
5. Throughout the film, we also saw various cocoa stakeholders passing responsibility to others. At the chocolate trade show, confectioner company Guylian said that it is not their responsibility and to ask chocolate maker Barry Callebaut, which pleaded ignorance. The child trafficker in Mali said that it is impossible to place the responsibility for trafficking on any one person. What can we do as consumers to ensure that we take responsibility for our role?
6. What measures can we take to put pressure on the chocolate industry to end the use of child labor and trafficking in their supply chain?

If anyone raises a question you are unable to answer of the group seek further information please refer them to the report we recently published:

Time to Raise the Bar: The Real CSR Report for the Hershey Company

<http://www.greenamericatoday.org/pubs/reports/index.cfm>

Or ask them to reach out to us directly:

FairTrade@GreenAmerica.org



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How to Collect Donations to Green America

Thank you for collecting donations for the *Raise the Bar, Hershey!* Campaign! Our work would not be possible without the generous support of people like you. We have a few important instructions to follow, particularly if you receive cash from any of your guests.

Accepting Checks:

- Checks should be made payable to: Green America, with “Hershey Campaign” in the memo section of the check
- Make sure that donors’ names and addresses are on the check. We need this to be able to thank them and acknowledge their donation for tax deductibility

Accepting Cash:

We do not encourage you to send cash through the mail. In order to send folks a thank you and receipt we need their name and address. SO, if you collect cash:

- Make sure you have each of your guests fill out a donation envelope with his/her name, address and cash gift amount.
- Collect the cash from your friends and send a single check for the combined total to Green America

Credit Cards:

Guests should feel free to donate using their credit card. The information needed is on the donation envelope.

Donating On-line:

Feel free to have your computer on with our donation page up and ready to use!

<https://www.greenamericatoday.org/supportus/donate/hershey.cfm?source=WDHRS1&step=form&trk=HC&id=&ref=>

Note on Tax-deductibility:

All donations are tax-deductible.

We can only send a thank you note and receipt to those we names and addresses for. Please read the information about accepting cash donations carefully!

Sign-up to be a Green America Member:

Green America members receive our green living, purchasing, and investing resources AND become part of the growing movement for a just and sustainable future. Sign up online at

www.GreenAmerica.org.

**Thank you for supporting Green America and the
Raise the Bar, Hershey! Campaign!**



**Have a Heart,
Hershey**



Go Fair Trade!

Dear David West,

This year, I want to be sure that the chocolate kisses I give to my loved ones don't break the hearts of cocoa farmers. I want to give my friends and family chocolate that was produced responsibly, without the use of child labor, forced labor, or human trafficking.

As America's largest and oldest chocolate manufacturer, Hershey has the responsibility to lead the industry in ensuring workers' rights, from bean to bar. It's time for Hershey to "Raise the Bar" by tracing the sources of its cocoa, working to eliminate child and forced labor, and shifting to Fair Trade Certified™ cocoa.

Sincerely,

Place
stamp
here

David J. West
The Hershey Company

100 Crystal A Drive
Hershey, PA 17033

The Raise the Bar Campaign is organized by: *International Labor Rights Forum, Global Exchange, Green America & Oasis USA*
www.RaiseTheBarHershey.org