



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 goals:

1. Raise awareness of the ongoing use of child labor and human trafficking in the cocoa industry.
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.
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 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
- Cocoa Campaign Background Flyer
- Sign-In Sheet
- Petition



Dark Side of Chocolate

Suggested Planning Timeline/Checklist

Three or more weeks before the event:

- Request the Dark Side of Chocolate DVD at**

https://afl.salsalabs.com/o/4058/donate_page/darkside

- 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.

- 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.

- 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.

- When you invite your guests, feel free to let us know the details about your event.**

Contact us at laborrights[at]ilrf.org or +1-202-347-4100

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.**

If you have not received your DVD, then contact ILRF at laborrights[at]ilrf.org or +1-202-347-4100. Note that DVDs take two weeks or longer to arrive.

- 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.**



Dark Side of Chocolate

Suggested Planning Timeline/Checklist (Cont.)

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 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 the International Labor Rights Forum.
- 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.

Day after screening:

- Send the signed petitions and any donations you have collected to:
International Labor Rights Forum
1634 I St. NW #1001
Washington, DC 20006



Dark Side of Chocolate

Model Invitation

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

Subject line:

Option #1: The Shocking Truth about Chocolate

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

Option #3: [Insert date] Dark Side of Chocolate Film Screening

Body of text:

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.

Thousands of communities around the world are hosting screenings of this important documentary. The screenings are organized by the International Labor Rights Forum 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 easy actions you can take right now:

1. Pass this invitation along to others;
2. Sign up for e-mail updates from the International Labor Rights Forum at www.LaborRights.org.



Dark Side of Chocolate

Suggested Screening Schedule

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|--------------------|---|
| 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 action, including signing the petition and making a contribution to the International Labor Rights Forum's cocoa campaign. |
| 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 action 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.



Dark Side of Chocolate

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 (if appropriate).
- Tell guests that the screening is part of the *Raise the Bar, Hershey!* campaign, led by the International Labor Rights Forum 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
2. 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



Dark Side of Chocolate

- 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 Chocolate, 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 actions today:

1. Sign the petition;
2. 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.

I would also like to take a moment to encourage you to make a financial contribution to the campaign. The International Labor Rights Forum 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 by involving hundreds of thousands of people in directly pressuring the company.



Dark Side of Chocolate

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 Guylan 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.laborrights.org/stop-child-forced-labor/cocoa-campaign/resources/12395>

Or ask them to reach out to us directly:

LaborRights@ILRF.org or +1-202-347-4100.



Dark Side of Chocolate



Stop Child Labor in the Cocoa Industry!

People around the world share a love of chocolate – one of the most delicious and pleasurable foods on earth. ***But behind our favorite treat lies the bitter exploitation of workers.***

Thousands of children in West Africa work in the production of cocoa, chocolate's primary ingredient. The West African nation of Cote d'Ivoire is the leading supplier of cocoa, accounting for more than 40% of global production. Low cocoa prices received by cocoa farmers for their beans drive them to employ children as a means to survive. The US Department of State estimates that more than 109,000 children in Cote d'Ivoire's cocoa industry work under "the worst forms of child labor," and that some 10,000 are victims of human trafficking or forced labor.



These child workers labor for long, punishing hours, using dangerous tools and facing frequent exposure to dangerous pesticides as they travel great distances in the grueling heat. Those who work as forced laborers suffer from cruel treatment. Cote d'Ivoire's child laborers are robbed not only of their freedom but of the right to a basic education.

While major chocolate companies committed to eliminating abusive child labor in their cocoa supply chains in 2001, the abuses continue. Hershey specifically has lagged behind its competitors in working to trace its cocoa beans and ensure that labor standards are implemented among its suppliers. ILRF is working with campaign allies to call on Hershey to raise the bar for the chocolate industry and support Fair Trade Certified cocoa.

Join the International Labor Rights Forum in taking action to STOP child labor, trafficking and forced labor in the chocolate industry!

Check out www.LaborRights.org for more information and to take action!



Dark Side of Chocolate



Raise the Bar, Hershey!

Dear David West,

We believe that Hershey should be a leader in ensuring that the rights of workers and farmers are respected in the production of chocolate – from bean to bar. Hershey must do more to ensure an end to child labor, forced labor and trafficking in its chocolate products by supporting the demands of the “Raise the Bar” campaign. It’s time for Hershey to Raise the Bar by tracing the sources of its cocoa and shifting toward Fair Trade Certified cocoa. By purchasing Fair Trade Certified cocoa, Hershey can truly fulfill its mission to bring sweet moments of Hershey happiness to workers, farmers, children, consumers and shareholders worldwide every day!

(PLEASE WRITE CLEARLY!)

Signature	Printed Name	City and State	E-Mail

**Please return this petition to: International Labor Rights Forum, 1634 I St NW #1001, Washington, DC 20006
www.LaborRights.org**

