



Invented by Children: The Most Successful Fair Trade Chocolate of All Times



The Change Chocolate is a fair trade product of the Plant-for-the-Planet children's and youth initiative. The history of the chocolate began with a resounding defeat. Now, it is a success story. 11 million bars have already been sold and, as a result, 2.5 million trees have been planted (as of January 30, 2017). The name Change Chocolate is a promise: here, literally every single piece creates a positive change – from new trees to fair wages. The design of the Change Chocolate displays at a glance what percentage of the selling price is distributed into which project.

Furthermore, Plant-for-the-Planet produces a special edition of the Change Chocolate which is distributed to the delegates of the UN Climate Change Conference every year. The Change Chocolate is a sweet reminder to the delegates that at the climate negotiations, the children's future is at stake.

20 cents goes directly to the reforestation project in Mexico. **For every five bars sold, one tree is planted in our own planting area on the Yucatán Peninsula, Mexico.** This is made possible by distributors and manufacturers who forego their own profit. Plant-for-the-Planet uses ten cents to additional children; additional portions flow into climate neutral production at fair compensation to the producers and climate-friendly logistics.

The history of the Change Chocolate shows that the children from Plant-for-the-Planet do not surrender. In 2011, 13-year-old Felix Finkbeiner reached a low point in his commitment. At that time he spoke at a meeting in front of 350 chocolate producers from around the world. He asked the children's favorite industry to donate 0.01 percent of their revenue to Plant-for-the-Planet as a "Future Fee". In other words, one euro per ton of the chocolate luxury product. Not a single one answered. Saying "this is shocking," Felix left the stage in tears.

Anger became courage – and thus, in 2012 the children from Plant-for-the-Planet introduced their own chocolate onto the market. The market launch of the Change Chocolate was the most successful product launch of a fair trade chocolate of all time. It is produced in the same manner that the children envisage every product: fair trade certified and climate neutral.

The chocolate is available in Germany and Austria at EDEKA, Famila, Feneberg, Globus, Kaufland, REWE, sky and Tengelmann. The organic Change Chocolate is available at Alnatura, dm, Müller Drogeriemarkt and tegut.

To introduce the Change Chocolate in other Countries, Plant-for-the-Planet always is in search for producers who would like to support the children.

More information (German): plant-for-the-planet.org/de/informieren/die-gute-schokolade

Photos: flic.kr/s/aHskGyiWE4

Videos (German): youtube.com/playlist?list=PLST4jAQXiIHxchjgcFO3mOpb5RFtilf

The Change Chocolate's Social Media Channels (German)



facebook.com/Die.Gute.Schokolade



twitter.com/dieguteschoko



instagram.com/dieguteschokolade/

About Plant-for-the-Planet

The **Plant-for-the-Planet children and youth initiative** was launched in January 2007. At the end of his school presentation about the current climate crisis, nine-year-old Felix Finkbeiner announced his vision to his classmates: **"Let's plant one million trees in every country on earth!"**

The current goal of the children and youth initiative is to plant a trillion trees worldwide. Trees are the **cheapest and most effective means of binding CO₂**, allowing us more time to reduce greenhouse gas emissions to zero and mitigate the climate crisis.

In 2011, the United Nations Environment Programme (UNEP) handed over **the long-established Billion Tree Campaign**, along with the official world tree counter, to Plant-for-the-Planet. As the children's aim is now to plant a trillion trees, they transformed the Billion Tree Campaign into the **Trillion Tree Campaign** and developed an interactive online tool that motivates others to get involved in planting (treecounter.org).

So far, with the help of many adults, Plant-for-the-Planet youths have already planted more than **15 billion trees in 193 countries**. These children teach and empower others to become Climate Justice Ambassadors. More than **70,000 children from 67 countries** are already participating.

On the Yucatán Peninsula in Mexico, Plant-for-the-Planet plants **a new tree every 15 seconds**. This project demonstrates just how easy it is to make planting trees so effective on a large scale. The initiative uses its own products (i.e. the Change Chocolate) and campaigns (such as "Stop talking. Start planting.") in order to independently plant trees and motivate others to get involved in planting.

Please note - thank you!

The name of this organization is written like this: Plant-for-the-Planet

Please don't abbreviate it, otherwise Google won't find us!

We are focused on the **"climate crisis"** because it threatens the lives of us children and adults worldwide! We are not talking about climate change. "Change" is something positive that is necessary and good. We don't think this can be said about the climate crisis!

We children did not plant 15 billion trees alone, **but with the help of many adults**.

We educate each other to become **Climate Justice Ambassadors**.

Please use only the children's first names! In order to protect minors, we forego using their last names in publications.



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instagram.com/plantfortheplanet_official/



twitter.com/pftp_int



[Plant-for-the-Planet](https://www.linkedin.com/company/plant-for-the-planet)

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