



Value Chains and Consumer Decisions

Remote Effects of Governance and
Product Biographies Using Cocoa as an Example

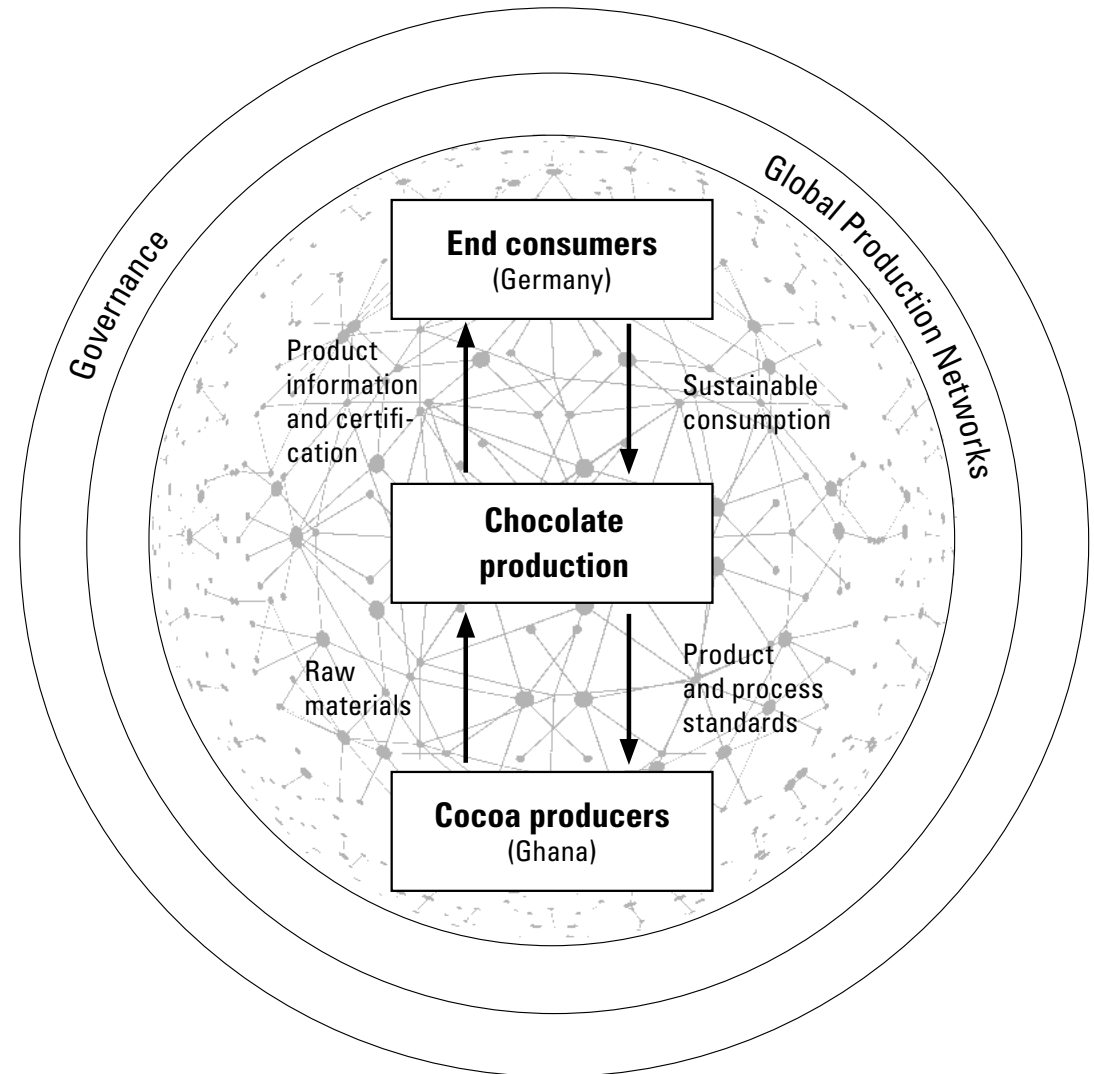
An inter- and transdisciplinary project of Osnabrück University
in cooperation with the DBU, Kuapa Kokoo Limited
and Weinrich Chocolate

The Project

The project examines the relations between the **governance of sustainable production** on the one hand and **sustainable consumption** on the other. Using Ghana's cocoa sector as an example, the project investigates **how value chains can be made more socially and ecologically sustainable**.

Different actors in the **global production network** are considered and the role of **spatial and cultural distance** is examined. On a political level, the project will examine how **governance** can support the development of a more sustainable cocoa sector.

The project thus looks at the interplay between consumption decisions, marketing, trade, production and governance.



The need for sustainable change in the cocoa sector

Today's sustainability challenges are negative externalities of economic activities which treat the natural environment as a collective good. However, the **negative environmental and social consequences of economic activity** usually do not have a **monetary price** for those who cause them. In the cocoa sector, these are:

- Loss of biodiversity, progressive deforestation, soil degradation and water pollution
- Health hazards for cocoa producers through artificial fertilizers and pesticides
- Inadequate payment and risky price developments for producers

Therefore, economic incentives must be created for companies to produce sustainably – through **regulation and subsidies**, but also by a **change in consumers' demand**.



Production conditions and effects of different governance structures

The project examines the governance structures determining **the scope for action** of various **stakeholders** at the respective levels. The aim is to identify this scope in order to show stakeholders their options for organizing their production network in a more sustainable way. In particular, the interaction between **private and public governance forms** as well as between international market developments and national governance structures will be addressed. In addition, the social, environmental and economic impact of changing consumption decisions on the **Ghanaian cocoa production network** and at production sites in Ghana will be examined. The **human-environment relations** within this **global production network** will be analyzed on site as to the influencing factors, perceptions and positions they comprise.



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and Prof. Dr. Martin Franz
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Consumption of cocoa products: Effect of product information

At the consumer level, the project investigates which information concerning the production of cocoa products can influence **consumer behavior**.

We will examine which **psychological factors** influence the sustainable consumption of cocoa products and how **different information** about the environmental or social impacts of cocoa production in the countries of origin **affect** consumers' awareness of the problem, their attitudes and their actual purchasing decisions.

In addition, we will investigate how **different formats of product information** – for example, the use of different media such as photographic and video material or virtual reality – affect the sustainable consumption behavior of consumers.



Responsibility

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Interdisciplinary approach and dissemination

The results of the work packages will be brought together in a series of moderated **design workshops** with all participating scientists and company representatives as well as representatives of certification organizations. This serves to **answer research questions** pertaining to the project from **multiple perspectives** and aims to support the transfer of the project results into practice.



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Our Partners



German Federal Foundation for the Environment

Osnabrück (GER)

This project is technically and financially supported by the Deutsche Bundesstiftung Umwelt (DBU). The DBU promotes innovative model projects for the protection of the environment. It focuses on ecological, economic, social and cultural aspects of sustainable development. A particularly important target group are small and medium-sized enterprises.

www.dbu.de



Kuapa Kokoo Limited

Ashtown (GHA)

Kuapa Kokoo Cooperative Cocoa Farmers and Marketing Union Limited (KKFU) formerly known as Kuapa Kokoo Farmers Union, was established in 1993. It is Ghana's pioneer and the leading producer of ethical cocoa beans. In 1995, KKFU was awarded Fairtrade certification in order to supply the certified market with ethically produced cocoa beans. This made Kuapa Kokoo the first fairtrade certified smallholder organization in West Africa. In addition, the organization has been awarded both UTZ and Rainforest Alliance certification status, which allows it to sell certified cocoa beans under both of these programs.

www.kuapakokoo.com



Weinrich Chocolate

Herford (GER)

Since 1895, the corporate concept of Ludwig Weinrich Schokoladenfabrik has been based on the three cornerstones „Tradition“, „Aspiration“ and „Responsibility“. It has always been our goal to harmonize traditional first-class recipes with the demands of today – never losing sight of our responsibility towards people and nature. This responsibility is an important benchmark for our daily work. In this way, we try to treat all the people involved in the value chain with respect and to protect our environment.

www.weinrich-schokolade.de

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