

Introduction

The Chocolate Museum and sustainability strategies

The Chocolate Museum is and remains one of the most important attractions for both the people of Cologne and tourists from far and near. Each year we welcome 550,000 visitors to our exhibition about cocoa and chocolate – and it is from their enthusiasm that we derive our responsibility as propagators of sustainable development.

In its Agenda 2030, the United Nations has defined 17 sustainable development goals including, for example, zero hunger, decent working conditions, responsible production and consumption, and actions to protect the climate.

We at the Chocolate Museum feel an obligation to contribute to the achievement of these goals.

We at the Chocolate Museum have provided our visitors with a wonderful atmosphere in which they can experience the rich facets of cocoa and chocolate. This involves considerable quantities of electricity and heating; our supplies are delivered by truck and we produce waste. And so we leave behind a carbon footprint; i.e. a measure of how much non-sustainable energy sources and products we use. Our aim, therefore, is to reduce this footprint bit by bit by means of appropriate measures until finally, no carbon footprint is left on our planet.

We at the Chocolate Museum have set ourselves a target; i.e. to achieve CO² neutrality by the year 2023 and we shall be issuing a sustainability report each year on our progress and objectives.

We at the Chocolate Museum also feel obliged not only to present the “sweet side” of chocolate but also to show the complexity of its supply chain with all its social, economic and ecological impacts.

Our visitors are becoming more and more interested in these issues and want to consciously think about the effect which their own consumption habits have.

Our exhibition and educational programmes inform visitors about the problematic working and living conditions of the people in the countries where our raw materials are farmed and about the ecological challenges involved in the cultivation of cocoa. Using current examples, we show how companies and organizations are working towards improving this difficult situation and achieving the goals for sustainable development.

We at the Chocolate Museum train our staff regularly on the subject of sustainable development in cocoa farming and chocolate production. In addition, we aim at setting up long-term educational partnerships with schools and other educational institutions on the subject of sustainable development in the cocoa and chocolate sector. Intensive cooperation with all organizations committed to the subject of sustainable development in this field form a natural part of our activities.

We at the Chocolate Museum hold our educational projects on the subject of sustainable development to be a significant part of our social commitment towards a world with a future.