

Playing with the good life

What financial markets have to do
with the suffering of farmers

[Guideline]



On the following pages you will find a story. You will be a character and decide on how the story continues. At the end of each page, you will find an action or choice. Click on the action or one of the choices to be redirected to the relevant continuation of the story. For action words that will always be the next page. For choices (marked by the letters A and B) the relevant page will also be indicated.

Content overview

Intro	5
Part 1	5
Part 2	6
Part 3	7
Part 4	8
Path A.....	9
Part 1	9
Part 2	10
Part 3	11
Path AA	12
Part 1	12
Part 2	13

Part 3	14
Part 4	15
Part 5	16
Path AAA.....	17
Part 1	17
Part 2	18
Path AAB.....	19
Part 1	19
Part 2	20
Part 3	21
Path AB	22
Part 1	22
Part 2	23
Part 3	24
Part 4	25
Path ABA.....	26
Part 1	26
Part 2	27
Part 3	28
Path ABB.....	29
Part 1	29
Part 2	30
Part 3	31

Path B	32
Part 1	32
Part 2	33
Part 3	34
Part 4	35
Path BA	36
Part 1	36
Part 2	37
Part 3	38
Part 4	39
Path BAA	40
Part 1	40
Part 2	41
Part 3	42
Path BAB	43
Part 1	43
Part 2	44
Path BB	45
Part 1	45
Part 2	46
Part 3	47
Path BBA	48
Part 1	48

Part 2	49
Part 3	50
Path BBB	51
Part 1	51
Part 2	52
Part 3	53

Intro

Part 1

Germany, Frankfurt Stock Exchange

2024

Stock Market Speculator

A large fan pushes the stuffy, thick office air against your face.

Sweat runs down your back as you follow the performance of your shares.

Prices on the stock market have been high for weeks.

Way too high.

Look out of the window



Intro

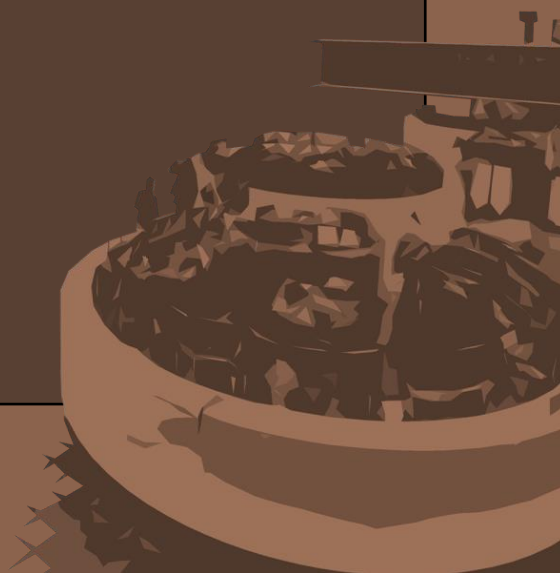
Part 2

Many experts are already talking about the falsification of the exchange rates, booms and are warning about the great recession.

The value of shares in renewable energies has almost doubled within a few days.

Your arrogant shareholders should be grateful that you always had the right nose in risky business.

Open your eyes in shock



Intro

Part 3

The bird flies straight at you and bounces off the screen.

Your gaze wanders to the screen. Damn.

The renewable energy stock price has lost 5 percentage points. That's way too much. You literally fall out of your chair. Everything points to a financial crash.

Take a deep breath



Intro

Part 4

Shouldn't you be investing in commodity funds and coffee instead?

These sectors are speculative but could bring you big profits.

A: Wait and see (Continue on page 9)

B: Get into the commodities business
(Continue on page 32)



Path A

Part 1

Columbia, Barranquilla

3 months later

María

The old engine rattles to a halt. You get out and check whether the empty coffee sacks are still lying on the bed of the old truck.

The gas station operator is already rushing toward you, pleased about the late customers. "Can I help you?" he asks, "How would you like to fill up? Electric?

With hydrogen? Or do you need a new solar battery?"

Shake your head



Path A

Part 2

Some of your relatives, who have switched to growing coca and doing business with the drug mafia, now have the money to afford electric motorcycles and expensive hydrogen cars.

You yourself have stuck to growing coffee and have to see how you get along.

Smile tiredly



Path A

Part 3

"We also offer biofuel now," the young man continues eagerly, "It's hardly more expensive than regular gas, but you can do your bit for environmental protection with it." Environmental protection is for the rich.

You're already doing your best to take care of your coffee plants. On the other hand, prices on the world market are reasonably stable and you were able to sell your entire crop today.

A: Fill up with biofuel (Continue on page 12)

B: Fill up with gasoline (Continue on page 22)



Path AA

Part 1

Netherlands, The Hague
2 years later
CEO of an oil company

Forests burn, workers load charred tree stumps onto a truck...the first tractors roll over the new soybean field.

The dense, impenetrable rainforest has become a new biofuel production. Images of emaciated families flicker across the screen.

You think of your own children. Is this what the future looks like?

[Close video](#)



Path AA

Part 2

You took up your position as head of the oil company in difficult times: The financial world is investing like crazy in renewable energy and more and more shareholders are selling their shares.

You were convinced that biofuels were the perfect solution to stop the stock's plunge, satisfy shareholders' thirst for profit, and do something for the environment.

Ignore call



Path AA

Part 3

You don't know what to do.

You need to keep the corporation profitable and competitive; after all, 81,000 employees around the world depend on you for their jobs.

At the same time, heavy remorse plagues you as you think of the consequences your decision will cause.

[Look at smartphone](#)



Path AA

Part 4

The call came from your good friend who speculates in the stock market. You could convince him to invest in the local region to give the indigenous population a perspective and protect the rainforest.

But will the people trust a person who has been making profits at their expense for years?

Think



Path AA

Part 5

You could also live on a smaller footing in the future, use all your personal assets for reforestation projects and food aid, and start an educational campaign among customers.

Only the corporation would probably be over and done with.

A: Change your life and try to make up for your mistakes (Continue on page 17)

B: Keep the corporation running, ask your friend to do the rest (Continue on page 19)



Path AAA

Part 1

Colombia, Barranquilla
30 years later
Stock market speculator

When your friend told you that she wanted to give up her entire fortune to save the rainforest, you just laughed.

But then the protests around the stock market increased and you had to donate a lot of money to save face.

Way too much money.

Wipe the sweat from your forehead



Path AAA

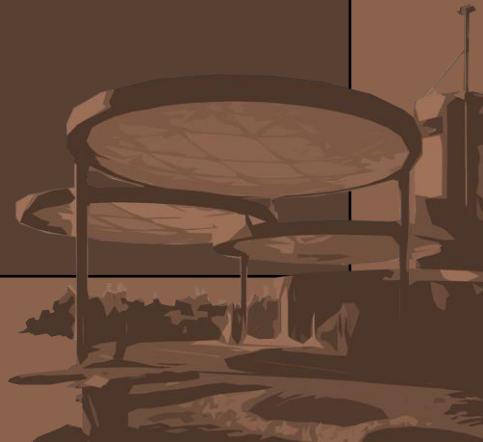
Part 2

Colombia is hot. Way too hot.

You don't know why all those coffee farmers who come to the gas station to fill up their trucks with hydrogen are in such a good mood.

You haven't had much to laugh about since you lost your entire fortune in the last stock market crash. You've moved to Colombia to start all over again, as a hydrogen fueling station operator. The good times will come back.

Finish story



Path AAB

Part 1

Somewhere in Columbia

5 years later

Stock market speculator

The shareholders fired you.

It was naive to follow the advice of your ex-girlfriend and former CEO of an oil company and invest in environmental projects in Argentina.

No wonder the corporation went bankrupt.

Feed the birds



Path AAB

Part 2

Damn shareholders...the price of environmental projects recovered after a few months, and they are now hitting the roof.

Unfortunately, you're not seeing much of that money anymore. The big BMW is gone, and you're stuck in a little shack in Colombia.

Clean cage



Path AAB

Part 3

A small-time dealer hooked you up with this bird farm. It was an opportunity to make a lot of money.

Unfortunately, a few weeks later, the demand for luxury birds collapsed. No one could have foreseen that. You were stuck with those rare jungle birds.

Damn animals. They eat way too much.

Finish story



Path AB

Part 1

Venezuela, Caracas

2 years later

Prime Minister

Natural disasters and bloody uprisings have cost the lives of many citizens in Venezuela.

You ordered the military to take drastic measures to prevent the take-over of chaos in the country.

Read situational report



Path AB

Part 2

Currently, your government can only hold on because you control Venezuela's major oil fields.

The demand for oil is great, and at the same time oil exports are the only secure business that brings money to the country. If this collapses even for a short time, the Venezuelan economy will fall into a deep hole.

Inflation will reach uncontrollable proportions and the military could turn away from you.

Consider the Chinese offer



Path AB

Part 3

The secret services of the USA are only waiting for the first signs of weakness to eliminate you. The critical voices among the people are getting louder and louder, action needs to be taken now.

The Republic of China has offered you a swap: You sell several ports of Venezuela and licenses for oil production, and in exchange Chinese engineers will help install hydroelectric and solar power plants in Venezuela.

And the oil?



Path AB

Part 4

The head of a major oil company has also made you a lucrative offer:

They'll help you extract oil while ensuring that the situation in Venezuela remains stable by putting in a good word with the U.S. government.

A: Enter a pact with the Chinese (Continue on page 26)

B: Accept the offer of the oil company (Continue on page 29)



Path ABA

Part 1

Venezuela, Cáracas

30 years later

Stock market speculator

“再见”，the friendly smiling robot says goodbye as you leave the Venezuelan Stock Exchange. Way too much Chinese.

Addis Abeba, Cairo, Hanoi, Tokyo...Wherever you go, Chinese is the new official language. You can't stand the strange sound of that language.

Enter transparent graphene tube



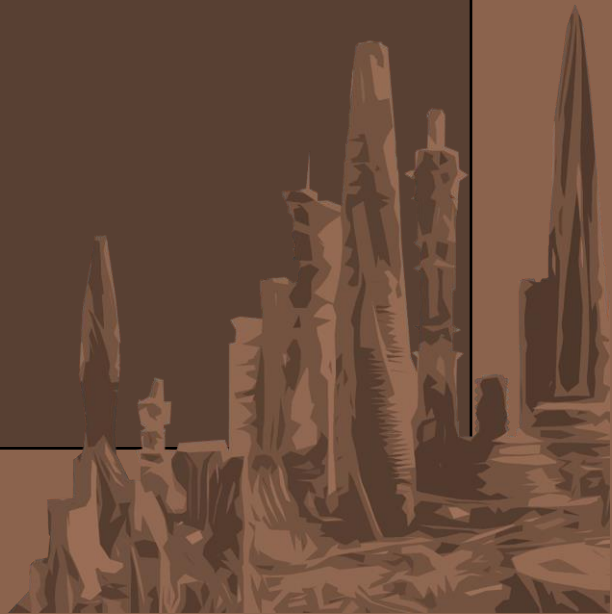
Path ABA

Part 2

You dash with supersonic speed to the other end of the city, where you're met by another robot 400 meters above the ground in your business hotel.

You hate this kind of locomotion. Way too fast, it always makes you sick.

Check-in



Path ABA

Part 3

You let your eyes wander over the massive skyline. The Chinese have invested heavily in their new overseas territory.

In its technical development, Caracas can compete with world metropolises like Beijing or New York. The country is stable, the citizens compliant. Only the old president, who concluded the first deal with China, has not been heard from for a long time.

Finish story



Path ABB

Part 1

Chile, Santiago de Chile

31 years later

Stock market speculator

Looking back, it was a mistake to move to Venezuela. For 20 years the economy was booming, and you were making lots of money. Then the oil was pumped out.

In no time at all, several nuclear power plants were built on the Venezuelan coast. You invested heavily, of course.

Suppress groan



Path ABB

Part 2

But then the reactors were hit by several hurricanes and a deadly tsunami.

The cooling system of several reactors failed, and a meltdown occurred, nuking the country.

Turn to the side



Path ABB

Part 3

You managed to get out of the country before Venezuela's neighboring countries closed the borders because of the unmanageable amount of refugees.

Now you share a bed with two other seriously ill patients. Diagnosis: advanced stage skin cancer.

Finish story



Path B

Part 1

In the north of Columbia

2 weeks later

María

The truck - fully loaded with coffee beans - disappears from your field of vision and the setting sun illuminates the harvested plantations.

The last load.

Exhausted, you place the empty wood basket on the ground. With your relatives, you picked each bean by hand.

[Enter the hut](#)



Path B

Part 2

Your husband sits hunched over at the dining table, feeding the little one. The spots on his skin are impossible to overlook any longer.

Sit at the table



Path B

Part 3

You had hoped to finally buy medicine for your husband, but the world price of coffee is so low this year... and once again, you won't be able to pay back the debt to the bank.

And what if coffee prices fall even further next year?

Look for a way out



Path B

Part 4

The women at the market have told you about the concept of "fair trade," which promises farmers a secure income regardless of the world market price.

But you don't know whether the price will be enough for your husband's medicine. Another option would be to grow coca instead of coffee.

Your cousin has connections to the drug mafia and would make sure you get a good price for the crop.

A: Try your luck with fair trade (Continue on page 36)

B: Switch to coca cultivation (Continue on page 45)

Path BA

Part 1

Columbia, Barranquilla

1 year later

María

Joining the coffee cooperative was a good decision. Not only are you earning more money, but you also have the right to have a say in the cooperative.

In the meetings, you help with deciding in which projects the cooperative invests the premiums that you receive when sales in Germany and the USA go well.

With the money you have built a secondary school with good teachers.

Look around



Path BA

Part 2

A banner with a Fairtrade-signet is hanging on the wall.

The seal means you earn more, but it's nothing compared to the supermarkets in Europe that pocket most of the markup.

Ignore clamor of voices



Path BA

Part 3

The members of the initiative are engaged in heated discussions. One farmer wants to become part of your small farmers' cooperative. The problem is that you already produce more than the contract that you have made with buyers from Europe allows.

You have to sell the surplus on the world market at bad prices and then there is not enough money for your husband's medicine.

Adding another member could further worsen the problem.

Make a decision



Path BA

Part 4

"Silence please!" the chairperson shouts and the noise around you dies down, "We're going to vote now!"

A: Show your solidarity, vote for their inclusion (Continue on page 40)

B: Don't risk going back into debt! Vote against it (Continue on page 43)



Path BAA

Part 1

In the north of Columbia

3 years later

María

It all turned out quite differently than you feared.

The demand of fairtrade coffee in Europe is increasing every year.

Your coffee cooperative has joined forces with other similar cooperatives around the world.

[Continue](#)



Path BAA

Part 2

Together, you were able to negotiate a new contract ensuring that the main fairtrade revenue does not mostly benefit the supermarkets in Europe, but actually reaches your cooperative.

The cooperative now pays for your husband's treatment, and you have been able to take on more farmers.

Smile



Path BAA

Part 3

You look to the future with confidence.

The global spirit of solidarity will help you small farmers fight the challenges of climate change and commodity speculation in the financial markets.

Finish story



Path BAB

Part 1

In the north of Columbia

3 years later

María

Things have turned out quite differently than you feared.

The demand for fair trade coffee in Europe has risen sharply and your cooperative has been able to negotiate a new contract that ensures that the main income from fair trade does not mainly benefit supermarkets in Europe, but actually reaches your cooperative.

[Continue](#)



Path BAB

Part 2

You now have the money to support your husband and consider yourself lucky.

Nevertheless, you can't get the fate of the farmer's wife out of your mind, whom you didn't accept into the cooperative back then.

You hope for the best for her, but inside you is the creeping premonition that she is now cultivating coca plantations for the mafia.

Finish story



Path BB

Part 1

Colombia, Medellín

6 years later

President

You've been in office less than two weeks, yet you feel as exhausted as if you've been the country's president for years.

Time and again you receive news of mysterious assassinations and raids on military convoys, behind which you suspect the leaders of the drug cartels.

You have made a frequently heard campaign promise to your voters that none of your predecessors has been able to keep: State control of the drug trade.

Look outside



Path BB

Part 2

American soldiers patrolling the open streets.

The influence of drug cartels and paramilitaries organizing the flow of drugs across the border is now so great that the U.S. military has once again intervened in Colombia.

But the intervention has only led to more violence and deaths.

Reflect



Path BB

Part 3

Dein größtes Your biggest problem is corruption within the police and military, and poverty, which has worsened in recent years.

It tempts farmers to collaborate with the drug cartels....

Drugs have been part of Colombia's history for over 60 years. What to do to finally put an end to it?

A: Break the influence of the drug lords, even if it is life threatening (Continue on page 48)

B: Propose a deal to the mafia to end the violence (Continue on page 51)



Path BBA

Part 1

In the north of Colombia

4 years later

María

Already from far away you see your husband standing at the door waving to you.

Since he has been taking his medication regularly, he is feeling better.

Nevertheless, something unusual must have happened, you can see it in the way he runs his hand impatiently through his beard.

Walk faster



Path BBA

Part 2

"You won't believe it!" he exclaims breathlessly,
"The president has been shot!

They say the mafia is behind it..." His voice trails
off.

You lower your head and enter the hut. Mixed
feelings rise in you.

Think about the president



Path BBA

Part 3

You admired her, she was a brave and intelligent woman. But the new law she wanted to pass would have prevented you from continuing to grow coca and sell it to the drug lords.

The mafia is cruel. But they give you the money to pay for your husband's medicines and to give your children a good education. Maybe it's better the way things turned out.

Finish story



Path BBB

Part 1

Germany, Frankfurt

2 years later

Stock market speculator

You regret that you sat down on an outdoor place.

It is way too hot here again.

Finally, the waitress brings you a Fairtrade coffee and your favorite newspaper, the Frankfurter Allgemeine.

Tip generously



Path BBB

Part 2

Your speculative trading has made you rich. Very rich.

You take a sip of the delicious Arabica coffee, open the newspaper and skim the headlines:

Percentage of absolute poor in Colombia continues to rise - U.S. military withdraws from Colombia -

[Turn the page](#)



Path BBB

Part 3

Corrupt elites in Colombia - Mafia bosses out of control....

No wonder this country has no economic growth...
- You hear a soft 'plop'. A bird has shit in your coffee.

Finish story

