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ECOFFEE Consumers

Creating conscious coffee consumers with
sustainable habits for enhancing the sustainable
coffee industry.

"WP2: NEED ANALYSIS REPORT"

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Introduction

Coffee consumption is experiencing a rapid increase worldwide. Unfortunately, this increase is in parallel with the increase in the waste of Spent Coffee Grounds (SCG). This calls for an emerging need to enhance sustainable consumption among consumers given that there is a lack of solid waste management mechanisms.

The ECOffee project had been developed in order to provide significant environmental and social benefits by promoting sustainable coffee consumption. The current need analysis report acts as a first step to achieve that purpose and has been developed to identify 1) coffee consumers' learning gaps and needs for sustainable coffee consumption and 2) cafeteria owners, employees, and educators' needs in promoting and designing incentive strategies for coffee consumers to adopt sustainable consumption habits 3) best practices in promotion and incentives for sustainable coffee consumption habits to customers from across the world 4) identify and record the available educational tools and courses related to promoting sustainable coffee consumption habits to customers across the EU. To achieve the aforementioned goals, OMNIA, as a responsible partner, prepared a research methodology/guideline that required partners from six European countries to engage in field and desk research.

Specifically, the field research had been conducted to fulfil the aim of identifying consumers' sustainable habits, learning gaps, needs and also the needs of cafeteria owners, employees, and educators (so as to fulfil the 1st and 2nd aims mentioned above). On the other hand, the desk research had been conducted in an attempt to determine best practices, available educational tools, and courses (so as to fulfil the 3rd and 4th aims mentioned above). This is crucial since the development of the current report will assist in the development of the respective learning outcomes of WP3, which are the video tutorials and e-guide book.

In the following sections, the results of field and desk research are introduced, summarized, and discussed. In addition to this, the recommendations that will yield to the development of an e-guidebook are provided.

1. The Field Research

The field research had been conducted with the participation of six European countries, including Hungary, Cyprus, Portugal, the Netherlands, Slovenia, and Greece. The format of the field research was surveys that involved questions aiming to discover consumers' and coffee shop owners'/employees' learning gaps and needs. To serve this purpose, there were **two separate surveys** in total. **The first** had been developed to identify sustainable habits, learning gaps, and needs of **consumers**, whereas **the second** was intended for **cafeteria owners**. The partnership had been requested to collect a minimum of 10 responses per each survey. At the end of data collection, the partnership had received **134 responses from consumers** and **61 responses from coffee shop owners, employees, and educators**.

The survey involved two main sections and corresponding subsections for both categories. The first section of the survey included demographic questions. The second section involved questions that aim to identify sustainable habits and learning gaps. For consumers, the second section specifically involved subsections involving questions that aim to explore their coffee consumption habits, consumers' support for sustainable practices, their participation in sustainable programs, other sustainable habits (e.g., preference for coffee at home to reduce waste), and their awareness of the sustainable practices.

For coffee shop owners/employees, the second section specifically involved subsections including existing knowledge about sustainability and its importance in coffee shops, implementation of sustainable practices in partner countries, the degree of coffee beans consumption and SCGs management, challenges faced by coffee shops throughout their implementation of sustainable practices and how those challenges can be addressed, their knowledge and skills about sustainable coffee consumption habits and practices, inadequate areas in sustainability education and training, coffee shop owners/employees perception regarding the importance of sustainability for consumers and their suggestions on how to effectively communicate sustainable habits to consumers, and their suggestions on resources that can help to promote sustainable habits among consumers.

The following section provides the detailed results of the survey for each country. In the first part, the results of the consumer-directed survey were provided and further summarized

and discussed. In the second part, the survey results of coffee shop owners/employees were introduced and further summarized and discussed.

1.1 First Part

1.1.1 Field Research - Survey Results/Consumers – Hungary

1.1.2 Demographic Summary:

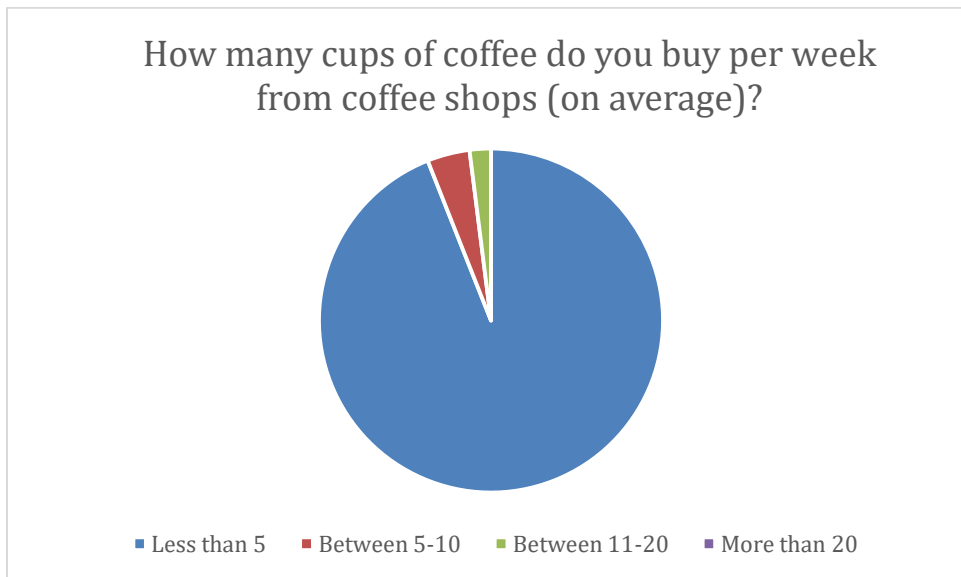
The questionnaire was completed by **50** people of whom 62% (31 people) are women, 40% (24 people) are over 65 years old; 76% (40 people) have a higher education; 68% (41 people) have an annual income of less than €20,000; 34% (17) work in academia and 40% (20) are retired.

1.1.3 Coffee Consumption Habits

Among respondents, 94% (47 people) drink coffee in a café less than 5 times a week (Figure 1).

Figure 1

The Frequency of Coffee Consumption

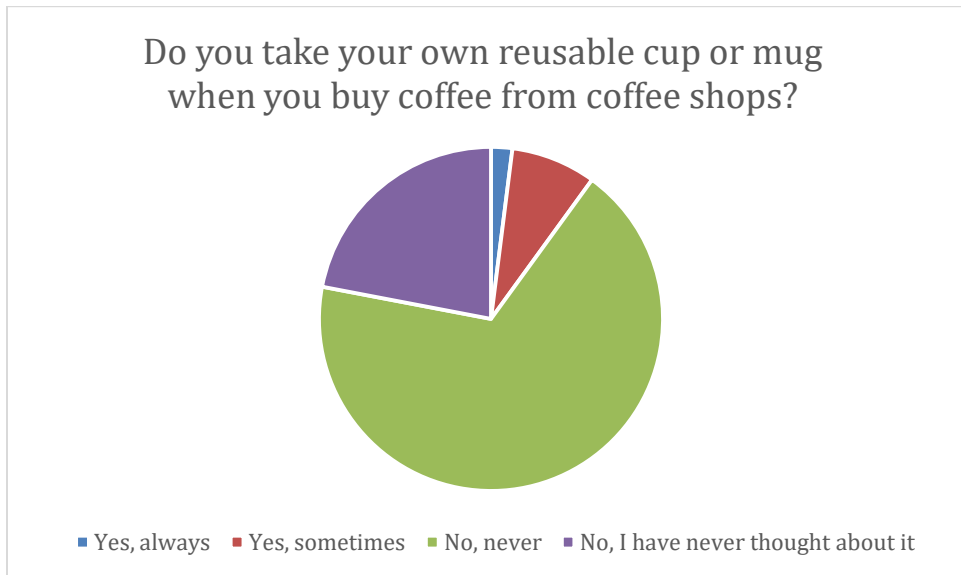


Note. The figure illustrates how many cups of coffee consumers buy per week from coffee shops, 94% buy less than 5, 4% buy between 5-10, and 2% buy between 11-20.

68% (34 people) do not take a reusable cup or glass with them (Figure 2). 76% (38 people) do not care about recycling as an option.

Figure 2

The Frequency of Taking Reusable Cup or Mug while Buying Coffee



Note. The figure illustrates whether the consumers take their own reusable cup or mug while buying coffee from coffeeshops, 68% never take, 22% never thought about this, 8% sometimes do this, and 2% always do this.

1.1.4 Support for Sustainable Practices:

30% of respondents (15 people) consider environmental and sustainability aspects important, 30% (15 people) do not know of such cafés where they live and 24% (12 people) had never even considered this aspect.

1.1.5 Participation in Sustainable Programs:

Only 2% of respondents (2 people) said that they had participated in a recycling or composting scheme (the rest did not know of such a scheme in their area or had not even thought about it).

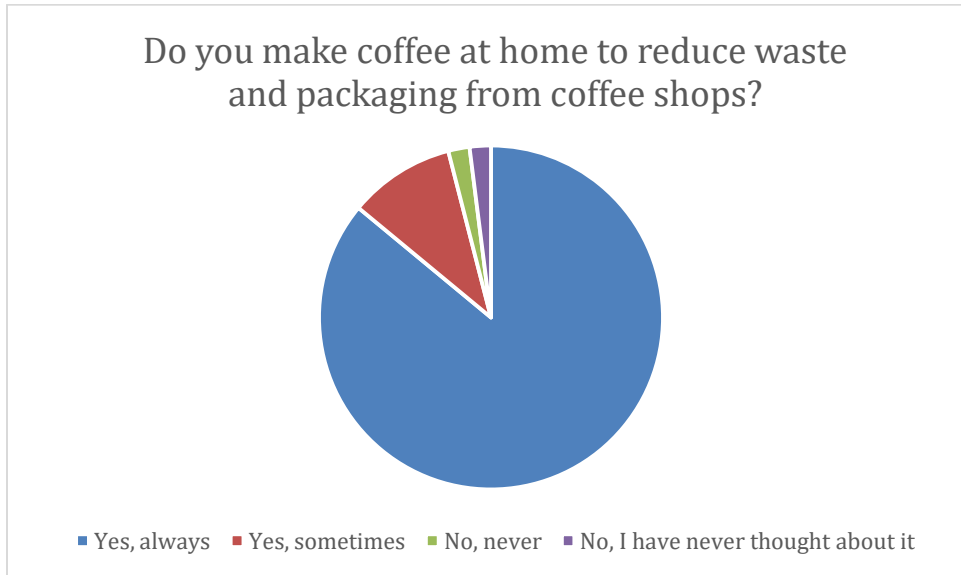
1.1.6 Other Sustainable Habits (i.e., discount for reusable cup, coffee refill program, questioning sustainability practices of coffee shops, preference for smaller size of coffee, preference for coffee at home, coffee type preference):

84% (42 people) have never thought of cafés offering such programmes or discounts to participants, so 96% (48 people) have never tried it. 88% (44%) had never thought of asking cafés about sustainability.

For 48% (24 people), the size of cups and mugs is not an issue, and 84% (42 people) do not prefer to use paper cups. 86% (43 people) prefer to make coffee at home (figure 3).

Figure 3

At Home Coffee Making Frequency among Consumers



Note. The figure illustrates at home coffee making frequency among consumers to reduce waste and packaging from coffee shops. 86% of respondents always do this, 10% sometimes do this, 2% never do this, and 2% never thought of doing this.

For 92% (46), labels such as "fair trade", "organic" and "sustainability" are not a primary consideration when making a purchase. For 34% (17), the brand is important when buying.

1.1.7 Awareness of Sustainable Practices:

84% (42 people) know about the possibility of using coffee grounds. 90.5% of those who answered no are interested in how to recycle. 98% (49 people) do not know of a café that handles coffee grounds in a sustainable way. Only one such café is mentioned in Szeged (Trinity Cafe). 72% (36 people) use coffee grounds in the garden at home. For 82% (41), recycling coffee grounds is not an important consideration when choosing a café.

1.1.1 Field Research - Survey Results/Consumers – Cyprus

1.1.2 Demographic Summary:

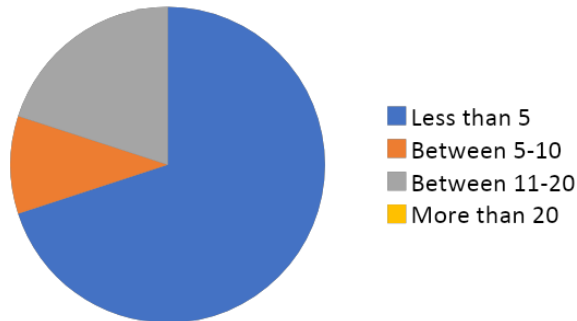
The survey has been completed by the participation of **10** coffee consumers who reside in Cyprus. The equal distribution of gender was evident within the survey as half of the responders were male ($n=5$, 50%) and another half were female ($n=5$, 50%). In terms of age, the majority of responders had an age range of 21-35 years old ($n= 8$, 80%). There were also small proportions of responders whose age ranged from 36-50 ($n=2$, 20%). For the question that aims to address the highest educational level, eight (80%) responders indicated that they have a master's degree. Only one of the participants had a bachelor's degree (10%) and only one had a PhD degree (10%). Seven of the responders (70%) had an annual income range of €20,000 - €39,999, two of them (20%) had an annual income range of €40,000 - €59,999, and only one (10%) had an annual income which is less than €20,000. In terms of occupation, half of the responders (50%) had a managerial or executive position, four of them (40%) had a professional or technical position. One of the respondents (10%) described their occupation in the area of administrative job, one (10%) in the area of service or hospitality, one as a student (10%), and one (10%) as an academic/teacher/researcher. It is important to note that responders had an option to choose more than one answer for this question. This explains the reason why we have more than 10 responses for the occupation question (e.g., a professional can be a researcher at the same time).

1.1.3 Coffee Consumption Habits

As illustrated in Figure 1, the majority of responders ($n=7$, 70%) were likely to buy less than 5 coffees per week from coffee shops. Two of them (20%) stated this as between 11-20 per week and one (10%) as 5-10 per week. Throughout their coffee purchases, half of them ($n=5$, 50%) indicated that they do sometimes use their own reusable cup or mug. Four of them (40%) indicated never doing this, and one of them (10%) indicated never thinking about this. In terms of proper recycling or disposing of coffee cups, half of them ($n=5$, 50%) stated that they do sometimes engage in this, three of them (30%) were always engaging in this, and 2 of them (20%) never engaged in any activities associated with recycling or disposing of coffee cups.

Figure 1

Consumers' Coffee Purchase Frequency



Note. The figure illustrates how many cups of coffee consumers buy per week from coffee shops, 70% buy less than 5, 20% buy between 11-20, and 10% buy between 5-10.

1.1.4 Support for Sustainable Practices:

The result of the question that aims to assess consumers' support for coffee shops that implement sustainable practices revealed that six of them (60%) sometimes do support such coffee shops, two of them (20%) never thought of this, one of them (10%) indicated that no because there are no such shops in his or her city but if there were, he or she would be willing to support, and one of them (10%) does not engage in such support because he or she does not bother.

1.1.5 Participation in Sustainable Programs:

Four of the responders (40%) indicated that they never thought of participating in any programs that have a theme of coffee cup recycling or composting. Another four (40%) stated that they do not have this option in their city, however, they would be willing to participate if there was such a program. One of them (10%) participated in such a program and still do so whereas one of them (10%) perceives these programs as pointless.

1.1.6 Other Sustainable Habits (i.e., discount for reusable cup, coffee refill program, questioning sustainability practices of coffee shops, preference for smaller size of coffee, preference for coffee at home, coffee type preference):

The responders were asked whether they asked if a coffee shop offers a discount for using a reusable cup or mug. The answers showed that six of the responders (60%) never

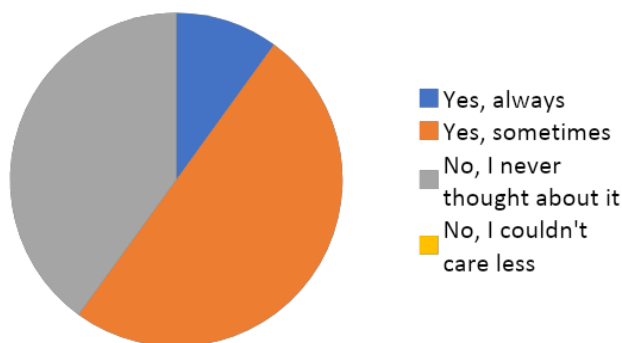
thought of asking, three of them (30%) did not ask because they do not bother about this, and one of them (10%) indicated sometimes doing this. In line with this, five of them (50%) never thought of trying coffee refill program or loyalty program that rewards bringing own cup or mug, three of them (30%) indicated the absence of this in their city but argued that they would participate if there would be any. One of them (10%) did this in the past whereas one of them (10%) perceives trying such programs as pointless. All of the responders indicated that they never thought of asking coffee shops sustainability practices or initiatives.

The responders were also asked whether they opt for a smaller size of coffee during their orders, half of the responders ($n=5$, 50%) stated that they sometimes do this. Four of them (40%) do not do this because they do not see any reason for doing this. There was only one responder (10%) who indicated always doing this. While sitting in coffee shops, half of the responders ($n=5$, 50%) indicated that they do sometimes ask for a coffee paper cup. Three of them (30%) have chosen that they never do this whereas two of them (20%) do this always.

As illustrated in Figure 2, the responders were directed to a question that assesses the frequency of coffee making at home in order to reduce waste and packaging from coffee shops. Accordingly, half of them ($n=5$, 50%) preferred to do this sometimes, four of them (40%) never thought of this, and only one of them (10%) were always doing this.

Figure 2

At Home Coffee Making Frequency among Consumers



Note. The figure illustrates at home coffee making frequency among consumers to reduce waste and packaging from coffee shops. 50% responders sometimes do this, 40% never thought about it, and 10% always do this.

In terms of purchasing coffee that has a label of Fair Trade, Organic, or Sustainably source, responders were provided mixed responses, such that three of them (30%) indicated that they sometimes do this, three of them (30%) mentioned never thinking of this, three of them (30%) highlighted not bothering this, and one of the responders indicated purchasing coffee that has such kind of labels.

The preference for the type of coffee shop was analysed as well. Based on results, more than half of the responders ($n=6$, 60%) have a preference both for coffee brands and local coffee shops and four of them (40%) had a preference for local coffee shops only.

1.1.7 Awareness of Sustainable Practices:

Seven of responders (70%) were not aware about the potential uses of SCGs and only three (30%) were aware of such uses. The highest percentage of responders who were unaware of such uses (87.5%) stated that they would be interested in learning those potential uses of SCGs. None of the participants were aware of any local shops that apply or interested in applying sustainable management practices for the SCGs.

In terms of reusing SCGs for gardening and compost, half of the responders ($n=5$, 50%) stated that they do not engage in these because they do not know how. Two of them (20%) indicated they sometimes do this and the other two (20%) do not bother doing this. Again, there was only one responder (10%) who were always engaging in reusing of SCGs for gardening and compost. The majority of responders ($n=7$, 70%) indicated that they would maybe prefer coffee shops that sustainably manage SCGs over conventional coffee shops. Two of them (20%) stated that they would always prefer the one sustainably managing SCGs. There was only one responder (10%) who would not bother doing this.

1.1.8 Conclusion Remarks

To conclude, although half of the consumers sometimes use their reusable cup and mug at coffee shops, there are also other half who never do this. In terms of recycling coffee cups or disposing them probably, the situation seems more promising as the majority either sometimes

engage in recycling or always do this. Unfortunately, the majority of consumers did not participate in a coffee cup recycling or composting program. One of the prominent reason for this is due to lack of programs in consumers' cities. This shed light into the need to offer such programs in Cyprus to raise consumers' awareness about the use of reusable cups and recycling methods. Also, potential uses of SCGs needs to be integrated in these programs. None of the consumers also thought of questioning sustainability practices in coffee shops. This has the possibility to demotivate coffee shops in implementing sustainability practices. The more consumers ask, the greater the motivation for coffee shops will be.

1.1.1 Field Research - Survey Results/Consumers – Portugal

1.1.2 Demographic Summary:

The questionnaire was completed by **24** individuals, with 87.5% (21 people) identifying as female, 12.5% (3 people) as male, and 4.2% (1 person) preferred not to share their gender. In terms of age, the respondents were distributed as follows: 0% (0 people) were under 20 years old, 20.8% (5 people) were between 21 and 35 years old, 29.2% (7 people) were between 36 and 50 years old, 33.3% (8 people) were between 51 and 65 years old, and 16.7% (4 people) were over 66 years old. The participants represented the following country: Portugal (100%).

Regarding the educational level, the respondents had the following distribution: 0% (0 people) had less than a high school diploma, 20.8% (5 people) had a high school diploma or equivalent, 20.8% (5 people) had a college or diploma degree, 12.5% (3 people) had a bachelor's degree, 41.7% (10 people) had a master's degree, and 4.2% (1 person) had a doctorate degree.

In regard to income, 33.3% (8 people) reported earning less than €20,000 per year, 41.7% (10 people) earned between €20,000 and €39,999 per year, 8.3% (2 people) earned between €40,000 and €59,999 per year, and 16.7% (4 people) earned €60,000 or more per year.

In terms of occupation, the respondents had the following distribution: 33.3% (8 people) held managerial or executive positions, 4.2% (1 person) had a professional or technical position, 4.2% (1 person) worked in an administrative role, 4.2% (1 person) worked in sales or customer

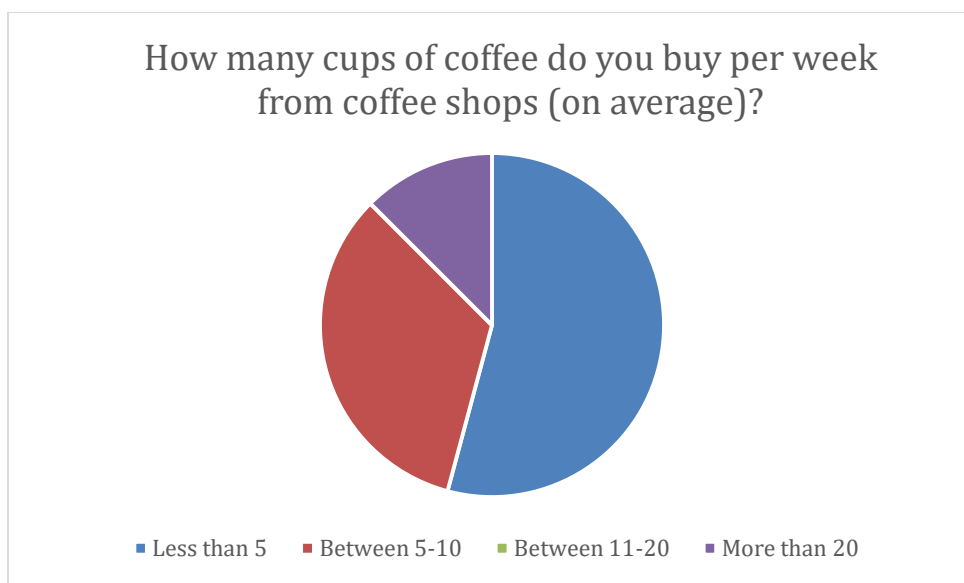
service, 4.2% (1 person) were engaged in skilled trades or manual labor, 4.2% (1 person) worked in the service or hospitality industry, and 16.7% (4 people) identified as students. The remaining 29.2% (7 people) had other occupations.

1.1.3 Coffee Consumption Habits:

The majority of respondents (54.2%) purchased less than five cups of coffee per week from coffee shops, while 33.3% bought between 5-10 cups per week (Figure 1).

Figure 1

Consumers' Coffee Purchase Frequency

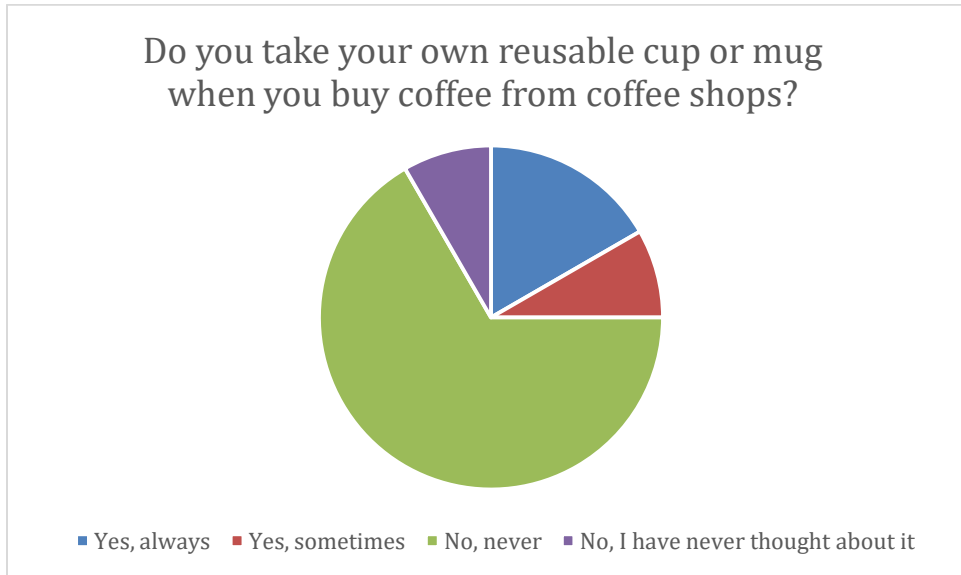


Note. The figure illustrates how many cups of coffee consumers buy per week from coffee shops, 54.2% buy less than 5, 33.3% buy between 5-10, and 10% buy more than 20 per week.

A significant portion of participants (66.7%) admitted to never taking their own reusable cup or mug when buying coffee, while a small percentage (8.3%) had not considered this option (Figure 2). Similarly, 66.7% of participants revealed that they did not recycle coffee cups or dispose of them properly, with 8.3% expressing a lack of awareness regarding this matter.

Figure 2

The Frequency of Taking Reusable Cup or Mug while Buying Coffee



Note. The figure illustrates whether the consumers take their own reusable cup or mug while buying coffee from coffeeshops, 66.7% never take, 17% always take it, 8% sometimes do this, and 8% never thought of taking it.

1.1.4 Support for Sustainable Practices:

Around 37.5% of respondents stated that they always or sometimes supported coffee shops or brands that implement sustainable practices. Half of the participants (50%) expressed their willingness to support such coffee shops or brands if they were available in their city.

1.1.5 Participation in Sustainable Programs:

A significant proportion (58.3%) of respondents had not participated in a coffee cup recycling or composting program but showed interest in doing so if available.

1.1.6 Other Sustainable Habits (i.e., discount for reusable cup, coffee refill program, questioning sustainability practices of coffee shops, preference for smaller size of coffee, preference for coffee at home, coffee type preference):

The survey revealed that 79.2% of participants had never asked coffee shops about discounts for using a reusable cup or mug. Half of the respondents (50%) had not tried a coffee refill or loyalty program that encouraged the use of personal cups or mugs. Half of

the participants (50%) had never inquired about coffee shops' sustainability practices or initiatives. An equal proportion of respondents (50%) did not opt for a smaller cup size to reduce waste, while the other half did consider this option. A significant majority (83.3%) of respondents sometimes or always asked for a coffee paper cup even if they were sitting in the coffee shop. To reduce waste from coffee shops, 75% of respondents reported making coffee at home sometimes or always. Approximately 41.7% of participants purchased coffee labeled as Fair Trade, Organic, or Sustainably sourced. Regarding coffee sources, 37.5% usually purchased coffee from local specialty coffee shops, while 16.7% purchased from coffee brands.

1.1.7 Awareness of Sustainable Practices:

Unfortunately, insufficient responses were received for questions related to awareness of spent coffee grounds, sustainable management practices for spent coffee grounds, reusing spent coffee grounds, and preference for coffee shops with sustainable spent coffee grounds management.

1.1.8 Conclusion Remarks:

In conclusion, the survey provides insights into the coffee consumption habits, support for sustainable practices, participation in sustainable programs, and other sustainability-related behaviors among consumers in Portugal. The findings highlight opportunities for increasing awareness and encouraging more sustainable practices, such as promoting the use of reusable cups, enhancing recycling initiatives, and fostering engagement with coffee shops and brands implementing sustainable practices.

1.1.1 Field Research - Survey Results/Consumers – Netherlands

1.1.2 Demographic Summary:

All respondents to the consumer survey are based in the Netherlands. There are **12** respondents in total, being 50% female and 50% male. All respondents belong to the same age range, 21 to 35 years old. Regarding the education level, all respondents have university degrees, ranging from bachelor's degrees to PhDs. Respondents to our consumer survey have different annual income scales. 41.6% of the respondents earn less than 20,000€

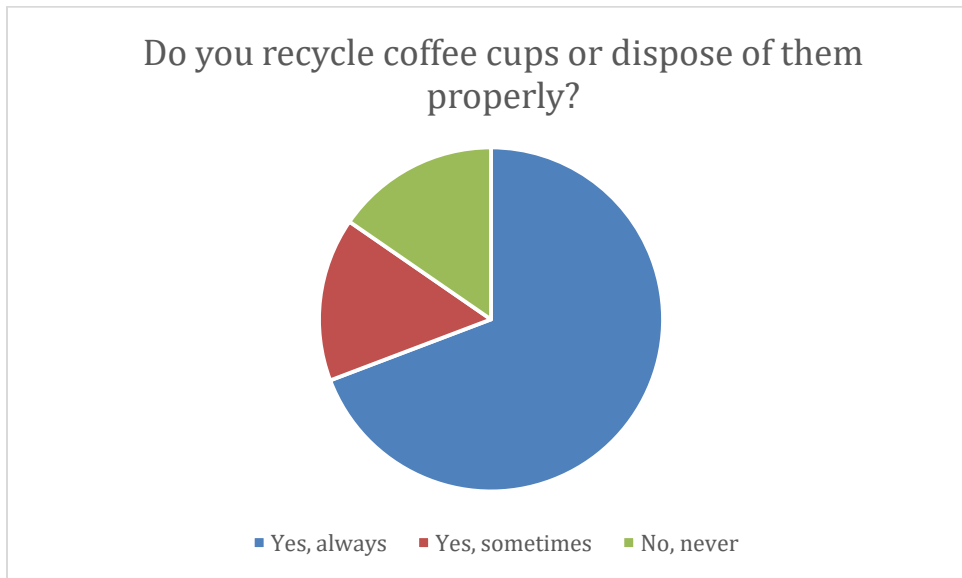
per year. 25% earn between 40,000 and 59,999€ and only one respondent earns more than 60,000€ per year. Their occupations are also heterogeneous, ranging from managerial positions to student or professional/technical positions. However, 41.6% of respondents work as an academic/teacher/researcher.

1.1.3 Coffee Consumption Habits:

All respondents buy, on average, less than 5 cups of coffee from coffee shops. Only three respondents have taken their own reusable cups or mugs sometimes when buying coffee outside – one respondent always does it. The other respondents have never done it – and only one respondent has never thought about this option. The majority of respondents (9 out of 12) recycle coffee cups or dispose of them properly, either always or sometimes (Figure 1).

Figure 1

The Frequency of Recycling



Note. The figure illustrates the rate of recycling/disposing coffee cups among consumers, 69% always engage in recycling/disposing, 15% sometimes do this, and 15% never do this.

1.1.4 Support for Sustainable Practices:

The same number of respondents (9 out of 12) also support coffee shops or brands that implement sustainable practices, always or sometimes. Out of the other respondents, two have

never thought about this option, and one does not have this option in her city; otherwise, she would support them.

1.1.5 Participation in Sustainable Programs:

When asked if they have ever participated in a coffee cup recycling or composting program offered by the coffee shop, three respondents answered they did it in the past. Four answered they would like to participate in such a program if they had the option, and five answered they have never considered it.

1.1.6 Other Sustainable Habits (i.e., discount for reusable cup, coffee refill program, questioning sustainability practices of coffee shops, preference for smaller size of coffee, preference for coffee at home, coffee type preference):

Eight of the respondents have also never thought about asking a coffee shop if they offer discounts for using a reusable cup or mug, while three of them have sometimes done it. Relating to this, three of the respondents have tried a refill/loyalty program that rewards you for bringing in your own cup/mug. Four of the respondents do not have this option, and five have never thought about it.

Only two respondents have, in the past, asked coffee shops about their sustainability practices or initiatives. Eight of them never thought about this possibility, and only one of them thinks it is pointless. When asked if they opt for a smaller size cup when ordering their coffee to reduce waste, only two respondents answered positively. The rest do not see the reason for this. The results are the same when asked if they request a coffee paper cup even when sitting in, only two respondents do it sometimes.

Most of the respondents (9 out of 12) make coffee at home to reduce waste and packaging from coffee shops, either always or sometimes. The rest have never thought about this option. When asked if they purchase coffee that is labelled as Fair Trade, Organic, or sustainably sourced, eight respondents answered positively. Four of them never thought about this option, and only one person answered she does not bother. Half of the respondents usually purchase coffee from Local Specialty Coffee Shops, while the other half purchase it both in these coffee shops and from coffee brands.

1.1.7 Awareness of Sustainable Practices:

Only two respondents are aware of the potential uses of Spent Coffee Grounds (SCGs). Out of the ten respondents who answered they were not aware, eight would be interested in learning about SCGs' potential uses. None of the respondents is aware of local coffee shops which apply or are interested in applying sustainable management practices for the SCGs. When asked if they reuse their SCGs, only three respondents answered positively. Seven respondents argued they do not do it because they do not know how, and only two answered they do not bother. Eight respondents would prefer the coffee shops which sustainably manage the SCGs over a conventional coffee shop, while three answered maybe and only one respondent answered she does not bother.

1.1.8 Conclusion Remarks:

Many of the questions answered negatively by respondents were due to knowledge gaps, as respondents never thought about the options stated in the survey. These questions were, for instance, if they have ever asked a coffee shop if they offer a discount for using a reusable cup/mug, or if they have ever asked coffee shops about their sustainability practices/initiatives. This shows consumers' learning needs regarding sustainability options. It also states that there is a higher probability that consumers will consider sustainable options when they are made aware of them. Respondents have also stated that some of the sustainability options explored in this survey are not available in the city they live in. These questions were, for example, if they have participated in a coffee cup recycling/composting program offered by a coffee shop or if they have ever tried a coffee refill/loyalty program that rewards you for bringing in your own cup/mug. This also states consumers' interest in sustainable programs offered and the lack of them – or the little reachability of these – in certain locations.

1.1.1 Field Research - Survey Results/Consumers – Greece

1.1.2 Demographic Summary:

Firstly, regarding the gender of the participants, 71.4% (10) were female and 28.6% were male. In terms of the participant age parameter, there was a relative balance, with the

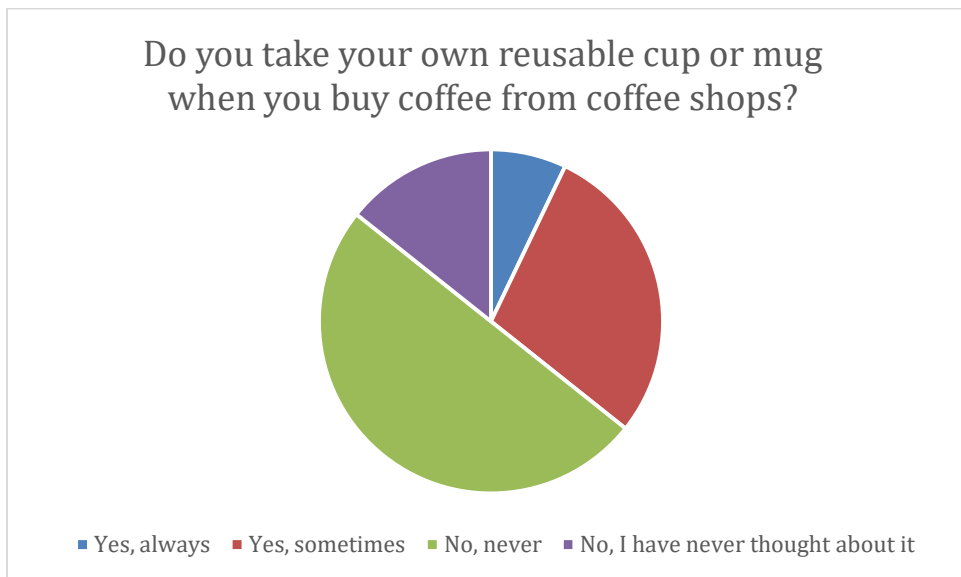
majority (35.7%) of participants indicating the 51-65 age group, followed by under 20 years old and 36-50 years old with the same percentage (28.6%). All 14 respondents answered that they reside in and are from Greece. The majority of respondents have an undergraduate degree (35.7%), followed by those with a postgraduate degree (28.6%) and a remarkable percentage of those with a high school diploma (21.4%). In relation to annual income, the vast majority (71.4%) answered that they receive less than €20,000, followed by the group of respondents who say they receive between €20,000 and €39,999 (28.6%). Regarding the occupation of the respondents, the majority (57.1%) stated that they are teachers/academics/researchers while in second place we observe students with 28.6%.

1.1.3 Coffee Consumption Habits:

When asked about the - on average - purchase of coffee cups from cafes, the majority (42.9%) of respondents answered less than 5, followed by 11 to 20 (28.6%) and 5 to 10 (21.4%). When asked if they use their own reusable cup when buying coffee from a café, 50% said no, never, followed by 28.6% who replied yes, sometimes (Figure 1).

Figure 1.

The Frequency of Taking Reusable Cup or Mug while Buying Coffee

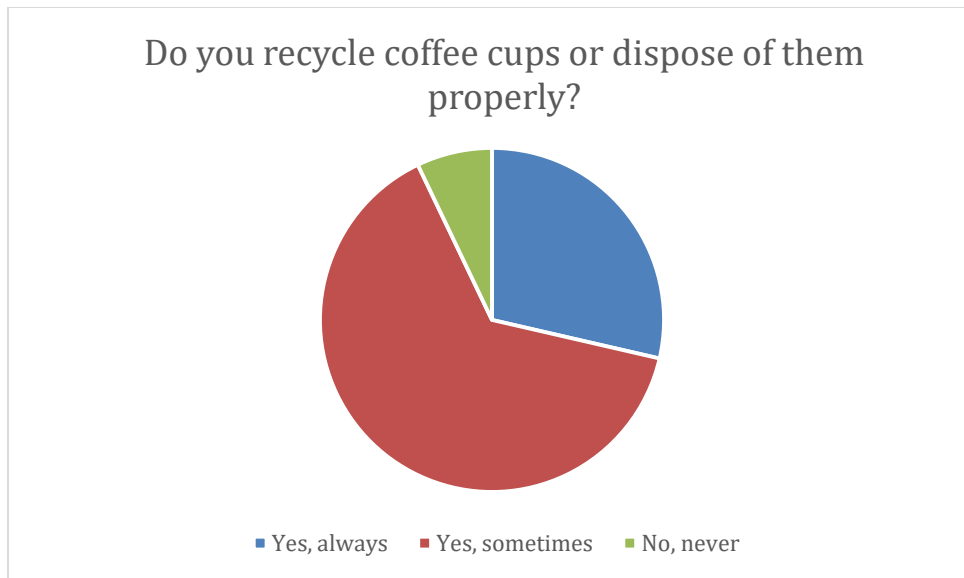


Note. The figure illustrates whether the consumers take their own reusable cup or mug while buying coffee from coffeeshops, 50% never take, 29% sometimes do this, 14% never thought about this, and 7% always do this.

Moreover, the majority of respondents (64.3%) answered that they recycle and/or dispose of coffee cups correctly on occasion (yes, sometimes), with the corresponding percentage that answered yes, always reaching 28.6% (Figure 2).

Figure 2.

The Frequency of Recycling



Note. The figure illustrates the rate of recycling/disposing coffee cups among consumers, 64.3% sometimes engage in recycling/disposing, 28.6% always do this, and 7% never do this.

1.1.4 Support for Sustainable Practices:

The vast majority (71.4%) of respondents said that they occasionally (Yes, sometimes) support companies that implement sustainable practices.

1.1.5 Participation in Sustainable Programs:

When asked if they have ever participated in a program to recycle or compost coffee cups disposed of by coffee shops, 35.7% responded that there is no such option in the area where they live, while 28.6% responded that they have not thought about it.

1.1.6 Other Sustainable Habits (i.e., discount for reusable cup, coffee refill program, questioning sustainability practices of coffee shops, preference for smaller size of coffee, preference for coffee at home, coffee type preference):

In addition, when asked if they had asked a café for a discount on the use of a reusable cup, 57.1% said they had never thought about it and 42.9% said they had done so on occasion

(Yes, sometimes). When asked if they have ever tried a coffee refill or reward program when someone brings their own cup, the same percentage (from 35.7%) is reached by those who answered that there is no such possibility in the area where they live and those who answered that they have never thought about it. In addition, a remarkable percentage (64.1%) responded that they have never thought of asking in a café about the sustainable practices they are following. Meanwhile, the majority of respondents (64.1%) said that they sometimes use a smaller cup size to reduce waste, and when asked if they ask for a paper cup (even if they sit inside the café), 78.6% said that they sometimes do so (yes, sometimes). In addition, 71.4% responded that they make coffee at home to reduce waste and avoid coffee shop packaging. 50% of respondents said that they buy (yes, sometimes) organic products, while the remaining 50% answered the same question that they have never thought about it. The vast majority (71.4%) responded that they buy their coffee from both chains and local cafés.

1.1.7 Awareness of Sustainable Practices:

When asked if they are aware of the possible uses of Spend Coffee Grounds, 57.2% answered positively while the remaining 42.8% answered that they were not aware. Of those who answered in the negative, all said they would be interested to know about the potential uses of SCGs. In addition, when asked if they know of any cafes that implement or are even interested in implementing sustainable management practices for SCGs, 78.6% answered no. In addition, only 3 examples of cafés that implement or are interested in implementing sustainable management practices for SCGs were provided in the corresponding question. When asked if they use coffee residues for some other activity (e.g. gardening), most (8 out of 14) answered that they do not know how, while 5 answered that they use them occasionally (yes, sometimes). Finally, 9 out of 14 (64.3%) responded that they might choose a café that practices SCGs over a conventional café.

1.1.8 Conclusion Remarks:

Based on the provided responses, several knowledge gaps and learning needs can be identified within the respondents:

Lack of awareness and knowledge about sustainable practices

A significant portion of respondents were not aware of sustainable management practices for coffee cups, such as recycling, composting, or reusing spent coffee grounds. This indicates a need for education and information dissemination about these practices.

Limited understanding of the benefits of reusable cups

While a considerable number of respondents did not use their own reusable cup when buying coffee from a café, many expressed interest in knowing about potential uses of spent coffee grounds and cafes implementing sustainable practices. There is a need to educate individuals about the environmental benefits of using reusable cups and the positive impact of sustainable management practices.

Limited awareness of sustainable cafes

The majority of respondents were unaware of cafes that implement or express interest in sustainable management practices for spent coffee grounds. This suggests a need for better communication and promotion of such cafes to create awareness among consumers.

Lack of knowledge on alternative uses of spent coffee grounds

Many respondents were unaware of the potential uses of spent coffee grounds, indicating a need for information on how to utilize them effectively, such as for gardening or other activities.

Limited understanding of the impact of coffee cup choices

Some respondents expressed a lack of knowledge or consideration regarding the environmental impact of their coffee cup choices. There is a need to educate individuals about the importance of choosing sustainable options, such as using smaller cup sizes or requesting paper cups only when necessary.

Lack of knowledge about discounts and reward programs

A significant number of respondents had not thought about asking for a discount on the use of a reusable cup or participating in coffee refill or reward programs. There is a need for awareness about these initiatives to encourage more sustainable behavior among coffee consumers.

1.1.1 Field Research - Survey Results/Consumers – Slovenia

1.1.2 Demographic Summary:

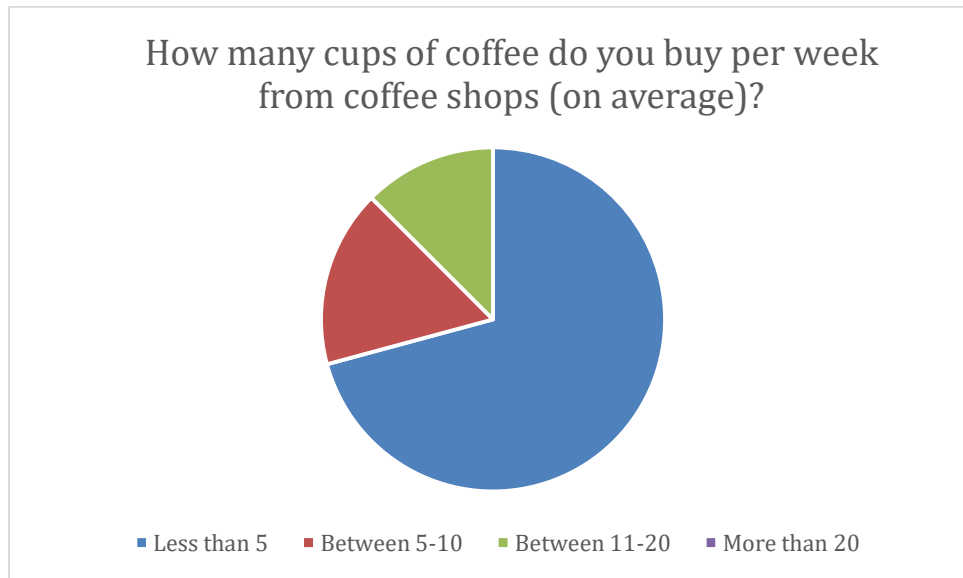
The questionnaire was completed by **24** people, of which all 24 of them come from Slovenia; 83.3 % (20 people) are women; 62.5 % are between 36 and 50 years old; 87.4 % (21 people) have a higher education; 54.2 % (13 people) have an annual income between 20,000 and 39,999 € and 41.7 % (10 people) have a managerial or leadership position.

1.1.3 Coffee Consumption Habits:

Among respondents, 70.8 % (17 people) drink coffee in a café less than 5 times a week (Figure 1). 87.4 % (21 people) do not take a take a reusable cup or glass with them. 62.5 % (15 people) always recycle coffee cups or dispose of them properly, but on the other hand 33.4 % (8 people) never recycle.

Figure 1

The Frequency of Coffee Consumption



Note. The figure illustrates how many cups of coffee do consumers buy per week from coffee shops, 94% buy less than 5, 4% buy between 5-10, and 2% buy between 11-20.

1.1.4 Support for Sustainable Practices:

29.2 % (7 people) support cafes or brands that implement sustainable practices, 29.2 % (7 people) do not know of such cafés where they live and 12.5 % (3 people) had never even considered this aspect.

1.1.5 Participation in Sustainable Programs:

Only 4.2 % of respondents (1 person) said that they had participated in a recycling or composting scheme (the rest did not know of such a scheme in their area or had not even thought about it).

1.1.6 Other Sustainable Habits (i.e., discount for reusable cup, coffee refill program, questioning sustainability practices of coffee shops, preference for smaller size of coffee, preference for coffee at home, coffee type preference):

29.2 % (7 people) have never thought of cafés offering such programmes or discounts to participants, and 62.5 % (15 people) have never tried it since they do not have this option in their cities, but they would participate if such a program existed. 87.5 % (21 people) had never thought of asking cafés about sustainability. 58.4 % (14 people) of respondents do not see the reason in choosing a smaller cup in order to reduce the amount of waste, while 29.1 % (7 people) of respondents sometimes reach for a smaller cup for this reason. Among respondents, 91.7 % (22 people) do not prefer to use paper cups when sitting down.

74.9 % (18 people) prefer to make coffee at home. For 41.7 % (10 people), labels such as "fair trade", "organic" and "sustainability" are not a primary consideration when making a purchase, while 54,1 % (13 people) of people prefer coffee with such labels. 50% of people (12) prefer buying coffee from local cafés, while 25 % of respondents (6) prefer coffee brands.

1.1.7 Awareness of Sustainable Practices:

66.6 % (16 people) do not know about the possibility of using coffee grounds. And 88.3 % of those who answered no are interested in how to reuse spent coffee grounds (SCG). 91.7 % (22 people) do not know of a café that handles coffee grounds in a sustainable way. And no such cafés are mentioned.

58.4 % (14 people) use coffee grounds in the garden at home, while 41.6 % (10 people) do not know how to use it. For 66.7 % (16), recycling coffee grounds is an important consideration when choosing a café.

1.1.1 General Summary of the Field Research Results/Consumers

1.1.2 Coffee Consumption Habits:

The surveys conducted in partner countries revealed that the majority of coffee consumers consume less than 5 cups of coffee per week. In terms of taking a reusable cup or mug while buying coffee, the results showed that the highest number of consumers (especially consumers from Hungary, Portugal, the Netherlands, and Slovenia) never engage in such actions. In the case of proper recycling or disposal of coffee mugs, the results are interesting. Except for the consumers residing in Hungary and Portugal, the majority of consumers engage in proper recycling or disposal, either sometimes or always. In Hungary and Portugal, the pattern is vice versa since half and the largest percentage of consumers never engage in recycling or disposal of coffee cups, respectively. This calls for action to exchange good practices and promote recycling habits in Hungary and Portugal.

1.1.3 Support for Sustainable Practices:

In terms of consumers' support for coffee shops that implement sustainable practices, the rates are high among countries. This suggests that consumers are willing to support sustainability-driven coffee shops (if there are such coffee shops in their cities).

1.1.4 Participation in Sustainable Programs:

There was a consensus among consumers for a question asking about their participation in a coffee cup recycling or composting program, such that majority of consumers indicated lack of such programs in their cities but their willingness to participate if there would be any. This also stands as a crucial point to promote availability of such programs.

1.1.5 Other sustainable habits (i.e., discount for reusable cup, coffee refill program, questioning sustainability practices of coffee shops, preference for smaller size of coffee, preference for coffee at home, coffee type preference):

The results also put forward the fact that the majority of consumers never thought of asking coffee shops if they offer a discount for using a reusable cup or mug. This suggests a need for more advertisements to increase consumer recognition of those practices. This is in line with the results of the question assessing whether the consumers have tried a coffee refill program or a loyalty program that rewards bringing in your own cup or mug. The

highest percentage of consumers responded to that question as “no, never thought of it”, suggesting a need to increase awareness of the availability and benefits of such programs. Interestingly, the pattern was slightly different in Slovenia, as the majority of consumers stated they have no option in their cities, but they are willing to do so if there are any available options. This suggests an existence of awareness in Slovenia. Similarly, there was a consensus (except in Portugal) among the consumers in a question assessing whether they asked coffee shops about their sustainability practices, such that the majority of consumers never thought of asking such a question. Interestingly, the largest percentage of consumers in Portugal stated that they were always doing this. This suggests an emerging need to receive effective strategies from Portugal on how to encourage consumers to ask about coffee shops' sustainable practices.

In terms of asking for a smaller cup of coffee to reduce waste, the majority of consumers indicated seeing no reason for doing this, except in Greece. In Greece, awareness levels seem to be higher since the largest percentage of consumers indicated engaging in such action “sometimes”. This indicates that Greece can be a leading partner that can provide strategies on how to convince consumers to ask for a smaller cup of coffee.

In terms of asking for a paper cup while sitting in, the countries involving Hungary, the Netherlands, and Slovenia seem to be promising role models for this since the highest percentage (or at least half) of the consumers residing in those countries stated that they never ask for a paper cup. On the other hand, the majority of consumers from Cyprus, Portugal, and Greece sometimes ask for a paper cup, even when they sit in.

The patterns about making coffee at home vs buying from a coffee shop revealed promising results as largest percentage of consumers stated preference for preparing coffee at home to reduce waste and packaging from coffee shops (consensus among countries are evident). In cases for a preference for a coffee with labels of Fair Trade, Organic, or Sustainably sourced, the countries involving the Netherlands and Slovenia seem to be a good role models since majority of consumers in these countries give priority for such labels. In Hungary and Portugal, the majority of consumers never thought about those labels. The results are not a clear-cut and mixed for countries involving Cyprus and Greece. Except for Hungary and Slovenia

(preference is higher for local coffee shops), the majority of consumers have a tendency to buy their coffees both from coffee brands and local coffee shops.

1.1.6 Awareness of Sustainable Practices:

In terms of awareness of the potential uses of Spent Coffee Grounds (SCGs), Hungary and Greece seem like leaders since the highest percentage of consumers residing in these countries are aware of those potential uses of SCGs. In the remaining countries, consumers lack awareness about the potential uses of SCGs. Among those who are unaware, the highest percentage of consumers are willing to learn about the potential uses of SCGs. Almost all of the consumers are unaware of the local shops that apply sustainable management practices to SCGs. For the questions assessing, reuse of SCGs (e.g., gardening & composting), most of the consumers from Hungary and Slovenia do this, whereas consumers in the remaining countries do not do this due to a lack of knowledge on how to do it. Regarding the question assessing the preference for coffee shops that sustainably manage the SCGs over conventional Coffee shops, the results are mixed since some of the consumers stated that they would do this "maybe," whereas the remaining stated that they would do this.

2.1 Second Part

2.1.1 Field Research - Survey Results/Coffee Shop Owners-Employees – Hungary

2.1.2 Demographics Summary:

11 owners/managers completed the questionnaire (8 men, 3 women). 72.7% (8 people) aged between 36 and 50. 81.9% (9 people) have a university degree. 81.8% (9 people) are owners, 9.1%, 1 person is a manager.

2.1.3 Knowledge Regarding the Meaning of Sustainability and Its Prioritisation in Coffee Shops:

Sustainability is important to them (e.g. use of recycled utensils, no plastic straws or bagged sugar, use of eco-friendly certified coffee, separate waste collection, composting coffee grounds, etc.) 81.8% (9 people) consider sustainability as an "important" or "very important" aspect.

2.1.4 The Implementation of Sustainability Practices:

To this end, 81.8% (9 people) use reusable cups, 63.6% (7 people) serve coffee in recycled cups, 54.5% (6 people) are concerned about environmentally friendly coffee production, 63.6% (7 people) are concerned about reducing waste and saving energy, 54.5% (6 people) avoid using plastic straws, 63.6% (7 people) serve plastic-free coffee, 54.5% (6 people) offer tap water to their guests.

2.1.5 The Degree of Consumption of Coffee Beans by Coffee Shops and Spent Coffee Grounds (SCGs) Management:

The majority of cafés use less than 5 kg of coffee per week (72.7%), while 3 cafés (27.3%) use between 5 and 10 kg. Some cafés treat coffee grounds as waste, others recycle them (compost them in their own gardens or donate them to garden centres).

2.1.6 The Challenges Faced by Coffee Shops Throughout the Implementation of Sustainable Practices and Ideas about How Those Challenges Can Be Addressed:

The biggest challenge in achieving sustainability is the unwillingness of consumers to pay for it (8 responses, 72.7%). Informing, educating and demonstrating to users can be solutions to achieve this goal, but as long as plastic packaging is cheaper than environmentally friendly packaging, it is difficult to achieve.

2.1.7 The Target Group's Knowledge and Skill Assessment with regards to Sustainable Coffee Consumption Habits and Practices:

The majority of owners 63.7% (7 people) feel that they have sufficient or limited knowledge in the field, while 18.2% (2 people) are open to learning new skills and attending training.

2.1.8 The Inadequate Areas in the Sustainable Coffee Practices Education or Training of the Target Group:

72.7% (8 persons) feel that their existing knowledge needs to be improved in the area of consumer education, 63.6% (7 persons) in the area of environmental regulations, 54.6% (6 persons) in the area of new trends and innovations.

2.1.9 The Importance of Sustainable Coffee Practices for Consumers and Communication Strategies to Deliver Sustainable Initiatives to Consumers:

63.7% (7 people) think that sustainability is "not at all" or "not" important for consumers. Menus, signs (36.4%), certificates and labels (27.3%) are used to promote eco-friendly solutions to guests.

2.1.10 The Resources or Support that Enable the Promotion of Sustainable Coffee Consumption Habits among Consumers:

In order to promote sustainable coffee consumption habits, 72.7% (8 people) emphasise the impact of social media, while 45.5% (5 people) would offer discounts to those who bring their own cups or mugs.

2.1.1 Field Research - Survey Results/Coffee Shop Owners-Employees – Cyprus

2.1.2 Demographic Summary:

The questionnaire had been completed by the participation of **10** coffee shop owners/managers/employers who reside in Cyprus. Among 10 respondents, five of them were female (50%) and other five were male (50%) so equal distribution of responses in the gender base was evident. The majority of responders had an age range between 21-35 years old ($n= 6$: 60%) and those who had a range of 36-50 had followed the pattern ($n= 3$, 30%). There was only

one responder who was under the age of 20 ($n=1$, 10%). In terms of education level, three (30%) of the responders had a high school diploma or equivalent, two (20%) had college / diploma, two (20%) had bachelor's degree, two (20%) had master's degree, and one (10%) had a PhD degree. In terms of the occupation of responders, coffee shop managers/employees made up highest percentage ($n=5$, 50%), followed by coffee owners ($n=3$, 30%), trainer - consultant in the Ho.Re.Ca.industry ($n=1$, 10%), and other ($n=1$, 10%) respectively.

2.1.3 Knowledge Regarding the Meaning of Sustainability and Its Prioritisation in Coffee Shops:

In terms of the meaning of sustainability, two (20%) of them were not familiar with the term of sustainability. For others, sustainability means reducing energy, waste, and packaging (and seeking alternative materials), protecting the environment, greater good for society, and serving plastic free cups. One out 10 responders (10%) rated the prioritisation of sustainability in coffee shops as not important whereas others rated it as extremely important.

2.1.4 The Implementation of Sustainability Practices:

Among the most common sustainability practices implemented in responders' coffee shops, "providing alternatives to plastic products" rated as a most common one ($n=6$, 60%). This pattern was followed by "promoting bring your own mug or reusable cup (i.e., discount) concept" ($n=5$, 50%) and "offering tap water" ($n=5$, 50%). The use of reusable cups ($n=4$, 40%), reducing of waste ($n=4$, 40%) and energy consumption ($n=4$, 40%), removed sugar sachets ($n=4$, 40%), and offering small sizes of coffee ($n=4$, 40%) were all rated as equally implemented practices, scored as the second common practices. Those patterns were followed by serving plastic free coffee ($n=3$, 30%), use of recycled/recyclable cups ($n=2$, 20%), the implementation of recycling program ($n=2$, 20%), implementation policy for reducing waste and packaging ($n=2$, 20%), SCGs ($n=1$, 10%), offering SCGs free to consumers ($n=1$, 10%), and selling Fair Trade, Organic, or Sustainable Sourced coffee and beans ($n=1$, 10%). Interestingly, none of the responders indicated their use of sustainable grown coffee beans (i.e., Forest Alliance Certified).

2.1.5 The Degree of Consumption of Coffee Beans by Coffee Shops and Spent Coffee Grounds (SCGs) Management:

In terms of coffee shops' consumption of coffee beans, the half of the responders ($n=5$, 50%) indicated consumption of more than 10 kg and these patterns had been followed by less than 5 kg ($n=3$, 30%) and between 5-10 kg respectively ($n=2$, 20%). For the question which aims to discover how the target group manages SCGs in their coffee shop, half of them indicated not engaging in such a process and throwing SCGs away. However, there were some responders who indicated their way of managing SCGs through the following processes: composition programme, use of waste bags, waste companies collect coffee grounds, and storing them and providing them to consumers for free for fertilization purposes.

2.1.6 The Challenges Faced by Coffee Shops Throughout the Implementation of Sustainable Practices and Ideas about How Those Challenges Can Be Addressed:

The responders indicated lack of knowledge or expertise to implement sustainable practices as the biggest challenge they face while implementing sustainable practices ($n=7$, 70%). This had been followed by the financial burden for small and independent coffee shops with limited budgets ($n=5$, 50%) and resistance to change by employees or customers ($n=5$, 50%). The limited availability of sustainable products ($n=4$, 40%), customers' unwillingness to pay extra for sustainable products ($n=4$, 40%), and customers' unawareness regarding the importance of sustainability were followed ($n=4$, 40%). In terms of the suggestions about how to address to those challenges, responders highlighted the importance of training, professional consultation, web search to find out sustainable products and promoting them, more effort and solidarity, raising awareness on the alternative ways of handling SCG as well as incentives for cafeterias implementing waste management and SCG management, seminars on sustainability, raising awareness, and education for owners and employees.

2.1.7 The Target Group's Knowledge and Skill Assessment with regards to Sustainable Coffee Consumption Habits and Practices:

Three of the responders indicated that they do not have knowledge to promote sustainable coffee habits and practices ($n=3$, 30%) and other three indicated that they have limited knowledge and skills and they are interested in improving that knowledge, ($n=3$, 30%).

Two of them specified that they have limited knowledge and skills ($n=2$, 20%) and the other two had knowledge and skills ($n=2$, 20%).

2.1.8 The Inadequate Areas in the Sustainable Coffee Practices Education or Training of the Target Group:

In terms of the inadequacy regarding their education and training about sustainable coffee practices, consumers' education and engagement were chosen by half of the responders ($n=5$, 50%). This pattern is followed by sustainable sourcing and supply chain management ($n=4$, 40%), waste reduction and recycling ($n=4$, 40%), energy efficiency and water conservation ($n=4$, 40%), and industry trends and innovations ($n=4$, 40%). The regulatory compliance and environmental policies were rated only by two of the responders ($n=2$, 20%). Interestingly, only one respondent indicated that they are familiar with those topics due to their expertise ($n=1$, 10%). and only one never had an education about the topic ($n=1$, 10%).

2.1.9 The Importance of Sustainable Coffee Practices for Consumers and Communication Strategies to Deliver Sustainable Initiatives to Consumers:

In terms of the evaluation of sustainable coffee practices based on the importance for consumers, more than half of the responders were neutral on this ($n=6$, 60%). Among the communication strategies for the delivery of sustainable initiatives to the customers, the use of menus and signage were rated as the most preferable communication strategy ($n=5$, 50%). This pattern had been followed by the use of social media using videos and photos ($n=4$, 40%).

2.1.10 The Resources or Support that Enable the Promotion of Sustainable Coffee Consumption Habits among Consumers:

Interestingly, social media campaigns were among the most helpful support that can be used in the promotion of sustainable coffee consumption ($n=8$, 80%). The use of fun video tutorials for educational and awareness raising purposes ($n=6$, 60%).and providing recycling bins followed this pattern ($n=6$, 60%). The discount incentives for reusable cups ($n=5$, 50%) and providing composting facilities or programs ($n=4$, 40%) were also worth mentioning as either half or almost half of the participants chose this. Surprisingly, none of the participants found displaying certificates and labels as a helpful resource/support.

2.1.11 Conclusion Remarks

To conclude, sustainability was perceived as a factor that needs to be prioritized in coffee shops by the majority of our responders. Based on data, there are some actions that involve the implementation of sustainable practices. Importantly, half of the responders do not know how to manage SCGs. This calls for an emerging need to incorporate SCGs topic within the education and training offered about sustainable coffee practices. Indeed, the lack of knowledge or expertise acts as main barriers for the implementation of sustainable coffee practices and education and training were offered as strategies that can raise awareness and overcome those barriers. This suggests the need for developing educational/training programs to improve knowledge and expertise in the implementation of sustainable coffee practices. Indeed, the inclusion of how to educate and engage consumers within these programs will be beneficial since the majority of responders think that consumers do not value such practices. Menu and signage methods and also the use of social media can be among effective communication strategies. In addition to this, social media campaigns, fun video tutorials aiming to educate and raise awareness, and providing recycling bins can be helpful to resources enabling the promotion of sustainable coffee consumption habits to customers.

2.1.1 Field Research - Survey Results/Coffee Shop Owners-Employees – Portugal

2.1.1.2 Demographics Summary:

The questionnaire was completed by **12** coffee shop owners/managers/employees residing in Portugal. Among the respondents, six were female (50%) and six were male (50%), resulting in an equal distribution based on gender. The majority of participants fell within the age range of 21-35 years old (n=8, 66.7%), while three respondents were aged between 36-50 (n=3, 25%), and one participant was over 50 years old (n=1, 8.3%). In terms of education level, four participants had a high school diploma or equivalent (33.3%), four had a college/diploma degree (33.3%), three had a bachelor's degree (25%), and one had a master's degree (8.3%). The occupation of the respondents varied, with six coffee shop managers/employees (50%), four coffee owners (33.3%), one trainer-consultant in the Ho.Re.Ca. industry (8.3%), and one participant belonging to another occupation (8.3%).

2.1.3 Knowledge Regarding the Meaning of Sustainability and Its Prioritisation in Coffee Shops:

All respondents demonstrated familiarity with the term sustainability and its meaning. Sustainability was described as encompassing actions such as reducing energy consumption, waste generation, and packaging materials, protecting the environment, and promoting social well-being. The prioritization of sustainability in coffee shops was considered extremely important by the majority of respondents (n=9, 75%), while three respondents (25%) rated it as important.

2.1.4 The Implementation of Sustainability Practices:

The most commonly implemented sustainability practice in the coffee shops surveyed was providing alternatives to plastic products (n=9, 75%). Other frequently implemented practices included promoting the concept of bringing one's own mug or reusable cup (n=7, 58.3%), offering tap water (n=7, 58.3%), using reusable cups (n=6, 50%), reducing waste generation (n=6, 50%), reducing energy consumption (n=5, 41.7%), serving coffee without sugar sachets (n=4, 33.3%), and offering smaller sizes of coffee (n=4, 33.3%). Some respondents also reported serving plastic-free coffee (n=3, 25%), using recycled/recyclable cups (n=2, 16.7%), implementing recycling programs (n=2, 16.7%), managing spent coffee grounds (SCGs) (n=1, 8.3%), offering SCGs for free to consumers (n=1, 8.3%), and selling Fair Trade, Organic, or Sustainable Sourced coffee and beans (n=1, 8.3%). None of the respondents indicated the use of sustainably grown coffee beans, such as Forest Alliance Certified.

2.1.5 The Degree of Consumption of Coffee Beans by Coffee Shops and Spent Coffee Grounds (SCGs) Management:

Degree of consumption of coffee beans by coffee shops and SCGs management: Regarding coffee consumption, the majority of coffee shops surveyed consumed more than 10 kg of coffee beans per week (n=7, 58.3%), while three shops consumed between 5-10 kg (n=3, 25%), and two consumed less than 5 kg (n=2, 16.7%). In terms of SCGs management, most respondents indicated that they do not engage in specific processes and simply dispose of the SCGs as waste. However, a few respondents mentioned managing SCGs through composting programs, using waste bags, having waste management companies collect coffee grounds, and providing them to consumers for free as fertilizer.

2.1.6 The Challenges Faced by Coffee Shops Throughout the Implementation of Sustainable Practices and Ideas about How Those Challenges Can Be Addressed:

The most significant challenges identified by respondents were lack of knowledge or expertise to implement sustainable practices (n=8, 66.7%), financial constraints, particularly for small and independent coffee shops (n=6, 50%), and resistance to change by employees or customers (n=6, 50%). Participants suggested addressing these challenges through training programs, professional consultations, promoting sustainable products, and raising awareness through seminars and educational campaigns.

2.1.7 The Target Group's Knowledge and Skill Assessment with regards to Sustainable Coffee Consumption Habits and Practices:

Regarding knowledge and skills, the responses varied. One participant reported having no knowledge in promoting sustainable coffee habits (8.3%), five participants expressed limited knowledge and an interest in improving it (41.7%), three participants reported having a good level of knowledge and skills (25%), and three participants claimed expertise in the field (25%). Areas where education or training in sustainable coffee practices was deemed inadequate: The areas where respondents felt there was a lack of education or training included consumer education and engagement (n=6, 50%), sustainable sourcing and supply chain management (n=5, 41.7%), waste reduction and recycling (n=5, 41.7%), energy efficiency and water conservation (n=5, 41.7%), and industry trends and innovations (n=5, 41.7%).

2.1.8 The Inadequate Areas in the Sustainable Coffee Practices Education or Training of the Target Group:

No response

2.1.9 The Importance of Sustainable Coffee Practices for Consumers and Communication Strategies to Deliver Sustainable Initiatives to Consumers:

The importance of sustainable coffee practices for consumers was perceived as moderate, with six respondents (50%) rating it as important, four respondents (33.3%) considering it neutral, and two respondents (16.7%) rating it as extremely important. The most preferred communication strategies for delivering sustainable initiatives to customers were

menus and signage (n=6, 50%), followed by social media campaigns using videos and photos (n=5, 41.7%).

2.1.10 The Resources or Support that Enable the Promotion of Sustainable Coffee Consumption Habits among Consumers:

Regarding resources and support, social media campaigns were considered the most helpful (n=10, 83.3%), followed by fun video tutorials (n=5, 41.7%), workshops and training sessions (n=4, 33.3%), expert consultations (n=3, 25%), and access to sustainable suppliers (n=2, 16.7%).

2.1.1 Field Research - Survey Results/Coffee Shop Owners-Employees – Netherlands

2.1.2 Demographics Summary:

There are **10** respondents in total, with 80% female and 20% male. The age range varies among respondents, with 70% being in the 21-35 years old range, 20% in the 36-50 years old range, and 10% under 20 years old. All professionals that have responded to the survey are based in The Netherlands. 80% of respondents are Dutch and 20% are Greek. Regarding the education level, 90% of respondents have university degrees. Respondents' occupations vary within the coffee industry. Yet, 40% of respondents have selected 'Other'.

2.1.3 Knowledge Regarding the Meaning of Sustainability and Its Prioritisation in Coffee Shops:

When asked professionals about what the term "sustainability" means to them in the context of coffee shop operations, answers range from "trying to have the less environmental impact as possible" and "being efficient" without jeopardising profit, "being mindful of the beans, producers, and transportation used and the way how the shop handles its way of pouring" and "being a cooperative, organic sustainable and locally produced shop and café" to "reducing waste consumption" by eliminating the use of plastics and substitute it with reusable, eco-friendly products. All respondents consider prioritising sustainability in coffee shops to be important, with 60% of them viewing it as very important.

2.1.4 The Implementation of Sustainability Practices:

Regarding the sustainable coffee practices, they currently implement in their coffee shop, all the suggested options in the questionnaire are being implemented in at least one of the coffee shops surveyed. The most widely implemented practices are the use of recycled/recyclable cups and providing alternatives to single-use plastic products, with 70%; reducing waste and energy consumption and serving plastic-free coffee, with 60%; and the use of reusable cups, promoting “bring in your own mug” and offer tap water, with 50%.

Concerning SCGs, two respondents offer the SCGs free to the customers in their coffee shops and one sustainably manages the SCGs.

2.1.5 The Degree of Consumption of Coffee Beans by Coffee Shops and Spent Coffee Grounds (SCGs) Management:

When asked how many kilos of coffee beans their shop use per week, 40% responded between 5 to 10 kilos, 30% responded less than 5 kilos and 30% of respondents use more than 10 kilos each week. Responses also vary when asking them how they manage the SCGs. One coffee shop collects them and gives them to a company that grows mushrooms, other use them as fertilizer and compost for colleagues’ gardens. 50% of respondents do not manage them and dispose of them in the bin.

2.1.6 The Challenges Faced by Coffee Shops Throughout the Implementation of Sustainable Practices and Ideas about How Those Challenges Can Be Addressed:

Regarding the biggest challenges facing coffee shops in terms of implementing sustainable practices, 70% of respondents agreed on the financial burden this suppose for small and independent coffee shops with limited budgets and that customers are not willing to pay extra for sustainable products. 60% of respondents argued to not have the knowledge or expertise to implement sustainable practices and that employees or customers are resistant to change. 50% believe customers are not aware of the importance of sustainability.

Respondents’ inputs on how to address these challenges range from “communication” and “providing more information”, to “consumer education and engagement” and “educating both consumers and employees on the benefits of sustainability”. Three of the respondents

argue about “intensive awareness creation and provision of incentives to encourage adoption of sustainable practices”, “positive promotion and spreading awareness, by, for example, offering alternative milk for the same price, using Instagram/menu and website to share some knowledge about coffee”, and “universal precautions from the government-regulations, benefits to coffee shops according to the level of eco-friendly practices, and raise the social awareness about sustainable coffee consumption”.

2.1.7 The Target Group’s Knowledge and Skill Assessment with regards to Sustainable Coffee Consumption Habits and Practices:

When asked if respondents have the needed knowledge or skills related to promoting sustainable coffee consumption habits and practices, 40% of them answer “Yes, I do”, and 50% argue they have limited knowledge and skills and they are interested in improving them.

2.1.8 The Inadequate Areas in the Sustainable Coffee Practices Education or Training of the Target Group:

Concerning areas respondents feel their own education or training has not adequately covered in terms of sustainable coffee practices, 90% of them believe is energy efficiency and water conservation (understanding how to reduce energy consumption and conserve water, including how to properly maintain equipment). 40% of respondents argue it is waste reduction and recycling (knowing how to properly sort and dispose of coffee-related waste, such as cups, lids, and filters, and understanding the impact of waste on the environment).

2.1.9 The Importance of Sustainable Coffee Practices for Consumers and Communication Strategies to Deliver Sustainable Initiatives to Consumers:

Regarding how important they think sustainable coffee practices are to their customers, 40% of respondents answered they are important to very important, while 50% believe they are neutral. Only one respondent considers it not important to customers. 80% of respondents communicate the coffee shop's sustainable initiatives to customers by using videos and photos on social media. 60% display certifications and labels from

recognized organizations that endorse sustainable coffee production and 40% do it in their menus and signage. 30% of respondents partner with environmental organizations.

2.1.10 The Resources or Support that Enable the Promotion of Sustainable Coffee Consumption Habits among Consumers:

Ultimately, when asked what resources or support would be most helpful to them in promoting sustainable coffee consumption habits to customers, 70% of respondents argue the discount incentives for reusable cups. 60% agree equally with using communication through the coffee shops' menu, displaying certifications and labels from recognized organizations that endorse sustainable coffee production, and educating and raising awareness through fun video tutorials, e-posters, or e-pamphlets. 50% of respondents believe social media campaigns and creating awareness community events together with local organizations and/or authorities would also help them in promoting sustainable coffee consumption habits to their customers.

2.1.1 Field Research - Survey Results/Coffee Shop Owners-Employees – Greece

2.1.2 Demographics Summary:

Regarding the gender of the participants, there was an absolute balance (by 50%) between men and women. In terms of age, the majority of respondents belonged to the 21 to 35 group (60%), followed by the 36-50 and 51-65 groups with 20% each. All participants reside and originate from Greece. Regarding the level of education of the participants, 40% of the participants have a high school diploma, while the following categories have 20% each: post-graduate degree, IEK degree, University degree. In relation to the employment of the participants, 50% are café managers or employees, while 30% are owners.

2.1.3 Knowledge Regarding the Meaning of Sustainability and Its Prioritisation in Coffee Shops:

Participants provided diverse interpretations of sustainability for a café, with the majority emphasizing its significance for the effective operation of a café. Furthermore, when asked about the level of importance they assigned to sustainability in running a café, 90% of respondents rated it as highly important (with 50% rating it 5 out of 5 and 40% rating it 4 out of 5).

2.1.4 The Implementation of Sustainability Practices:

Regarding sustainable practices implemented in their respective cafés, four options emerged as prominent choices, each receiving 70% of the responses: reducing waste production, reducing energy consumption, providing alternatives to disposable products, and implementing a recycling program.

2.1.5 The Degree of Consumption of Coffee Beans by Coffee Shops and Spent Coffee Grounds (SCGs) Management:

In terms of coffee bean usage, 40% of respondents indicated using more than 10 kilograms per week, while another 40% reported using between 5 and 10 kilograms. When asked about the management of used coffee residues, the majority of participants stated that they did not follow a specific practice, although some mentioned making the residues available to customers for their use.

2.1.6 The Challenges Faced by Coffee Shops Throughout the Implementation of Sustainable Practices and Ideas about How Those Challenges Can Be Addressed:

The biggest challenges identified by cafés in implementing sustainable practices included customer understanding (100% of respondents), the financial burden for cafés with limited budgets (90%), and a lack of knowledge and expertise (80%). To address these challenges, the majority of respondents (90%) highlighted the need for education, information, and financial incentives for café owners and those with budgetary constraints.

2.1.7 The Target Group's Knowledge and Skill Assessment with regards to Sustainable Coffee Consumption Habits and Practices:

When asked about their own knowledge and expertise in promoting sustainable practices, 60% of respondents acknowledged having limited knowledge and expressed interest in improving it.

2.1.8 The Inadequate Areas in the Sustainable Coffee Practices Education or Training of the Target Group:

Areas identified for educational focus and improvement included consumer education and activation (70% of respondents), regulatory compliance and environmental policies (60%), and sustainable sourcing and supply chain management (60%).

2.1.9 The Importance of Sustainable Coffee Practices for Consumers and Communication Strategies to Deliver Sustainable Initiatives to Consumers:

In terms of customer perception, 60% of participants considered sustainable practices to be moderately important on the importance scale. When communicating their sustainable initiatives to customers, the most common methods mentioned were menus and signage, as well as videos and photos on social media (80%). On the other hand, promoting certifications and labels from recognized bodies supporting sustainable coffee production, as well as hosting in-house events and workshops, were less popular communication strategies.

2.1.10 The Resources or Support that Enable the Promotion of Sustainable Coffee Consumption Habits among Consumers:

Finally, when asked about resources and support that would aid cooperatives in promoting sustainable practices, 90% of respondents preferred discount incentives for reusable cups, 60% chose the organization of awareness-raising events in collaboration with local stakeholders, and 50% selected the provision of recycling bins.

2.1.11 Conclusion Remarks:

Based on the provided responses, several knowledge gaps and learning needs can be identified within the respondents:

Understanding of sustainability in the context of a café.

While most respondents recognized the importance of sustainability for the proper functioning of a café, there were varied interpretations of what sustainability entails. This suggests a need for clarification and education on the specific aspects of sustainability relevant to the café industry.

Knowledge of sustainable practices

Although respondents mentioned implementing various sustainable practices in the cafés they work in or promote, there may be a lack of awareness about additional sustainable practices beyond the ones mentioned. This highlights the need for broader education on sustainable practices that can be adopted in café operations.

Management of coffee residues

The majority of respondents mentioned that they do not follow a specific practice for managing used coffee residues in their business. This indicates a need for guidance and education on proper disposal or utilization methods for coffee residues, such as composting or repurposing.

Challenges in implementing sustainable practices

Respondents identified challenges such as customers not understanding the importance of sustainability, financial burden, and lack of knowledge or expertise.

Addressing these challenges would require targeted education and support programs to help café owners and staff overcome barriers to implementing sustainable practices.

Limited knowledge and expertise

A significant portion of respondents indicated that they have limited knowledge and are interested in improving their understanding of sustainable practices. This highlights the need for training and resources to enhance their knowledge and skills in promoting sustainability within their cafés.

Communication of sustainable practices

While menus, signage, and social media were mentioned as common communication channels for sustainable practices initiatives, the promotion of certifications, labels, and in-house events/workshops received less attention. There is an opportunity to educate café owners and staff on effective communication strategies to highlight their sustainable initiatives and engage customers.

2.1.1 Field Research - Survey Results/Coffee Shop Owners-Employees – Slovenia

2.1.2 Demographics Summary:

10 owners/managers completed the questionnaire (2 men, 8 women). 70 % of people (7) are between 36 and 50 years old, and the remaining 30 % (3 people) are between 21 and 35. All respondents come from Slovenia (10 people). Among the responders, 50 % of them (5 people) have a higher education, and the other 50 % (5 people) have a high school diploma. 80 % (8 people) work as café managers or they are employed in the café, and only 1 person is an owner of a café.

2.1.3 Knowledge Regarding the Meaning of Sustainability and Its Prioritisation in Coffee Shops:

Sustainability is important to them (e.g. use of recycled utensils, no plastic straws or bagged sugar, use of a selection of quality and sustainable certified coffee brands, possibility of reuse, separate waste collection, composting coffee grounds, etc.). 90 % (9 people) consider sustainability as an “important” or “very important” aspect.

2.1.4 The Implementation of Sustainability Practices:

To this end, 100% (10 people) offer tap water to their guests, 90 % (9 people) are concerned about reducing waste, 80 % (8 people) are concerned about saving energy and use reusable cups, and 60 % (6 people) implement policies to reduce waste and packaging, serve plastic-free coffee and provide an alternative to single-use plastic products. Only 40 % (4 people) of respondents implements recycling programs and uses recycled cups or cups that can be recycled.

2.1.5 The Degree of Consumption of Coffee Beans by Coffee Shops and Spent Coffee Grounds (SCGs) Management:

The majority of cafés, 60 %, use between 5 and 10 kg of coffee per week (6 people), while only one person (10 %) uses more than 10 kg. Some cafés treat coffee grounds as waste or biological waste, while others recycle (compost) them.

2.1.6 The Challenges Faced by Coffee Shops Throughout the Implementation of Sustainable Practices and Ideas about How Those Challenges Can Be Addressed:

The biggest challenge in achieving sustainability is the lack of knowledge or expertise to implement sustainable practices (9 responses, 90 %). The respondents also believe that

customers are not aware of the importance of sustainability (9 responses, 90 %). In addition, implementing sustainable practices is a financial burden for small and independent coffee shops with limited budgets (7 responses, 70 %). They also note that employees or customers resist changes (5 responses, 50%) and that customers are not ready pay extra for sustainable products (5 responses, 50%). Raising public awareness and promoting certified products, as well as additional financial incentives and subsidies from the state, can be some of the solutions to achieve this goal.

2.1.7 The Target Group's Knowledge and Skill Assessment with regards to Sustainable Coffee Consumption Habits and Practices:

The majority of owners 70 % (7 people) feel that they have sufficient or limited knowledge in the field, while 20 % (2 people) are open to learning new skills and attending training.

2.1.8 The Inadequate Areas in the Sustainable Coffee Practices Education or Training of the Target Group:

60 % of responders (6 people) feel that their existing knowledge needs to be improved in the area of consumer education and involvement and in the area of new trends and innovations, and 50 % (5 people) would like to learn more about sustainable packaging options and regulations and environmental policies.

2.1.9 The Importance of Sustainable Coffee Practices for Consumers and Communication Strategies to Deliver Sustainable Initiatives to Consumers:

80 % of responders (8 people) think that sustainability is semi-important for consumers. Menus, signs (70 %, 7 people), certificates and labels (50 %, 5 people) are used to promote eco-friendly solutions to guests.

2.1.10 The Resources or Support that Enable the Promotion of Sustainable Coffee Consumption Habits among Consumers:

In order to promote sustainable coffee consumption habits, 80 % (8 people) emphasize the impact of education and awareness through entertaining video instructions, e-posters or e-brochures, and preparing public awareness events together with local organizations and/or authorities, while 70 % (7 people) highlights the importance of social media campaigns.

2.1.1 General Summary of the Field Research Results/Coffee Shop Owners - Employees

2.1.2 Knowledge Regarding the Meaning of Sustainability and Its Prioritisation in Coffee Shops:

In terms of the meaning of sustainability, coffee shop owners/employees provided diverse explanations. On the positive side, this suggests that coffee shop owners/employees have some understanding regarding the operations of sustainability within coffee shops. On the negative side, this suggests an emerging need to promote a common definition and understanding regarding what sustainability means and how it operates in coffee shops. This process should be easy to implement in coffee shops since almost all of the owners and employees perceive sustainability as very important.

2.1.2 The Implementation of Sustainability Practices:

The results revealed the common sustainability practices implemented in partner countries. Reducing waste and energy consumption, the use of recycled/recyclable cups, providing alternatives to the single-use plastics, offering tap water, bringing own mug are among those mostly implemented practices. Interestingly, except for Hungary, the use of sustainably grown coffee beans in coffee shops was not detected in countries. It might be possible that coffee shop/owners do not know the availability of such coffee beans, or they do not know the benefits of using them. Taking all these into consideration, it is essential to raise awareness regarding the existence of such practices.

2.1.3 The Degree of Consumption of Coffee Beans by Coffee Shops and Spent Coffee Grounds (SCGs) Management:

In terms of the degree of consumption, the results are mixed. In the Netherlands, Greece, and Slovenia, coffee shops tend to consume 5-10 kg coffee beans per week. In Cyprus and Portugal, coffee shops consume larger amounts since there is a tendency to consume more than 10 kg of coffee beans. Interestingly, the reversed pattern is evident in Hungary since the coffee shops consume less than 5 kg coffee beans which is the smallest percentage among countries. In terms SCGs management, majority of coffee shops either treat coffee grounds as waste or do not engage in any practices associated with it. This is a crucial information since coffee-shop directed education needs to incorporate SCGs management topic as well.

2.1.4 The Challenges Faced by Coffee Shops Throughout the Implementation of Sustainable Practices and Ideas about How Those Challenges Can Be Addressed:

There was a consensus among countries with the regards to the challenges faced by coffee shops throughout their implementation of sustainable practices. Among those challenges, most common ones involve lack of knowledge/expertise to implement sustainable practices, financial burden for small cafes with limited budgets, lack of customers awareness with the regards to the importance of sustainability, resistance to change by employees or customers, and unwillingness to pay for sustainable products. All of those challenges are in line with the proposed solutions, such that countries suggested the necessity for education (both for consumers and owners/employees), training programs, and professional consultations to address all those challenges. Besides this, the financial incentives (preferably by the state/government) for the small cafes have been suggested by the target group. This has been followed by the suggestions including raising public awareness, promoting sustainable and certified products.

2.1.5 The Target Group's Knowledge and Skill Assessment with regards to Sustainable Coffee Consumption Habits and Practices:

The largest proportion of coffee shop owners/employees stated that they have limited knowledge and skills regarding the sustainability, and they wish to improve those sustainability-related knowledge and skills. This pattern is different in Hungary and Slovenia since majority of the coffee shop owners/employees did not state their willingness to improve their knowledge/skills despite they declared their limited knowledge and skills. This result seems to be in line with the previous question as resistant to change was one of the common challenges indicated by the coffee shop owners/employees.

2.1.6 The Inadequate Areas in the Sustainable Coffee Practices Education or Training of the Target Group:

Except for the coffee shop owners/employees from the Netherlands, consumers education and engagement were selected as a most inadequate area in sustainable coffee practices education or training. This has been followed by regulatory compliance and environmental policies, sustainable sourcing and supply chain management, energy efficiency

and water conservation, and waste reduction and recycling. These results suggest that the proposed education and training should give priority to the commonly rated inadequate areas.

2.1.7 The Importance of Sustainable Coffee Practices for Consumers and Communication Strategies to Deliver Sustainable Initiatives to Consumers:

Except for the coffee shop owners/employees from Hungary, coffee shop owners/employees from all countries were neutral about the importance of sustainable coffee practices for consumers. In Hungary, coffee shop owners/employees did not perceive sustainable coffee practices as important for the consumers. In terms of the communication strategies, there was a common agreement among countries about the effectiveness of communicating via menus and signage. This has been followed by the social media campaigns involved videos and photos. Besides this, the display of certificates and labels was rated as another effective strategy by all countries, except by Greece. All those results provide insight for raising awareness about the importance about sustainable coffee practices among consumers and this initiative can begin with the strategy of menus and signage.

2.1.8 The Resources or Support that Enable the Promotion of Sustainable Coffee Consumption Habits among Consumers:

The social media campaigns were selected as a most promising resource candidate that can contribute to the promotion of sustainable coffee habits among consumers. This has been followed by offering discount incentives for reusable mugs and raising awareness and providing education via the use of fun video tutorials, e-posters, or e-pamphlets. The organization of community events together with local organizations and/or authorities and providing recycling bins were also among the supportive resource candidates. Based on those results, the promotion of sustainable coffee consumption should begin with the use of social media campaigns. Indeed, this will also be a cost and time-effective option for the small coffee shops since budget requirement seems lower in comparison to other proposed resources. Furthermore, those social media campaigns can take the form of awareness raising and educational videos accompanied by the use of fun tutorials and e-posters. The discount incentives and organization of community events can also be supported by the

monetary support from the state and local stakeholders since coffee shop owners reported budget issues as common challenge.

3.Desk Research

The partnership engaged in desk research in order to discover best practices that involve in-depth research about the successful strategies and processes that have been implemented by organizations or individuals in the field of HoReCa, and specifically in coffee serving and selling.

The goal of this approach is to identify effective solutions for a) promotion and incentives for strategies to foster sustainable coffee consumption habits and b) educational tools and 3) educational courses across the EU that are related to promoting sustainable coffee consumption habits. Based on the methodology proposed by OMNIA, each partner was responsible for engaging in in-depth research in an attempt to find out at least one case study, at least two educational tools and/or practices. The partnership managed to elaborate on seven case studies, seven educational tools, and five educational courses.

The case studies illustrate the best practices at EU level. They provide information about the mission of the company, sustainability reports of the company, promotion and incentive strategies companies use and their way of implementing them, the outcomes and impact of such efforts, their certifications, the role of certificates in incentivizing consumers, the outcome of companies marketing campaigns, and specific messages they use during their campaigns. The identification of those aspects is crucial since they can guide coffee consumers to be more selective in their coffee shop preferences, thus encouraging them to support sustainable coffee shops. Moreover, the case studies also act as crucial material as they guide shop/owners-employees to discover the best strategies and implement them within their coffee shops.

The identification of educational tools and educational courses is also important, as they provide a pathway for consumers and coffee owners/employees to improve their knowledge and skills in the area of sustainable coffee consumption habits. The tools and courses provided in the below tables are easily accessible by coffee shop owners/employees and consumers who wish to expand their knowledge about coffee and sustainable coffee consumption.

3.1 Desk Research – Hungary

3.1.1 Case Studies

Name of Company:	Nestlé / NESCAFÉ
Country:	Switzerland
Location:	Nestlé S.A., avenue Nestlé 55, 1800 Vevey, Switzerland
Type of company (roaster, cafeteria, retailers) or organization:	Multinational food and drink processing conglomerate corporation
Website, if available:	https://www.nescafe.com/hu/
Mission statement:	
A Nestlé coffee specialist was on a mission to create a delicious cup of coffee by just adding water. In 1938 it happened.	
Sustainability reports, if available (link):	https://www.nestle.com/sites/default/files/2022-03/creating-shared-value-sustainability-report-2021-en.pdf
What promotion and incentive strategy do they promote? How do they implement it?	
Cup of Respect campaign on Internet: https://www.nescafe.com/hu/cup-of-respect/	
What are the outcomes and impact of the company's efforts?	

Our approach to sustainability is wide-ranging, underpinned by commitments to strive for net zero emissions and deforestation-free supply chains and to advance regenerative agriculture at scale. Alongside, we are committed to improving water stewardship, developing better packaging with improved circularity, creating opportunities for young people and building a diverse and inclusive workforce. (<https://www.nestle.com/sustainability>)

Do their product have certifications that promote sustainable coffee consumption habits, such as Fair Trade, Rainforest Alliance, or Organic certifications?

Yes (4C, Rainforest Alliance, UTZ)

How are these certifications promoted to consumers and how they incentivize sustainable coffee consumption?

On their multilingual website, the products, in the promotion publications, etc.

What is the outcome of their marketing campaigns based on available data, if available?

Nestlé is committed to developing products that are good for you and good for the planet. Our purpose is to unlock the power of food to enhance quality of life for everyone, today and for generations to come. (<https://www.nestle.com/sustainability>)

What specific messaging, channels, and tactics do they use in their campaigns?

Real respect means doing, not just saying. Like ensuring our crops are sustainable, that our packaging creates less waste, and by caring for our farmers and the planet. At NESCAFÉ, we believe all the respect going into our coffee comes out in every delicious sip. The aims:
1) Grown Respectfully, 2) Made Respectfully, 3) Packaged Respectfully, 4) Enjoy Respectfully
(<https://www.nescafe.com/hu/cup-of-respect/>)

3.1.2 Educational Tool

Title:	Do connoisseur consumers care about sustainability? Exploring coffee consumption practices through netnography
Website link, if available:	https://www.emerald.com/insight/content/doi/10.1108/BFJ-07-2021-0814/full/html
Type (pdf, book, website):	Website, pdf
Aim:	
This paper aims to analyse how connoisseur consumers (CC) integrate sustainability into their coffee consumption practices.	
Learning Objectives:	Sustainability in the coffee consumption practices
Target audience:	Experts
Content & curriculum.	
What topics or subjects does the tool cover?	
The paper adopts a qualitative netnographic approach through an interpretive cultural analysis of specialty coffee bloggers narratives.	
How is the content presented and structured?	

Content:

1. Introduction
2. Theoretical framework
3. Research design and methodology
4. Findings
5. Discussion
6. Theoretical implications
7. Managerial implications
8. Limitations

What skills, knowledge and attributes does the tool provide to the learners?

Competences:

-Expertise in
the coffee
industry

Knowledge:

-Basic barista skills

Attitude:

-Recognition of the
importance of environmental protection and
sustainability

Pedagogical approach.

What teaching strategies and techniques are used?

It is a study about sustainability of coffee drinking.

Through the lens of social practice theories, the study reveals that CC are likely to implement and perceive sustainability very differently from the dominant mass market as subject to the influence of their shared rituals, values, norms and symbolic meanings. Such findings are relevant under a managerial perspective as they also generate insights on how to foster environmentally friendly practices in coffee consumers as well as on how to create more sustainable marketing strategies.

<p>Assessment.</p> <p>What methods of assessment are used?</p>
<p>Not relevant.</p>
<p>Accessibility and usability.</p> <p>Are there any barriers to access or usability that may impact its effectiveness for certain users?</p>
<p>No. It is readable on the internet and downloadable as pdf document.</p>

3.1.3 Educational Course

Title:	Professional barista
Website link, if available:	https://www.cecbudapest.com/professionlis-barista-tematika
Overview:	<p>This 4-day long barista training is for those who are really passionate for the beans. They can learn the technical and scientific approach of coffee making as well. After finishing the course with our bilingual certificate, they can be hired by any specialty cafe. Our experienced barista trainer delivers a comprehensive and very practical knowledge about the daily tasks of baristas. For real enthusiasts who want to get a deep insight of coffee.</p>
Learning Outcomes:	Our course covers a „basic” and „master” barista training
Target audience:	Cafe employees / Beginners
Duration:	32 hours

Course structure.

What are the topics and modules?

Day 1:

- Introduction to the world of coffee
- Course of coffee from seed to cup
- What is specialty coffee?
- Coffee tasting (cupping) of different coffees from different farming areas (different farming land, different processing, different roasting)
- Getting to know coffee machine, grinder, and all barista tools

Day 2:

- Basics of espresso making
- Ristretto, lungo, americano
- Extraction, TDS
- Basics of milk steaming
- Maintenance and cleaning of equipments

Day 3:

- Setting of espresso recipe individually
- Drink menu, making of different latte drinks
- Latte art
- Work process strategies and dealing with work surface

Day 4:

- Introduction to filter coffee
- Practice
- Exam

How is the content presented and structured?

On the website: <https://www.cecbudapest.com/english-barista-courses> in English,

<p>https://www.cecbudapest.com/professionlis-barista-tematika in Hungarian</p>		
<p>Competences: Basic knowledges of HoReCa</p>	<p>Knowledge: Beginners</p>	<p>Attitude: Interest in the barista profession</p>
<p>Learning materials. <i>What learning materials are required (e.g. textbooks, reading, videos, interactive simulations etc.)?</i></p>		
<p>Provided by Coffee Education Center.</p>		
<p>What teaching strategies and techniques are used?</p>		
<p>Theoretical and practical training.</p>		
<p>Assessment. <i>What methods of assessment are used?</i></p>		
<p>Written and practical exam.</p>		
<p>Accessibility and usability. <i>Are there any barriers to access or usability that may impact its effectiveness for certain learners?</i></p>		
<p>There aren't any. Application Form: https://www.cecbudapest.com/barista-tanfolyam_jelentkezes. Negotiating special requests in person (+36 30 905 0909 or info@cecbudapest.com).</p>		

3.1 Desk Research – Cyprus

3.1.1 Case studies

Name of Company:	Nestlé / Nespresso
Country:	Switzerland
Location:	Nestlé Nespresso S.A. Chaussée de la Guinguette 10 1800 Vevey
Type of company (roaster, cafeteria, retailers) or organization:	Leader of coffee machines and coffee capsules
Website, if available:	https://www.nespresso.com/au/
Mission statement:	
<p>“RE-THINK. RE-USE. RE-LOVE”. On our path as a B Corp, we’re more committed than ever to optimizing resources and minimizing waste. Every action has an impact. Each innovative idea can make us more efficient. Together, we can continue to bring this commitment to life”.</p>	
Sustainability reports, if available (link):	https://nestle-nespresso.com/sites/site.prod.nestle-nespresso.com/files/The_Positive_Cup_towards_2030_Report.pdf
What promotion and incentive strategy do they promote? How do they implement it?	
<p><i>Incentive Strategy:</i></p> <p>This incentive has been implemented in Australia. Nespresso provided the incentive of ‘free gift’ to consumers in exchange for returning their full bag of used capsules. Throughout this</p>	

incentive, Nespresso aimed to encourage recycling behaviour among Nespresso coffee consumers.

How it is implemented:

- 1- Consumers are asked to provide at least 100 used aluminium coffee capsules to any of the Nespresso stores.
- 2- The used aluminium boxes need to be placed inside of the recycle boxes in stores.
- 3- QR code is scanned, and consumers are asked to complete registration form.
- 4- The filled registration form is displayed to the staff member and consumers are received the gift in exchange of their recycling behaviour.
- 5- Gifts include the options of; A sleeve of Nespresso coffee, an A5 Nespresso Notebook made with recycled coffee ground, and Nespresso beach towel.

What this incentive contributes to the sustainability?

Once collected, the used aluminium coffee capsules are sent to treatment centers which are governed by partners who are specialized in the area of recycling. In these centers, aluminium and coffee grounds are separated. Following this process, the aluminium is sent to smelting plant in the pressed version. In the smelting plant, aluminium is melted. The melted version is used to produce variety of products including capsules again, cans, window frames, food packaging, car, bicycles, and plane components.

What are the outcomes and impact of the company's efforts?

This incentive has been implemented in Australia in 2022. Following 6 months after the incentive's implementation, almost two tonnes of recyclable aluminium coffee capsules collected from stores locating in Australia and 98% of customers claimed that they would like to continue using the program.

Do their product have certifications that promote sustainable coffee consumption habits, such as Fair Trade, Rainforest Alliance, or Organic certifications?

Yes, Nespresso is a B Corp™ certified. The B Corp™ certification represents businesses that

have power of building inclusive and sustainable economies. Every 3 years, Nespresso reassessed through this certification programme to verify if it still meets the high standards and eligible to be a part of B Corp. Indeed, this certification represents Nespresso’s 30 years of sustainable journey in coffee machine and coffee capsule production. The B Corp™ certification is a holistic approach as it covers the assessment in five categories: governance, workers, customers, community, and the environment. Besides this, Nespresso (Switzerland) joined the Swiss Triple Impact (STI) that measures the fulfilment of Sustainable Development Goals (SDGs). Also, Nespresso has Fair Trade Certification and won the award of Fairtrade Max Havelaar Switzerland Awards in 2022. Last but not least, Nespresso also worked as a partner with Rainforest Alliance under the program of “Nespresso AAA Sustainable Quality”.

How are these certifications promoted to consumers and how they incentivize sustainable coffee consumption?

Throughout the website of Nespresso, these certifications are listed. Besides this, the detailed information about those certifications was provided. They incentivize sustainable coffee consumption by ensuring that the coffee company relies on reliable sources. The presence of those certificates reflects status and conveys trust to consumers. It is a kind of evidence that reflects Nespresso’s responsibility over the environment and society as a whole.

What is the outcome of their marketing campaigns based on available data, if available?

NA

What specific messaging, channels, and tactics do they use in their campaigns?

Throughout their campaigns, they put emphasis on the importance of being convenient. Nespresso makes it very easy for consumers to buy capsules. They have plenty of stores in countries and they provide online option for the purchases. In their website, there is also a reorder section which enables consumers to review the previous purchase and make their order quickly. The idea of being ‘convenient’ is crucial in order to attract consumers to follow

the specific messaging offered by the coffee company. Indeed, a research showed that convenience is a key to stick to the brand and for the purchasing decisions in the future (Jewell, 2021).

Together with coffee capsules, Nespresso also sells coffee machines. Interestingly, Nespresso company do not sell their Nespresso coffee machines by asking overprices (despite coffee machines a being high in quality). That is because in order to use Nespresso coffee machines, consumers will need to buy Nespresso coffee capsules. The latter one will bring more profit in the long run. To do so, they do not aim to make profit out of coffee machines which will bring profit in the short run. This provides insight regarding their approach for long-term gains, not for short term gains. This strategy is essential as well since it assures long-term availability of consumers. Without having consumers in the long term, it seems difficult to encourage consumers for sustainable consumption. Thus, having long-term consumers also stand as a tactic to convince consumers for sustainable coffee consumption.

Indeed, all of these marketing strategies are needed in the first place in order to convince consumers to follow sustainability patterns. These strategies mentioned above provide insights that the coffee company values convenient access for consumers while at the same time putting efforts to think in the long-run. Nespresso also managed to well-integrate sustainability approach into their long term gains since the aluminium capsules they use are recyclable. While advertising this in their website, they also highlighted the benefit to consumers by focusing on aluminium's' capacity to keep coffee fresh. Moreover, they also have a strategy named as 'positive cup' that highlights the sustainable plans till 2030, suggesting their preparedness for the future. Indeed, all those are reflecting a strategy that puts emphasis both on consumers (e.g., by being convenient and fresh) and sustainability (e.g., by integrating sustainability approaches within the long-term profits and having future-oriented goals).

3.1.2 Educational Tool

Title:	Green Coffee Summit
Website link, if available:	https://green.sca.coffee/tools
Type (pdf, book, website):	Educational website
Aim:	
It aims to provide information about green coffee trade via the use of reliable and actionable knowledge about coffee markets.	
Learning Objectives:	<ul style="list-style-type: none"> • To provide reliable & credible information about sustainable coffee consumption/production • To inform target audience about the market trends and diverse strategies (green coffee buying and selling strategies)
Target audience:	Coffee buyers & sellers
Content & curriculum.	
What topics or subjects does the tool cover?	
<p><i>Resource Library:</i></p> <p><i>Tools</i> – Information about “Who is buying specialty coffee? Which markets are growing? Which are shrinking and stagnating? Macro-level trends data and individual success stories are both important tools to help inform sustainable coffee buying and selling strategies”.</p> <p><i>Actions</i> – Information about “Where can I go to find this information?” “What can I do?” “How can I share this with others?” This section of the resource library is devoted to what we can <i>do</i>, particularly regarding driving more equitable value distribution”.</p>	

Learn - Markets are dynamic and complex—and so is coffee! These resources will help to peel back layers of understanding around the specialty coffee system, its actors, and the role it plays in creating livelihoods.

How is the content presented and structured?

The content is presented within the website in the form of reports/articles. On the website, target group can access the information about virtual events that aim to provide information about sustainable coffee trends. Besides this, there is a educational tool section that stores all useful information. As stated above, this section is structured to have 3 parts, namely tools, action, and learn. Depending on the content they wish to learn, the target group can click the either of these categories. For example, if a buyer wishes to learn about green coffee buying strategies, she/he needs to click tools section. In addition to these, there is a section that is devoted for updates. The last two sections are informational in a way that it provides information about partner organization, partners’ contributions, and the green summit education tool/website as a whole.

What skills, knowledge and attributes does the tool provide to the learners?

<p><i>Competences:</i></p> <p>-Develops ability to find out credible/reliable coffee chain</p>	<p><i>Knowledge:</i></p> <p>-Provides macro level trends and individual success stories to inform about sustainable coffee buying and selling</p>	<p><i>Attitude:</i></p> <p>-Promote understanding through the discussion of global level challenges and opportunities faced in green coffee market both by buyers and sellers (by the aid of virtual events across worldwide)</p>
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Pedagogical approach.

What teaching strategies and techniques are used?

In addition to written strategies (e.g., reports and articles), Green Summit also uses another strategy involving the videos and virtual events. Videos act as a supporter of the written information. The virtual events allow space for the interaction such that challenges and opportunities are discovered through the discussion with buyers and sellers coming from diverse backgrounds and regions.

Assessment.

What methods of assessment are used?

NA

Accessibility and usability.

Are there any barriers to access or usability that may impact its effectiveness for certain users?

It might be difficult to read articles and their related graphs by buyers and sellers who have lower levels of education. The academic language of articles and their corresponding graphs/figures might be confusing for this specific group.

3.1.3 Educational Course

Title:	SCA Sustainability Foundation Course
Website link, if available:	https://thechaincollaborative.org/wp-content/uploads/2018/11/TCC_SCA-Coffee-Sustainability-Program_Foundation-Course-Outline-2022.pdf
Overview:	

This is an online course that aims to offer baseline information about sustainability in the coffee chain. In general, it covers topics including what the term "sustainable" means (i.e., the terminology of sustainability) and the sustainability-related challenges encountered in the coffee value chain. This course aims to provide a general understanding of sustainability in the coffee sector by incorporating the factors of economics, environment, social issues, and the interrelationship between those factors. It is an eight-hour course and includes four online classes of two hours each.

Learning Outcomes:	<p>At the end of this course, students will be able to:</p> <ul style="list-style-type: none"> - Understand broad sustainability challenges at different points. -Able to discuss potential solutions for sustainability and get knowledge regarding best practices in the industry. -Able to explain trade-offs of different sustainability projects and practices.
Target audience:	It is for all interested people at all points in the coffee value chain (i.e., cultivation, processing, roasting, and consumption).
Duration:	8 hours + 35 minutes assessment via examination.

Course structure.

What are the topics and modules?

First Class Session (2 hours):

- Introduction to the course
- The meaning of sustainability
- Brief history of coffee-related sustainability
- Power and political issues associated with the sustainability in the coffee industry
- Summary of 1st session

Second Class Session (2 hours):

- Recap of session 1
- Introduction to sustainability stakeholders in the coffee
- Introduction to sustainability-related challenges, a) climate change throughout industry b) agronomy at the farm-level.
- Summary of 2nd session

Third Class Session (2 hours):

- Recap of session 2
- Sustainability-related challenges CONT'D, a) price and price fluctuations, b) economic inequality throughout the industry, c) gender equity up and down the supply chain, d) Labor across the sector, farm workers, and age of farmers
- Introduction to common solutions, a) price improvements
- Summary of 3rd session

Fourth Class Session (2 hours):

- Recap of session 3
- Common Solutions CONT'D, a) farmer organizations, b) coffee certifications and ethical marketing, c) use of industry-wide toolkits, d) the meaning of research&development in the coffee sector.
- Summary of opportunities and limitations to common sustainability solutions
- Understanding what to do next
- Key takeaways

How is the content presented and structured?

The course is presented in a format of "live course" in the pre-determined time. The course is offered both in English and Spanish languages.

<p>Competences:</p> <p>-Enable students to gain competence of taking preliminary actions and make informed decisions on behalf of themselves, their company, and/or organizations (about sustainable coffee cultivation, processing, roasting, and/or consumption)</p>	<p>Knowledge:</p> <p>-Increase knowledge of students about the terminology of sustainability from the coffee value chain perspective. Develops understanding with regards to sustainability challenges and best practices at coffee sector.</p>	<p>Attitude:</p> <p>-Helps students the increase their sustainable attitudes at various levels of coffee value chain, including processing, roasting, and/or consumption.</p>
<p>Learning materials.</p> <p>What learning materials are required (e.g. textbooks, reading, videos, interactive simulations etc.)?</p>		
<p>-Computer/Laptop -Reliable high-speed internet -Quiet space -Headsets (recommended) -Notebooks, papers, pencils</p>		
<p>What teaching strategies and techniques are used?</p>		
<p>The information is provided via the use of theoretical information.</p>		
<p>Assessment.</p> <p>What methods of assessment are used?</p>		

Examination is used – To pass the exam, students must answer 70% of the questions correctly.

Accessibility and usability.

Are there any barriers to access or usability that may impact its effectiveness for certain learners?

Limited scope of languages: The course is available only in English and Spanish.

3.1 Desk Research – Portugal

3.1.1 Case studies

Name of Company:	Delta Cafés - Grupo Nabeiro
Country:	Portugal
Location:	Av. Calouste Gulbenkian 7370-025 Campo Maior Portalegre, Portugal
Type of company (roaster, cafeteria, retailers) or organization:	A Portuguese coffee roasting and coffee packaging company headquartered in Campo Maior, Alentejo. The company was founded in 1961 and is among the top market leaders in the Iberian Peninsula.
Website, if available:	Meet the Nabeiro Group
Mission statement:	
“We believe that a long-term vision that focuses on valuing people and is guided by sustainability and innovation in our business will strengthen our leadership in the world.”	
Sustainability reports, if available (link):	Sustainable development Nabeiro Group A nossa sustentabilidade
What promotion and incentive strategy do they promote? How do they implement it?	
ENVIRONMENTAL RESPONSIBILITY AMBIENTE DELTA: The main purpose of the project is to promote a reduction in environmental impact, specifically through the consumption of less paper, electricity, water and fuel throughout the Group’s	

companies. In order to put the Ambiente Delta project into motion a network of Sustainability Ambassadors was created, composed of one employee from each company and commercial department, which enabled us to consolidate the policy of sustainability and underline the sense of belonging at Delta Cafés.

RECYCLING OF MACHINERY MISSION:

The purpose of the recycling mission was to make consumers aware of the need to separate and dispose of unwanted electrical household equipment in the correct location. Delta Q and Amb3E formed a partnership to develop an awareness campaign which was conducted over a period of more than two months in 22 towns and cities throughout mainland Portugal. The result of this lengthy initiative saw 2,000 old pieces of machinery deposited in the recycling containers. The recovery of this waste went towards planting trees in the municipality of Portalegre, which will benefit the entire local ecosystem in the short term and provide more leisure areas, improving the quality of life of the residents of the region.

(Projects - Environmental Responsibility - Sustainability | Delta Coffee)

What are the outcomes and impact of the company's efforts?

As a responsible brand, Delta Coffee is aware of its duty to help make the principles linked to sustainability of the planet an increasingly important factor in the choices made by consumers. Consumers themselves must be the engine driving a change in behavior, and for this reason Delta developed a system of collection and use of the main waste from its industrial and sales activities. The ReThink project is a project created by Delta Coffee in the context of initiatives of Planet Delta, which aims to close the cycle of coffee. It is a project for investigation and use of waste produced by the activities of the company and by the consumption of coffee - i.e. coffee grinds. This is the most holistic project in Portugal, as it analyzes and strengthens the entire coffee cycle, including the consumer and the waste he generates, and it is an enormous source of added value.

Delta Coffee developed the **ReThink project**, which studies and rethinks the use to be made of

coffee grinds, closing the cycle of this product with the lowest possible impact on the level of sustainability.

As a responsible brand, Delta Coffee is aware of its duty to help make the principles linked to sustainability of the planet an increasingly important factor in the choices made by consumers. Consumers themselves must be the engine driving a change in behavior, and for this reason Delta developed a system of collection and use of the main waste from its industrial and sales activities. The ReThink project is a project created by Delta Coffee in the context of initiatives of Planet Delta, which aims to close the cycle of coffee. It is a project for investigation and use of waste produced by the activities of the company and by the consumption of coffee - i.e. coffee grounds (Spent Coffee Grounds - SCGs). This is the most holistic project in Portugal, as it analyzes and strengthens the entire coffee cycle, including the consumer and the waste generated, and it is an enormous source of added value.

The ReThink project aims to:

- Evaluate the logistical system to create logistics for mass collection of capsules and coffee grounds;
- Collect used capsules and coffee grounds;
- Recycle plastic from the capsules;
- Investigate the components of the grounds and find out what can be extracted from this waste to create new products, in areas such as nutrition, cosmetics, biomass and bioenergy;
- Study coffee machines and find out how they can be made more efficient.

The project was financed by QREN (National strategic reference framework) to the tune of € 2M, making it possible to establish partnerships with the Faculty of Science and Technology at the Universidade Nova de Lisboa, IBET (Institute of Experimental Biology and Technology) and UNIDEMI (Unit for Investigation and Development in Industrial Engineering); as well as Diverge Design, which has already been a partner on other projects. These partnerships will make it possible to create new research projects for our logistical systems and to study the

components of coffee grinds - something which has never been done at European level.
(<http://www.planetadelta.pt/>)

Do their product have certifications that promote sustainable coffee consumption habits, such as Fair Trade, Rainforest Alliance, or Organic certifications?

Yes.
Social Responsibility, Quality Management Systems, Certification in food safety, System For Managing the Reconciliation of professional, family and personal life, Environmental Management Systems, Occupational Health and safety management system, EMAS, Cafecert COLOMBIA , Rainforest Alliance, UTZ, 3R6, CERTIF – Certified Product Mark, Fairtrade, Organic Coffee, FDA, HALAL, Ponto Verde, EAC, Organic Wine.
([Certifications](#) | [Fairtrade](#) | [Rainforest Alliance](#) | [Nabeiro Group](#))

How are these certifications promoted to consumers and how they incentivize sustainable coffee consumption?

On their multilingual website, the products, in the promotion publications, etc.

What is the outcome of their marketing campaigns based on available data, if available?

Their sustainability as a group of companies in the coffee sector depends on expanding into new markets and the introduction of innovative products and services, as well as on our ability to incorporate and influence our value chain in order to adopt good environmental and social practices [our Sustainability](#)

What specific messaging, channels, and tactics do they use in their campaigns?

Their path is driven by a Global Sustainability Strategy developed under the “We Share the Future” concept. Designed around the contribution to the 9 Sustainable Development Goals

(SDG), and which rests on 3 pillars:

- People
- Communities
- Planet

THEIR COMMITMENT FOR 2025:

- Green energy
- Electric Fleet
- Biodegradable capsules
- 100% Portuguese Coffee

[ReThink - Sustainability | Delta Coffee](#)

Their Facebook: <https://www.facebook.com/DeltaCafes>

Instagram: https://www.instagram.com/delta_cafes/

Website: <https://www.gruponabeiro.com/>

3.1.2 Educational Tool

Title:	The Coffee Guide Fourth Edition
Website link, if available:	(PDF) The Coffee Guide, Fourth Edition
Type (pdf, book, website):	PDF
Aim:	

The Coffee Guide is the world's most extensive, hands-on and neutral source of information on the international coffee trade. It covers trade issues relevant to coffee growers, traders, exporters, transportation companies, certifiers, associations and authorities, and other relevant actors. Many in the coffee industry consider it the go-to reference.

This fourth edition is directly informed by the coffee industry. It has updated technical information on finance, food safety measures, logistics and contracts. It has redefined quality and data segmentation and expanded digitalization coverage and information related to certifications and supply chain legislation. It also gives prime importance to issues like climate change, coffee price volatility, living wage and the inequitable distribution of power, profit and resources across the supply chain. It aims to be informative, useful and inclusive of all stakeholder sectors.

<i>Learning Objectives:</i>	Technical information on finance, food safety measures, logistics and contracts. The purpose of this guide is to be informative, helpful and inclusive of all industry stakeholders.
<i>Target audience:</i>	Experts - (coffee growers, traders, exporters, transport companies, certifiers, associations and authorities, and others relevant actors)

Content & curriculum.

What topics or subjects does the tool cover?

The guide retains the essence that has made it so popular over the years, with neutral and practical information from seed to cup. It targets value chain stakeholders in all countries that operate and consume coffee. An overview of the coffee world includes recommendations on consumption practices and competitiveness, certification, contracts, logistics, insurance, trading, futures markets, hedging, risk management, quality control, digital tools and much more.

How is the content presented and structured?

CONTENTS:

About the guide

Foreword

Note from the authors

Acknowledgements

Acronyms

Executive summary

The Guide have 8 chapters :

Chapter 1 - The world of coffee

Chapter 2 - Sustainable is the new normal

Chapter 3 - Understanding the coffee market

Chapter 4 - Digital Transformation

Chapter 5 - Coffee Quality From seed to cup

Chapter 6 - Futures markets and hedging

What skills, knowledge and attributes does the tool provide to the learners?

Competences:

-Expertise in the coffee Industry.

Knowledge:

-Basic skills on knowledge about coffee chains.

Attitude:

- Recognition of the importance of sustainability as a new normal.

Pedagogical approach.

What teaching strategies and techniques are used?

The guide is intended to serve as a vital training and knowledge-sharing tool to advance the interests of producers, exporters and those who support them in coffee producing countries

around the world. Sustainability is the common thread that unites all chapters of the guide. Covers topics related to climate change, price volatility and imbalanced supply chain dynamics. It explores the definitions of dignified income, the logic of raising projects for climate solutions and the role that young people and women can play in advancing coffee.

Assessment.

What methods of assessment are used?

NA

Accessibility and usability.

Are there any barriers to access or usability that may impact its effectiveness for certain users?

No. It is readable on the internet and downloadable as a pdf document.

3.1.3 Educational Course

Title:	Barista Academy Courses Introduction to the world of coffee
Website link, if available:	https://www.centrociencia cafe.com/en/
Overview:	
Train men and women, professionals in the field, schools (Hospitality Schools, professional courses in the catering and hospitality sector) and customers, or those simply passionate about coffee, to better serve and work with the finest raw material we consume every day.	

CCC Barista Academy By Delta Cafés: This team has the objective of spreading the culture and highlighting the quality of coffee, promoting its consumption through several enjoyable, innovative and value-added drinks. For that they provide 4 different modules

Espresso

Introduction to the world of coffee

Brewing

Cappuccino

For this research, as example we chose the module: Introduction to the world of coffee

<https://www.centrociencia cafe.com/en/academia-barista/barista-detalle/o-expresso-perfeito-2>

Learning Outcomes:	The course covers a basic and master barista training
Target audience:	Coffee shop owners and employees, and the general public that wants to learn about this subject, professionals in the field, hospitality schools, customers
Duration:	4 theory hours 2 practical hours - Total of 6 Hours
Course structure. What are the topics and modules?	
<p>Modules - Programmatic Contents:</p> <p>Module I - Coffee History</p> <p>Module II - Botany</p> <p>Module III - Harvesting and Processing</p> <p>Module IV - Coffee Market</p>	

Module V - Production Process

Module VI - Cupping

Module VII - Sensorial Tests

Module VIII - Evaluation

How is the content presented and structured?

At the end of the course participants should be able to:

- Identify the framework of coffee **history**;
- Characterize the **botany** of the coffee plant;
- Differentiate the different processes of **coffee harvesting and post-harvest processing**;
- Distinguish the **coffee market** procedures;
- Characterize the entire **manufacturing process**;
- Apply the protocol associated with a **cupping** test
- Characterize what happens in the **roasting** process

Competences: -Basic knowledges
of the world of coffee

Knowledge:
-Beginners

Attitude:
-Interest in the barista profession

Learning materials.

What learning materials are required (e.g. textbooks, reading, videos, interactive simulations etc.)?

Provided by CCC Barista Academy

What teaching strategies and techniques are used?

Theoretical and practical training.

Assessment.

What methods of assessment are used?

Written and practical exam.

Accessibility and usability.

Are there any barriers to access or usability that may impact its effectiveness for certain learners?

There aren't any. Website for registration:

<https://www.centrociencia cafe.com/en/academia-barista/barista-detalle/o-expresso-perfeito-2>

Contacts: Ph.: (+351) 268 009 630

Call cost to the national fixed network

Email: geral@centrociencia cafe.com

3.1 Desk Research – Netherlands

3.1.1 Case studies

Name of Company:	ComposTerra
Country:	The Netherlands
Location:	Maastricht
Type of company (roaster, cafeteria, retailers) or organization:	Retailer
Website, if available:	https://www.composterra.nl/en/home
Mission statement:	
<p>“In the Netherlands we use 3.6 earths to sustain our current way of life. We have to use materials more sustainable to ensure a healthy planet for future generations. ComposTerra comes with a solution of re-using materials, by transforming organic residues into functional products.”</p>	
Sustainability reports, if available (link):	NA
What promotion and incentive strategy do they promote? How do they implement it?	
<p>ComposTerra is promoting the design, production and diffusion of compostable products, mainly made from biomass. Other input material they use and process are wheat bran, coffee grounds, tea leaves, orange peels, potato waste. Their services and processes range from collection, pre-treatment, mixing, production and post-production of the compostable biomaterials.</p> <p>ComposTerra views partnerships as an essential part of the company’s vision of a circular</p>	

transformation. They aim to create an impact by sharing their knowledge as consultants with companies. They seek to scale up their products with partner manufacturers.

What are the outcomes and impact of the company's efforts?

The company was created in April 2021. During 2022/23 they are in the company development phase: they are developing material recipes, and prototypes, and conducting market research to bring the first products to the Dutch market in 2023.

As part of their ongoing efforts, the impact they are aiming to achieve is:

Economic Impact:

- Affordable alternative to plastics due to very low sourcing costs
- Supporting SMEs in their circular transition to 'future-proof' them

Ecological Impact:

- Reducing use of raw materials
- Stopping plastic pollution
- Shifting biomass streams from residual waste to compost

Social Impact:

- Being a role model for women in STEM and entrepreneurship
- Training the next generation of scientists through internship collaboration with universities

Do their product have certifications that promote sustainable coffee consumption habits, such as Fair Trade, Rainforest Alliance, or Organic certifications?

No, their products are made through biobased materials and include cups, bowls, seedlings, modular packaging, and decoration products such as jewellery.

<i>How are these certifications promoted to consumers and how they incentivize sustainable coffee consumption?</i>
They use coffee grounds, among other organic waste materials, to create their products. Their products include coffee cups, promoting more sustainable coffee consumption.
<i>What is the outcome of their marketing campaigns based on available data, if available?</i>
NA
<i>What specific messaging, channels, and tactics do they use in their campaigns?</i>
They have been featured in a series of articles, exhibitions, and competitions. By communicating their activities, they hope to support general awareness for circularity and sustainable consumption. The team has also given lectures, such as during the Maastricht University's Sustainability Week.

3.1.2 Case studies

<i>Name of Company:</i>	Kabioca
<i>Country:</i>	France
<i>Location:</i>	Chatou
<i>Type of company (roaster, cafeteria, retailers) or organization:</i>	Roaster
<i>Website, if available:</i>	https://www.kabioca.com/en/home-new/
<i>Mission statement:</i>	

“A story throughout which we decided to make a firm commitment to the quality of the content as well as the quality of the packaging. By acting to improve the aluminium and plastique capsules and their environmental impact. By seeking the right balance, THE efficient and responsible capsule.”

Sustainability reports, if available (link):

NA

What promotion and incentive strategy do they promote? How do they implement it?

They have reduced the packaging involved in their shipments. They use e-invoicing, recycled packaging, and zero-carbon transport to ship their plant-based capsules.

What are the outcomes and impact of the company’s efforts?

On September 22, the company was awarded the Yvelines Environment Prize for its innovation and development of more eco-friendly products. They have integrated CSR into their corporate strategy to progress on four pillars: purchasing/suppliers, products, logistics and social.

Do their product have certifications that promote sustainable coffee consumption habits, such as Fair Trade, Rainforest Alliance, or Organic certifications?

They are certified with the Certified Organic Agriculture label.

How are these certifications promoted to consumers and how they incentivize sustainable coffee consumption?

With their plant-based capsules, they seek to reduce the amount of aluminium used in capsules, which amounts to 40000 tonnes of waste annually worldwide (with only 2000 tonnes being recycled). Their capsules are compatible with both Nespresso and Dolce Gusto machines. Their Nespresso capsules are also biodegradable and compostable. They also grow organic

coffee beans, free of pesticides and GMOs.
<i>What is the outcome of their marketing campaigns based on available data, if available?</i>
NA
<i>What specific messaging, channels, and tactics do they use in their campaigns?</i>
Besides the website, where there is a detailed explanation of the company’s journey, its plant-based capsules and its roasting process, they also use different social medias to promote their products, such as Instagram or LinkedIn.

3.1.3 Educational Tools

<i>Title:</i>	Time to wake up and smell the coffee: 6 zero waste coffee solutions
<i>Website link, if available:</i>	https://zerowasteurope.eu/2017/11/zero-waste-coffee/
<i>Type (pdf, book, website):</i>	Website
<i>Aim:</i>	
	Provide readers with 6 different ways to go zero waste with their morning coffee
<i>Learning Objectives:</i>	<ul style="list-style-type: none"> • Reasons why disposable coffee capsules are extraordinarily unsustainable. • Traditional coffee making methods to use in your daily coffee routine that are zero waste

Target audience:	Coffee consumers	
Content & curriculum. What topics or subjects does the tool cover?		
<ul style="list-style-type: none"> • French press • Drip coffee machine • Espresso machine • Turkish coffee • Reusable pods for coffee capsule machines • Moka pot <p>The report of Zero Waste Europe contains 6 ways to make zero waste coffee</p>		
How is the content presented and structured?		
<p>The content is presented in a short and easy-to-read blog post format targeting coffee consumers directly</p>		
What skills, knowledge and attributes does the tool provide to the learners?		
Competences: -It explains how to make coffee sustainably	Knowledge: - It describes the advantages of using either of the six zero waste coffee solutions that are introduced in the article	Attitude: -It gives reasons why disposable capsules gained popularity and why it is very unsustainable. It provides consumers with different alternatives that might work for them
Pedagogical approach. What teaching strategies and techniques are used?		

Blog post content with easy-to-understand information targeted to every coffee consumer with accessible data and brief explanations of the different coffee alternatives.
Assessment. What methods of assessment are used?
NA
Accessibility and usability. Are there any barriers to access or usability that may impact its effectiveness for certain users?
Language barrier: content in English.

3.1.4 Educational Tools

Title:	Coffee: Sustainably enjoying one of the most famous stimulants
Website link, if available:	https://www.considerate-consumer.com/coffee
Type (pdf, book, website):	Website
Aim:	
Show consumers all the different aspects to enjoy coffee sustainably.	
Learning Objectives:	<ul style="list-style-type: none"> • Provide consumers with all the ways they can make their coffee routine more sustainable. • Learn about certified coffee and sustainable brands in the

	<p>market.</p> <ul style="list-style-type: none"> • Highlight the sustainable options for coffee packaging. • Tips on how to prepare coffee at home in a sustainable manner. • Better alternatives for coffee filters and capsules • Focus also on consuming sustainable milk and/or sugar. • Help consumers become more sustainable when buying coffee to go.
Target audience:	Coffee consumers
<p>Content & curriculum.</p> <p>What topics or subjects does the tool cover?</p>	
<ul style="list-style-type: none"> • Certified coffee & sustainable brands • Coffee packaging • Buying sustainable coffee • Preparing coffee sustainably • Coffee filters & capsules • Coffee additives • Coffee alternatives • Coffee to go. <p>It provides a complete guide on how to make coffee sustainable, from the moment you buy it, the packing it comes with, and the way you make it, to the coffee you take away at a cafeteria.</p>	
<p>How is the content presented and structured?</p>	

The content is presented in an article format divided into sections tackling every aspect surrounding coffee consumption with insights on sustainable solutions/options.

What skills, knowledge and attributes does the tool provide to the learners?

<p><i>Competences:</i></p> <p>-Focuses on all aspects surrounding your coffee consumption for consumers to learn about all the sustainable options available</p>	<p><i>Knowledge:</i></p> <p>- Provides detailed information about all the sustainable options/solutions consumers have available, in terms of the coffee to buy, how to make it, the alternatives with capsules, the coffee additives or your coffee to go, among others</p>	<p><i>Attitude:</i></p> <p>-Increases awareness of consumers on all the steps involved in their daily coffee routine, how unsustainable those can be and provides more environmentally friendly alternatives and solutions</p>
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Pedagogical approach.

What teaching strategies and techniques are used?

Clear and accessible information using comprehensible language and structure. It adds links to other resources if the reader wants to deepen into the topic.

Assessment.

What methods of assessment are used?

NA

Accessibility and usability.

Are there any barriers to access or usability that may impact its effectiveness for certain users?

Language barrier: content in English.

3.1 Desk Research – Greece

3.1.1 Case studies

Name of Company:	Starbucks
Country:	United States
Location:	Seattle
Type of company (roaster, cafeteria, retailers) or organization:	Multinational chain of coffeehouses and roastery reserves
Website, if available:	https://www.starbucks.com/
Mission statement:	
“With every cup, with every conversation, with every community, we nurture the limitless possibilities of human connection”	
Sustainability reports, if available (link):	https://stories.starbucks.com/uploads/2023/06/Starbucks-2022-Global-Environmental-and-Social-Impact-Report.pdf
What promotion and incentive strategy do they promote? How do they implement it?	
<p><i>Incentive Strategy:</i></p> <p>Starbucks offers a discount to customers who bring their own reusable cups. The discount amount varies by location, but it is typically around \$0.10 off the beverage price. This incentive aims to encourage customers to choose reusable options over single-use cups. Starbucks also sells its own branded reusable cups, such as the Starbucks tumbler and travel mugs, which</p>	

customers can use for their beverages. These cups are designed to be durable and are made from materials like stainless steel, ceramic, or plastic. Starbucks occasionally holds special events, such as "Bring Your Own Tumbler Day," where customers receive additional discounts or rewards for using their own reusable cups. These events are aimed at raising awareness and promoting the use of reusable alternatives.

How it is implemented:

Discounts for Using Reusable Cups: When customers bring their own reusable cup to a Starbucks store, they inform the barista that they have a reusable cup and would like to use it for their beverage. The barista will deduct the designated discount (typically around \$0.10) from the total price of the beverage. The discount is applied as a courtesy to encourage customers to choose reusable options.

Reusable Cup Program: Starbucks offers a variety of branded reusable cups, including tumblers and travel mugs, for customers to purchase. These cups are typically displayed near the counter or in designated merchandise areas within Starbucks stores. Customers can choose a reusable cup of their preference, make the purchase, and then use the cup for their beverages during subsequent visits.

Bring Your Own Tumbler Day: "Bring Your Own Tumbler Day" is a special event organized by Starbucks on selected dates. During these events, Starbucks promotes the use of reusable cups by offering additional incentives, such as extra discounts or rewards, to customers who bring their own cups. The specific details of each event, including the date and the additional incentives offered, are communicated through various channels, such as in-store signage, social media, or the Starbucks website.

What this incentive contributes to the sustainability?

By offering a discount to customers who bring their own reusable cups, Starbucks encourages the use of sustainable alternatives to single-use cups. This initiative helps reduce the consumption of disposable cups, which reduces waste and the environmental impact

associated with their production and disposal. It also promotes the conservation of resources, such as paper and plastic, that are used in the manufacturing of single-use cups. Starbucks' branded reusable cup program provides customers with durable and long-lasting cups that can be used repeatedly. By offering these cups for purchase, Starbucks aims to provide a sustainable option to customers who want to minimize their use of single-use cups. Using a reusable cup reduces waste from disposable cups and contributes to resource conservation. It also promotes a shift towards more environmentally friendly consumption habits. "Bring Your Own Tumbler Day" events further encourage customers to bring their own reusable cups by offering additional incentives. By promoting the use of reusable cups on specific days, Starbucks raises awareness about the benefits of sustainable choices and helps instill a habit of bringing reusable cups. These events can create a positive impact by reducing the number of disposable cups used on those specific days and encouraging customers to continue using reusable cups beyond the event.

What are the outcomes and impact of the company's efforts?

The discounts for using reusable cups and the availability of Starbucks' branded reusable cups have led to a substantial reduction in the number of disposable cups used by Starbucks customers. This reduction in single-use cup consumption helps decrease waste generation, including the associated paper or plastic waste and the energy required for their production. By encouraging the use of reusable cups, Starbucks contributes to the conservation of resources used in the manufacturing of single-use cups, such as paper and plastic. Reusable cups eliminate the need for these resources to be continuously produced and disposed of, resulting in a more sustainable use of materials. Reusable cups have a lower carbon footprint compared to disposable cups, as they eliminate the energy-intensive production and transportation processes associated with single-use cup manufacturing. The increased use of reusable cups by Starbucks customers helps reduce the carbon emissions and environmental impact related to cup production and waste management. Starbucks' initiatives have played a significant role in raising awareness and encouraging customers to adopt sustainable habits.

By offering discounts and organizing events like "Bring Your Own Tumbler Day," Starbucks has successfully influenced customer behavior and motivated them to choose reusable options. This behavior change extends beyond Starbucks stores, as customers may incorporate the habit of using reusable cups in other aspects of their daily lives. Starbucks is a global leader in the coffee industry, and its sustainability initiatives have influenced other coffee chains and businesses. By implementing and promoting the use of reusable cups, Starbucks sets an example for the industry and encourages other companies to adopt similar practices. This ripple effect contributes to the overall reduction of single-use cup waste and promotes sustainable consumption habits across the coffee sector.

Do their product have certifications that promote sustainable coffee consumption habits, such as Fair Trade, Rainforest Alliance, or Organic certifications?

Starbucks does offer coffee products that have certifications promoting sustainable coffee consumption habits. While the specific certifications may vary by region and product, Starbucks has made efforts to source coffee that meets recognized sustainability standards. Starbucks offers Fairtrade-certified coffee options in many markets. Fairtrade certification ensures that the coffee is produced under fair and sustainable conditions, guaranteeing fair prices to farmers and promoting social and environmental standards. Starbucks has partnered with the Rainforest Alliance to source coffee that meets the organization's sustainability standards. Rainforest Alliance certification ensures that the coffee is produced using environmentally friendly practices that protect ecosystems and support the well-being of coffee farmers. Starbucks offers organic coffee options that are certified as organic by reputable organizations. Organic certification ensures that the coffee is grown without the use of synthetic pesticides or fertilizers, promoting environmental sustainability and healthier farming practices.

How are these certifications promoted to consumers and how they incentivize sustainable coffee consumption?

Certifications promoting sustainable coffee consumption, such as Fair Trade, Rainforest

Alliance, and Organic certifications, are typically promoted to consumers by Starbucks through various channels and initiatives. Starbucks often includes certification logos on the packaging of coffee products that meet specific sustainability standards. These logos serve as visual indicators for consumers, showcasing the certification and its associated benefits. The presence of these logos helps consumers identify and choose coffee products that align with their sustainability preferences. Starbucks utilizes its online platforms, including its official website and social media channels, to educate and engage consumers about sustainability certifications. They share information about the certifications they support, the criteria these certifications entail, and the positive outcomes they generate. This digital communication allows Starbucks to reach a wider audience and create awareness among their customers. Starbucks often runs sustainability campaigns and initiatives that highlight their commitment to ethical sourcing and sustainable practices. These campaigns feature stories and testimonials from coffee farmers, emphasizing the positive impact of certifications on their livelihoods and the environment. By showcasing real-world examples, Starbucks incentivizes customers to choose certified coffee options that support these sustainable initiatives.

What is the outcome of their marketing campaigns based on available data, if available?

NA

What specific messaging, channels, and tactics do they use in their campaigns?

Starbucks employs various messaging, channels, and tactics in their campaigns to promote sustainability and responsible coffee sourcing. Starbucks emphasizes their commitment to ethical sourcing and supporting coffee farmers. They highlight the positive impact of their sourcing practices on farmers' livelihoods and communities. They also communicate their efforts to minimize its environmental footprint through sustainable practices, such as promoting biodiversity conservation and reducing waste. Starbucks promotes certifications like Fair Trade, Rainforest Alliance, and Organic to showcase their dedication to sustainability. They emphasize how these certifications ensure social responsibility and environmentally

friendly practices. Starbucks leverages its official website, social media channels, and email newsletters to share sustainability-related content, stories, and updates with a wider audience. Sustainability messages, certification logos, and information about responsible sourcing practices are often displayed on product packaging, providing customers with visible reminders of Starbucks' sustainability commitments. Starbucks uses storytelling to humanize the impact of their sustainability efforts. They feature stories of coffee farmers, highlighting their journey and the positive changes brought about by responsible sourcing. They collaborate with various stakeholders, including NGOs and industry associations, to amplify their sustainability messages and initiatives. Collaborations help expand the reach and impact of their campaigns.

3.1.2 Educational Tools

Title:	Sustainable Coffee Challenge
Website link, if available:	https://www.sustaincoffee.org/resilient-supply/
Type (pdf, book, website):	Online Platform
Aim:	
<p>The Sustainable Coffee Challenge is a collective endeavor involving corporations, governments, non-governmental organizations (NGOs), research institutions, and various stakeholders to facilitate the complete sustainability of the coffee industry. Partners of this initiative are actively collaborating to enhance transparency, establish a shared vision for sustainability, and work together to expedite advancements in achieving these objectives.</p>	

<p>Learning Objectives:</p>	<p>Increasing awareness Promoting best practices Accelerating progress Fostering collaboration</p>
<p>Target audience:</p>	<p>Coffee companies Governments and policymakers Consumers and the general public Research institutions and academia</p>
<p>Content & curriculum. What topics or subjects does the tool cover?</p>	
<p>Environmental sustainability, as it focuses on practices and initiatives aimed at reducing the environmental impact of coffee production. It may include discussions on agroforestry, biodiversity conservation, soil health, water management, climate change mitigation and adaptation, and sustainable waste management. The initiative emphasizes the importance of economic sustainability for the coffee sector. It explores topics such as market access, fair trade, price volatility, value chain efficiency, access to finance and credit, and business models that support the long-term economic viability of coffee farming and trade. The initiative recognizes the role of market demand and consumer awareness in driving sustainable coffee practices. It explores topics such as consumer education, market trends, certifications, and marketing strategies to promote sustainable coffee consumption and create a more sustainable market ecosystem.</p>	
<p>How is the content presented and structured?</p>	
<p>The Sustainable Coffee Challenge utilizes a variety of methods to present and structure its content. It produces reports, white papers, and publications that explore specific sustainability topics in the coffee sector, offering research findings, case studies, best practices, and recommendations for stakeholders. It also showcases case studies and success</p>	

stories to demonstrate the positive impact of sustainable practices in the industry and inspire others. The initiative organizes and participates in events, conferences, and workshops where stakeholders can share knowledge, discuss challenges, and foster collaboration. It maintains an active presence on social media platforms, sharing updates, news, articles, and success stories to engage a wider audience and facilitate knowledge dissemination. Additionally, the Sustainable Coffee Challenge collaborates with partner organizations, such as NGOs and research institutions, to share content, conduct joint research, and implement projects. Communication materials like brochures, infographics, videos, and presentations are developed to provide concise and visually appealing summaries of key information. These materials are often used in events, meetings, and outreach activities.

What skills, knowledge and attributes does the tool provide to the learners?

<p><i>Competences:</i></p> <ul style="list-style-type: none"> -Stakeholder engagement and collaboration -Leadership and change management -Data analysis and evaluation -Critical thinking and problem solving. 	<p><i>Knowledge:</i></p> <ul style="list-style-type: none"> -Sustainability concepts, principles, and frameworks -Best practices and innovative solutions in the coffee industry -Understanding of key performance indicators and impact assessments -Awareness of social, environmental, and economic challenges in coffee production. 	<p><i>Attitude:</i></p> <ul style="list-style-type: none"> -Ethical and responsible decision-making -Awareness and empathy towards coffee producing communities -Long-term thinking and consideration of sustainability impacts -Commitment to fairness, transparency, and respect for human rights.
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Pedagogical approach.

What teaching strategies and techniques are used?

The platform promotes experiential learning by providing opportunities for learners to directly engage with sustainability initiatives in the coffee sector. Case studies and real-life examples are utilized to illustrate sustainable coffee practices and their positive impact. Learners analyze these cases to understand challenges, identify solutions, and draw insights applicable to their own contexts. The Sustainable Coffee Challenge encourages collaborative learning where learners actively engage with each other, sharing experiences, perspectives, and knowledge. Workshops and simulations are conducted to facilitate hands-on learning and active participation. Multimedia resources such as videos and infographics are used to enhance engagement and present information in visually appealing and easily understandable formats.

Assessment.

What methods of assessment are used?

NA

Accessibility and usability.

Are there any barriers to access or usability that may impact its effectiveness for certain users?

Materials, resources, or communication channels of the Sustainable Coffee Challenge are primarily available in a limited number of languages. Users who have limited familiarity or skills with digital technologies may find it challenging to navigate online platforms, access and utilize online resources, or engage in virtual events.

3.1.3 Educational Courses

Title:	Certificate in Sustainable Coffee Value Chain
Website link, if available:	The University of Hong Kong (HKU)
Overview:	
<p>The Certificate in Sustainable Coffee Value Chain is a comprehensive course offered by the University of Hong Kong, focusing on the production, consumption, and management of the coffee value chain with an emphasis on sustainability. The course aims to provide participants with practical skills and knowledge related to various components of the coffee industry, from cultivation to consumption. The course recognizes the global significance of coffee as a widely consumed commodity and its impact on natural ecosystems and millions of livelihoods. It acknowledges the sustainability challenges faced by the coffee sector and the increasing prioritization of socio-economic and conservation values by industry stakeholders.</p>	
Learning Outcomes:	<ul style="list-style-type: none"> -Describe the overview and details of various components of the coffee value chain, from cultivation, processing, distribution to consumption -Identify and manage the factors affecting the quality of coffee -Apply a range of hands-on practical farming and post-harvesting management skills of sustainable coffee cultivation and green bean production in the local context -Recognize the key sustainability challenges along the value chain and explain the complex interdependencies of producing and consuming countries and regions

	-Apply theories and scientific knowledge to enhance sustainability performance along the coffee value chain
Target audience:	Coffee industry practitioners Coffee lovers Individuals interested in the coffee industry Sustainability enthusiasts
Duration:	The Certificate in Sustainable Coffee Value Chain course has a duration of 4 months. During this period, students can expect to engage in a total of 72 contact hours, spread over one to two lessons per week. The course follows a part-time study mode, allowing participants to balance their learning with other commitments they may have.
Course structure.	
What are the topics and modules?	
<p>Coffee Basics: Introduction to coffee history, basic knowledge, and the roasting process. Exploring the sensory aspects of coffee and the human senses involved.</p> <p>Sustainable Coffee Value Chain: Understanding the sustainability challenges in the global coffee industry and exploring certifications and initiatives related to sustainable coffee. Introducing the concept of a "Sustainable Value Chain."</p> <p>Coffee Cultivation: Studying the botany and physiology of coffee plants, environmental conditions required for coffee growing, and cultivation practices employed worldwide.</p> <p>Farm Practices: Hands-on experience at the Lai Chi Wo Experimental Farm, including coffee cultivation techniques, field design, land preparation, tree management, pruning, and</p>	

identifying coffee cherry ripeness.

Coffee Processing: Exploring different coffee processing methods such as natural, washed, honey, and anaerobic. Understanding post-harvest handling, drying, and storage of coffee beans.

Environmental Stewardship: Examining the relationship between coffee, biodiversity, and ecosystem services. Learning about sustainable production practices, regenerative agriculture, agroforestry, and the impact of climate change on coffee.

Green Coffee: Introduction to green coffee, including origins, varieties, grading, the specialty coffee supply chain, storage, transport, certification, and decaffeination.

Workplace Culture and Inclusiveness: Understanding the role of coffee in office culture, the impact of coffee on gentrification, coffee shops as social spaces, and exploring coffee businesses with social objectives.

Innovation and Governance: Exploring emerging trends in the coffee industry, coffee traceability, value chain governance, and discussing the role of innovation in shaping the industry.

How is the content presented and structured?

The content of the Certificate in Sustainable Coffee Value Chain course is presented and structured in a variety of ways to facilitate effective learning and engagement. The course combines theoretical knowledge, practical experience, sensory exploration, and interactive discussions to ensure a well-rounded learning experience. The structured combination of lectures, hands-on activities, class exercises, and field trips allows participants to acquire both theoretical understanding and practical skills related to sustainable coffee production and value chain management.

<p>Competences:</p> <ul style="list-style-type: none"> -Understanding the Coffee Value Chain -Practical Coffee Farming Skills -Quality Assessment and Management -Sustainability Awareness and Management 	<p>Knowledge:</p> <ul style="list-style-type: none"> -Coffee Industry -Coffee Cultivation and Processing - Sustainable Practices -Value Chain Management 	<p>Attitude:</p> <ul style="list-style-type: none"> -Sustainability Mindset -Continuous Learning -Collaboration and Engagement -Ethical and Responsible Practices
<p>Learning materials. What learning materials are required (e.g. textbooks, reading, videos, interactive simulations etc.)?</p>		
<ul style="list-style-type: none"> -Course Syllabus -Lecture Notes/Slides -Readings and Textbooks -Case Studies -Online Resources 		
<p>What teaching strategies and techniques are used?</p>		
<p>Instructors use lectures as a primary teaching method to deliver theoretical knowledge and concepts related to coffee production, value chain management, and sustainability. To complement theoretical learning, hands-on practical sessions are often incorporated into the course. Case studies and group discussions are also encouraging active participation and critical thinking. Instructors utilize online resources, such as digital platforms, learning management systems, or video presentations, to supplement course materials and facilitate interactive learning.</p>		
<p>Assessment. What methods of assessment are used?</p>		

Class Examination: Participants are required to take a class examination to assess their understanding of the course content. To be eligible for the certificate, students must pass the class examination.

Attendance: Participants must maintain an attendance rate of at least 85% throughout the course. Regular attendance is important for active engagement, participation in practical sessions, and a comprehensive learning experience.

Online Examinations: There are two online examinations as part of the course. Participants must complete the SCA Introduction to Coffee certificate online exam and the SCA Green Coffee Foundation certificate online exam. Successful completion of these exams contributes to the participants' overall assessment and certification.

Accessibility and usability.

Are there any barriers to access or usability that may impact its effectiveness for certain learners?

Language Barrier: This course is available only in two languages (English & Cantonese) Financial Constraints: The course has associated costs.

3.1 Desk Research – Slovenia

3.1.1 Case studies

Name of Company:	Barcaffe (coffee brand) Atlantic Droga Kolinska d.o.o. (owner)
Country:	Slovenia
Location:	Slovenia
Type of company (roaster, cafeteria, retailers) or organization:	Roaster
Website, if available:	https://www.barcaffe.si/
Mission statement:	
<p>Historically Barcaffe's mission has been to provide high-quality coffee products and excellent customer service. The company has always strived to stay at the forefront of the coffee market by offering innovative flavours and blends. Additionally, the brand has a long-standing commitment to sustainability and social responsibility, reflected in its business practices. Overall, Barcaffe has been dedicated to delivering a premium coffee experience to its customers while supporting the environment and communities in which it operates.</p>	
Sustainability reports, if available (link):	https://suppliers.atlanticgrupa.com/en/social-responsibility/towards-environment/
What promotion and incentive strategy do they promote? How do they implement it?	
<p>Creative marketing campaigns. With traditional and online advertising, personal selling, direct marketing, public relations, sponsorships, collaborations, and sales promotions. They constantly pursue new avenues for growth by bringing their flavours to consumers in new markets and innovating outside the established boxes of existing, conventional</p>	

categories. Their goal is to turn new products, brands, and markets into new sources of growth and with them, form a broader, stronger foundation for their business in the future.

What are the outcomes and impact of the company's efforts?

Barcaffè Flora coffee is characterised by a rich taste and aroma that awakens, but these are not the only great things about this cup of coffee - it is a holistic project that moves us to a better world. The method of its cultivation follows strict ethical and environmental standards. Barcaffè Flora is packed in environmentally friendly aluminium-free foil. Since it is thin, significantly less is consumed during packaging, further facilitating its processing. It is the first fully recyclable packaging that maintains coffee's optimum freshness while protecting our planet.

Barcaffè Florista - a unique and high-quality organic fertiliser based on Barcaffè Flora grounds and a mixture of stable, mature vermicompost, which plants love. Barcaffè Flora coffee grounds are an excellent composting and fertilising agent since they are carefully collected through HoReCa. Compost has a beneficial effect on all plants, regardless of whether they are houseplants, vegetables, trees or shrubs.

Do their product have certifications that promote sustainable coffee consumption habits, such as Fair Trade, Rainforest Alliance, or Organic certifications?

Barcaffè Flora coffee has a Rainforest Alliance certificate.

Barcaffè Bio ground coffee also has the SI-EKO-003 certificate.

How are these certifications promoted to consumers and how they incentivize sustainable coffee consumption?

They have successfully fulfilled their promise of planting thousands of trees for some time now. They are also committed to ethical standards – local growers are guaranteed good working conditions and fair earnings. The production method of Barcaffè Flora follows strict

ethical and environmental standards; it preserves the tropical rainforest and does not threaten the indigenous population.

With Barcaffè Flora, you can enjoy a delicious cup of coffee while positively impacting the environment. Their coffee is sustainably grown and ethically sourced, so you can feel good about your choice whenever you take a sip.

Barcaffè Flora is packed in environmentally friendly aluminium-free foil. It consists of a single material (PE). However, they have long tried to dominate not just with great tastes but also with consideration for the environment and society, so environmentally friendly packaging is nothing new to them.

If you choose a bar that offers Barcaffè Flora, you will receive it in a unique, innovative cup with a double wall for an exceptional espresso experience.

What is the outcome of their marketing campaigns based on available data, if available?

Outcomes of Barcaffè's new products, Flora caffè and Florista compost. Based on available information, Flora Caffè is a new product line of Barcaffè made with natural ingredients and comes in various flavours. Flora Caffè is marketed as an eco-friendly and socially responsible coffee product that is produced sustainably. On the other hand, Florista compost is a new product made from coffee grounds and other organic waste. It is marketed as a high-quality compost rich in nutrients and can fertilise plants and gardens. Overall, the outcomes of these products will depend on factors such as consumer demand, market competition, and the effectiveness of Barcaffè's marketing and distribution strategies.

What specific messaging, channels, and tactics do they use in their campaigns?

Web Page: <https://www.barcaffè.si/>

Facebook: https://www.facebook.com/barcaffè/?locale=sl_SI

https://www.facebook.com/BarcaffèEspressoSlovenija/?locale=sl_SI

Instagram: <https://www.instagram.com/barcaffè/>

<https://www.instagram.com/barcaffèespresso/>

3.1.2 Educational Tools

Title:	Coffee Knowledge Hub
Website link, if available:	https://coffeeknowledgehub.com/en
Type (pdf, book, website):	Website
Aim:	
<p>The global coffee education platform supporting coffee professionals everywhere. It is time for coffee education to evolve, to move to digital, and to broaden access to all aspiring coffee professionals. The Coffee Knowledge Hub is an all-new platform where the coffee community can learn, connect and discover the latest education, research and trends in the coffee industry.</p> <p>The Simonelli Group is launching an all-new education platform for the coffee industry in collaboration with expert trainers globally. The courses from industry leading providers will be delivered online and through a network of training centers across the world.</p>	
Learning Objectives:	The Coffee Knowledge Hub (CKH) is an open platform for those providing high quality education and resources. It invites the global coffee community into a learning experience — access to the best courses worldwide, the opportunity to connect, to discover the latest trends, research and people shaping our industry.
Target audience:	All aspiring coffee professionals
Content & curriculum.	
What topics or subjects does the tool cover?	

Courses and lectures cover different subjects, from topics for baristas, topics including business, green coffee, roasting, science, sustainability, and technical and sensory issues. Access is also provided to the latest developments in coffee and an exploration of the science behind coffee.

In addition to the coursework, the organisers are launching a library of online resources and a CKH podcast series that will initially explore the “coffee menu” — including aspects such as “the carbon footprint of the coffee menu,” menu development, and pricing.

How is the content presented and structured?

You can access courses and be the first to hear about news, research and events from across the coffee world. Joining is free and allows you to create your own profile that you can download as a CV.

There are 3 pillars:

- LEARN (Courses: Register for upcoming courses, Trainers: Meet our coffee experts and Locations: Explore the global network of training locations).
- CONNECT (Events: Upcoming highlights on the coffee calendar, People: The Knowledge Hub community),
- DISCOVER (News: Latest developments from the world of coffee and Research: An exploration of the science behind coffee).

What skills, knowledge and attributes does the tool provide to the learners?

<p><i>Competences:</i></p> <p>-Expertise in the coffee industry</p>	<p><i>Knowledge:</i></p> <p>- Basic skills</p>	<p><i>Attitude:</i></p> <p>-Interest in the barista profession</p>
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<p><i>Pedagogical approach.</i></p> <p><i>What teaching strategies and techniques are used?</i></p>
<p>Online lectures, in-person courses, coffee knowledge articles, questions on the forum, workbook in which note taking is prompted, references are provided, and that serves as a study guide before the exam.</p>
<p><i>Assessment.</i></p> <p><i>What methods of assessment are used?</i></p>
<p>Mock tests, students' evaluations, self-tests, sensory skills tests, and online exams.</p>
<p><i>Accessibility and usability.</i></p> <p><i>Are there any barriers to access or usability that may impact its effectiveness for certain users?</i></p>
<p>Internet access is required. For certain courses, it is necessary to have already completed certain levels and acquired prior knowledge.</p>

3.1.3 Educational Course

<i>Title:</i>	STOW - Courses and workshops
<i>Website link, if available:</i>	<p>https://sprudge.com/driving-development-at-stow-specialty-coffee-in-slovenia-115297.html</p> <p>https://www.stow.si/tecaji/</p>
<i>Overview:</i>	
	With an intermediate-level barista training program and switching all coffee buying to direct-

<p>trade only, Stow wants to give aspiring Slovenian coffee professionals the best tools to make a unique final product and put Ljubljana on the map.</p>	
<p>Learning Outcomes:</p>	<p>To give aspiring Slovenian coffee professionals the best tools to make a specific final product and put Ljubljana on the map.</p>
<p>Target audience:</p>	<ul style="list-style-type: none"> • Everyone who wants to develop their ability to perceive different aromas and flavours in coffee; • to all coffee lovers who are starting their education for the SCA Coffee Diploma or a professional career in the world of speciality coffees; • to everyone who would like to acquire knowledge of professional basics from the working environment of a professional barista • intermediate-level baristas; • professional baristas; • to everyone who wants to get to know and delve into the science of coffee preparation techniques and analysis, coffee extraction and learn about the influence of quality water on coffee extraction itself; • individual training, counselling, and competition preparation.
<p>Duration:</p>	<p>Courses: One-, two- or three-day courses and</p>

	consulting hours. Workshops: Three- or four-hour workshops.
<p>Course structure.</p> <p>What are the topics and modules?</p>	
<p>Barista Skills Foundation courses cover the professional basics of the working environment of a professional barista. This is followed by Barista Skills Intermediate and then Barista Skills Intermediate, where trainees upgrade their expertise in the sensory segments, preparing recipes according to the WBC standard and norms and managing a speciality coffee shop. They learn how to manipulate the coffee's taste using temperature, dosage, time and grind granulation variables.</p> <p>The Brewing Foundation course is intended for anyone interested in the journey of coffee from bean to cup. It offers knowledge of various basic techniques and preprocessing premium filter coffee. Further, there are two more levels: Brewing Intermediate and Brewing Professional. In these courses, the trainees improve their ability to taste different coffees of origin, differently processed coffees and their influence on the taste according to the preparation method. Great emphasis is also placed on water and its chemical composition.</p> <p>The Sensory Cupping Table workshop lets you know coffee flavours from growing countries. It is excellent training for training the range of perceptions of flavours and aromas in coffees.</p> <p>The Espresso Masterclass workshop covers preparing an espresso drink according to a recipe. The trainees learn how to effectively set up the coffee grinder, measure the dose of ground coffee correctly, suppress it and prepare a superb cup of espresso coffee.</p> <p>At the Pour-Over Masterclass workshop, students learn the meaning of the recipe (ratio between coffee and water, extraction time, water temperature) and the preparation technique. The course covers the V60 and Aeropress methods and does not cover espresso preparation, as espresso is covered in the Home Barista Masterclass workshop.</p>	

<p>How is the content presented and structured?</p> <p>The content of the courses is outlined from the professional basics from the working environment of a professional barista to more demanding ones with different emphases on obtaining and processing coffee.</p> <p>The content of the courses is suitable for coffee lovers and professional baristas who want to refresh their knowledge in this field.</p>		
<p>Competences:</p> <ul style="list-style-type: none"> • Basic knowledge of the world of coffee • For some advanced courses, the prerequisite is the completion of previous levels 	<p>Knowledge:</p> <ul style="list-style-type: none"> • Beginners • Intermediate • Professional 	<p>Attitude:</p> <p>-Interest in the barista profession</p>
<p>Learning materials.</p> <p><i>What learning materials are required (e.g. textbooks, reading, videos, interactive simulations etc.)?</i></p>		
<p>Interactive exercises and theory, use of equipment and raw materials.</p>		
<p>What teaching strategies and techniques are used?</p>		
<p>Courses and workshops, individual training, counseling, competition preparation.</p>		
<p>Assessment.</p> <p><i>What methods of assessment are used?</i></p>		
<p>Coffee Diploma, SCA certificate.</p>		

Accessibility and usability.

Are there any barriers to access or usability that may impact its effectiveness for certain learners?

Courses and workshops are chargeable.

4. Suggestions/Recommendations for the WP3 (Video Tutorials)

This part has been created to provide suggestions and recommendations for developing the content for WP3 video tutorials. The main goal of these video tutorials is to promote sustainable coffee consumption habits for coffee consumers. In order to achieve this goal, the results of field research play a crucial role since they highlight the needs, topics, and potential partners that can produce effective outcomes for specific topics, learning objectives, learning outcomes, and structure.

The below table serves those purposes and illustrates the topics that emerged as a result of the need analysis conducted by field and desk research. The potential partner section highlights the most promising partners in the specified topic based on the results of field research. In order to promote the exchange of good practices among countries, it seems an essential approach to provide space for partners to develop tutorials with which they are more familiar within their respective countries. In addition to this, in the below table, learning objectives, learning outcomes, and suggestions for the structure of the video tutorials for the specific topics were also mentioned.

Table 1

TOPICS/NEEDS ANALYZED	POTENTIAL PARTNER	LEARNING OBJECTIVES	LEARNING OUTCOMES	STRUCTURE
1-Using reusable mug at coffee shops	Cyprus or Greece	-Enhance the understanding of the consumers about the use of reusable mugs during coffee consumption. -Motivate consumers to use their reusable mug by providing benefits and advantages of doing this.	-Consumers will be able to understand the importance of using a reusable mug during coffee consumption. -Consumers will raise their awareness about the benefits of using a reusable mug during their coffee consumption.	Informative Fun Max 2-3 minutes tutorials Visually enriched Assessment at the end – via multiple choice questions

<p>2-Proper recycling or disposing of coffee cups</p>	<p>Cyprus, The Netherlands, Greece Slovenia</p>	<p>-Enhance understanding of what proper recycling and disposing mean in the context of coffee consumption.</p> <p>-Encourage consumers to engage in recycling and disposing of coffee cups through the illustration of the benefits of doing so.</p>	<p>-Consumers will have an in-depth understanding of what recycling and disposing of coffee cups mean.</p> <p>-Consumers will be ready to integrate recycling and disposal practices into their coffee consumption habits.</p>	<p>Informative</p> <p>Fun</p> <p>Max 2-3 minutes tutorials</p> <p>Visually enriched</p> <p>Assessment at the end – via multiple choice questions</p>
<p>3-Sustainability Programs (e.g., Coffee refill & loyalty program)</p>	<p>Slovenia</p>	<p>-Increase consumers' understanding of the most common sustainability programs.</p>	<p>-Consumers will raise their awareness about the existence of world-wide sustainability programs.</p>	<p>Informative</p> <p>Fun</p> <p>Max 2-3 minutes tutorials</p>
		<p>-Motivate consumers to search for sustainability programs & actively participate in them.</p>	<p>-Consumers will be willing to attend such programs when organized within their city.</p>	<p>Visually enriched</p> <p>Assessment at the end – via multiple choice questions</p>
<p>4-How do I question the sustainability practices of the coffee shops? (Which aspects should I consider?)</p>	<p>Portugal</p>	<p>-Highlight the necessity of questioning the sustainable practices of coffee shops</p> <p>-Enhance understanding regarding the sustainability aspects to consider while questioning the sustainability practices of coffee shops (e.g., which certifications signal the best practices of sustainability?).</p>	<p>-Consumers will be able to gain an understanding of the importance of questioning the sustainability practices of coffee shops.</p> <p>-Consumers will be motivated to begin practicing sustainability practices in coffee shops.</p>	<p>Informative</p> <p>Fun</p> <p>Max 2-3 minutes tutorials</p> <p>Visually enriched</p> <p>Assessment at the end – via multiple choice questions</p>

<p>5-Other sustainability habits (e.g., why to ask smaller size of coffee, why to avoid paper coffee cups while sitting in coffees, benefits of doing coffee at home, coffee type preference)</p>	<p>Greece, Hungary, Netherlands, and Slovenia</p>	<p>-Develop basic understanding of sustainability habits.</p> <p>-Motivate consumers to alter their coffee consumption habits towards more sustainable ones.</p>	<p>-Consumers will be able to understand why to ask and the benefits of asking for a smaller size of coffee, avoiding a paper cup while sitting in, why to start doing coffee at home, and why the type of coffee matters.</p> <p>-Consumers will be willing to make more sustainable choices during their coffee consumption by using the knowledge acquired in this tutorial.</p>	<p>Informative</p> <p>Fun</p> <p>Max 2-3 minutes tutorials</p> <p>Visually enriched</p> <p>Assessment at the end – via multiple choice questions</p>
<p>6-Potential uses of Spent Coffee Grounds (SCGs) (e.g., gardening & composting)</p>	<p>Hungary, Slovenia, and Greece</p>	<p>-Enhance understanding about the potential uses of SCGs and its associated benefits.</p> <p>-Motivate consumers to engage in SCGs practices.</p>	<p>-Consumers will be able to raise their awareness about the existence of potential uses of SCGs.</p> <p>-Consumers will be encouraged to start practicing SCGs practices.</p>	<p>Informative</p> <p>Fun</p> <p>Max 2-3 minutes tutorials</p> <p>Visually enriched</p> <p>Assessment at the end – via multiple choice questions</p>

5. Suggestions/Recommendations for the WP3 (E-guide)

The following table illustrates the recommendations for the structure of the WP3 e-guide based on the results of field and desk research. In line with this, the e-guide is recommended to have seven main parts. The first part needs to involve an informative part for the coffee shop owners and employees since the results of the field research revealed specific topics that need to be addressed to educate the coffee shop owners and employees.

The second part involves the informative part for consumers (i.e., modules for the consumers). In each module, guidelines and technical requirements need to be included. In terms of guidelines, highlighting the benefits of a specific topic by using simple language, using fun and entertaining visuals, providing numbers (e.g., using simple statistics), and easy-grasp tables/figures, providing both theoretical and practical information (e.g., how to engage in recycling) are all suggested to be included. In terms of technical requirements, the use of laptops/computers, e-posters, and e-pamphlets is strongly recommended.

The third, fourth, and fifth parts can be considered literature parts since they involve the illustration of desk research results in the areas of best practices (i.e., case studies), educational tools, and educational courses. The sixth part is about recommendations for tips and tricks to motivate consumers to follow sustainable approaches and habits. The content of those tips and tricks was derived from the field research and best practices provided by the partnership. The last part is recommended to involve references and any relevant annexes.

Table 2

INFORMATIVE PART FOR COFFEE SHOP OWNERS-EMPLOYEES/ LEARNING STRUCTURE	INFORMATIVE PART FOR CONSUMERS- MODULES TO BE DEVELOPED / TEACHING STRUCTURE	LITERATURE PART/ BEST PRACTICES PART	LITERATURE PART/ EDUCATIONAL TOOLS PART	LITERATURE PART/ EDUCATIONAL COURSES PART	TIPS/TRICKS TO MOTIVATE CONSUMERS
1-Common meaning of sustainability and its common operations at coffee shops	1- Using reusable mug at coffee shops -INCLUDING GUIDELINES -TECHNICAL REQUIREMENT	1-Nestlé /NESCAFÉ	1- Do connoisseur consumers care about sustainability? Exploring coffee consumption	1-Professional barista	1- Provide incentives: 'free gift' to consumers in exchange for returning their used capsules - offer discounts

			practices through netnography		for reusable mugs/ provide recycling bins
2-Common ways of implementing sustainability practices at coffee shops	2-Proper recycling or disposing of coffee cups -INCLUDING GUIDELINES -TECHNICAL REQUIREMENT	2-Nestlé / Nespresso	2- Green Coffee Summit	2- SCA Sustainability Foundation Course	2- Use efficient communication methods: Communicate sustainable habits via the use of menu and signage/ display certificates and labels to promote sustainable habits
3- Spent Coffee Grounds Management	3-Sustainability Programs (e.g., Coffee refill & loyalty program) -INCLUDING GUIDELINES -TECHNICAL REQUIREMENT	3- Delta Cafés/ Grupo Nabeiro	3- The Coffee Guide	3- Barista Academy Courses Introduction to the world of coffee	3- Be a role model: by the use of e-invoicing and recycled packaging, you can be a good role model - also use of zero-carbon transport to ship plant-based capsules, use certificates and labels to display all sustainable activities you engaged in.
4-Challenges experienced by coffee shops and how to address those challenges	4-How do I question the sustainability practices of the coffee shops? (Which aspects should I consider?) -INCLUDING GUIDELINES -TECHNICAL REQUIREMENT	4- ComposTerra 5- Kabioca	4- Time to wake up and smell the coffee: 6 zero waste coffee solutions 5- Coffee: Sustainably enjoying one of the most	4- Certificate in Sustainable Coffee Value Chain	4-Use campaigns: Creative marketing campaigns using awareness raising fun educational videos - the use of social media campaigns

			famous stimulants		involving photos and videos are vital.
5-How to educate, engage, and motivate consumers?	5-Other sustainability habits (e.g., why to ask smaller size of coffee, why to avoid paper coffee cups while sitting in coffees, benefits of doing coffee at home, coffee type preference) -INCLUDING GUIDELINES -TECHNICAL REQUIREMENT	6-Starbucks	6-Sustainable Coffee Challenge	5- STOW - Courses and workshops	6-Events: Organizing community events with local stakeholders /NGOs to promote sustainable habits – leading collaboration with expanded stakeholders that result in access to further consumers.
6-Communication Strategies and Resources to Deliver Sustainable Initiatives to Consumers:	6-Potential uses of Spent Coffee Grounds (SCGs) (e.g., gardening & composting) -INCLUDING GUIDELINES -TECHNICAL REQUIREMENT	7- Barcaffè	7-Coffee Knowledge Hub		6-First-hand experience works! – To do so, use storytelling method – by displaying success stories of coffee farmers-display positive outcomes of sustainable behaviour.