



# NEWSLETTER

JULY, 2023



## **ECOFFEE CONSUMERS - CREATING CONSCIOUS COFFEE CONSUMERS WITH SUSTAINABLE HABITS FOR ENHANCING THE SUSTAINABLE COFFEE INDUSTRY**

PROJECT DURATION: 2022-2024

What is the first thing that comes to mind when you hear the word coffee? If you are a coffee lover, you probably think of a cup of your favourite coffee that gives you that wonderful taste and feeling. The project "ECOFFEE consumers" does not want to change this feeling, we want to add a little extra!



This project called "ECOFFEE Consumers: Creating conscious coffee consumers with sustainable habits for enhancing the sustainable coffee industry" has partners from Cyprus, Greece, the Netherlands, Slovenia, Portugal, and Hungary. The latter is the project's coordinator and the one who will lead us to achieve our vision and goals.

Together, we will work so that you as an individual coffee consumer, or you as an individual cafe owner, can be part of a network where every cup of coffee contributes to a sustainable world and fight the environment and climate change. A legacy that we wish to leave to our future generations.



For each cup of coffee, we will end up with Spent Coffee Ground (SCG). Decomposition of the SCGs leads mainly to methane, carbon dioxide and volatile organic compounds production. The project aims to provide significant high environmental, social, and economic benefits by promoting and enhancing sustainable coffee consumption.



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Funded by  
the European Union



## THE FIELD RESEARCH

The field research was 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 at least ten responses per survey. At the end of data collection, the partnership received 134 responses from consumers and 61 from coffee shop owners, employees, and educators.



<https://tudasalapitvany.hu/gb/ecoffee-2/>

<https://www.facebook.com/ecoffeeconsumers>

[https://www.instagram.com/ecoffee\\_erasmus/](https://www.instagram.com/ecoffee_erasmus/)

## KICK-OFF MEETING:

16-19th January, 2023  
(Hódmezővásárhely, Hungary)



## DESK RESEARCH

The partnership engaged in desk research to discover best practices that involve in-depth research about the successful strategies and processes implemented by organisations or individuals in HoReCa, specifically in coffee serving and selling. The goal of this approach is to identify practical solutions for a) promotion and incentives for strategies to foster sustainable coffee consumption habits and b) educational tools, and c) 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 to find at least one case study and at least two educational tools and/or practices. The partnership elaborated on seven case studies, seven educational tools, and five educational courses.