TRASH
Chefs for Impact
RECYLING
CARTONS, METAL,
SOME PLASTIC +
CLEAR GLASS
PAPER
CLEAN ONLY
ECOFFEE

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Class of 2022
MFA Design for Social Innovation School of Visual Arts
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Ecoffee is a book dedicated to sustainable cafes in New York. Thanks for your support and contribution!

A CUP OF IXV

A CUP OF

CUP OF LITTLE SKIPS SOUTH

A CUP OF LITTLE SKIPS EAST

A OF IXV

A CUP OF PENSTOCK COFFEE SHOP &

A CUP OF COUNTER CULTURE

A CUP OF

CUP OF STUMPTOWN COFFEE ROAST

A CUP OF JOSEPH LEONARD

A OF COFFEE PROJECT EAST VIL

A CUP OF TWO HANDS

A CUP OF HOMECOMING

A CUP OF

CUP OF QAHWAH HOUSE

A CUP OF IMPACT

NYC SUSTAINABLE COFFEE SHOPS

A CUP OF PAUSE CAFE

A ☕ OF IMPACT

A CUP OF 🌐 🌐 🫀

● CUP OF IMPACT

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The chapter explores a broader definition of what it means to be "eco-friendly."

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Redefine the problem:
The community needs a holistic standard for a sustainable coffee shop.
Summary for this chapter:
Crap, I thought this thesis would be easy, just to fix the cup problem. It turns out the problem is due to systemic issues. The café alone can't solve this problem, but we can explore some other things we can do right now, such as considering sustainability's definition more comprehensively.

Chapter 4: Stop being rational, and let's go back to the emotional.

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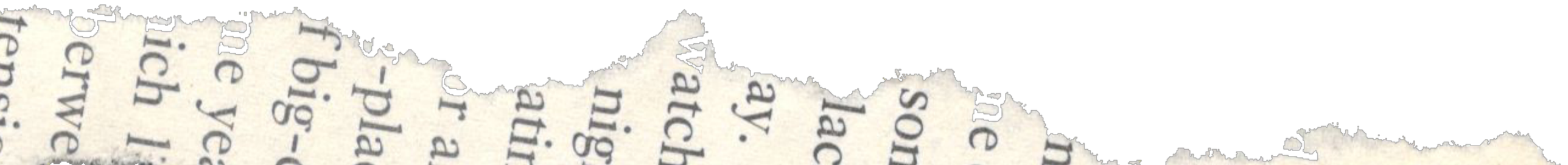
I ask myself why we keep mentioning the concept of sustainability in the local coffee industry and what new perspective I can bring to the audience. **A truly interesting chapter:)**

Chapter 5: How to use information and calls for action.

Summary for this chapter:
Great! I now understand the criteria for coffee shop owners loud and clear, so I am ready to announce the big news to this community. **Let's make a call for action.**



Woman with a Coffeepot

Paul Cézanne
1895

The problem

I love coffee culture. I remember when I was studying art history, the little cafes were always the backdrop for these artists' activities, such as Paul Cézanne's Woman with a Coffeepot and Van Gogh's Café Terrace at Night. The point is the cafe is different. This difference is determined by the different location, culture, community, each and every familiar customer that comes to the store to support. And most importantly, for the coffee shop owner: what kind of environment do they want to create? What kind of culture do they want to grow for this community?
No matter what the keywords are, COFFEE CULTURE cannot be separated from the support of nature. But the environmental pollution from coffee shops is damaging to nature.

My research is about NYC‘s sustainable coffee industry. In this messy, creative, and culturally diverse city, they are one of the few groups that have a solution and a vision for sustainable living.
Using their experience, I created a toolkit to help other coffee shops build and expand their sustainable visions.

7

Sustainable educators / experts

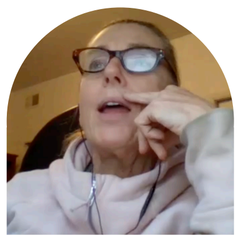
25

NYC coffee lovers

15

Additional young customers who did not yet have strong coffee preferences

Interview Subjects



Jaimie Cloud - Founder and president of the nonprofit Cloud Institute for Sustainability Education NYC

Tara Maurice - Founder McGuffin &Co. eco-fashion NYC

Max Hayes-B Lab Evaluation Specialist

Thomas Koziorowski- Probat CTO

Amer Jandali - CEO & Founder, Future Meets Present NYC

David Levine - American sustainable business network NYC

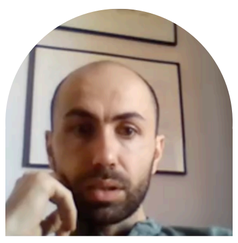
Amauri Aguirre-Sustainable Harvest manager

6

NYC sustainable practitioners

Bobby- Demitasse coffee shop owner

Jenny- the owner of sustainable coffee shop IXV



Alex- NYC eco-friendly ranking App engineer

Michael Cyr- Cupzero Reusable cup providers

Counter Culture- Sustainable bean supplier

Counter Culture- Sustainable bean supplier

4

Wouldwide sustainable practitioners

Scott Stouffer- Probat Sales

Adela Hy Park Softrack recycle bag saler

Gabriel Agrelli Moreira Brazil sustainable coffee shop owner

Giovanni Betteo- Minor Figures, Director & Sales

A summary of the entire book

Eco-friendly = Zero-waste?

Does anyone recognize the connection between culture and nature in a city as messy, trashy, creative, and culturally diverse as New York? If so, who are they? And in what ways are they practicing sustainability to contribute to their culture?

I am a coffee lover from China. My country is the biggest export country of disposable items. It produces these disposable cups and exports them to the US, UK, and other countries. Meantime, it also used to be the biggest garbage import country from the US. In New York, I have witnessed the whole journey of these cups. They pollute the city's environment. As someone who loves coffee culture but can't stand the mess, I started researching New York's zero-waste problem.

Eco-friendly ≥ Zero-waste

So When I first faced the question:” what is eco-friendly for a coffee shop?” I simply assumed is equaled zero waste. It’s an easy narrative to understand. Trash is our most visible waste.

But as I researched over six eco-friendly coffee shops, I found that the practice is much more than disposable waste control. The owner was considering a holistic approach to running sustainable stores. They challenged my idea about this equation. While the theme was all sustainable, the ways they practiced sustainability were diverse, shattering my narrow notion of zero waste as the best sustainable vision. I learned from eco-friendly shops a more uplifting vision. I brought these small cafe owners together with other interview subjects to share knowledge and exchange ideas to co-design what eco-friendly and sustainable means in the context of a local New York coffee shop. We are combining vision and practices.

For coffee lovers, I Created a storytelling eBook, NYC 24-hour sustainable tour trip, and NYC sustainable cafe map. For coffee shop owners, I made vision sharing eBook and a practice guide eBook. I used the experience of this journey to share my community members ' vision of the future of the NYC coffee shop industry and hope it can help more local coffee shops start to build their sustainable culture. In the end, it's not only about producing the best coffee in the world but producing coffee for a better world.

ixv Recycled furniture

Eco-friendly = ?

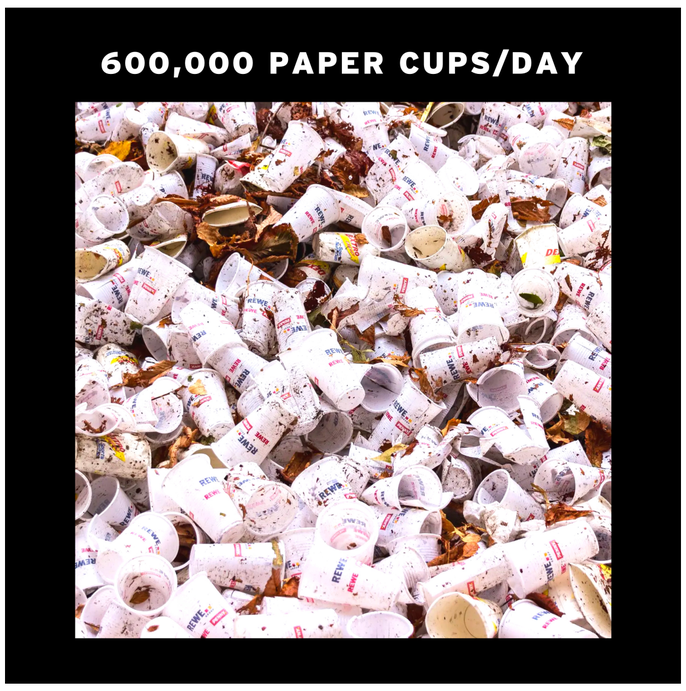
Chapter 1: Walking in Circles

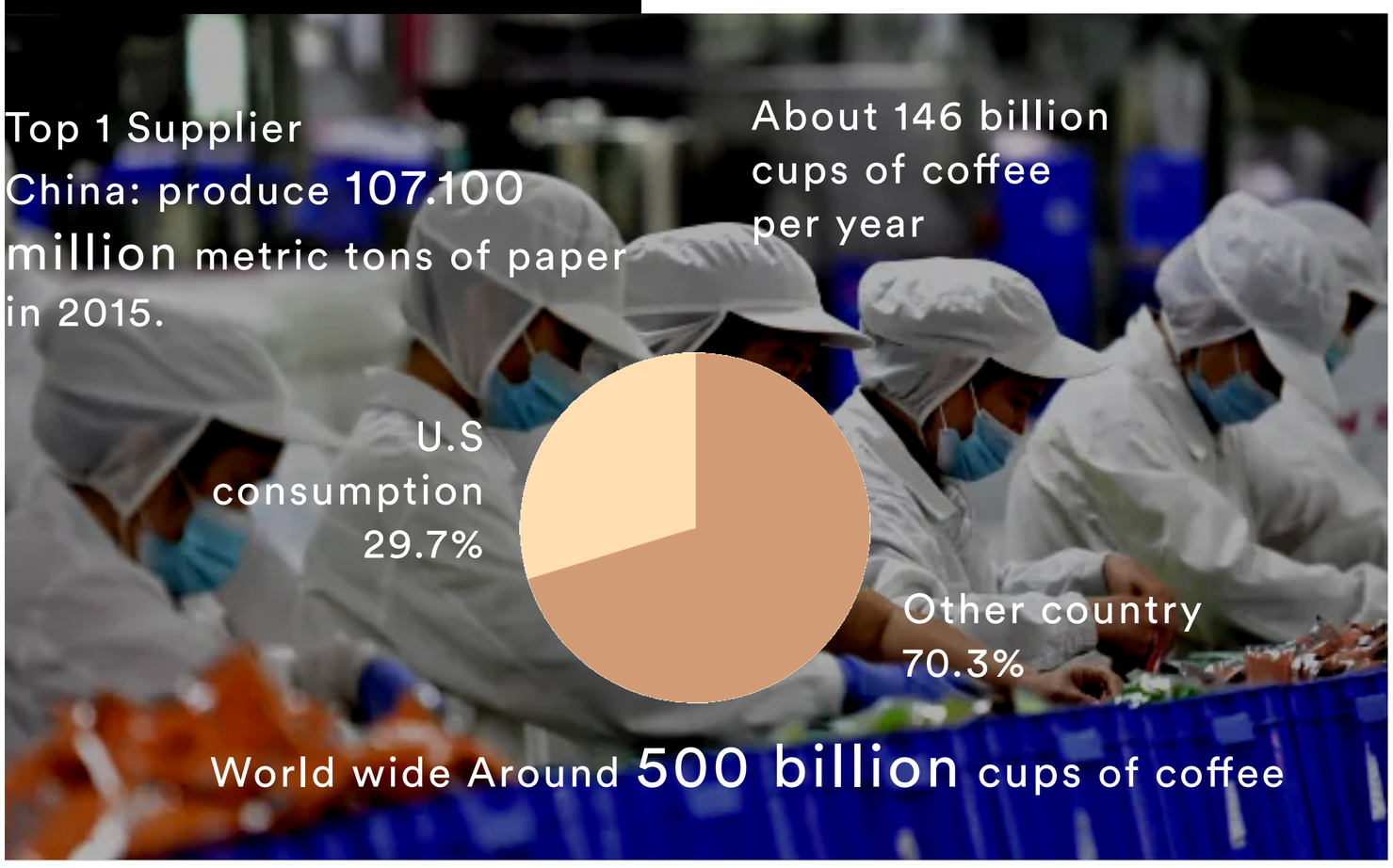
Starting with a coffee cup problem.
Summary for this chapter: **Everybody has a desire line in their mind. The human brain tends to make the most effortless choices.**

When I first came to New York, I felt the dynamic, creativity, and messiness of the city at the same time. New York is a 24-hour city that never sleeps, causing people to drink tons of coffee every day. The result: every corner is piled with disposable coffee cups. New Yorkers use more than 600,000 coffee paper cups a day, of which only one in four hundred is recycled. The carbon footprint of New Yorkers is three times higher than the Citizens in Beijing. (GreenPoint 2021)

My hometown, Baoding, is one city that produces disposable cups. Studying abroad has allowed me to witness the complete journey of this cup.

Produced in a factory in a developing country - consumed on a busy green morning - discarded in an unsorted trash can - burned or landfilled in a city without enough recycling capacity or import to China.
It made me so angry, and I want to stop this waste from the source.





(GreenPoint 2021)

Produced in a factory in a developing country

The disposable cup factory in china

consumed on a busy morning

Every year my country use 10% of GDP to cure the environment, and some of them is Irreversible.

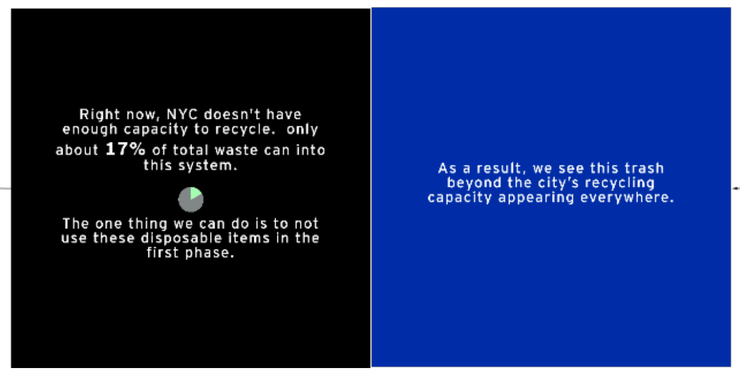
The journey of a disposable cup
so what if we don't waste it in the first place?

Each year, people worldwide consume around 500 billion cups of coffee, and the US represents nearly 30% of total consumption.

discarded in an unsorted trash can

Or export garbage to China

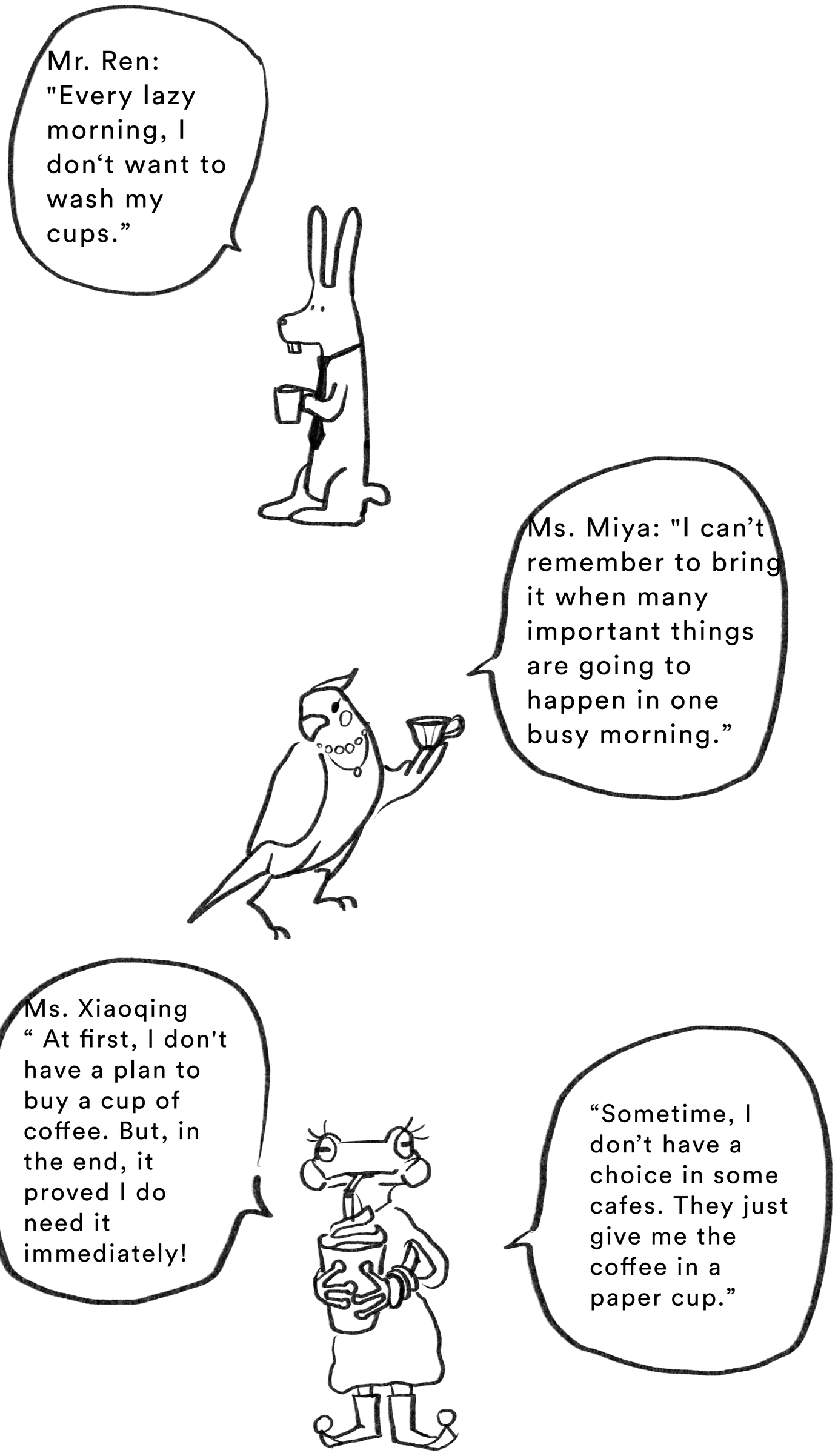
burned or landfilled in a city without enough recycling capacity.



"How can I reduce those cups?"
To encourage people to bring their own cups, I bought several reusable cups as gifts for my friends. In return, they agreed to be interviewed about their habits with the cups.
Thay said—>

I got it: for consumers, it's inconvenient to bring an extra product every day. They are automatically given a paper cup rather than given a choice. For many cafes that put profitability first, the environment is not their priority. Disposables' efficiency and convenience make them the default option for many shops.

I realized that educating the customer to bring their own cup is not an option. Everybody has a desire line in their mind. The human brain tends to make the most effortless choices. So I decided to show them some coffee shops that care about environmental impacts—such as those that do not use disposable cups.



Chapter 2: The news in the coffee shop community

I began to identify the stakeholders in this community and interviewed them.
Summary for this chapter:
If we ask people to say "no" to something, we must prepare a "yes" option in the community... and explain why we think it’s a better option.
The chapter explores a broader definition of what it means to be “eco-friendly.”

First: what happens in the coffee shops?
Of course, I started with some of the biggest coffee companies, like Starbucks and Coffee Guide, and I sent several emails to them. They are tough to reach, so I decided to reach out to the local coffee shops.

I spoke to the following coffee shop practitioners:
Jenny, the owner of IXV (a sustainable cafe in Brooklyn)
Bobby, the owner of Demitasse (a cafe that wants to become more eco-friendly)

The IXV coffee shop owner, Jenny, is the first sustainable coffee owner I found in this city. Interviewing her broadened my view of what to consider in reviewing eco-friendly coffee shops. Jenny converted her garage into the current IXV coffee shop. When Jenny first started running the store, she only wanted to minimize waste, but in subsequent years, she found the Business Emissions Calculators, which brought her a holistic way to consider the environmental impact of her shop.

Jenny taught me that
“ waste” includes electricity, heat, what vehicle you have, travel, shipping, and the offset options of preset event emissions for the small coffee business owner.

Recycled furniture

Use bulk Jam

Cup audit

Only use cardboard menu

For her, the idea of “eco-friendly,” or she prefers to call it **“sustainability,” is equal to trying everything to reduce the carbon footprint.**

Bobby was a beginner in the quest for sustainable coffee.. I learned from Bobby that making decisions can be overwhelming without a set of standards or a guide to follow. “ The most frustrating part of committing to eco-friendly practices is understanding what is the balance (or standard) of being more sustainable?” He gives me an example ” For instance, if I sell a tote bag in my shop, if the customer only uses it once, then it adds more carbon emissions to this world. The material is not the most critical as even products designed to be reusable can sometimes have a single use. As such, some shops may give the appearance of creating eco-friendly spaces, though they may not be in practice, even if the intent is to practice sustainability. So what criteria distinguish a greenwash shop from a truly eco-friendly shop?

What excellent knowledge to know. Now my problem becomes: **What method can I use to promote a shop like IXV to the public. What should be considered more broadly when designing a sustainable coffee shop? What kind of criteria is it possible for a small cafe to adhere to? Can shared knowledge among cafe owners be used to establish criteria and rethink a coffee shop's environmental impact?**

Find the industry practitioner community partner in this process:

Alex (eco-friendly rating platform **EcoRate**)
After interviewing cafe owners, I met Alex, an engineer interested in promoting eco-friendly coffee shops. He is mapping eco-friendly shops on a platform he created called EcoRate.

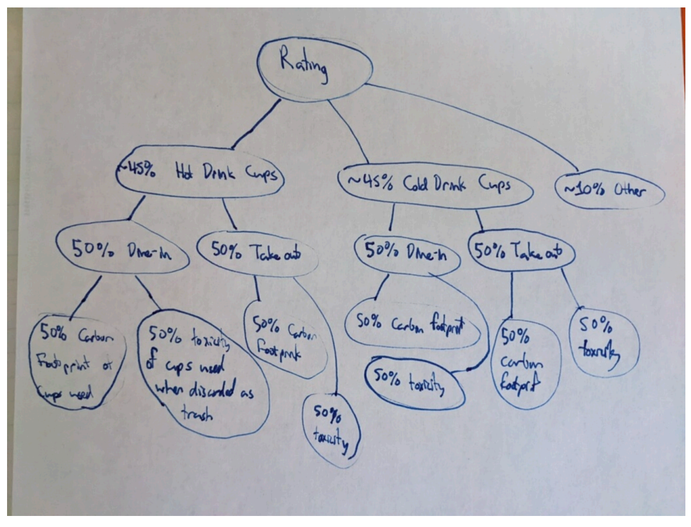
I ask him why he cares about eco-friendly coffee shops? “NYC is a very trashy city, and there’s just so much trash everywhere, it’s insane. I want to do something to reduce the trash.” which is pretty similar to my starting point. Great! Let’s do something for this trashy city.

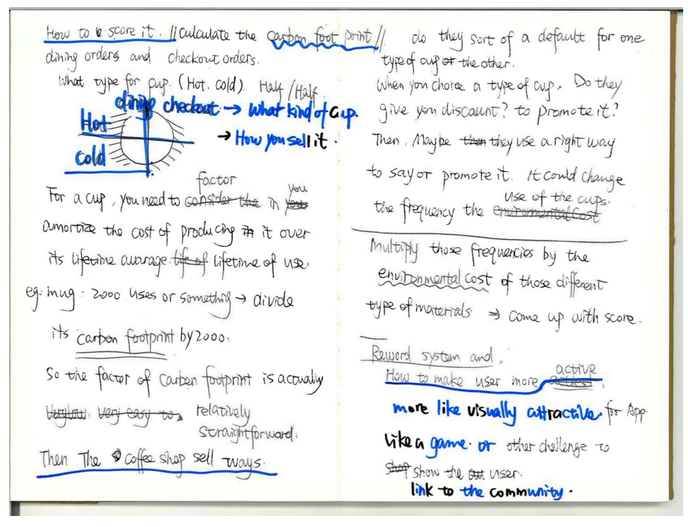
EcoRate is a worldwide platform: ”Show consumers how environmentally friendly that cafe options are.” EcoRate provides an eco-friendly questionnaire to customers to review a cafe. Then EcoRate will give those coffee shops a rating based on customers’ feedback. The goal is to highlight and promote eco-friendly cafes for customers and reduce unnecessary packaging and other material waste in NYC.

I tried to clarify the EcoRate criteria for the audience. Visualizing the platform's scoring criteria to community members, I found the criteria were not all-encompassing.

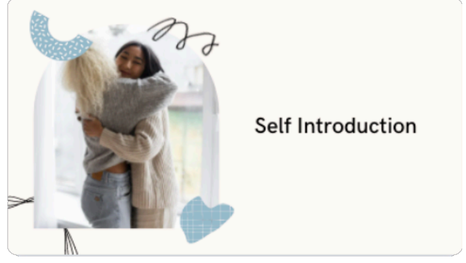
UX Research

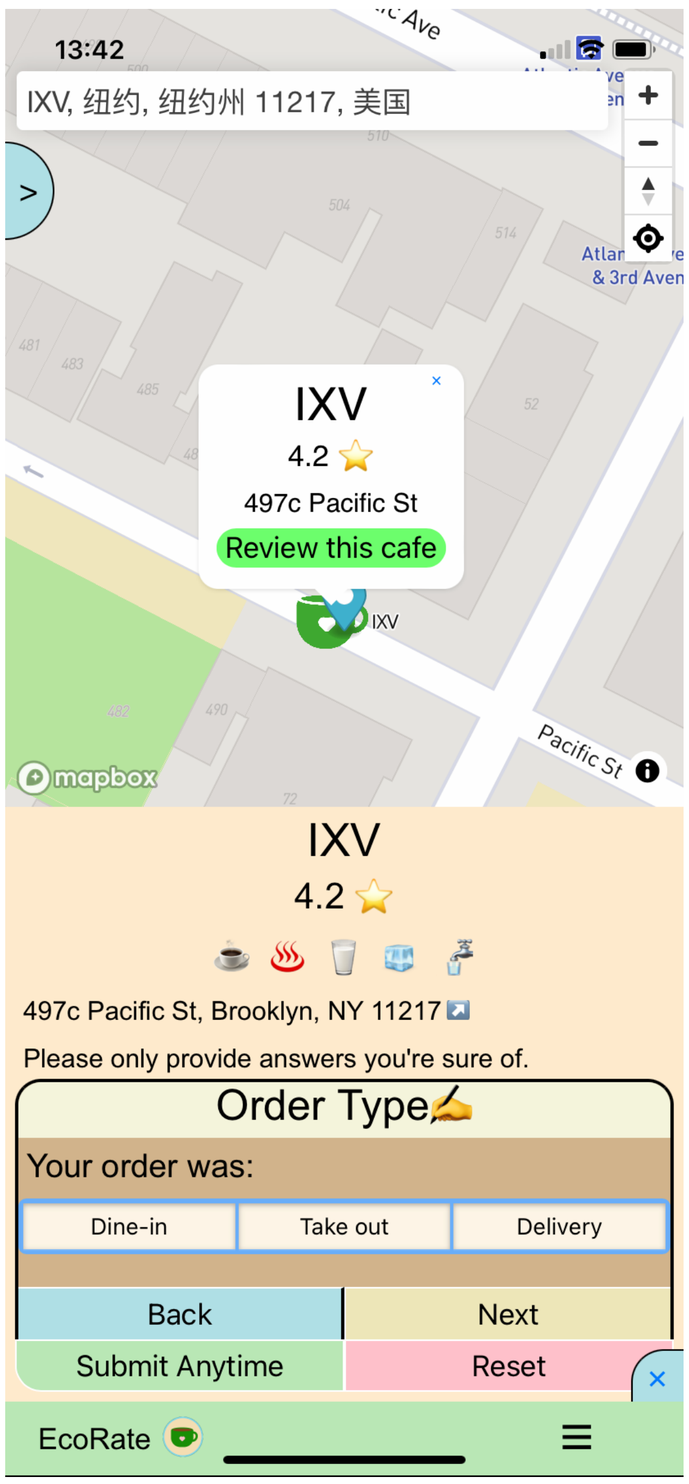
When I did further research for EcoRate, I found out that EcoRate's criteria are only related to the usage of disposable items. Although it perfectly fits my original thought, which is to reduce the unrecyclable disposable item in NYC coffee shops, the interview with sustainable coffee shop owner Jenny kept haunting me. If we decide the zero-waste coffee shop is the best shop for the environment, how about other efforts that Jenny made to reduce the carbon footprint? What is the whole equation of the sustainable shop?

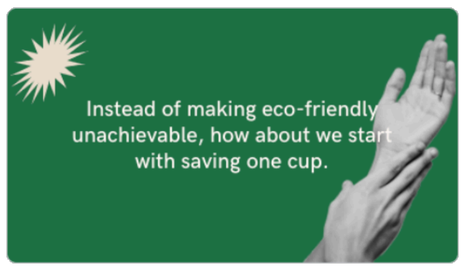


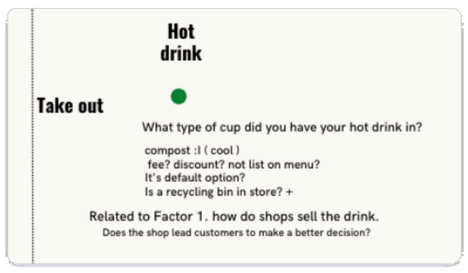


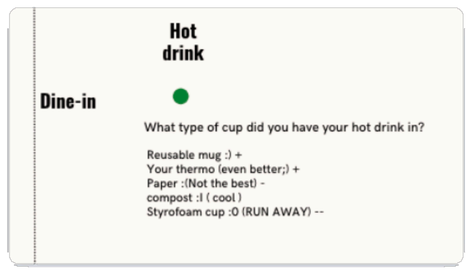
EcoRate's criteria Interview

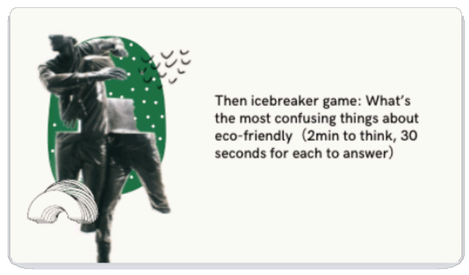


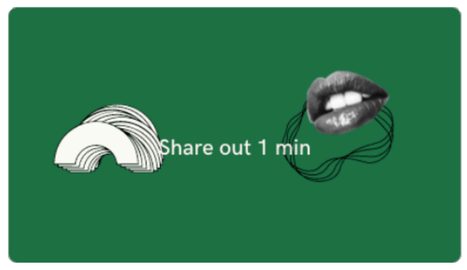


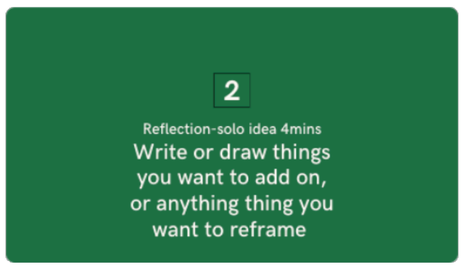


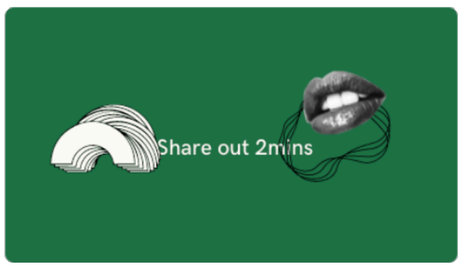




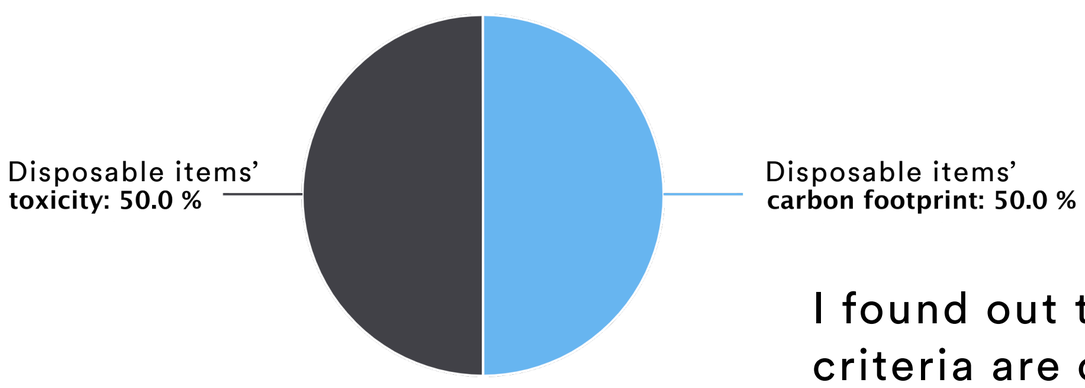








EcoRate's criteria Workshop



I found out that EcoRate's criteria are only related to the usage of disposable items' carbon footprint.

Eco-friendly can’t only = Zero Waste

I started to interview **A sustainable expert Jaimie Cloud** (founder and president of the nonprofit Cloud Institute for Sustainability Education), and **a practitioner Amer Jandali** (CEO & Founder of Future Meets Present)
“What is the eco-friendly coffee shop for you?”

Ms. Jaimie said:” in general, It is not enough to do less harmful; It's how about making more good. **We need to leave an environment better than we found it.**

Energy, waste, or advocacy. You can start whatever you want. The more money you save, the more you can invest in things that cost a little bit to do initially. So, Sometimes the priority might be the order in which you do something, Not necessarily that this is more important than that.”

Mr. Amer said :” the shops that have Emissions disclosures. **If we don't audit some of the data, we can't begin to reduce it.** Reporting how many emissions your company contributes, and maybe how much it's sequestered like if at the same time you're planting trees somewhere or something like that, it might be useful to know overall. What are you contributing to the carbon footprint? “

I discovered the downside of considering only zero-waste shops as 'eco-friendly.'

1. During the pandemic, many coffee shops were not serving reusable cups because of Health and safety.
2. In 2021, only 10-15 coffee shops in NYC were good at waste control on the EcoRate map. (nearly zero waste and using compost cups).
3. There are limited zero-waste coffee shop choices in NYC for customers, and time is wasted going to those specific shops.
4. Some of the cafes use different ways to become sustainable, such as using water-saving valves, local food, and purchasing coffee beans from B-crop companies.
5. **Only emphasizing whether the material of the cup is composted is not useful because New York's Environmental Resources are unequal.** A place like The High Line doesn't have a compost set or energy-saving building.

Here is my data visualization for the compost site and green building in NYC. Theoretically, if you shop in Manhattan, you are more easily deal with the compost cups. But if you are a shop in Queens, you have less chance to deal with the cups. This is also one fact that distinguishes what is really sustainable in and greenwash shop like Starbucks.

I know I made Starbucks like a supervillain here, but allow me to explain the reason. First, I need to mention National Sword Policy here. For decades, the U.S. and other countries have shipped various types of solid waste to China. In fact, as of 2018, China consumed 55% of the world’s scrap paper and was a major importer of any recyclables. In 2018, however, China passed its National Sword policy that imposed bans and impossibly low contamination standards on 24 types of waste material that is typically imported from the U.S.

For the industry, commodity prices for these types of materials have plunged, making the business of selling recyclable materials unprofitable.

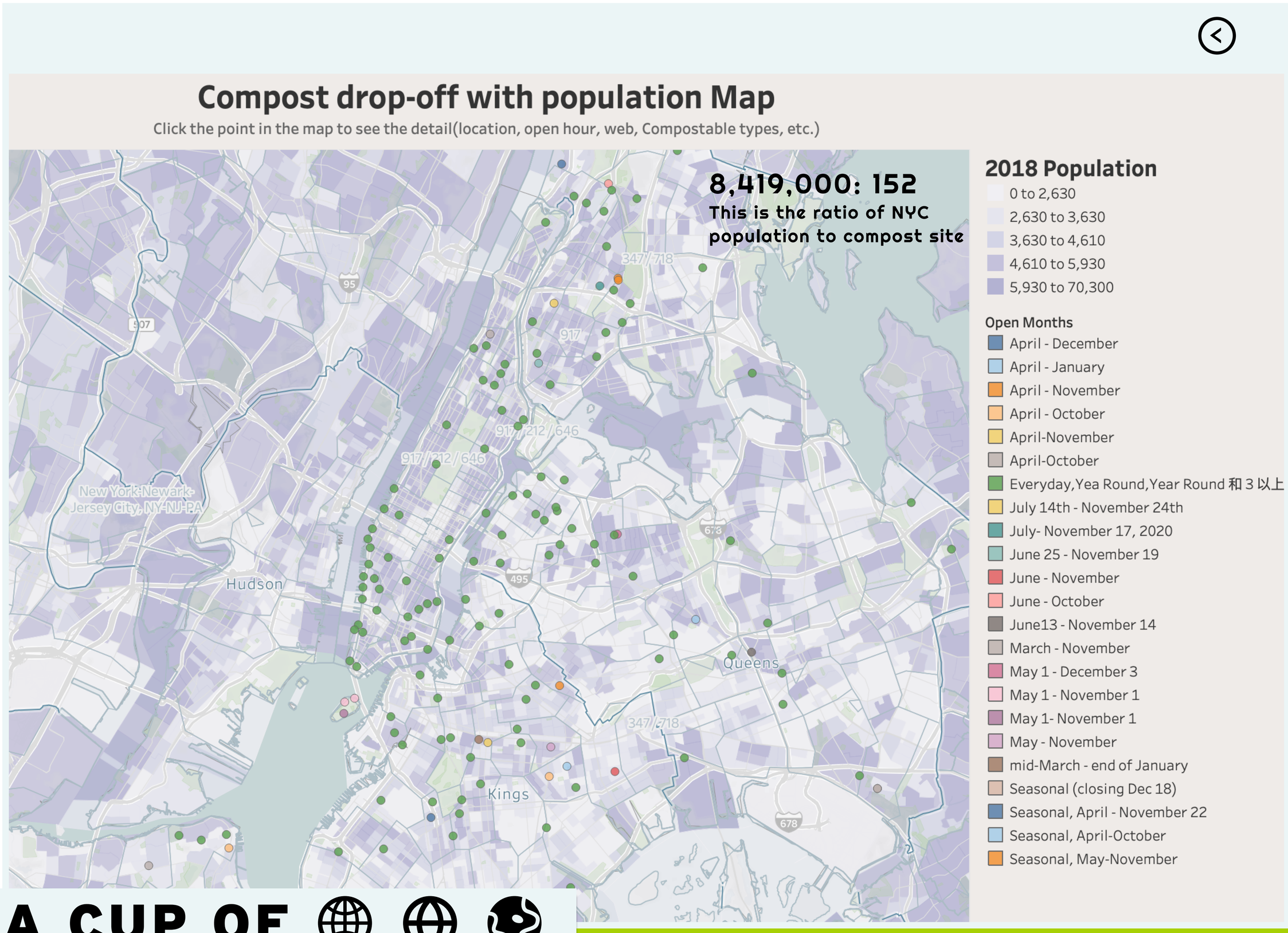
For Americans, in many areas of the country, you could see an increase in recycling costs. Or municipalities may choose to keep costs down by incinerating recyclables. The green Starbucks cup is meant to solve these problems with a Bio-PBS sugar cane liner that’s 100% recyclable and compostable. While the prototype may be “recyclable,” it doesn’t necessarily mean there’s a market for it and that it will actually be recycled. After all, recyclables are commodities and subject to the same price volatility like any other commodity.

The current market for plastic recyclables is virtually non-existent in the US. If Starbucks keeps using recycled disposable cups without considering building a recycled system with it, it just adds more carbon emissions to the world, because from the carbon emission perspective, paper cups cause a lower carbon footprint compared with compost and recycled disposable cups. (Studies Reveal Paper Cups Cause the Lowest Carbon Footprint)

This insight leads me to explore a new problem. There are no all-encompassing criteria for an eco-friendly cafe. If the criteria are only about disposable items, why do they not bring their cup or make coffee at home? Who is qualified to define what a good eco-friendly cafe is? Is it the owner or the consumer? An environmentalist?

In the end, I find out I can't explain to the community members why we use this criterion to measure the cafe. Carbon footprint can't be reduced in one step.

This was a major shift in my thesis work, where I felt it necessary to discuss what is holistic criteria for a sustainable coffee shop. We might inspire more normal shops to become sustainable shops flexible. Second, it also recommends sustainable cafe to customers in an organized and authoritative way.



A CUP OF

https://public.tableau.com/app/profile/kzhang6991/viz/Eco-ResourcesinNYC/dishboard

I made a Data Visualization of Eco-Resources in NYC, is upload on Tableau public

Chapter 3: focus

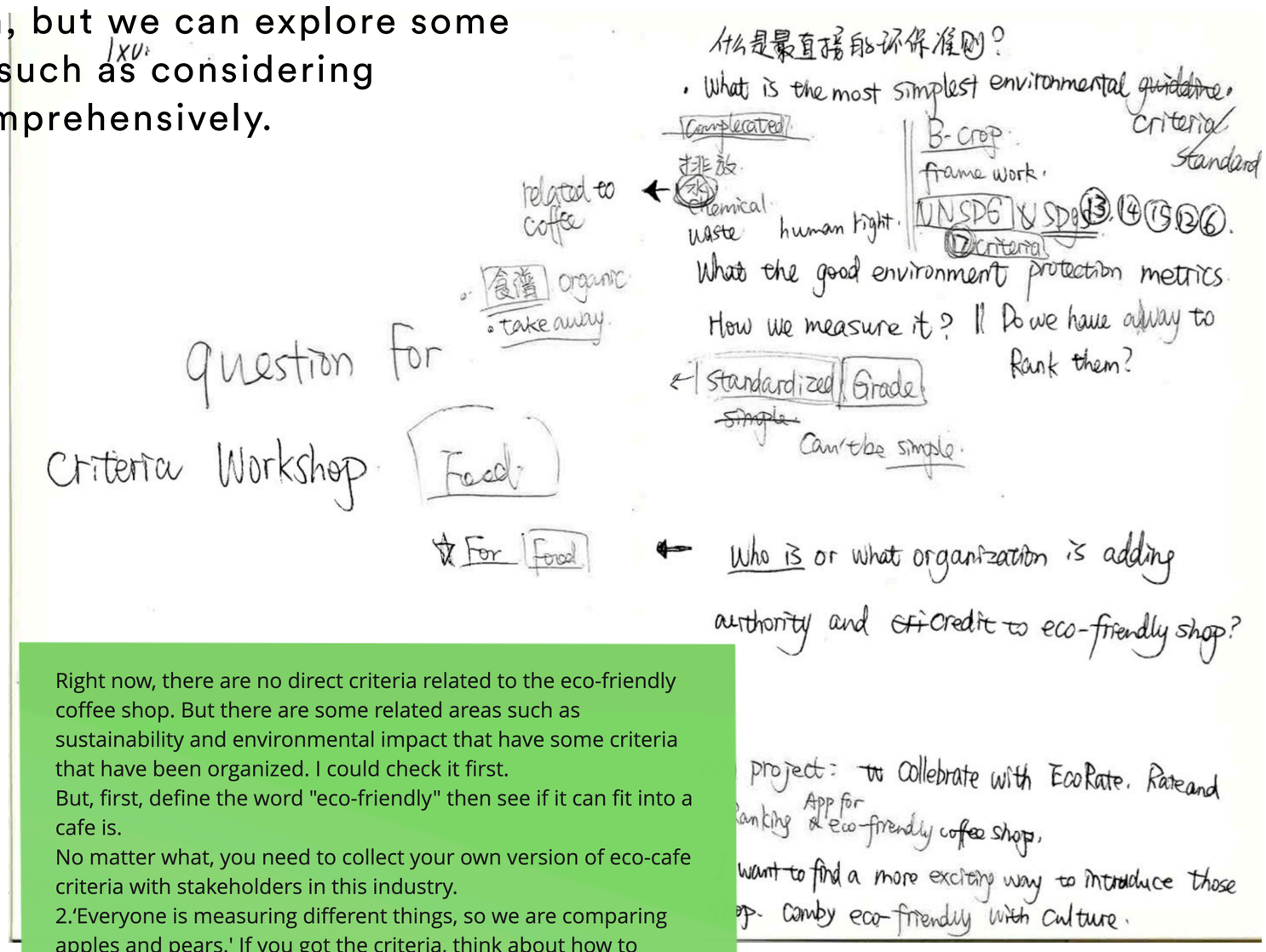
Redefine the problem:
The community needs a holistic standard for a sustainable coffee shop.
Summary for this chapter:
Crap, I thought this thesis would be easy, just to fix the cup problem. It turns out the problem is due to systemic issues. The café alone can't solve this problem, but we can explore some other things we can do right now, such as considering sustainability's definition more comprehensively.

Let’s make space to build a go-to criterion for the community.
Right now, there are no direct criteria related to eco-friendly coffee shops. But there are some related areas, such as sustainability and the environmental impact of restaurants. These resources have some organized criteria, and I began to dive deeper into the research.

I start to think about my value. So what can I, a curious environmental beginner with a sense of humor and design skills, do in this process? I designed a safe space to connect experts around these issues through workshops with thought leaders.

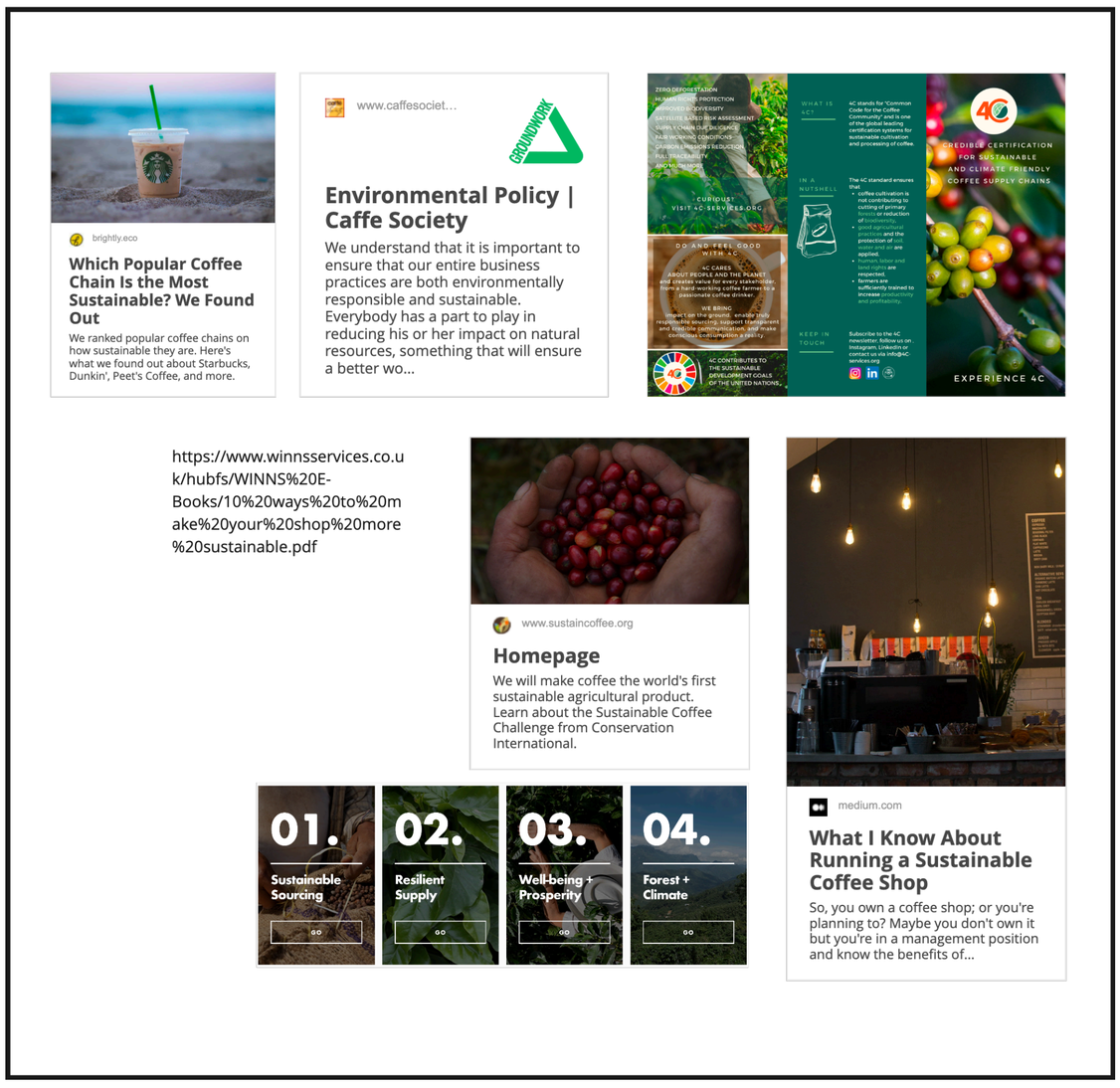
A total of seven participants attended my workshop in four sessions.

In the first workshop, one expert joined me; she recommended that I draw a baseline to keep everybody on the same page. Otherwise, people will only focus on things they feel more connected to.



Right now, there are no direct criteria related to the eco-friendly coffee shop. But there are some related areas such as sustainability and environmental impact that have some criteria that have been organized. I could check it first.
But, first, define the word "eco-friendly" then see if it can fit into a cafe is.
No matter what, you need to collect your own version of eco-cafe criteria with stakeholders in this industry.
2.‘Everyone is measuring different things, so we are comparing apples and pears.' If you got the criteria, think about how to measure it.

Reading material then pick up 10 rules that fit eco-cafe.



In the next workshop, I found ten basic criteria that are the best for a beginner I could find on the internet so that they can reframe and redefine it for eco-cafe. This time I had two experts join me.
a sustainable expert **Jaimie Cloud** (founder and president of the nonprofit Cloud Institute for Sustainability Education), and **Amer Jandali** (CEO & Founder of Future Meets Present)

Agenda

Goal: Clarify the standards and ratings for eco-friendly cafes.
What we can do to make it clearly.

1.Introduction of Existing material reading 1-5mins.

2. Write or draw things you want to add on, or anything thing you want to reframe for eco-cafe

5mins write down

2mins Share out

Ranking all the criteria, what do you think is most important for a cafe

2mins ranking

5mins Share out

Or imagine what eco-cafe should looks like?

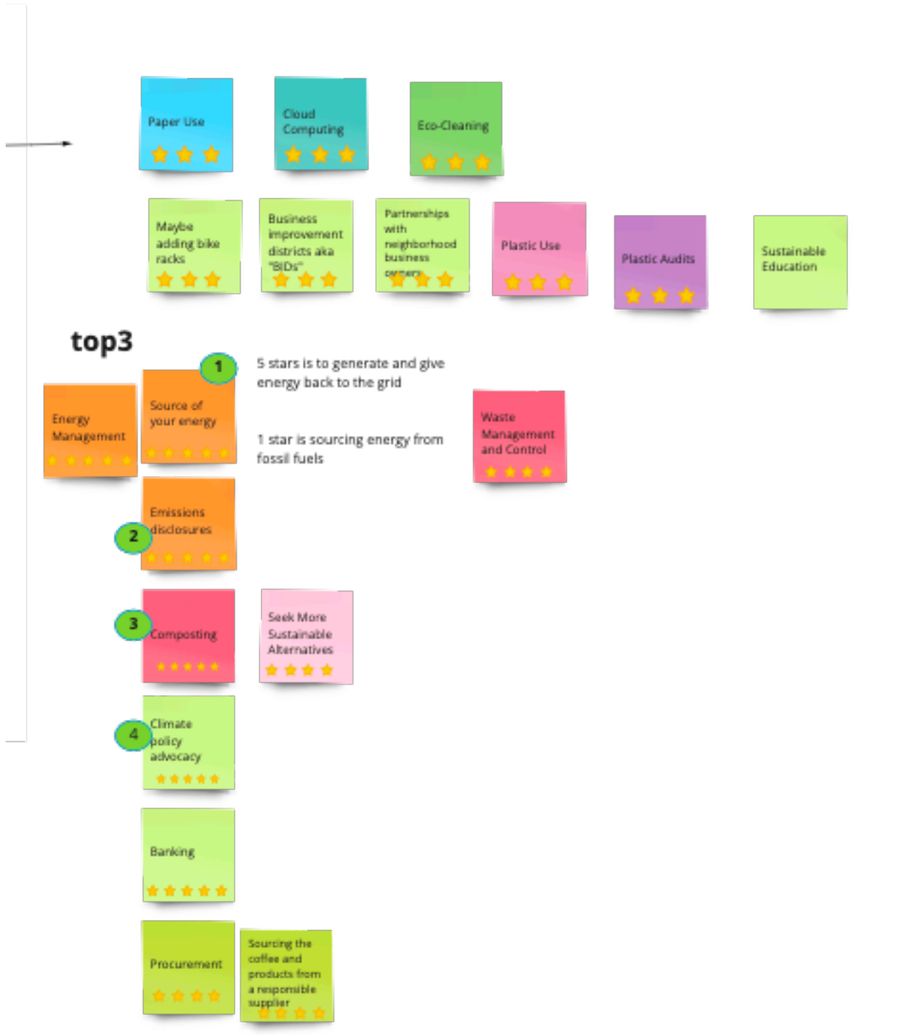
What do you think are the criteria for perfect and zero scores?
For example, for waste, five star is zero waste, and one star is using Styrofoam cups.

15-20mins share out

If we have those rules, how can we measure the effect to show the cafe owner's hard work?

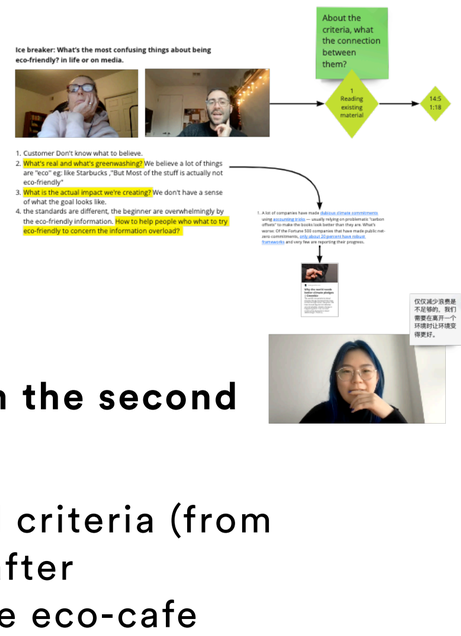
Brainstorming how we measure it

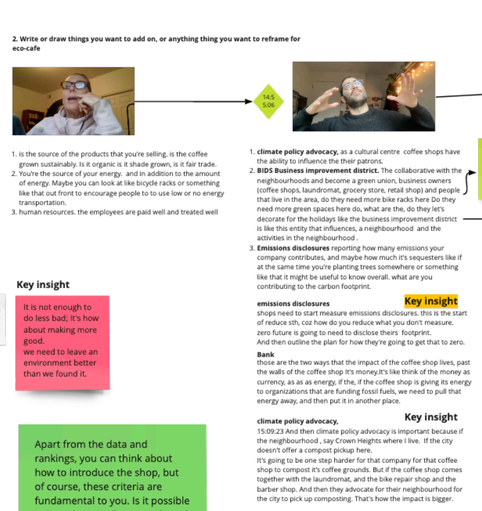
10-15mins share out

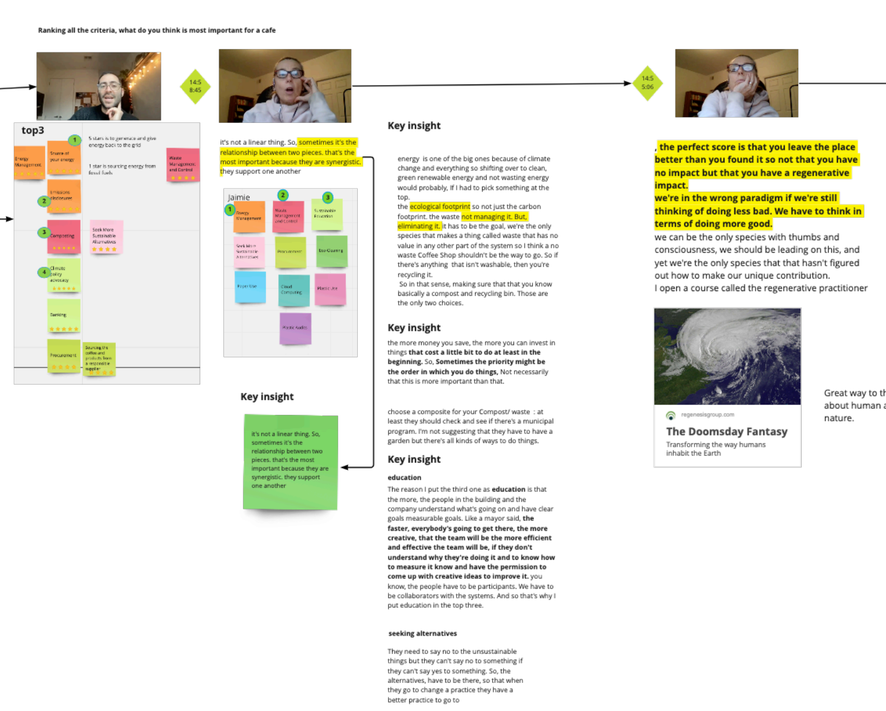


Goal

My final goal is Instead of changing consumer behavior, let's make environmental choices more visible to them. However, these green cafe stores do not have the same environmental standards or rating system. To recommend them to customers in an organized and authoritative way, I needed to first create ecological standards in the industry that would be acceptable to all involved.



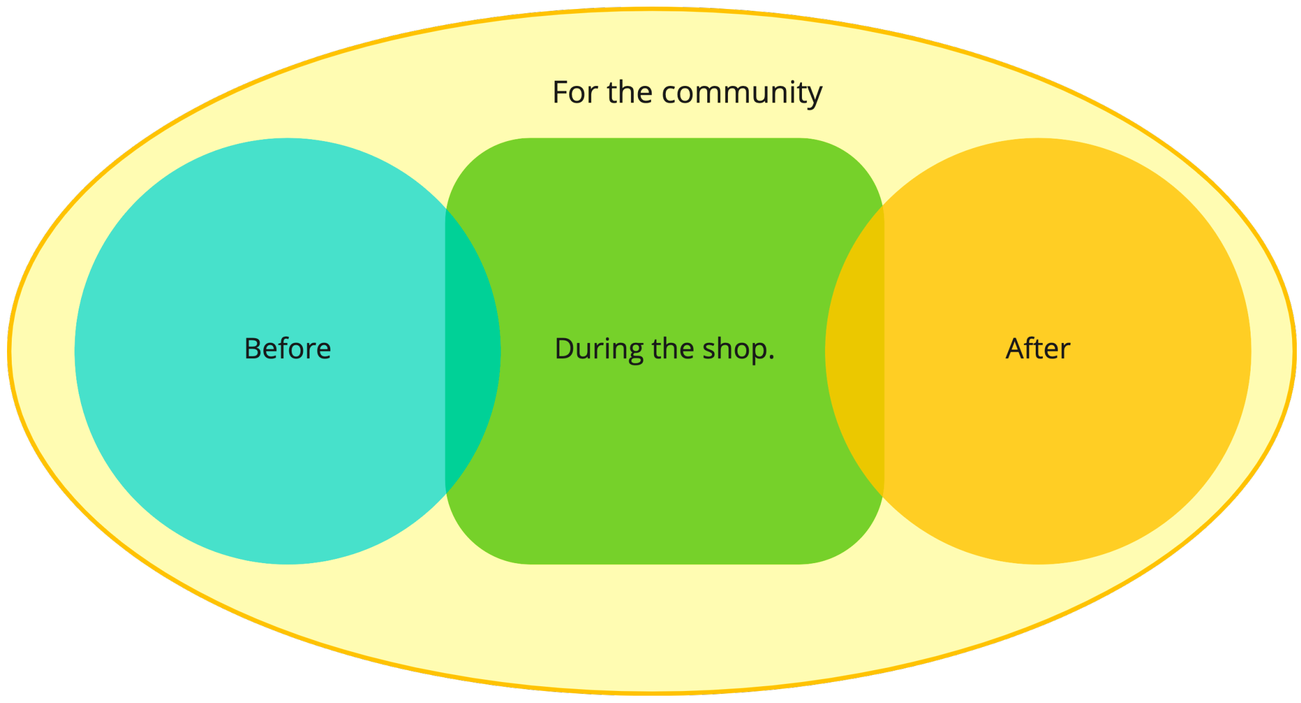




What I learned from the second workshop:

1. More complicated criteria (from 10 standards to 12) after considering what the eco-cafe could do for the community, such as climate advocacy for your neighborhoods.
2. The connections between various criteria. The criteria are not linear. For example, one bar called Seek More Sustainable Alternatives is primary and includes all other measures. And waste Management includes waste Audits, Plastic Use, and paper use control.

As a designer, I wanted to visualize this for my stakeholders to re-simplify what started simple and became more complicated. Later I organized all the criteria in an image like this.

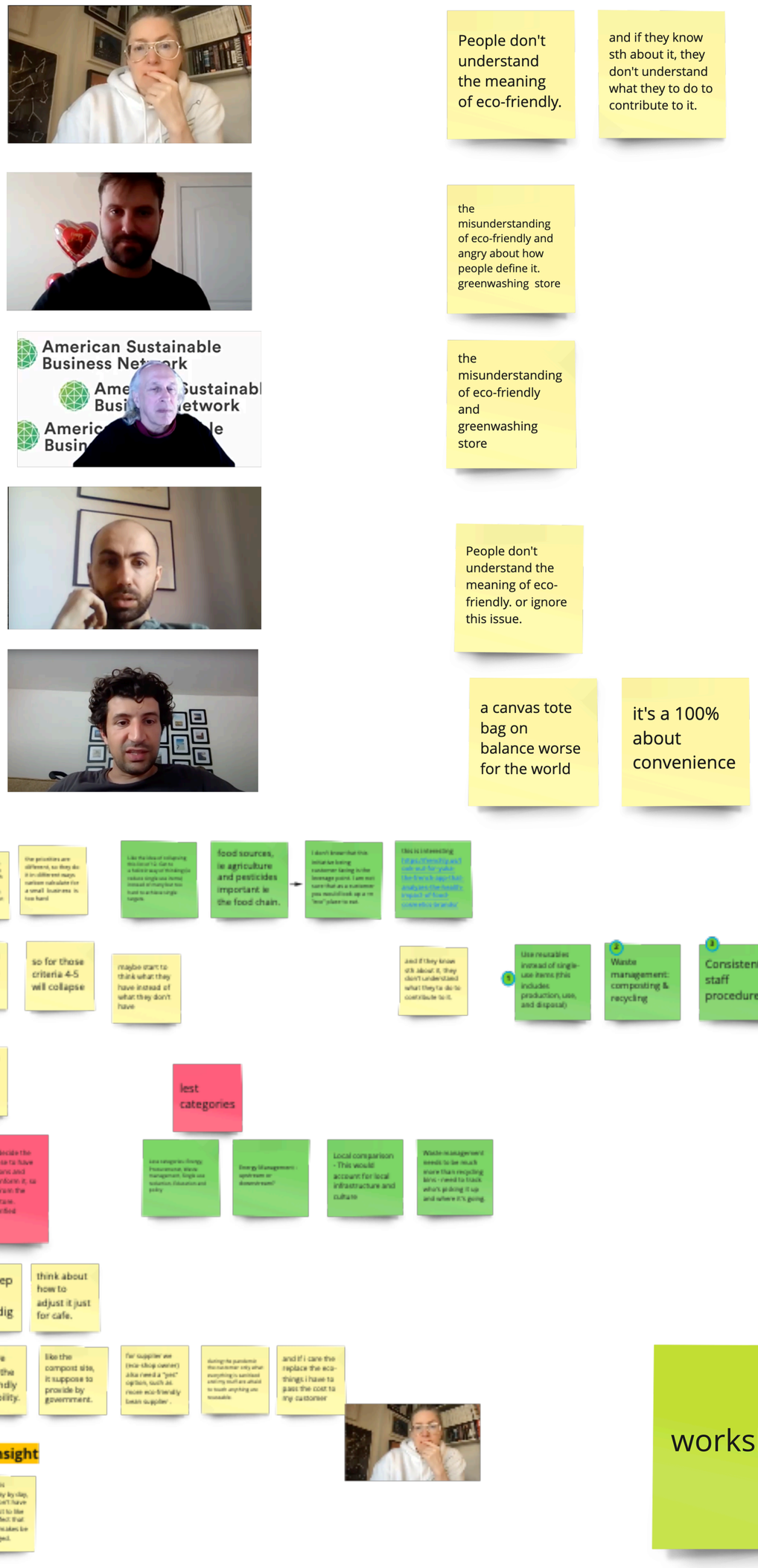


But the experts keep mentioning the big topic such as climate policy advocacy. I realized my workshop needs more voice from the industry practitioners, are the standards doable or not?

The third workshop included participants from both experts and practitioners. And this time, the workshop was led by industry practitioners. This helped us understand the connection between all of the standards and criteria we hoped to encompass in our work. It also gave us a more clear understanding of what actions are doable, including which are easy to audit.The second feedback is the criteria need a level of flexibility for a cafe. “think about the style of their shop. If I am a take-out coffee shop in SOHO, the replacement lunch plastic is a big thing, but if I only make the cake, maybe the plastic is not a big deal.”

The fourth workshop included the sustainable expert David, who explained the difference between shareholder economy and sustainable business: ” we saw that there had been an incredible growth of values, based businesses, businesses that are thinking about sustainability. But they weren't organized together as a larger voice in power to engage on public policy because if you don't change the rules of how the economy is run, we end up with the system. “

I think about my previous research about Jenny’s IXV sustainable coffee shop. I start to have a vague feeling about the connection between culture and nature.



workshop2

explanation

Energy Management

understanding consumption of energy, for example light costs, paper waste, plastic waste

Waste Management and Control

Providing recycling bins within your shop encourages more organized disposal of plastics and ends up in a place where they can be broken down and removed effectively.

Plastic Use

Utilising the re-use option when cutting down on plastic is a great one as it doesn't require huge operational or behavioural changes.(1)

Seek More Sustainable Alternatives

Plastic Audits

By doing checks on your shop's use of plastic, it allows for an understanding of where plastic is being used, how much is being thrown away, and exactly what type of plastic is being consumed.(1)

climate policy advocacy

Paper Use

Cloud Computing

By changing over to cloud computing you can re-actively reduce the need for printing. Instead of documents having to be printed and stored you can have it typed up once on your computer. By having this on the cloud you can choose who also sees this, keeping information secure, and saving time.

Eco-Cleaning

Procurement

Sustainable Education

emissions disclosures

Tara

Write or draw things you want to add on, or anything thing you want to reframe for eco-cafe

food sources, ie agriculture and pesticides important ie the food chain.

Ranking all the criteria, what do you think is most important for a cafe

here are some Stickers you could use

Sustainable Education
emissions disclosures
Plastic Audits
climate policy advocacy
Energy Management
Waste Management and Control
Plastic Use
Seek More Sustainable Alternatives
Paper Use
Cloud Computing
Eco-Cleaning
Procurement

What do you think are the criteria for perfect and zero scores?
For example, for waste, five star is zero waste, and one star is using Styrofoam cups.

Waste Management and Control

focus instead of what a shop is NOT doing instead focus on what they ARE doing

example

Perfect and zero scores

Zero waste

Don't care it at all. using Styrofoam cups.

Alex Morgan

Write or draw things you want to add on, or anything thing you want to reframe for eco-cafe

1 Use reusables instead of single-use items (this includes production, use, and disposal)

2 Waste management: composting & recycling

3 Consistent staff procedures

4 Energy use and other store-oriented places

Ranking all the criteria, what do you think is most important for a cafe

here are some Stickers you could use

Plastic Audits
Waste Management and Control
Plastic Use
Procurement
Paper Use
Sustainable Education
Seek More Sustainable Alternatives
Energy Management
Eco-Cleaning
Cloud Computing
emissions disclosures
climate policy advocacy

What do you think are the criteria for perfect and zero scores?
For example, for waste, five star is zero waste, and one star is using Styrofoam cups.

Waste Management and Control

example

Perfect and zero scores

Zero waste

Don't care it at all. using Styrofoam cups.

Michael Cyr

Write or draw things you want to add on, or anything thing you want to reframe for eco-cafe

Local comparison - This would account for local infrastructure and culture

Ranking all the criteria, what do you think is most important for a cafe

here are some Stickers you could use

4 Sustainable Education
5 Energy Management
1 Plastic Audits
3 Waste Management and Control
2 Procurement
emissions disclosures
Cloud Computing
Plastic Use - Waste impact
Eco-Cleaning
climate policy advocacy
Paper Use - Waste impact
Seek More Sustainable Alternatives

What do you think are the criteria for perfect and zero scores?
For example, for waste, five star is zero waste, and one star is using Styrofoam cups.

example

Perfect and zero scores

Zero waste

Don't care it at all. using Styrofoam cups.

bobby

Write or draw things you want to add on, or anything thing you want to reframe for eco-cafe

Ranking all the criteria, what do you think is most important for a cafe

here are some Stickers you could use

Sustainable Education
emissions disclosures
Plastic Audits
2
Plastic Use
Paper Use
climate policy advocacy
Energy Management
Waste Management and Control
5
Seek More Sustainable Alternatives
4
Cloud Computing
Eco-Cleaning
1 Procurement

What do you think are the criteria for perfect and zero scores?
For example, for waste, five star is zero waste, and one star is using Styrofoam cups.

Waste Management and Control

example

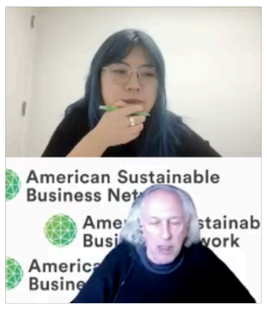
Perfect and zero scores

Zero waste

Don't care it at all. using Styrofoam cups.

what I got for workshop 3

what I learn



Key insight

shareholder economy
a short-term profit at all cost, economy, and the light, and soil, and that that was being dominated by groups like the Us Chamber of Commerce, and are the trade associations.

VS

sustainable business
we saw was that there had been an incredible growth of values, based businesses, businesses that thinking about sustainability.
but they weren't organized together as a larger voice in power to engage on public policy, because, you know, if you don't change the rules of how the economy is run, then we end up with the system.

Consistent staff procedures

Teaching your staff the benefits of being a sustainable company is the key to having this value integrated into your culture and operations. Staff that understand the importance of working mindfully towards the environment boosts the chances of your company becoming sustainability, as all will work together to achieve it.

redifine

high road business
o you treat your employees well, not that they're just going to have the environmental property you're actually paying them

A number of the Baristas are actually organizing the cafe is to get better, to pay, to get better representation, to get better work conditions

improving employee experience

Consistent staff procedures.
Providing opportunities for the staff to learn about sustainability.

A better work conditions.
Advancing diversity, equity, and inclusion efforts through new policies, partnerships, and cultural and structural initiatives. (creating or co-creating the the the eco-friendly, healthy, safe conditions within the workplace for the health and safety of the employees.)

ensuring that the employees have a part in decision making.

Teaching your staff the benefits of being a sustainable company is the key to having this value integrated into your culture and operations. Staff that understand the importance of working mindfully towards the environment boosts the chances of your company becoming sustainability, as all will work together to achieve it.

What I got from all four workshops is

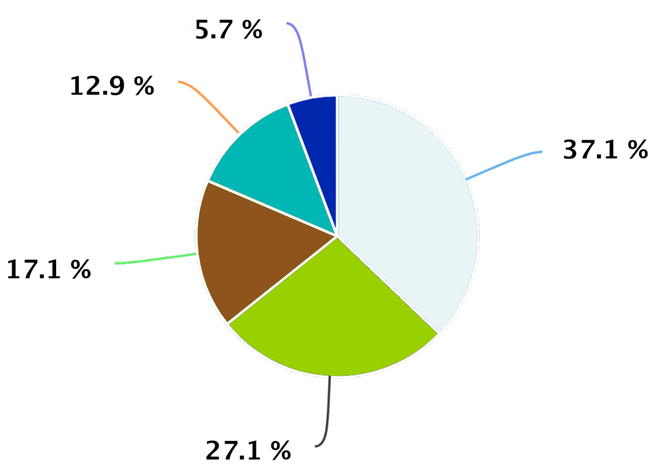
Eco-friendly could = Waste control + Energy control + Sustainable procurement + Staff awareness + Community education

1. A more concise description of “eco-cafe criteria. The category of criteria changes from 1 to 5. And each one has a more accurate description.Eco-friendly cafe now = waste management + energy management + sustainable procurement + staff awareness + consumer education. This new equation considers the moment the bean is planted to the moment your cup is discarded at its final destination.

2. **New criteria for sustainable coffee shops**
   1. **Waste control:** manages waste from its inception to its final disposal. Starting with Audits. Document the use of disposable items. Seek More Sustainable Alternatives: ideally, replace all the single-use items. (plastic use, paper use, etc.) Providing recycling bins encourages more organized disposal of plastics and ends up where they can be broken down and removed effectively.
   2. **Energy control:** Starting with Audits. Document the energy usage. By understanding what time of the day or which days of the week energy consumption is the highest, proactive steps can be taken to reduce costs. Whether it’s replacing machinery or understanding which systems may still be running during off-hours, there is now a comprehensive understanding of how energy is consumed. For example, Power consumption and water consumption.
   3. **Sustainable procurement:** Choose a supplier that pays attention to sustainable development beans supplier,（counter culture） cups supplier, etc.
   4. **Staff awareness:** Teaching your staff the benefits of being a sustainable company is the key to integrating this value into your culture and operations. Staff that understands the importance of working mindfully towards the environment boosts your company's chances of becoming sustainable, as all will work together to achieve it.
   5. **Community education**: For the community, equip people with the knowledge of Sustainably in the coffee industry.

3. I am aware of the different voices in this group, with experts focusing on painting an ideal utopia and practitioners focusing on actionability. But they both agree on several things. We ranked all the criteria, and after equal voting and voice within the group, we got what mattered most which could partly represent the bigger community or industry. However, flexibility is necessary for each shop, at least the rank could tell a beginner which one you could do first.

   Something beyond my imagination was when one of the participants asked the other participant to have dinner to continue the conversation and share more information. This was when I thought my project had already begun to impact this community positively.



After that we voted for the most important criteria for the coffee shop

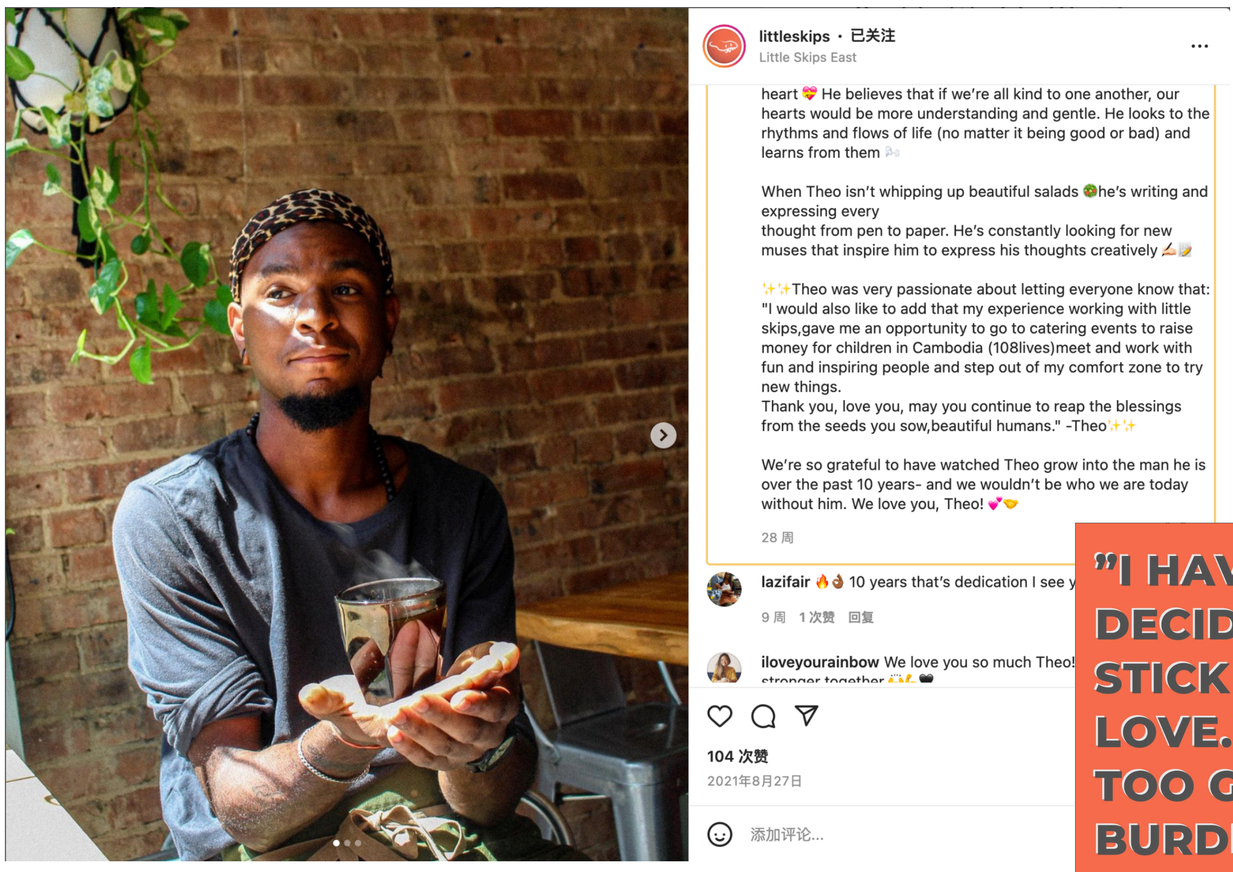
After that, I asked myself what does the community need me now and how can I help as a social designer? I decided to bring attention to the eco-friendly cafes that abide by these standards and, except the criteria, what stories make them unique.

Chapter 4: Stop being rational, and let's go back to the emotional.

The identity of NYC local cafe, the connection between culture and nature.
Summary for this chapter:
I ask myself why we keep mentioning the concept of sustainability in the local coffee industry and what new perspective I can bring to the audience. **A truly interesting chapter:)**

B–crop company counter culture. Each month they are planning a donation activity about local Sustainable community

Why does the sustainable problem matter to cafe specific?
An NYC local cafe is a place of communal gathering, expressing, and exchanging ideas. Local cafes are part of the awareness culture. In the past, and still today, cafes are a place for the sober and sensible and have often been the venue for cultural events. An excellent local cafe is a place where people's ideas and opinions collide. It thrives on the culture of the entire community.
 A cafe in Harlam is different from one in Manhattan. This difference is determined by the different location, culture, community, each and every familiar customer that comes to the store to support.
And most importantly, for the coffee shop owner: what kind of environment do they want to create? What kind of culture do they want to grow for this community?
No matter what the keywords are, COFFEE CULTURE cannot be separated from the support of nature.



Litte Skips, Sustainable & LGBTQ+ & support Local Artist & Human rights

During my research, I found that coffee drinkers, in large part, want to make eco-friendly choices, and they're willing to pay more if they know that their action is bettering the environment. So I think it's a business opportunity for coffee shops. They can have a way to contribute to the planet and are also supported by their customers.

75%

of **Millennials** are willing to **pay more** for an environmentally sustainable product

(GreenPrint, 2021).

76%

of Americans are **concerned** about the **environmental impact** of products they buy

77%

of Americans would **switch** their preferred packaged goods **brand** if they were **offsetting carbon emissions.**

After Spring Break, I shot a small video about different coffee shops for research reasons, but it also made me realize why I'm so into the local coffee shop. Each coffee shop is different and has a unique culture in the video. Humanism and community prosperity are the fundamental thing that makes local cafes different from the chains like Starbucks.

I noticed that eco-friendly coffee shops are not like typical shops. There are other exciting roles they play in the eco-community.

For example, IXV Cafe is also an eco-fashion shop. The owner Jenny used to be part of the fast fashion industry, and she couldn't ignore the huge waste in this business. Right now, she uses this knowledge to re-use vintage clothing to make new items like mask and hat that leaves fewer traces.

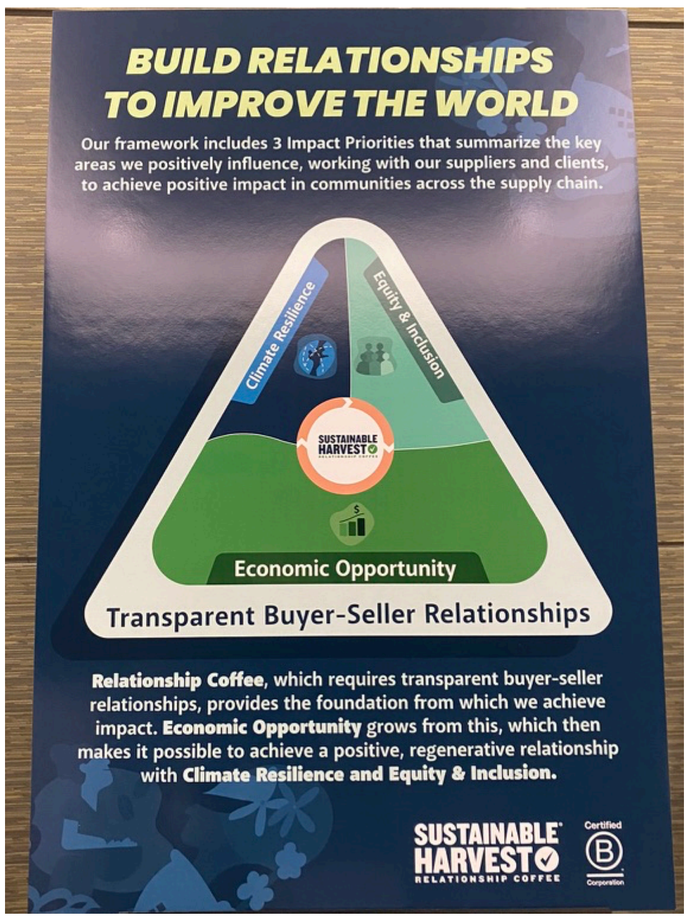
NGUYEN Coffee is a bean supplier; the owner is a Vietnamese American and the daughter of refugees. Her creative career also includes documentary filmmaker, So NGUYEN Coffee cares about eco-friendly, equality of salaries, and cultural diversity. People naturally gather in those shops to express themselves and hold a broader conversation with others.

The weekend of Brooklyn IXV Coffee

The Shift drinking activity from Counter Culture Coffee

Some stores have started to try something "high level" by sharing their practices with the whole society. For example, Counter Culture holds a monthly environmental issues educational session. I could point out everyone's eco position and who is better on some criteria. But the point is that we need to honor all the work that has been done for the environment. To tell the story of their fun, hard work, and attempts. These people could have been working at a coffee shop like Starbucks, focusing on controlling costs and increasing profits. Instead, they have taken the harder road to have a more significant social impact within their community.

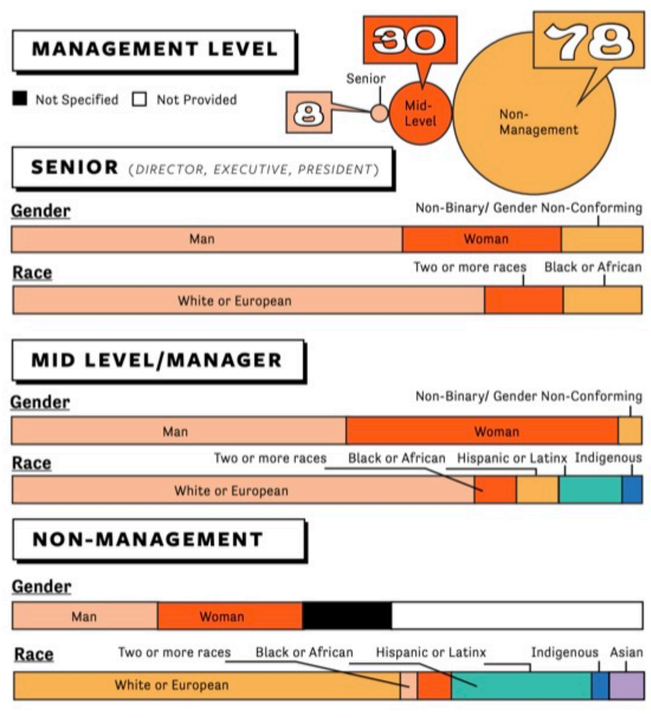
Their diversity and consideration of the community explain why the local coffee cares more about nature than Starbucks. And that is why I think some sustainable shops are more expensive than Starbucks, but they are still a better choice. I explain the reason why Starbucks is less considered to be a sustainable shop is that it is producing waste without considering the holistic recycling system.
What do local sustainable shops do is they more carely guide the guest to throw the garbage.

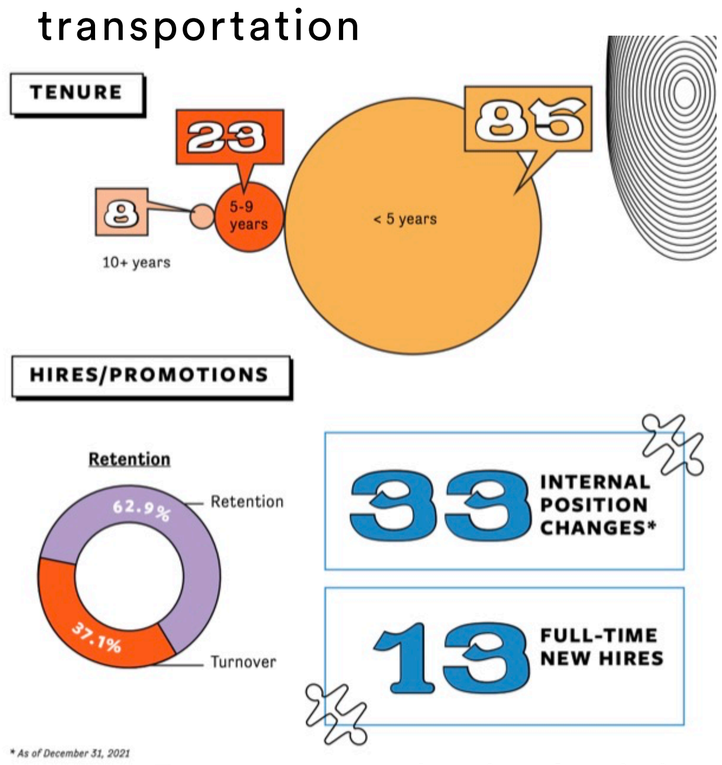


Climate Advocacy

Local organic farm to provide food to reduce the carbon emission caused by transportation

Compostable package design





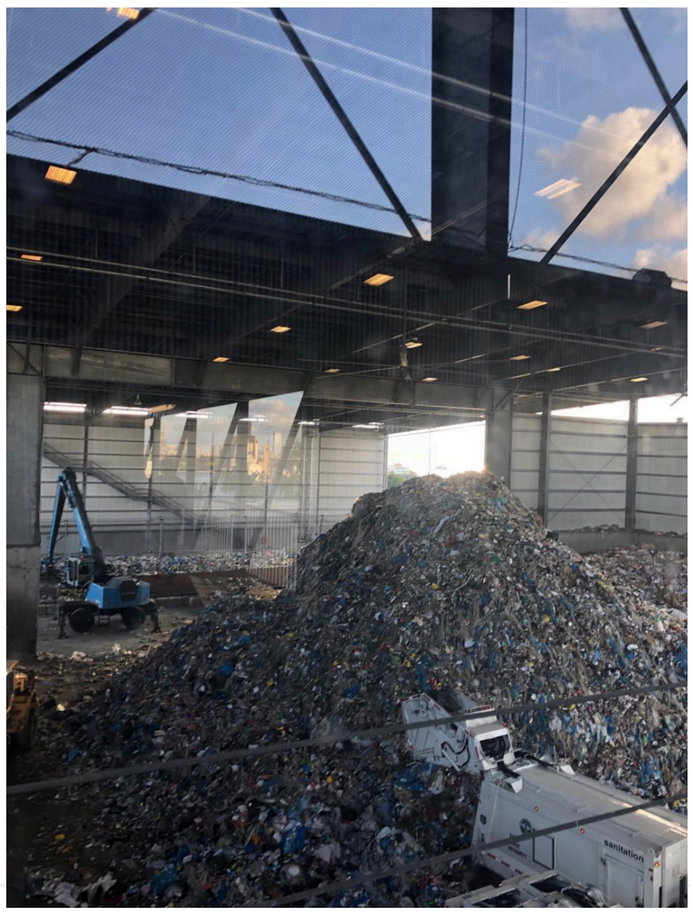
Document the inclusivity

Also, they go to compost companies to ask them in the compost site, what kind of disposable waste could be recycled? Then according to the answer, they decide which kind of material they will use.

For them, eco-friendly equals so many small details. Sustainable for them is not a show for social media. Sustainability is in their business value.

My experience at these stores has been incredible. They have a corporate culture that thrives the whole community. There are so many familiar customers and highly engaged employees. They are Richer in detail but not systematic. So I felt I had an obligation to figure out the criteria and promote their approach to the community.

So in chapter 5, which is a call for action, I dig deep into the vision & practice of the coffee industry to help coffee lovers and coffee shop owners realize its circular connection.



ixvcoffee · 已关注

Sims Municipal Recycling Facility

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I think the biggest takeaway is we need to stop using/buying things that we throw away. Period. @simsmuni is so on top of our trashiness but they are unique, many countries and cities don't have their ability to sort the incredibly varied and HUGE amounts of trash we throw at them. #sortingmatters .

.

.

The Sustainable Packaging Coalition labels some items, and can be super helpful. But ALL packaging should require disposal info on it, if only to force companies to THINK before they trash the planet. And we need to
pay more attention and learn how to sort our trash. Really the only responsible packaging is REUSABLE. #plasticchallenge #banplasticbottles .
Some tips I picked up:
*Metal is valuable and can usually be reclaimed.
*Silicon is trash.
*Stores over 15000 sf are required to take plastic film, which is fragile and must be dry and clean. The rule of thumb is stretchy is recyclable, papery feeling is not
*Ice cream cartons are NOT 😫😫😫 *Put the lids on the plastic, leave them off the glass
*New York has amazing resources for disposal - the DSNY homepage has a box u can enter any item into and it will tell you what to do with it -last pic
*SORTING MATTERS contamination of recycling is real!
*bring your friends to @simsmuni what an awesome field trip! ⚡ @rob_spalding @xoxoxoxxooxoxxo And Zach! .

Different shapes of garbage bins guide the guest to throw the garbage.

Only use Chalkboard menu

Chapter 5: How to use information and calls for action.

Summary for this chapter:
Great! I now understand the criteria for coffee shop owners loud and clear, so I am ready to announce the big news to this community. **Let's make a call for action.**

Coffee drinkers and coffee shop owners are two target groups that need to receive a call to action, and different calls to action are needed for each target group. While there are many stakeholders in the coffee industry, I chose to work with the owners and drinkers because they were easily accessible, also because I am a drinker myself.

Before I call for action, I need to create the tools to make that call. Coffee drinkers need to know where they can find the location of the NYC sustainable coffee shops and support them, so they need a map. Coffee shop owners need to know how to add sustainable practices to their coffee shops, so they need a checklist and a guidebook.

Both groups need to know why sustainability matters.

By informing businesses of new environmentally friendly practices, this project could give New Yorkers more coffee shop options.

Let's call for action =

For coffee Lovers

Location: Where can I find and support sustainable coffee shops.
Why: Explain the circular connection between good coffee and sustainable production.
Focus on Experience

+

For coffee shop owner

How: Explain how a sustainable coffee shop is operated.
Why: Explain the circular connections among good coffee, sustainable production, and sustainable business practices.

FINAL GOAL:help local coffee shop owners build and expand a sustainable vision.Increased the number of sustainable cafe.

Thesis GOAL: expand the criteria of sustainability in NYC local coffee shops. Finding a vivid and holistic way to introduce them there for Increased use of Sustainable/ eco cafes in NYC.

Preconditions	definition of a good sustainable cafe is defined for and disseminated to the community	Increased awareness among potential cafe customers of the location of sustainable cafes	Increased the knowledge of culture diversity and sustainability and start to change their purchases behaviours	increased the number of cafes to think about sustainability more holistically.	increased number of sustainable cafes, per new definition.
Outcomes	Increased clarity and diversity around definitions of sustainable /eco-friendly cafes	increased people's interest to share those shop.	increased the coffee or culture lover awareness of this circular connection between good coffee and environment protection	increased the motivation of cafe owners / managers to become more sustainable	increased the motivation of cafe owners / managers to become more sustainable
Outputs	More voice in the Community been include, and encourage group number to work or communicate to each other.	Increased the number of public knowing Sustainable cafe and support them. and share this to other people.	why it's matter to the coffee or culture lover, Increased the knowledge of the effect of coffee waste	increased the cafe owner's knowledge of sustainable business and know which part is doable.	increase the number of cafe owners learning what the urgent things for this Community? Combine the customer and expert voice: the Community needs Sustainable right now.
Inputs	information: Current criteria, real example. Stakeholder : gather issue impact expert activity agenda	the location of the sustainable cafe. Promote the cafes. Learning and communicating activities	Learning and communicating activities	Information: new criteria and checking template. detail of the standard (How to make it)	culture & nature toolkit Share a vision of a bigger picture, how the sustainable standard could help the local coffee shop build coffee culture.

For coffee lover

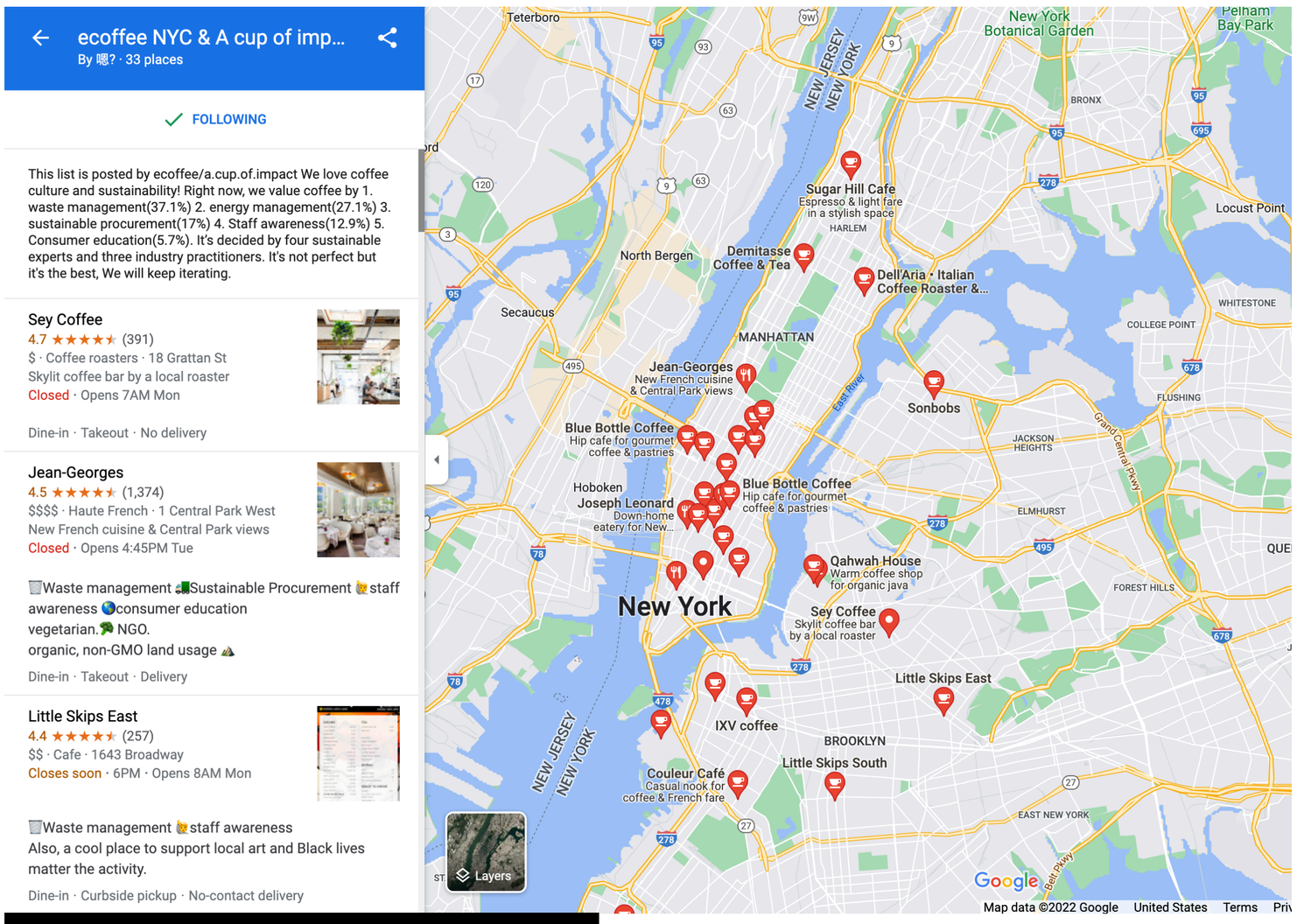
For NYC local coffee shop owner

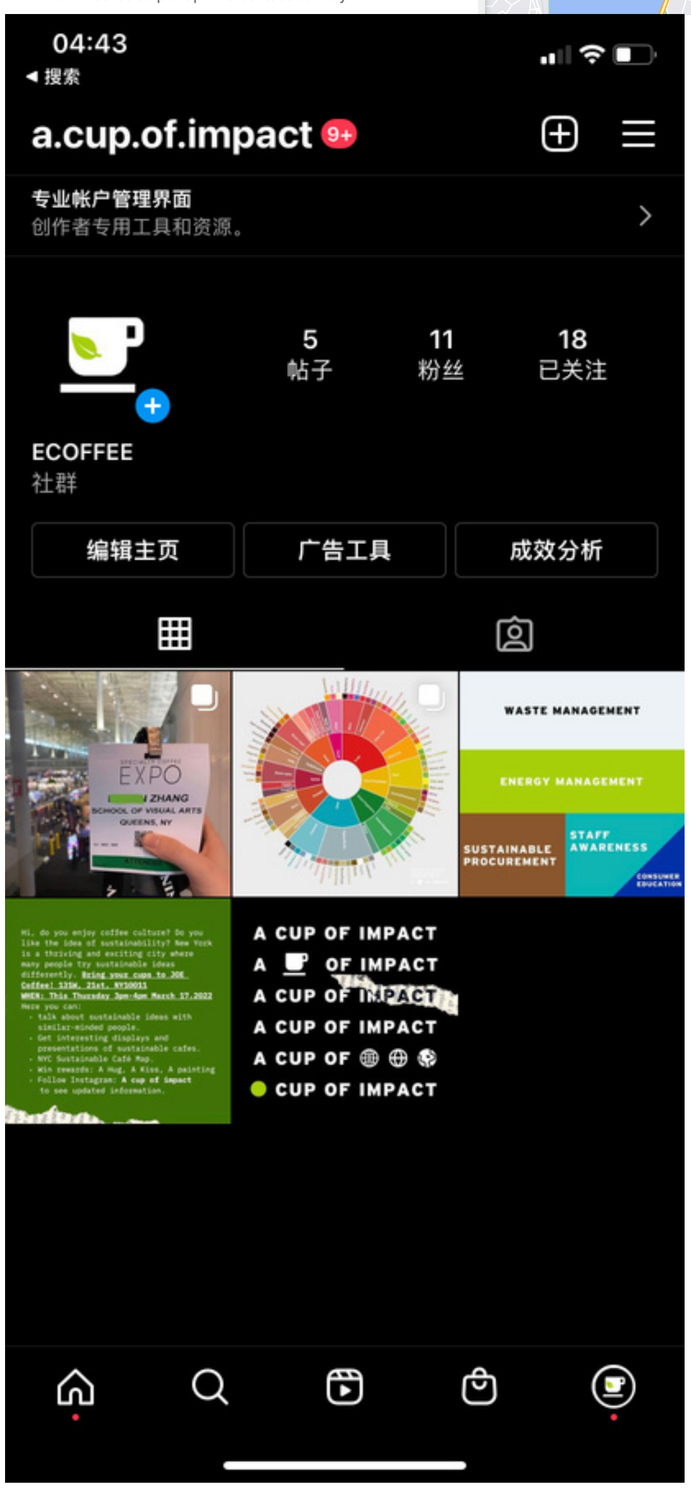
Indicators	**Research**	**Call for action**			
Key Evaluation Questions	How did the definition of criteria change through the 4 workshops	how the experts respond to the new criteria?	shop owner feedback for How can we improve?	which criteria is not working	for the shop, after I bring more criteria that this community that cares What do you value most before and after this new criteria?
Key Monitoring Questions.	the number of people following the social media account.	the number of people visit the shop	The percentage public that Likely to recommend	the number of people reply the new content	"waste" reduce in a cafe in a week.

For coffee Lovers

My first product is a map: Using my new criteria, I identified 32 sustainable coffee shops in NYC, which is double the number compared with a map that only values waste control. On Google Maps, people can find the 32 sustainable coffee shops on a map called “a cup of impact” The map is easy to access and update. As more sustainable cafes are identified, the map will be updated.

I also created an Instagram account to post my workshop activity photos and the knowledge of sustainable coffee shops to connect with the coffee community.





11

Follower

32

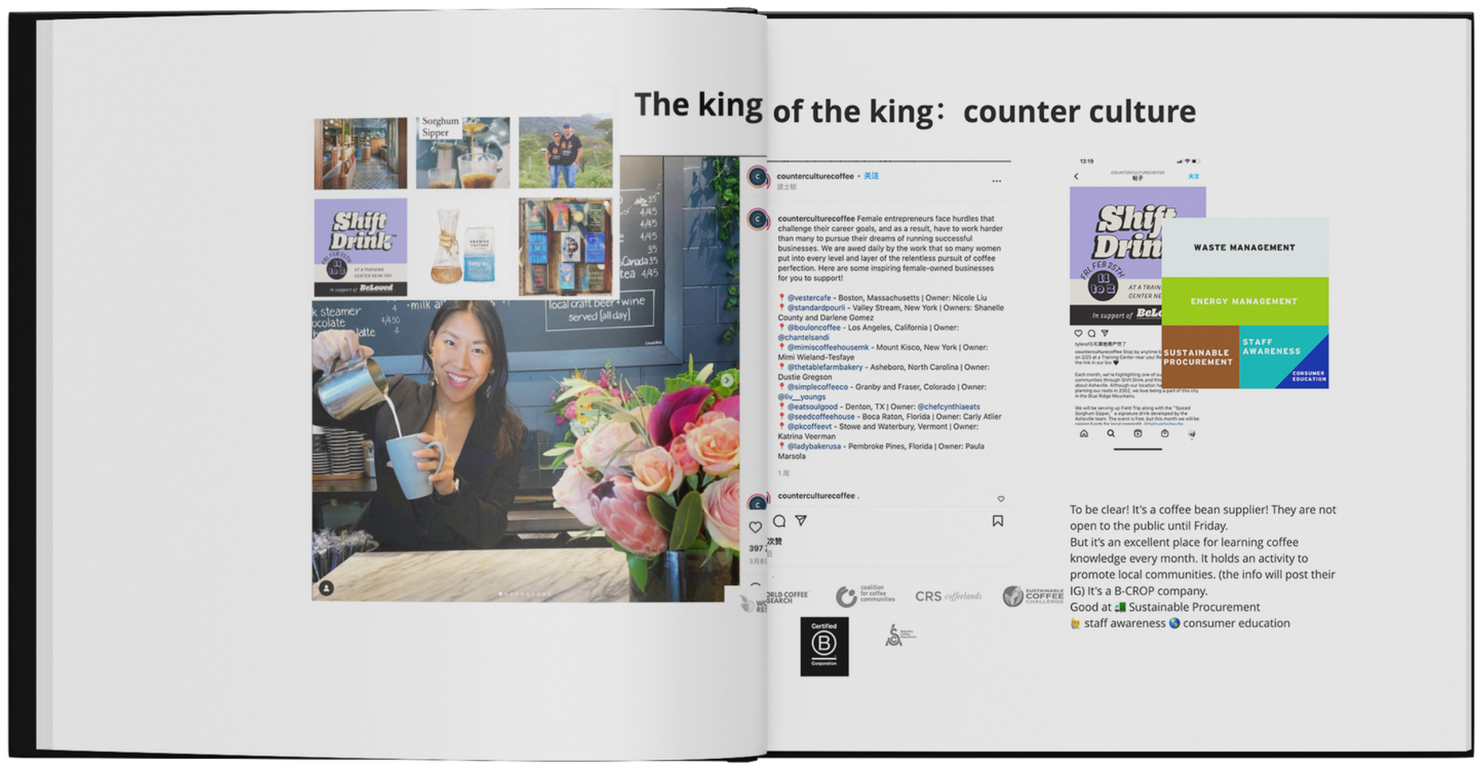
Cafe have an idea about sustainability

The second product is an ebook to share the sustainable details of the five best sustainable coffee shops in NYC. And a story about a circular connection between culture and nature.

Then later, I held A workshop in Joe coffee. Here is the agenda. Six people participated in my event, and 11 followed my map afterward.

All the poster was printed on recycled paper, in case you're wondering :)
Objective.
To induce a paradigm shift in the audience's thinking that
1. Sustainable doesn't equal zero waste; some shops are taking a holistic path
2. Our role in this is enormous, and that viable changes can start by bringing our own cups.
3. Ask your friends to pledge to support only sustainable coffee shops.

I think coffee shops are a paradigm shift in thinking, and their understanding of sustainability could be the consumer's key to opening the door to sustainable living.



A ebook to share the eco- friendly details of those stores.
12 pages

During this workshop, I noticed that **the customers were more interested in the cafes' cultural values than the brand of water-saving valves used in the stores.** And the most enjoyable topic in the workshop was how climate change affects coffee's flavor because we were talking about sustainability while drinking coffee, so sustainability became a taste experience. There was a moment when I started to return from rationality to sensibility. When I stand in a customer's shoes, I find them more emotive. **They are more concerned about experience + flavor + how sustainability affects coffee's value.** It became a valuable user experience lesson.

Feedback:
Coffee drinker prefers a different corporate culture regarding coffee shops. It's more tangible to them.
For that active consumers, they want to be a part of this project. A checklist that can be used to test the sustainability index of a store.
The criteria could be a filter to build a guided trip. Maybe a tour trip during earth day could be a good choice.
Researching these coffee shops has inspired me to think more broadly about eco-friendly culture, not just reducing disposable waste. They are beyond product- or service-level certification and more consider their position in entire social and environmental performance. Their wisdom in taking a holistic approach to the design of coffee shops makes customers change their lifestyles, and it's worth it for coffee and culture lovers to plan an exploration trip for that.

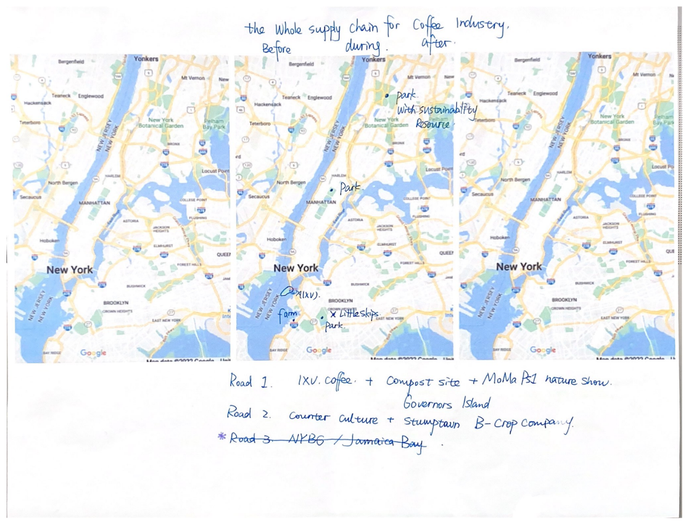
I asked my participants to turn this equation into a more immersive experience, a 24-h sustainable trip through NYC. The trip includes not only NYC's sustainable coffee shop but also a composting garden and Artists' works about nature and people.7
The more I spent time with coffee lovers, the more I learned that this community sees itself as a part of an extensive system. It’s sort of as if coffee industry practitioners imagine themselves on a big flowing river of activity. If you are a coffee shop owner with a green thumb, your upstream is a cup supplier, and the downstream is the city recycle system. It will not solve the disposable waste just by one shop, so they are learning to work with others. 24H trip is designed so the consumer can understand this dynamic and have a holistic judgment of the coffee shop.

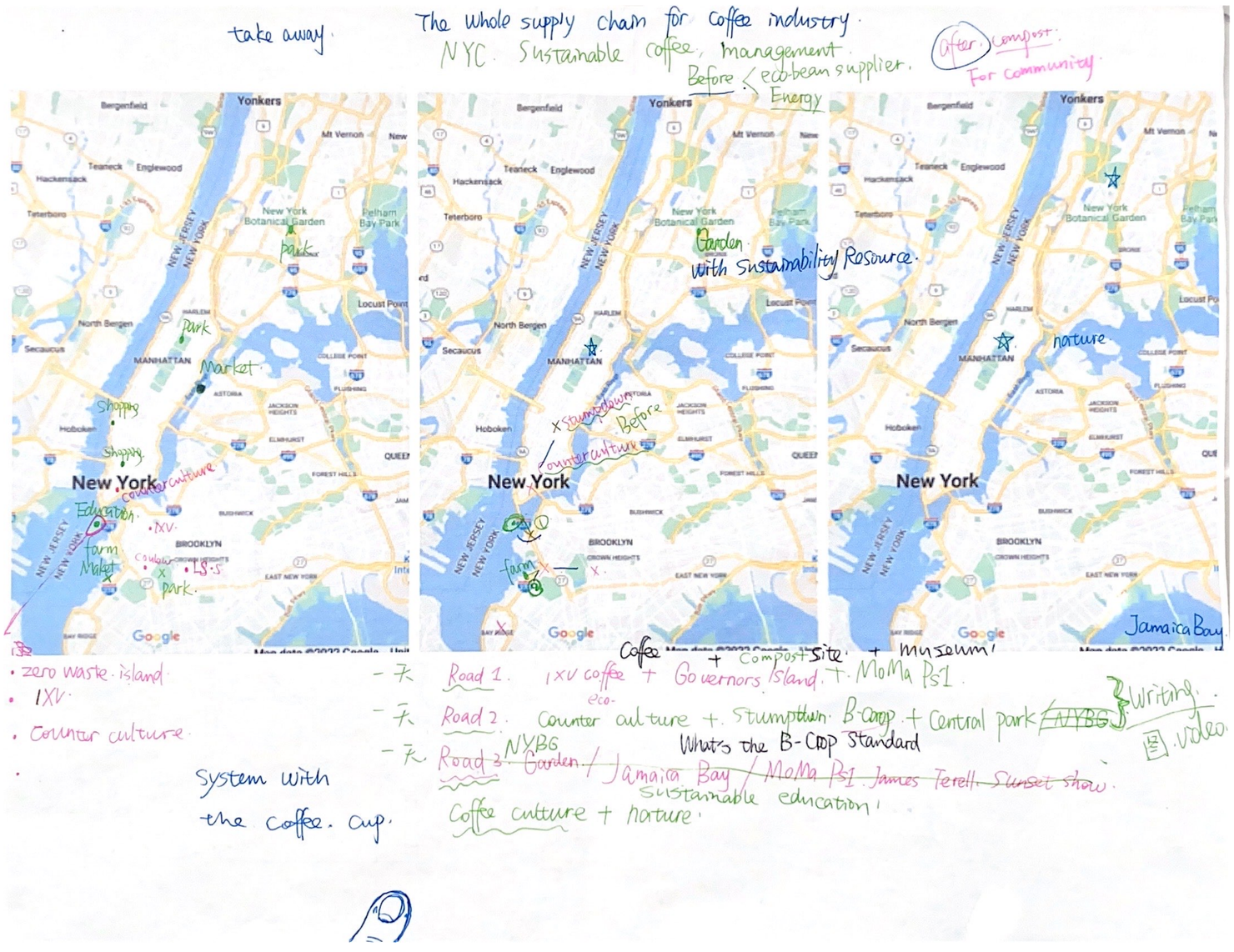
Iterate :
Next, I created a tangible toolkit to guide the customer to have a sustainable day in NYC.

I invited people who love sustainability and coffee culture to help me develop a trip of what they had in mind. Here are some photos of the event.

As you can see, there are not too many cafes on the itinerary, and this is because it is not possible to have coffee all day on a coffee trip, so people prefer to have other sustainable trips with coffee on the way, such as sustainable shops, educational projects, etc.

We designed a trip to IXV coffee, Governors Island (a zero-waste island with lots of sustainable education projects and compost teaching days,)counter-culture, and stump-town coffee (B-crops with information about the sustainable coffee chain)





Intorduction: New York is the most dynamic and creative city, a 24-hour city that never sleeps. We also need to keep up in this city to stay energized and dynamic. Coffee, a powerful beverage, is thus in our hands.

A disposable cup from China. A handful of beans from the tropics. And a choice you make combine to make the cup of coffee in front of you.
These three little things determine the ingredients of your day's energy and whether we can continue to drink this delicious cup of coffee in the future.
New Yorkers use more than 600,000 paper cups a day to drink coffee, of which only one in four hundred is recycled.
My hometown is one of the cities that produce this cup, and studying abroad has allowed me to witness the complete journey of this cup.

Produced in a factory in a developing country - consumed on a busy green morning - discarded in an unsorted trash can - burned or landfilled in a city without enough recycling capacity.
Of course, good coffee is not determined by the cup, but mainly by the liquid in the cup :) but this is not something that the citizens of New York can change either.
The taste of coffee is determined by local soil, climate, the Kind of water, fermentation. The environment in which coffee is grown dictates that it can only become delicious when grown in the hottest places, in general, in developing countries, including many LDCs. When coffee farmers are growing at sub-poor wages, i.e., earning less than $1.80 per day, it is difficult to guarantee the taste of coffee, especially since Extreme changes in weather in recent years can lead to a year-round crop failure for coffee farmers.

This is why we call for sustainability and transparency in the coffee industry. The supply chain is so long that it is hard for us at the table to imagine the impact of this small cup of coffee. Fortunately, this creative city has some answers, so if you have a day to spare, let's start a journey of discovery about coffee & culture & nature in New York.

Road 1: IXV Coffee, Brooklyn + Governors Island Brooklyn Grange + MoMa Ps1 James Turrell, Meeting.
IXV coffee: Keyword, sustainable culture & Pilgrimages & eco-fashion
Jenny's IXV Coffee is a Pilgrimages spot for all New York's sustainable industry, and she shares it generously with everyone. IXV is also an Eco-fashion shop + a doggy hangout, and her cafe is practicing how to make coffee and purchases more eco-friendly every day.

Before the coffee shop:
procurement: IXV coffee is practicing sustainability in the purchasing process.
Bean Supplier: The bean supplier is the famous B-crop company counter culture coffee.
Food supplier: Norwich meadows farm. is a traditional organic fruit and vegetable farm that aims to keep the land healthy and economically profitable.
All of IXV's furniture, including the coffee grinder, is recycled.
During the coffee shop:
1: Consistent staff procedures & staff awareness: if you pay attention to the staff at IXV Coffee, each of them will ask you if you dine in or take away.
2. Waste control: Dine-in is the default at Jenny's store with reusable mug. IXV is also one of the few stores in New York City that keeps a count of waste, and they save 702 single-use cups every month.
Energy control: If you think the lights at IXV coffee are a little dim, it's because IXV uses mostly sky lights and CFLs.
After shop:
waste management: Before the epidemic IXV would let customers leave their cups in the store and offer a cleaning service. during COVID-19 they offer compostable cups and a complete compost recycling program.
A good sustainable cafe will have every aspect of sustainability in place. There is no relatively formal certification of sustainable cafes in the world yet, but there are already many stores in New York that are doing different types of attempts. If you're interested in whether a coffee shop is truly environmentally friendly, you can check out the sustainable coffee checking template at the back.

Second stop: Governors Island Brooklyn Grange
third stop: MoMa Ps1 James Turrell, Meeting.
This community sees itself as a part of a big system. It’s sort of as if they imagine themselves on a big flowing river of activity. If you are a coffee shop owner, your upstream is a cup supplier and the downstream is the city recycle system. Is not gonna solve the disposable waste just by one shop, so they are learning to work with others.
24H trip is hoping the consumer also can understand this dynamic and have a holistic judgment of the coffee shop.

tour
trip

AN UNFINISHED PROJECT

This is **an unfinished project** because an unexpected expo disrupted my plans. The Specialty Coffee Association expo was held in Boston in early April. It gathered over 400 coffee shops.
I found out that several B-crop companies will also be exhibiting, and there will be many lectures and workshops about sustainability.
I thought it would be a great opportunity to exchange ideas.

For coffee shop owner

In this Expo, my goal is to inspire at least one coffee shop to start a sustainable path.

For this purpose, I have created an operations guide to the sustainable coffee shop based on the specific practices of sustainable coffee shops I researched in New York. It includes

A case study: an analysis of one of the best sustainable cafes in NYC.

The definitions of the five sustainability criteria. Some tips from other practitioners. I included an example of how another store addressed the standard for each criterion.

And sustainable resources. The resource is like the addresses of New York's more energy-efficient buildings, brands for energy-efficient water valves, websites, location and open hours of composting companies, etc.

A CASE STUDY

Pilgrimages IXV

🗑Waste management ⚡energy management 🚚Sustainable Procurement 😺staff awareness
Good at all five criteria!!
Also a cool place for eco-fashion. The owner Jenny is super friendly and willing to share knowledge about sustainability.

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After shop:
waste management: Before the epidemic, IXV would let customers leave their cups in the store and offer a cleaning service. During COVID-19 they offer compostable cups and a complete compost recycling program.
Consumer education:

A good sustainable cafe will have every aspect of sustainability in place. There is no relatively formal certification of sustainable cafes in the world yet, but there are already many stores in New York that are doing different types of attempts. If you're interested in whether a coffee shop is truly environmentally friendly, you can check out the sustainable coffee checking template at the back.

The definitions of the five sustainability criteria.

DEFINITION &KEY FACTS

KEY FACTS
1. An average cafe produces 100,000 pounds of garbage per year.
2. By implementing a comprehensive recycling and composting program, cafes can divert about 90% of their waste from the landfill.

what coffee shop could do
manage waste from its inception to its final disposal.
1.Starting with Audits. Document the use of disposable items.
2.Seek More Sustainable Alternatives: ideally, replace all the single-use items. (plastic use, paper use, etc.)
1. Implement a comprehensive recycling and composting program
2. Don't serve bottled water
3. Implement reusable incentive programs (reusable mugs, take out containers, bags)
4. Use bulk condiment and coffee station items

3.if you have compost drop off site in your area: Providing recycling bins encourages more organized disposal of plastics and ends up in a place where they can be broken down and removed effectively.

Sustainable resources

Key knowledge

ITEMS THAT ARE TYPICALLY RECYCLABLE

PLASTICS (#1, 2 are most often accepted) | GLASS | ALUMINUM | PAPER & CARDBOARD

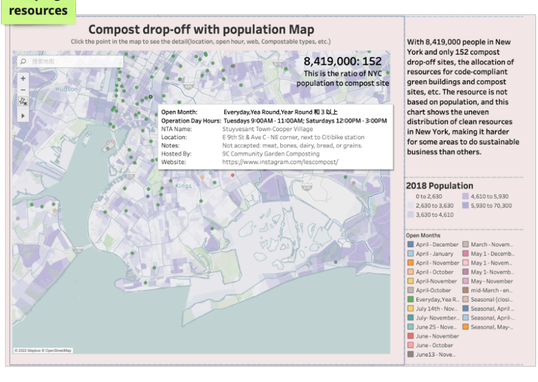
OTHER ITEMS THAT CAN BE RECYCLED

FLUORESCENT LAMPS | BATTERIES | GREASE | CORKS

Key knowledge

ITEMS THAT ARE TYPICALLY COMPOSTABLE

helping resources



NYC food Compost drop-off with population Map
Click the point in the map to see the detail(location, open hour, web, Compostable types, etc.)
https://public.tableau.com/app/profile/kzhang6991/viz/Eco-ResourcesinNYC/dishboard?publish=yes

KEY TERMS:

KEY TERMS:
Pre-consumer compost: All food waste and compostable products that are composted during food prep and cooking.

Post-consumer compost: All food waste and compostable products that are left over after the customer eats their meal.

Commercial composting: Large-scale composting which is designed to handle a high volume of organic waste. Usually, compostable containers, straws, utensils, etc can only be composted in commercial composting facilities.

Then used five categories of criteria I discussed in a workshop with experts and practitioners to make a sustainable criteria checklist. The list is a textual summary of the sustainable cafe criteria we put together in the workshop.
I tested these materials at the specialty coffee association Expo in early April. I was hoping to influence some coffee shops to become more sustainable.

It turned out to be a big failure, only two cafe owners tested my checking list, and they were pretty confident their shop had already achieved eco-friendly practices. Most people hesitated to test their practices and had a bunch of excuses with them. But in just three days, many experts gave me advice and helped me restructure my toolkit. Their advice is not to overload coffee shop owners with information about environmental concepts at the very beginning.

The most important thing for me was that none of them started with details when they shared their ideas. They all started by sharing a vision. Kind of like Martin Luther King's “ I have a dream” speech.
The coffee shop owner first needs to believe that each cup of coffee carries its

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GREEN COFFEE SHOP CRITERIA CHECKING TOOLKIT

WASTE MANAGEMENT

Other changes may be challenging to make in a short time.
You can start waste control today!

- ○ Starting with Audits. Document the use of disposable items.

Seek More Sustainable Alternatives: ideally, replace all the single-use items.

- ○ Coasters
- ○ Pan Liners
- ○ Coffee Filters
- ○ Dish-ware
- ○ Straws
- ○ Take-out containers
- ○ Trays
- ○ Linens (table linens, placemats)
- ○ Rechargeable batteries
- ○ Refilled or recycled ink cartridges
- ○ Reusable utensils
- ○ Reusable dishes
- ○ Reusable glasses/mugs
- ○ Chalkboard menu only
- ○ Allow customers to use their utensils
- ○ Allow customers to use their dishes
- ○ Allow customers to use their glasses/mugs

Implement a comprehensive recycling and composting program
- ○ If you have a compost drop-off site in your area: Providing compost bins.
- ○ Encourages more organized disposal of plastics, Providing recycling bins.
- ○ Don't serve bottled water.
- ○ Implement reusable incentive programs for the customers(reusable mugs, take out containers, bags)
- ○ Use bulk condiment and coffee station items
- ○ Don't use Polystyrene foam (aka StyrofoamTM)
- ○ Products that are processed chlorine-free or "recycled kraft."

ENERGY MANAGEMENT

- ○ Starting with Audits.
- ○ Using Energy Star appliances.
- ○ Energy Star furnace
- ○ Energy Star ceiling fan
- ○ Energy Star air conditioner
- ○ Using LEDs light.
- ○ Using Occupancy sensors.
- ○ Using Strip curtains.
- ○ Programmable thermostat.
- ○ Provide incentives for employees to carpool, bike, or use public transportation to get to work.

SUSTAINABLE PROCUREMENT

Choose a supplier that pays attention to sustainable development
- ○ Coffee beans supplier:
  Follow fair/ direct trade rules Or Certified Bird Friendly coffee Or B-crop coffee.
- ○ Compost disposible item suppliers.
- ○ Local and organic food suppliers:
  E.g.: USDA Certified Organic products Or Certified Naturally Grown
  GRA recognizes Animal Welfare Approved, American Grassfed, American Humane Association, Certifed Humane, and Global Animal Partnership 4, 5, and 5+.

STAFF AWARENESS

- ○ Equip staff with the knowledge of Sustainably.

CONSUMER EDUCATION

- ○ Equip consumers with the knowledge of Sustainably in the coffee industry
- ○ with social media.
- ○ Hold a sustainable workshop in the community.

OTHER

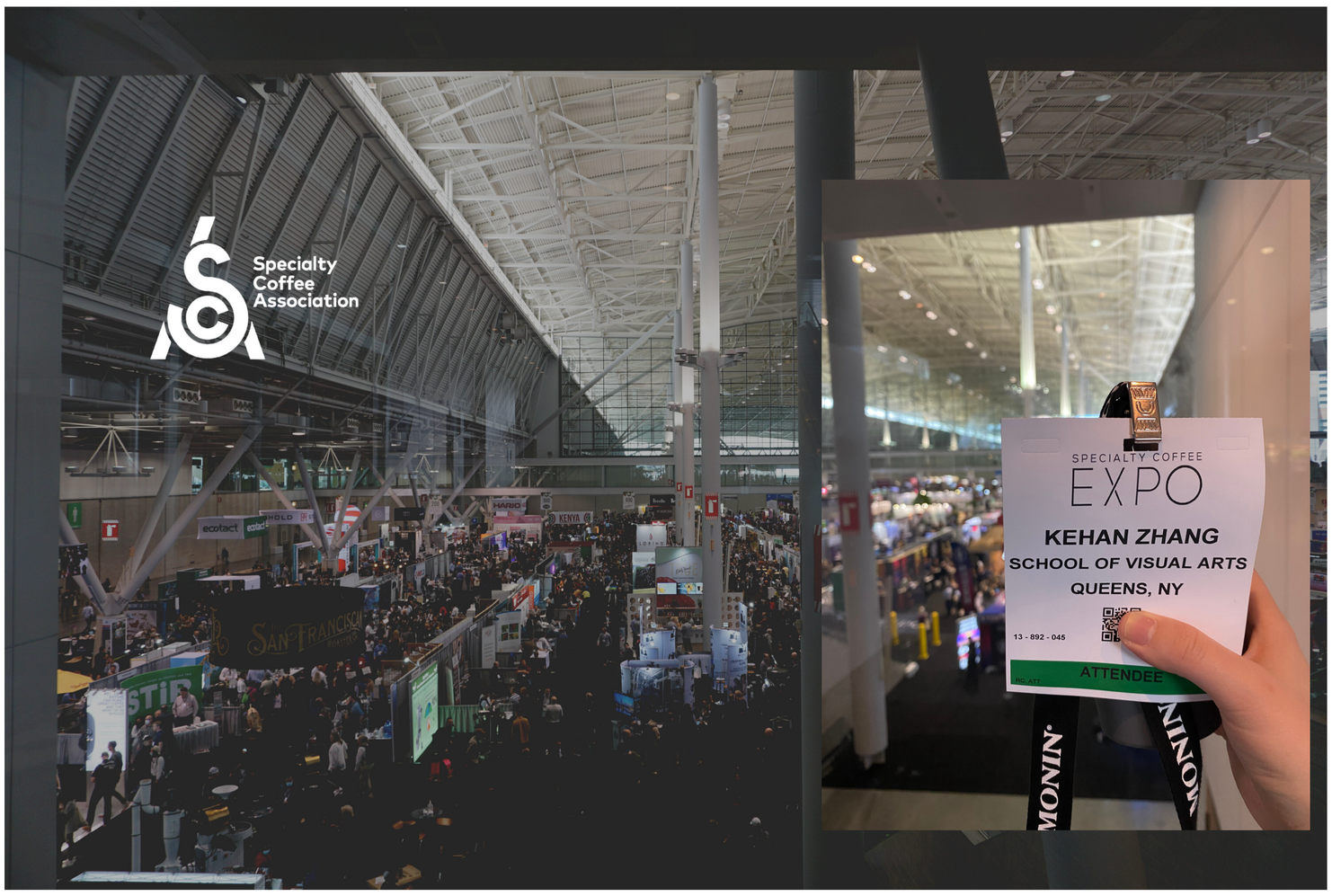
- ○ Thinking about furniture recycled or made from salvaged wood
- ○ Use paints that are Low VOC or No VOC.
- ○ Use a green-certified pest company.

DESIGNED BY KEHAN
DESIGN FOR SOCIAL INNOVATION
SVA NYC
SCHOOL OF VISUAL ARTS

impact. “A good cafe is not only about producing the best coffee in the world but producing coffee for a better world.” This is a quote from talented Isabela, the Director of Sustainability at Daterra Coffee. It is one of the highest-rated B-crop coffee companies in the world.

Secondly, I learned that it is important to inspire cafes to start audits and incorporate sustainable values into their stores. Criteria are always suitable in a short period, and every day people are exploring new things in this industry. The equation is being re-written every day.

Practitioners are always more creative than rule-makers. So we need inspiring cafes to have flexibility.



Iterate

Finally, I expanded my toolkit to include a manual for vision sharing. I thought back to the interviewees who helped me clarify my thinking when I was first exposed to the idea of sustainability. I used their inspiring words and summarized those words in an introduction to the concept of sustainability. All the enlightenment and inspiration I received on this trip are in this handbook.

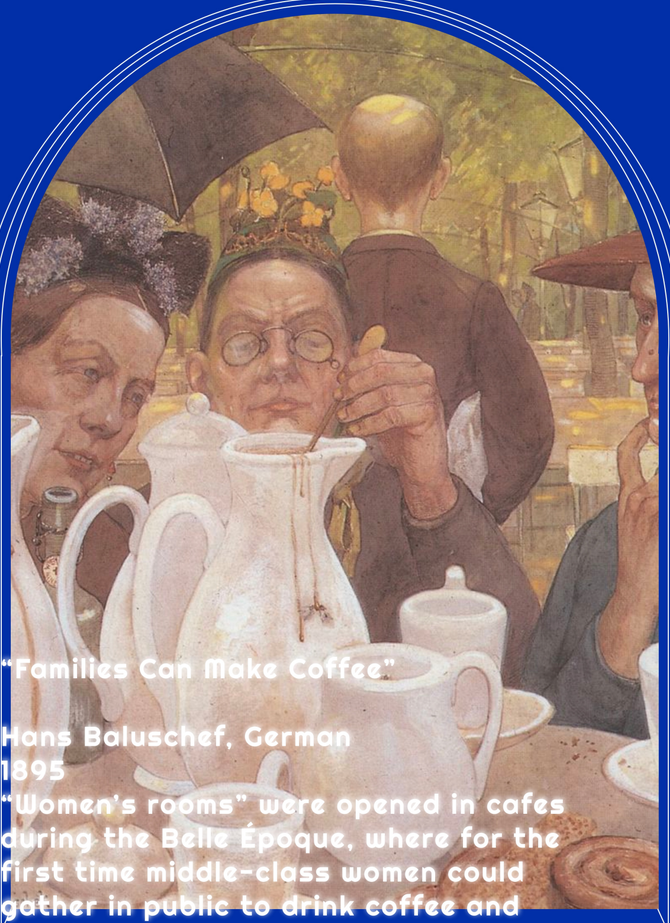
BEFORE WE GET STARTED, HERE ARE THREE QUESTIONS YOU CAN KEEP THE ANSWERS IN MIND.

WHY DO YOU WANT TO OWN A COFFEE SHOP?

WHAT IS YOUR VISION FOR THE FUTURE OF YOUR COFFEE SHOP?

HOW MANY FAMILIAR CUSTOMERS DO YOU HAVE IN YOUR COFFEE SHOP? FOR WHAT PURPOSE DO THEY VISIT HERE?

DO YOU BELIEVE THAT EACH CUP OF COFFEE CARRIES ITS IMPACT?



"Families Can Make Coffee"

Hans Baluschef, German
1895
"Women's rooms" were opened in cafes during the Belle Époque, where for the first time middle-class women could gather in public to drink coffee and possibly hatch plans to become feminists and world leaders.

A cafe is a place of communal gathering, expressing, and exchanging ideas. Cafes are part of the awareness culture. In the past, and still today, cafes are a place for the sober and sensible and have often been the venue for cultural events. A good cafe is a place where people's ideas and opinions collide. It thrives on the culture of the entire community.

IN THE END, IT'S NOT ONLY ABOUT PRODUCING THE BEST COFFEE IN THE WORLD BUT PRODUCING COFFEE FOR A BETTER WORLD.
—ISABELA PASCOAL BECKER

WHEN YOU THINK OF ECO-FRIENDLY OR SUSTAINABLE CAFES, WHAT COMES TO MIND?

OR A MORE TRANSPARENT AUDIT, A MORE SUSTAINABLE VISION, AND A COFFEE CULTURE THAT MAKES THE COMMUNITY MORE PROUD?

When you think of local cafes in NYC, how do you think these cafes are different from global chains like Starbucks? Are local cafes in NYC different from local cafes in Boston? This difference is determined by the different location, culture, community, each and every familiar customer that comes to the store to support.
And most importantly, for the coffee shop owner: what kind of environment do you want to create? What kind of culture do you want to grow for this community? Comfy cozy, and tidy?
No matter what the keywords are, **COFFEE CULTURE** cannot be separated from the support of **NATURE**.

WHEN YOU THINK THE BEST OF ECO-FRIENDLY OR SUSTAINABLE CAFES, WHAT COMES TO MIND?

Trash is our most visible waste. Every day NYC cafes make more than **600,000** coffee paper cups a day for the city, of which only **1/400** are recycled. It's one of the most controlled and effective ways for the cafes to be adequate, and it's the easiest thing we can communicate to our community members because the trash bins are right in front of us.

OR LOOK AT OTHER POSSIBILITIES.

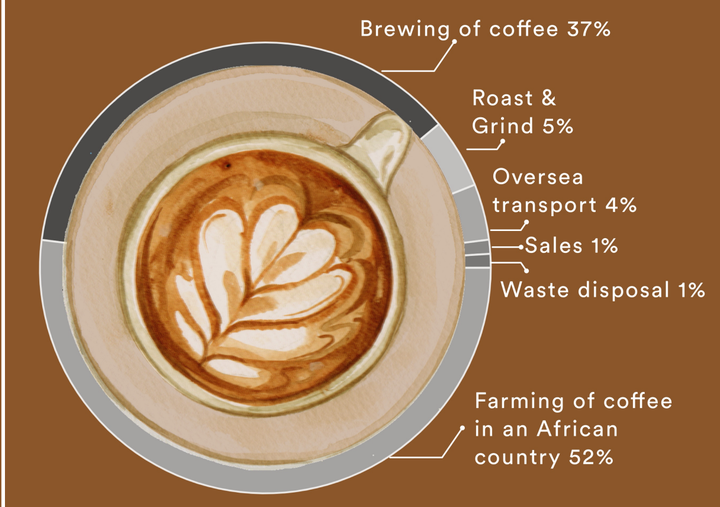
when you try to start auditing your business's carbon footprint, you'll find that there are many ways to reduce carbon emissions.
There are some "wastes" that we don't see in the community.
The carbon emissions from transporting food out of town,
and the energy loss from using high power equipment.

IN NYC, WHICH COFFEE DID IT? IN WHAT WAYS SMALL TIPS FROM THEM

But there are also more invisible harms, unfair pay treatment, and unfair trade of purchased coffee beans. These minor points determine whether now over the future, profit over our culture, short-term game over long-term vision.

These facts are not about creating anxiety or getting stores to close but about how to take a holistic look at the sustainability of your coffee shop.

Here is a chart on coffee carbon emissions. This will probably give you a more comprehensive view of the coffee supply chain.



Data source: PROBAT Boston expo 2022

CRITERIA ARE ALWAYS SUITABLE IN A SHORT PERIOD, AND EVERY DAY PEOPLE ARE EXPLORING NEW PRACTICES IN THIS INDUSTRY. PRACTITIONERS ARE ALWAYS MORE CREATIVE THAN RULE-MAKERS. USE YOUR IMAGINATION AND SURPRISE US!

CONGRATULATIONS , YOU'RE GETTING STARTED, AND HERE ARE SOME CERTIFIED RESOURCES TO HELP YOU BETTER BUILD YOUR VISION & STICK TO YOUR VISION.

Imagine it's a marathon, and the people who realize that we ultimately need to serve our communities in this way have already started running. They may be at a different pace. But they are trying as hard as they can to the finish line, which is always more commendable than someone standing on the sidelines watching.

After I started to share a bigger vision for the cafe shop, owners were more open to letting me collaborate with them. Last Wednesday (2022/4/21), I was successful in being named a sustainability consultant for Loop coffee, a paid position! During the meeting, we discussed the vision and meaning of sustainability for the Loop coffee.

We defined it in these four points:

Branding and Value Building: The branding details of the coffee shop: What are the details that differentiate the coffee shop from the greenwashing shop, and what are the details that make the customers feel the sincere sustainable values of the coffee shop?

Core values. The coffee shop has an output of values to the community or to the customer. A good business, whether it's coffee or other products, actually buys the culture of the company. When you think of Apple, you should not only think of computers.

Economy: Cost saving when making sustainable purchases.

Corporate Environment: what kind of customers do we want to keep as well as the staff?

Landed with

For Loop, the equation looks like this

Eco-Friendly Loop Cafe = Sustainability * (Branding + Storytelling + Economy + Corporate Environment).

LOOP COFFEE

let's loop!

Last but not least

These are all my efforts in the project.
And the Goal that I am pretty sure I've achieved.

Achievements =

For coffee lovers

Where
- **A NYC sustainable Map**

Why
- **A Intro Ebook**

+

For cafe owner

How
- **Guide Book**
- **Checklist**

Why
- **Vision sharing handbook**

Thesis goal =

- Expand the criteria of sustainability in NYC local coffee shops.
- Helping local coffee shop owners build and expand a sustainable vision.
- Increase the use of sustainable cafes in NYC.

What's next =

For coffee industry

- A workshop step design coffee lovers, practitioners, and experts can exchange visions and add new things to the equation.

+

For cafe owner

- With Loop coffee to further explore.

+

For coffee lovers

I will keep working on 24h sustainable coffee NYC trip.

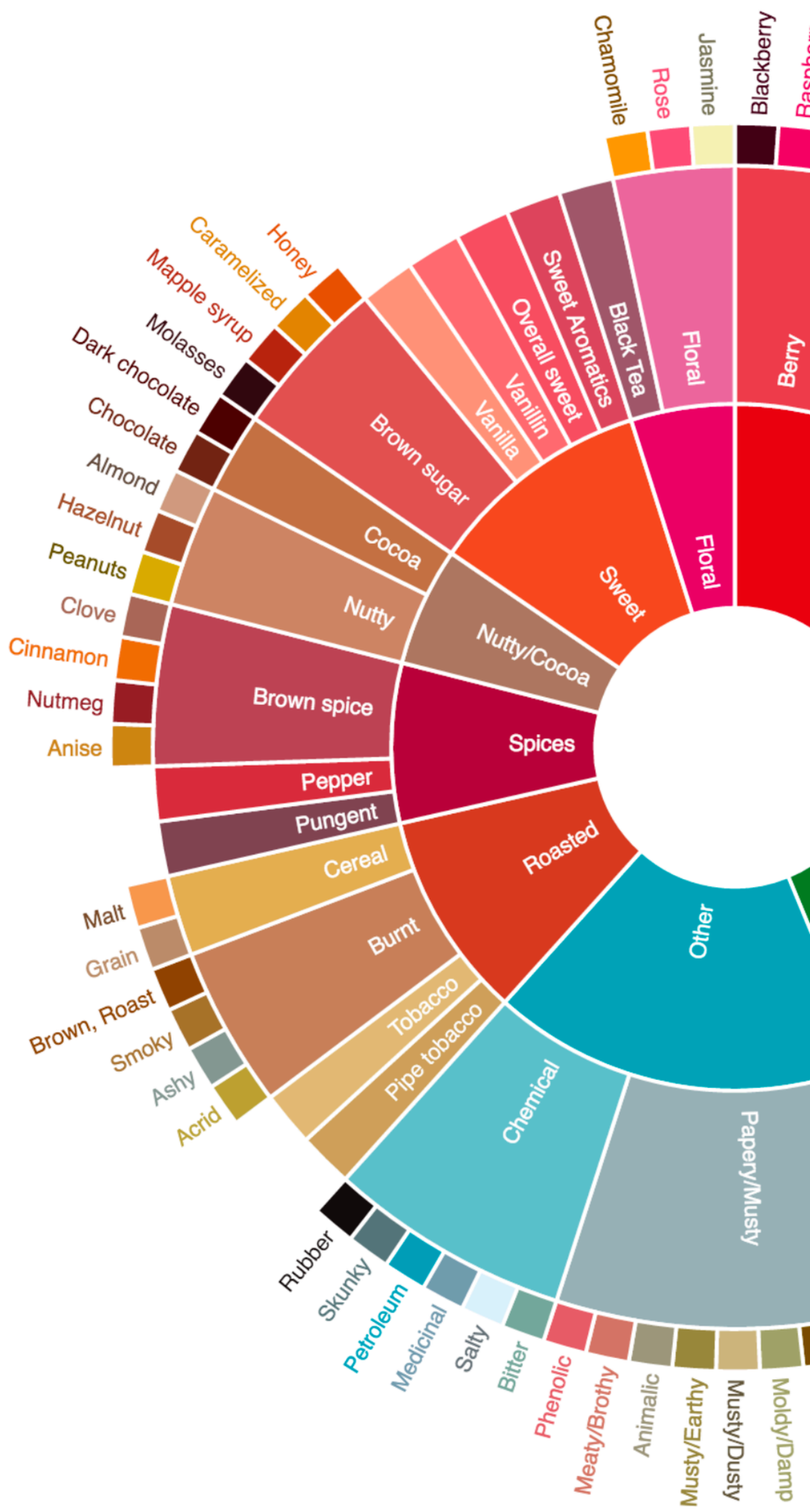
Final goal =

- Increase the number of sustainable cafe.

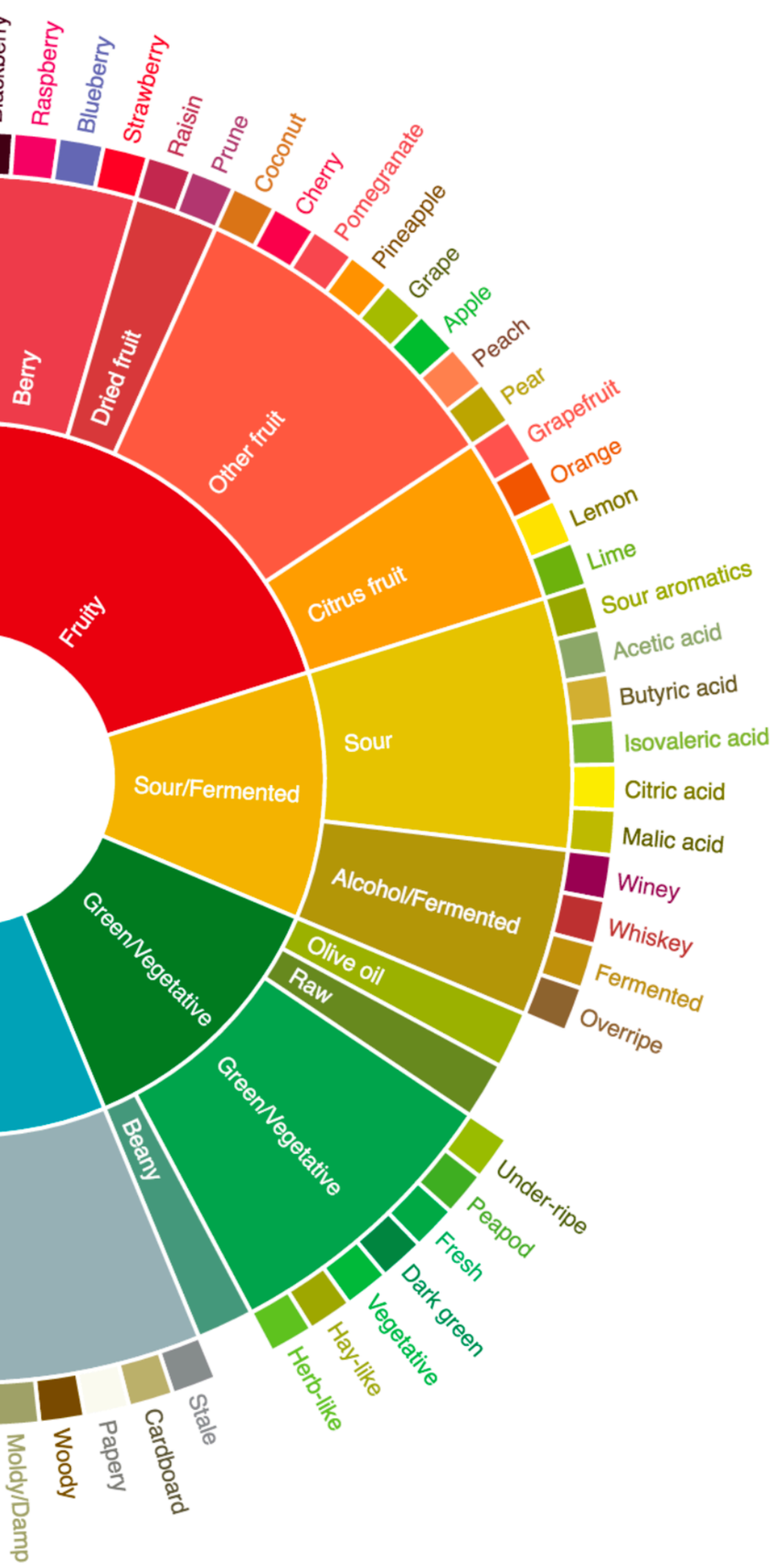
Conclusion

Coffee culture is circularly connected to nature. “A good cafe i
not only about producing the best coffee in the world but
producing coffee for a better world.”
Going green is not an overly complicated and unattainable
practice, and many cafes in NYC have created sustainable
approaches based on their coffee shop culture. As long as the
café considers reducing its carbon footprint from any step
holistically and creatively, the owner of a café can say that the
are working towards sustainability.
The sustainability criteria are being redefined every day. The
key is to integrate sustainability into the vision and branding
value of the store. Coffee shops can explore their definitions,
and there is always a step that an owner can take right away. W
must commit to collaborating and exploring rather than thinkin
we are too small to start.

What kind of cafes do audiences want to see in their
communities? Do eco-friendly cafes only equal less disposable
waste? Is it truly hard for store owners to incorporate
sustainable ideas into their coffee shop business values? I hope
my paper answered these questions. I also wish I could inspire
you, who is reading this article, to start sustainable lifestyles.



Here's a quick way to help you describe the taste of coffee. So later you can introduce it to your friends.
Coffee taste wheel.
Starting from the Inner circle.
What is the feeling of the first sip?
Sweet? Sour?
Many factors affect the flavor
Such as soil, climate, the type of water, and fermentation. Many coffees' flavors are blends of local groupings of plants.



Acknowledgment

- This project would not have been possible without the love and encouragement of all NYC sustainable coffee shops and the DSI cohort and staff.
- My Winey flavor thesis advisor Kara Meyer
- Herb-like flavor Alison Cornyn
- Black tea flavor Miya Osaki
- Fresh Peapod flavor IXV Owner Jenny Cooper
- Grain flavor EcoRate Platform Builder Alexander Morgan
- All the Interviewees I list in the Beginning.
  My Dear Mighty 7
- Blueberry flavor Jenny Lin
- Rose flavor Mikey Ferrara
- Hazelnut flavor Zahra Bukhari & Zahra's Cat
- Malic Acid flavor Dori Jacobson
- Cinnamon flavor Ruike Pan
- Tobacco flavor Zhengze Jia

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“Families Can Make Coffee”

Hans Baluschef, German
1895
“Women’s rooms” were opened in cafes during the Belle Ýpoque, where for the first time middle-class women could gather in public to drink coffee and possibly hatch plans to become feminists and world leaders.