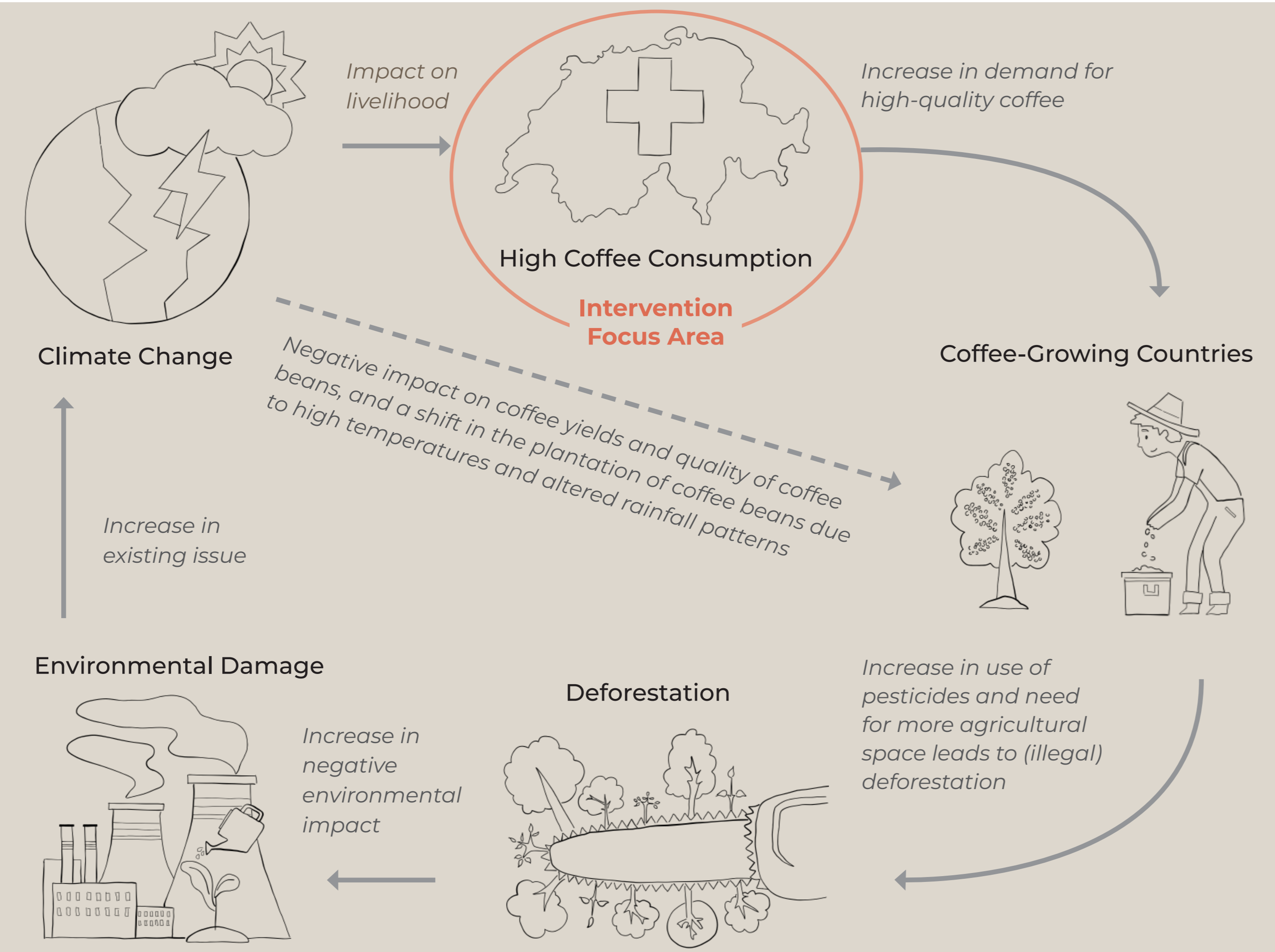


Problem Map

Pre-Intervention

The Problem Map shows how climate change negatively influences coffee yields and the quality of the beans. Also, it shows how the increasing consumption of high-quality coffee leads to an increase in the plantation of coffee, which again raises negative environmental issues.

Furthermore, the map shows where the focus area of the intervention within the cycle lies



Post-Intervention

By increasing the use and understanding of certification schemes for coffee and teaching consumers about one of the negative environmental impacts of high coffee consumption – deforestation – Swiss coffee consumers can shift towards a responsible and environmentally conscious consumption habit. Therefore, reducing the risk of increasing climate change.

