

Final Intervention

Deforestation Rating System in Collaboration with Retail Shops

Coffee drinkers need to understand why responsible and sustainable consumption is necessary. By sharing the negative environmental impacts of coffee and providing a better understanding of certification schemes, overall awareness of how to implement sustainability in their decision-making can be increased. **As most people in Switzerland drink their coffee at home and buy it in retail shops** such as Coop, Migros, Denner, Manor, Aldi or Lidl, **the intervention focuses on fostering awareness in this area.**



Bio Suisse
The Swiss organic certification applies to both domestic and foreign products. It balances the interests of people, animals, and nature. They enable their customers to have healthy and sustainable consumption while at the same time preserving natural resources for future generations. Also, it exceeds the Swiss legal requirements; they have high standards in environmental areas – water, soil, biodiversity, and climate – animal and social welfare.



Naturaplan Bio (Coop)
This certification can be found in the Swiss retail shop Coop; it is on organic products produced according to the Bio Suisse standards. They commit to caring for nature and its resources. In addition to their above-average requirements, most products from the south have the additional Fairtrade Max Havelaar certification.



Bio Migros
The organic certification for the Swiss retail store Migros has its own guidelines for domestic products, yet for foreign ones, they rely on the less strict EU Organic Regulations with some additional requirements; no air transportation, additional social and packaging standards, and residue controls. Also, most products from the south have the additional Fairtrade Max Havelaar certification.



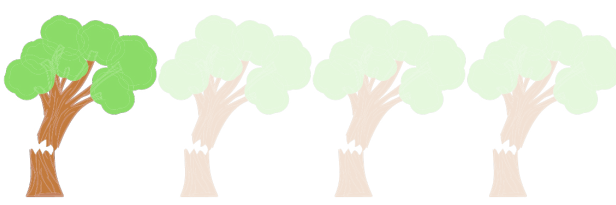
Fairtrade (Max Havelaar)
Focuses on smallholders and provides stability in price and support to reach broader markets, which leads to a better quality of life for smallholders and their families. Also, farmers receive money to improve production and quality and an additional amount to invest in their business or community. However, the environmental standards are relatively low – under the average requirements compared to other certifications.



Poster in coffee aisle of a retail shop providing consumers with information on deforestation, certification schemes and the rating system.

Prototype of intervention

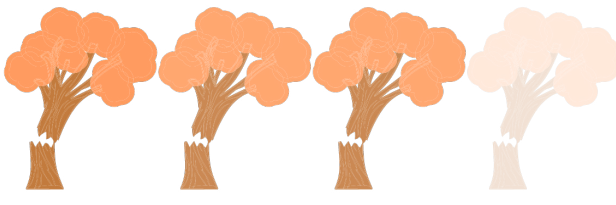
Legend of deforestation rating system



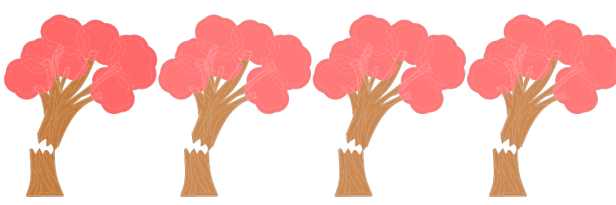
Medium-Low Risk for Deforestation: Costa Rica



Medium Risk for Deforestation: India and Nicaragua



High Risk for Deforestation: Mexico, Ethiopia, Guatemala and Vietnam



Very High Risk for Deforestation: Brazil, Colombia, Indonesia, Honduras and Peru



Rainforest Alliance
Southern products that meet their environmental and social standards – based on the Sustainable Agriculture Network guidelines – are awarded this certification to help protect and improve the lives of farmers and forest communities. In the areas of management and water protection, the certificate reaches high requirements.



UTZ
A Guatemalan coffee farmer and a Dutch roaster wanted to spread the impact of sustainable farming practices worldwide. This certification focuses on sustainable farming and better opportunities for farmers, their families, and our planet and is above the average requirement. UTZ means “good coffee” in the Guatemalan Mayan language of Quiché. However, in 2018 it joined forces with the Rainforest Alliance organisation.