°C Mission Model Canvas

Project title: The Coffee Miners

Created by: Eda Elif Tibet

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Partners & Support 🤝

Which persons and organizations can support your project and act as intermediaries?

Collaborating and funding partners:
1. Animating the Commons Research Initiative, hosted by the Critical Sustainability Unit and the MLab, Institute of Geography, University of Bern (Art Residency in MLab ,proposed funding).
2. Off Centre Collective (India)
3. The Circular Collective (India)
4. EthnoKino Association (Switzerland, funded by City Bern, Canton Bern, Burgergemeinde, WBK Kolleg-UniBern).
5. Global Diversity Foundation (UK & USA, seed funding received)
6. Global Environments Network
7. Swiss Arts Council Pro Helvetia (proposed funding)
8. Our Common Food Network by Foodwaste & Foodways Consulting (Bern, Switzerland)

Activities 💫

What are the three main activities needed to create/realize your project?

1. Participatory workshops for crowd sourcing data around coffee origin
2. Design and prototyping of the new media artwork and coffee products
3. Global Sensorial Coffee Festival (interactive phygital experience)

Resources 🏗️

Which three skills and resources are central to the implementation of your idea?

1. Participatory action research
2. Design and prototyping
3. Event curation, organisation & outreach

Project 🎁

How do you explain your project to a stranger in 1 minute?

Swiss love their coffee and Switzerland is at the heart of global coffee trade. It is the 3rd largest re-exporter of coffee and 60-70% of global coffee trade takes place here. But the sheer amount of intermediaries in the coffee trade has made traceability to the original source hard.

Do you know where your coffee comes from and where it goes?

The Coffee Miners is an Indo-Swiss crowd-sourced new media art project which extends itself into a multisensorial experience to bring more awareness, nudge behaviour change and actionability around climate friendly coffee and the whole coffee value chain.

This new media artwork built with primary data collected actively from the Swiss coffee consumers will visually represent where their favourite coffee shop or brand sources their beans from along with their stories. As a digitial storytelling experience, it will also showcase videos,stories and found sounds from forest coffee farms in India. It will inspire the prototyping of innovative new products made from coffee waste (cups,ink etc.)

Relationship, Community 💚

How do you actively involve your community in your project (beyond just looking/listening)?

Active participation from the coffee community will play a significant role in crowdsourcing data and curating stories around the origin of the coffee they drink at their workplace, home or favorite coffee shop which will feed into the creation of the new media artwork.

Community interaction during festivals with multisensorial coffee experiences, events, workshops, panel discussions will raise awareness, develop a deeper understanding between coffee and climate change and nudge more responsible consumer choices with a focus on SDGs 12 & 15.

Channels 📱

What channels will you use to reach your community? How will the target group find out about your project?

1. The Coffee Miners Interactive Website (see India pilot website): maps, podcasts, toolkits, toolboxes, op-eds, blog pieces.

Target Groups 👫

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

1. Coffee consumers and enthusiasts
2. Coffee Producers (farmers and estate owners)
3. Coffee shop owners, retailers & traders
4. People working along the coffee value chain

which will then be exhibited as part of a phygital experience at the first global sensorial coffee festival.

2. Digital and Print Posters, QR codes on coffee cups and coffee waste products in coffee shops
3. Social media platforms
4. In person events (workshops, the festival, exhibitions)

Budget 💸

What costs do you expect to incur to realize your idea? What are the costs?

1. Workshops for crowd sourcing data-20.000 CHF
2. Design and prototyping of the new media artwork and coffee products -50.000CHF
3. First Global Sensorial Coffee Festival-50.000 CHF

Total project budget-120.000 CHF
Proposed funding request from Clima Now Spotlight 2022- 70.000 CHF
Funding proposed/received from other organisations- 50.000CHF

Impact 🌿

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?

The Coffee Miners will help coffee drinkers choose climate friendly coffee and hence support forest coffee which have larger carbon sequestration potential. Impact can be measured by the number of people who participated in the crowdsourcing of data, interaction with The Coffee Miners and the festival footfall. The shift in consumption patterns of coffee drinkers, adopting climate friendly coffee practices, demand for sustainable coffee brands or products made of coffee waste become important metrics for verifying impact

2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

The Coffee Miners can be a traveling phygital experience that goes to different Swiss cities/countries in Europe to raise awareness and nudge people towards positive action and the implementation of the UN SDG Agenda by 2030.