



PRESS RELEASE

Completion of the Ecoffee Consumers Project: A Remarkable Achievement for Sustainable Coffee Consumption Across Europe

The Erasmus+-funded Ecoffee Consumers project proudly announces the successful completion of its two-year mission to promote sustainable coffee consumption habits. In partnership with organisations from Hungary, Cyprus, Portugal, the Netherlands, Slovenia, and Greece, the initiative addressed environmental concerns associated with coffee waste by empowering consumers and café owners to make eco-friendly choices.

The Ecoffee Consumers initiative, formally titled “Creating Conscious Coffee Consumers with Sustainable Habits for Enhancing the Sustainable Coffee Industry,” endeavoured to reduce the environmental impact of coffee consumption by focusing on the core of the coffee supply chain—both consumers and coffee-serving establishments. Recognizing that each cup of coffee contributes to waste through spent coffee grounds (SCGs), which release harmful gases like methane upon decomposition, the project aimed to minimise waste and promote sustainable practices within the coffee community.

The Ecoffee Consumers project achieved significant results by providing digital tools and educational resources that equip coffee consumers and businesses with practical, eco-friendly solutions:

1. **Innovative Ecoffee App:** A dedicated mobile app was developed to reward users for making sustainable coffee choices. Through gamification, users can earn badges for sustainable actions, redeemable at participating cafés, fostering a culture of eco-conscious coffee habits. The app’s impact extends across the six partner countries, engaging users and promoting environmental stewardship in daily coffee consumption.
2. **Educational E-Guidebook:** The project introduced a detailed e-guidebook with insights into sustainable coffee practices. Available in multiple languages, the guide is an accessible resource for anyone seeking to adopt sustainable coffee habits. It provides actionable advice and highlights the environmental benefits of mindful consumption.
3. **Educational Video Tutorials:** To further promote eco-conscious practices, the Ecoffee Consumers project produced five video tutorials, each available in various languages to reach a broad audience. These tutorials cover essential topics about sustainable coffee consumption, emphasising circular economy principles and responsible waste management for SCGs. The videos are accessible through the project’s YouTube channel, supporting users in the practical application of sustainable practices.

Research and Analysis

The Ecoffee Consumers project invested significant resources in understanding the needs and preferences of coffee consumers and café owners through rigorous desk and field research. With over 600 participants, surveys and interviews provided valuable data on coffee consumption habits and identified gaps in sustainable practices. This research informed the development of the e-guidebook and tutorials, ensuring they addressed relevant issues in sustainable coffee culture.

Events and Community Engagement

The project organised multiplier events in each partner country, bringing together community members, café owners, and sustainability advocates to celebrate Ecoffee Consumers' essential milestones. These events provided a platform to present the project's findings and engage local communities in discussions about sustainable coffee consumption, encouraging participants to adopt eco-conscious practices in their daily lives.

The final project meeting in Thessaloniki, Greece, highlighted the partnership's collective achievements and served as a fitting culmination of two years of dedicated work. Partners reviewed the project's outcomes, shared success stories, and explored ways to maintain the momentum of the Ecoffee Consumers initiative beyond its official conclusion.

Lasting Impact and Future Prospects

The Ecoffee Consumers project leaves a legacy of sustainability that will continue to inspire positive environmental change. By providing accessible tools and resources, it has empowered a new generation of conscious coffee consumers and businesses committed to reducing waste and contributing to a sustainable coffee culture.

With the successful conclusion of the Ecoffee Consumers project, the participating organisations are optimistic about the continued growth in sustainable coffee consumption practices. They believe that the lessons learned and resources developed will have a lasting impact on the coffee industry, inspiring other communities to embrace eco-friendly habits for a greener future.

For more information about the Ecoffee Consumers project and to access educational resources, please visit the project website at Ecoffee Consumers (<https://tudasalapitvany.hu/gb/ecoffee-2>) or follow the social media channels: Facebook: @ecoffeeconsumers, Instagram: @ecoffee_erasmus.