



# CONSUMER EDUCATION + AWARENESS

## ENABLING CONDITIONS

- Research on consumer behavior

## INVESTMENTS

- \$ invested in sector-wide/pre-competitive consumer education campaign or program

## ACTIONS

- Establish collaborative partnership on consumer
- Identify target consumers
- Identify most effective communications vehicles
- Develop + disseminate communications materials

## OUTPUTS

- Number of consumers reached through campaign
- Number of consumers/people participating in discussions
- Increased consumer knowledge + awareness about sustainability in coffee sector

## OUTCOMES

- Increase in purchase + consumption of 'sustainable' coffee in relation to conventional coffee

## IMPACTS

- Increased investment by private sector actors in sustainability programs
- Diminished gap between supply of sustainable coffee + market uptake