**CONSUMER EDUCATION + AWARENESS**

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

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

**Outcomes**
- Increase in purchase and 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 and market uptake

**Investments**
- $ Invested in sector-wide/pre-competitive consumer education campaign or program

**Enabling Conditions**
- Research on consumer behavior

**NORTH STAR ELEMENTS**

- **Improved Livelihoods**
- **Sustained Supply of Coffee**
- **Nature Conservation**