

CHALLENGE NAME

SUB-HEADLINE – WHAT IS ESSENTIAL

Problems we have addressed:

- Green consumption - > Eat Sustainably Cluster
- Premise: Consumers can and will influence sustainable development
- RQ: How can KaffeFair use the sustainability angle in order to attract more green tourists to the enterprise?
- Focus of the project towards how sustainability can influence consumption decisions

Results of the research:

- Sustainability is subject to interpretation and it is differently perceived by every individual
- Intention of performing a consuming behavior can be influenced by the following aspects: interest in sustainability, budget, localization of the enterprise, society pressure and touristic trends, past experiences, image in society, etc.
- Practices identified as sustainable by 'green consumers': sorting and reducing waste of all kinds; use of friendly food packaging (paper instead of plastic); use of local suppliers and distributors; selling leftovers to take away; usage of organic ingredients in preparation of products
- Overflow of information regarding environmental issues therefore, emphasizing on social sustainability, might prove to be a competitive advantage



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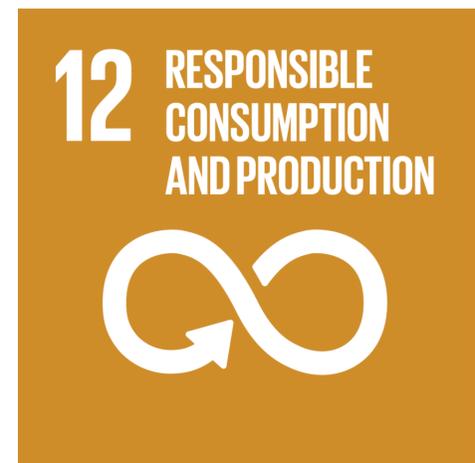


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Implication of SDG:

- SDG 2: End Hunger
- SDG 6: Clean Water & Sanitation
- SDG 12: Sustainable Consumption & Production



Further research & Knowledge sharing

- The connection between sustainable production & consumption -> sustainable development
- Possible calculation using SDG's KPI's and indexes in order to display the impact that sustainable consumption has on sustainable development
- We were able to utilize some basic marketing knowledge from one of the groups.



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