

Day 20: Economics

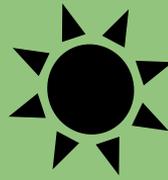
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PEOPLE
—
PROFIT



The Impact of Coffee on Natural Capital and Economics



- The world currently drinks 600 million cups of coffee per year, and demand is only increasing. Meanwhile, coffee beans require very specific conditions in order to grow, and due to climate change, some of the coffee-growing “regions” of the world may be unable to continue to successfully produce coffee beans in the upcoming years.
 - **A Luxury Item:** This would turn coffee into somewhat of a “luxury item” ... something that only a select few would be able to afford (due to increasing demand and decreasing supply).
 - **Job Loss:** Also, thousands of coffee farmers could find themselves without work should their home become no longer a suitable climate for growing coffee beans.

The Impact of Coffee on Natural Capital and Economics (Part 2)

- **Deforestation:** As the demand for coffee skyrockets worldwide, farmers will likely respond to this demand by increasing the supply of coffee beans. However, producing an increased supply would require an increase in resources, which could result in significant deforestation, as natural habitats, rich in biodiversity, are bulldozed away in order to make room for crop production.
- **Paper Cups in Landfills:** With few exceptions, coffee is generally sold in paper cups containing a plastic lining. These cups are exceedingly challenging to recycle, so the majority of these cups unfortunately end up in landfills.



Benefits of Intentional and Informed Coffee Purchases.

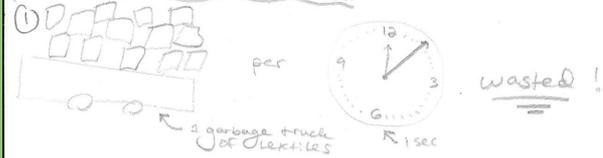
1. Bring a **reusable thermos/mug** when buying your morning coffee. This simple action could eliminate the need for waste-producing paper cups.
2. Be conscious of how much coffee you drink. Remember that an increased demand for coffee is what is driving tragic deforestation, along with other social and environmental tragedies. So, just be mindful of the fact that **every cup of coffee that you drink has an impact**, whether positive or negative.
3. **“Vote with Your Dollar”**. By making an effort to support sustainably-sourced coffee, you are encouraging businesses to remain socially and environmentally-conscious. When enough consumers begin to seek out these more sustainable options, it will become economically advantageous for companies to begin to more sustainably source their ingredients (if they haven't begun to do so already).

Item #1: Socks!



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The environmental costs of fast fashion:



② 92 million tons of solid waste dumped in landfills per year

THE GOOD NEWS:



→ You have power to make educated, informed, and thoughtful choices!

TRUE COST ACCOUNTING

WHAT YOU SEE AT THE STORE



↑ may appear to be cheap but...

REALITY (lost on true cost accounting)



true price = much greater than \$5

TAKE SOCKS...



one pair of socks...

- where was the cotton produced?
- how were the workers treated?
- what are the public health implications of the dye that was used?
- how were the socks transported to the store etc.

IF YOU PURCHASE ETHICALLY-SOURCED, ENVIRONMENTALLY CONSCIOUS SOCKS...



Supporting lean dyes, healthier, and more sustainable planet!



Supporting organic cotton



Supporting the use of eco-friendly dye

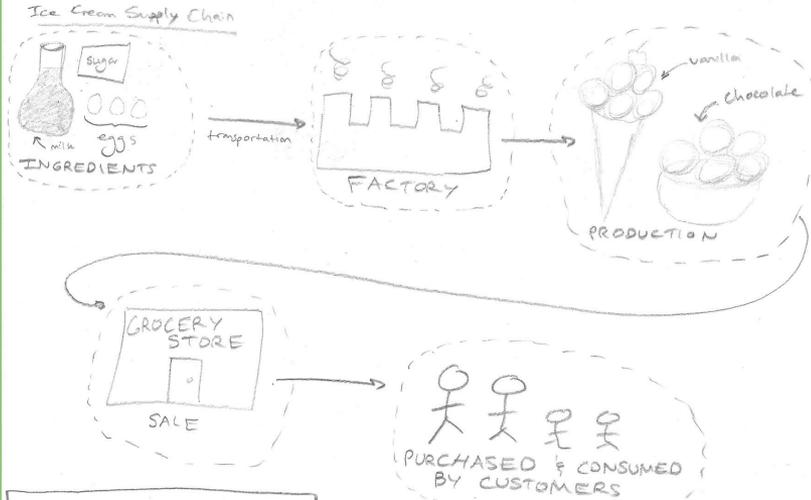


Supporting fair treatment of workers

Item #2: Ice Cream



ITEM #2: Ice Cream!



What NATURAL CAPITAL or natural resources were consumed throughout this production timeline?

- the ingredients (milk from cows, sugar, etc.)
- coal was burned during production
- fuel was required for transportation
- cows needed grass/land in order to produce milk etc.

* How Can You Make a Difference?

- 1) Pay attention to ingredients (ex. organic sugar, hormone free milk)
- 2) Research what kind of energy is used during production (look for clean energy like wind, solar etc.)
- 3) Were any toxic chemicals or pesticides used?
- 4) What's the company's overall mission? Are they concerned with the well-being of the planet, their workers, and the community?



Social Media Post

