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If I was to build my own business, I would create a Greenhouse company that sells coffee brand franchises. Basically, Greenhouse is a coffee franchise that provides customers with green, environmentally friendly, and sustainable coffee and other types of drinks.

Currently, Starbucks is the largest coffee brand in the world. Starbucks is on a mission to make coffee the world's first sustainably sourced agricultural product. It also aims to provide 100 million coffee plants by 2025 to farmers around the world to grow. These practices certainly contribute to preventing environmental degradation. However, some other operation practices of Starbucks in their actual coffee store still contribute to environmental degradation because they still pack their drinks with plastic materials for their customers.

In Cambodia, not many coffee shops are practicing environmental sustainability supplies chains for their store. That is, I want to start a Greenhouse coffee franchise. Greenhouse coffee is a coffee shop that will not use any single-use plastic materials to put or pack the drink for the customers. Instead, Greenhouse coffee will use paper cups, paper straws, and bamboo holders to prepare and put the drink to our customers. Also, Greenhouse coffee will offer a 5% discount for customers who bring their own reusable water bottles, cups, straws when they come to buy their drinks. Moreover, Greenhouse coffee will be an ecology building where we will grow many different types of plants and trees as a decoration, and to create a comfy environment for our customers. These are the main focus of Greenhouse coffee company, because we want to promote environmental sustainability by using no plastic, generating minimal amounts of waste, and promoting urban ecology.

If you want to open a coffee shop and also love to live in a green environment and live sustainably, purchase the Greenhouse coffee franchise .

Reflection:

I think that this initiative will help more people who love plastic coffee and other types of drinks to reflect on their daily plastic usage. It will also help to raise awareness about environmental sustainability, and will definitely be a role model for other coffee shops in Cambodia and the world to get started on selling sustainably.

Link to Instagram Post:

Instagram Post:



The image shows a screenshot of an Instagram post. On the left is a video player with a man in a green shirt and glasses speaking. The video has a progress bar at the bottom showing 0:01 / 1:13. A 'Download this video' button is visible in the top right of the video player. On the right is the post's caption and interaction area. The user is 'trioecowizards_pgc22'. The caption discusses an initiative to reduce plastic coffee usage and raise awareness about environmental sustainability. Below the caption are icons for liking, commenting, and sharing, along with a bookmark icon. The text 'Be the first to like this' and '15 SECONDS AGO' is displayed. At the bottom, there is a comment input field and a 'Post' button.

Download this video

trioecowizards_pgc22

trioecowizards_pgc22 I think that this initiative will help more people who love plastic coffee and other types of drinks to reflect on their daily plastic usage. It will also help to raise awareness about environmental sustainability, and will definitely be a role model for other coffee shops in Cambodia and the world to get started on selling sustainably, tagging @TurningGreenOrg and #PGC2022, 15 s

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