

How do you foster a diverse workplace / community?

In 2019 we identified key areas that are important to our team. After much debate we decided the only way we can meet our goals was by writing them down and holding ourselves publicly accountable. We have shared our Blue Sparrow Coffee Equity Report since 2019 and update it annually, with the notion that transparency in our processes matters whether it makes us look better, or at times worse.

In reality there is nothing *simple* about Diversity. It's an ever-evolving goal that work towards with empathy and listening at the forefront. We won't always get it right, but we can promise that every person on our leadership team cares deeply about the people we spend our time with. We strive to push ourselves, admit our mistakes, learn from them, and do better. We work tirelessly towards a more diverse Blue Sparrow community by hiring a leadership team we believe in and trusting them to make decisions aligned with their personal values. We believe trusted leadership is what builds a diverse team, which connects to a diverse community. Having a diverse team is not only fair and equitable but also our biggest superpower. (Side note: this was written before we asked our manger, Josh for his insight. Luckily his thoughts aligned!)

“Creating a safe and diverse workplace/community is at the core of my management style. It is critical to me that anyone who walks into our cafes can see themselves there. Representation matters. I work diligently to create a safe place for all employees to be their authentic selves. I daily affirm that who they are and whatever version of themselves exists that day is enough, valid, and valued. This fosters a belief that diversity is not only fostered, but celebrated.” – **Josh Corwyn, Regional Manger**

One community impact area we probably don't talk about enough is our partnership with Prodigy Coffee House. We are proud of the work They do, and the role we fill advancing it. Prodigy's mission is to provide personal development and hands-on learning to young adults in Denver. Their training programs helps to build the foundational mindsets and skills for sustainable lives and economic mobility for a new generation to go forth and enrich the city of Denver and its surrounding neighborhoods. We helped Prodigy get off the ground at the beginning of their journey, assisted in creating their training program, developed a pipeline for their apprentices to work at Blue Sparrow Coffee after graduating, and just finished helping them open their second location weeks ago. Their team has proven to be successful at building foundational skills for the new economy, increasing social capital and earning power, and providing opportunities for healing from inequitable systems. Safe to say we love them and their work, a lot.

Tell us about your idea in 30 seconds or less

We want to build a comprehensive and fun to use webtool that will show the land, water, carbon, and energy impact of a person's daily coffee order. Both coffee consumers and café owners alike will benefit from understanding the environmental impacts of their coffee habits through our Coffee Impact Tool. We strongly believe that an increase in understanding will result in behavioral change, and in turn a more sustainable industry. Users of the webtool will start their day off with a cup of coffee in their hand and sustainably on the mind, leading to a broader awareness inside and out of their favorite coffeeshops. Today we're pitching version 1.0, with ideas and potential future funding lined up for v 2.0 and v 3.0 over the next few years.

Tell us in more detail. We want to hear about it!

Coffee is the second most traded commodity on the planet and likely one of the first things most people think about when they wake up in the morning. This deep love for coffee creates an opportunity for us to connect with an enormous amount of people over something they deeply care about—Us! Oops... umm we mean *coffee*!

Speaking of us, let's do a quick introduction—We're Blue Sparrow Coffee located in Denver, Colorado. We opened our first café in 2017, and our second right before the pandemic in January of 2020. We're the proud recipients of 24/7 Wall St. and Food & Wine's designations as one of the best coffee shops in America, we're deeply passionate about our coffee *and* our sustainability work. Sustainability is quickly becoming our number one priority as we continue to grow. Over the last year we started composting 100% of our coffee grounds, completed quarterly sustainability training with our baristas, published our first report, hid Air Tags in our recyclables (that one is still a secret), created our Sustainability Fund and some other fun stuff soon to be announced. It's all laid out in more detail if you're interested, just check out our Equity and Sustainability Reports on our website. Now back to what we're looking to accomplish with our Coffee Impact Tool—with your help.

Our idea came from a seemingly simple question—the boss asked, “what are the most sustainable milk options on the market?” And just like that, four years of ecology classes started pouring back in, “depends which impact area you are most interested in: water use, global warming potential, waste produced, eutrophication potential, the list goes on and on.” Leading us to search high and low for simple, digestible answers to our big questions about reducing the environmental impacts associated with ordering coffee each morning.

It's a huge undertaking to accurately draw conclusions from the wide variety of scientific journals, climate articles, public datasets, opinion pieces, Sustainability Reports, and Life Cycle Assessments that are available to the public. We thought, in an ideal world you could simply go to a website and select each component of your coffee order and watch the impacts change in real time on the screen. And as you likely guessed, our Big Idea came to life.

We want to use a person's unique and personal coffee order to teach them more about how their daily choices impact us all. Our Coffee Impact Tool will allow coffee lovers to quickly see the impact of their coffee as it relates to water, land, energy, carbon, and other areas associated with environmental sustainability. Users will be able to make adjustments in the tool and watch in real time how those changes shrink and stretch each impact area. The best part of waking up is sustainability in your cup! (See what we did there?!)

Our dream is to compile the high-quality data we have been collecting, plus all the data we haven't found yet on a user-friendly platform that's accessible to customers everywhere and impactful enough to change ordering behavior. We see it laid out quite simply, a beautiful website (that looks just as good on phone screens) with sliders and selections to craft your go-to order. As you add each component - latte or drip coffee, almond, cow, or oat milk, hot or iced, for here or to-go, straw or no straw - impact areas expand and contract on the screen.

We are against loading pages and the need to give your email for results. Instead, we want to create an interactive experience for users, think more of a tool you can spend time playing around with and less of a quiz with one score at the end. Impact areas will be displayed in a few ways, to support all kinds of thinkers. For the visual learner, there are charts, we're partial to the pie and bubble variety, but very open to recommendations from our data handling experts. Real-world comparisons will be provided for the statistic lovers, like, how many trees are needed to absorb carbon that's emitted, how many 10-minute showers your milk choice is equal to, and a few others that we still need to think up.

It sounds like scalability is important to Oatly to make sure their investment is going to a greater good than just one coffee shop. There will be no need for other coffee shops to build another version of this tool because they will be able to use this one along with everyone else. Part of the beauty of this is just how wide reaching it will be. Version 1.0 will be able to help all coffee drinkers and café owners see their personal impacts and ways to improve. In version 2.0 and version 3.0 we see adding location specific data for better accuracy, a larger product library, cradle-to-grave assessment schemes, and in-depth nutritional data (another passion of our owner).

It must be acknowledged, there is a reason that something like this does not already exist. Lots of footprint calculators are available that capture a portion of the story, but nothing specific to coffee, and nothing as comprehensive as we are aiming for. As any LCA professional will tell you, “Junk in, junk out.” And we agree. We understand the imperfections that come with aggregating Life Cycle Assessment

(LCA) data from various sources, scopes, and standards, and will be sure to acknowledge any assumptions, alterations, or predictions we make to land on the final numbers presented in our first version of the Coffee Impact Tool. Transparency is our middle name.

That said, we have talked to some of our LCA friends to ensure our goal is within reach, yes, we have LCA friends (Hi Marc 😊). And we are sure that the specific environmental sustainability components of a coffee build can all be identified using LCA software and currently available studies. This data can then be compiled in a way that allows us to get as close as possible to the apples-to-apples comparison we are shooting for. We have already started working through our system boundaries, inputs and outputs, functional unit, and other nitty gritty details that will be needed to accurately develop our Coffee Impact Tool.

Now give us a breakdown of your expected budget

We have worked day and night trying to estimate the cost of this project both quickly and accurately. We could have just thrown out a quick number, but that's not who we are—below is a line-item breakdown of our expected costs. We have already vetted several partners, received several quotes, and based each line item below on real numbers from our real partners on this project. We are asking for \$38,050.00 from The Big Idea Grant to make our Big Idea possible.

\$8,000 for a Research Assistant: Leaning on the collegiate community that surrounds our Blue Sparrow Coffee shops in Denver has become a goal of ours after diving into our sustainability work last year. We know just how important opportunities to work in the real world, on real sustainability solutions, can be for students and hope to bring in a passionate individual who's just as excited about changing the coffee industry as we are.

Roles and responsibilities include but are not limited to:

- Research and recommend Life Cycle Assessment data
- Aid in selection of sources utilized in the Coffee Impact Tool
- Lead efforts to create organized, high-quality, data sets for website developer
- Develop resources sheet of data gathered
- Coordinate with Blue Sparrow Coffee team to understand products utilized in shops, sourcing, and waste associated with operations
- Work with Sustainability Analyst to identify inputs and outputs displayed on final Coffee Impact Tool

Our Research Assistant will be supported by (me!) our Blue Sparrow Coffee Sustainability Analyst Sara, and work with professionals throughout our company to ensure their success. We want to promote young sustainability professionals and ensure support will be provided to them during and after their time with us.

Compensation for the Research Assistant is \$25 an hour for a total of 320 hours. According to our research (and past personal experiences), undergraduate positions are typically paid closer to \$15 an hour. We want to increase the value of sustainability work and attract a diverse pool of applicants through a living wage based on Denver, Co. Please visit our Blue Sparrow Coffee Equity Report for additional data on Blue Sparrow's demographics, wages, benefits, and community impact.

\$9,500 for a Web Developer

A full-stack web developer will be crucial in executing the functionality of this tool while building in high quality SEO (search engine optimization) to make sure we're popping up on as many search engines as possible. With this person's expertise, we are looking to craft our Coffee Impact Tool to be intuitive for the user with dynamic features such as live changes to their results as they toggle with the

options. \$9,500 is our projected budget to cover extensive coding and development to provide a seamless user experience while allowing our team to track and analyze the data behind the scenes to uncover some interesting reports. Great UX for desktop and mobile are key for the tool's success.

\$5,000 for a Website Designer

Visuals are a huge part of capturing someone's attention. A web designer will help us craft a page with cross-promotional branding that highlights Oatly's support and Blue Sparrow Coffee's vision. We're developing a page for thousands of people to interact with—without great design and functionality, we devalue user engagement. The web designer is here to make this page pretty and organized so that users can consume the data without feeling forced to digest a large amount of information. \$5,000 will cover the creative direction from concepting to execution alongside the web developer.

\$4,500 for a Graphic Designer

Like we said, visuals are huge and help many learners retain information. We eat with our eyes and yes, even through a screen! \$4,500 will be used for creating illustrated icons and visuals that will make this tool more engaging and dynamic to use.

\$5,500 for Advertising

We only have so much reach with our own advertising, but we want to make sure the tool gets to coffee consumers everywhere. Advertising will allow us to increase the number of users who find our tool and add to overall impact. We also anticipate Oatly using its reputation, influence, and network in the industry to help push the tool into the hands of a wide range of individuals.

\$1,000 for our Website Domain

The Coffee Impact Tool will need to have a great URL that is easily sharable, linkable, and ultimately likable by users. We don't want a bunch of back slashes or extra characters. Additional funding for a website domain will allow us to purchase the URL that fits our final product best.

\$4,550 for an Ecoinvent License

Ecoinvent describes themselves best as, "the world's most consistent and transparent life cycle inventory database". A license was suggested to us by our LCA friend Marc, who promised he will provide LCA's from some journals we don't have subscriptions to, but also recommended gaining access to the over 18,000 Life Cycle Assessment Datasets found in Ecoinvent. We looked around the website to make sure it was a good fit, safe to say we are really excited for this part. LCA data from across various sectors will be compiled to provide the total impact of a coffee order, high quality data from a database will ensure we are providing the most accurate information possible to our users.

How will you measure the success of your project?

Anticipated milestones:

- Hire a team we love
- LCA initial framing by BSC team
- Data collection and development
- Web design and development phase
- Testing phase
- Launch website

Timeline of project:

With the establishment of any new product, timeliness is critical. The timeline below has been developed for initial completion of the Coffee Impact Tool. Over time, Blue Sparrow Coffee will evaluate how to best move targets and due dates to ensure progress toward completion. We estimate this project will take 9 months to complete.

- Celebrate our partnership until January 2nd, 2023
- Hire a team we love (January 2nd - February 6th)
 - publish research assistant job and complete interviews
 - BSC Sustainability analyst sets scope for analyst
- LCA initial framing by BSC team (February 6th - April 23rd)
 - Activate Ecoinvent license
 - Complete LCA scope exercise
 - Begin data gathering
 - Industry outreach and collaboration
- Data collection and development (February 7th - May 15th)
 - Build out data management tools
 - Assess pre-grant research materials
 - Data deep dive
 - Industry outreach for data sharing
- Web design and development phase (May 15th - July 17th)
 - Web development (~3 weeks)
 - Review and feedback (~4 weeks)
 - Design work integration (~2 weeks)
- Testing phase (July 18th - September 1st)
 - Share internally to find bottlenecks
 - Tie off all loose ends
- Launch website (September 2023)

We love data, and plan to track the impacts of our tool so we can share our successes and downfalls widely. Our data driven success indicators (and ultimately goals) include 50,000 unique web views, 100 backlinks, and 60 unique country views. Over time, we will evaluate which metrics are the most meaningful, moveable, and measurable then adjust accordingly.

Because we know that some people love sustainability as much as us, we will provide an optional 5-minute survey on the Coffee Impact Tool website. This is where we will *finally* ask for visitors' emails. Initial data will be gathered from three simple questions and one space for feedback. Three months later a follow up will be sent to gather data on the impact of the Coffee Impact Tool and how much (or little) has changed in user.

Questions:

1. What is your go to order?
2. What did you find most surprising about your order based on findings from using the tool?
3. Do you intend to change your order after using the Coffee Impact Tool?
4. Below is a feedback box to add as many words as you want about all the things that matter to you.

A final success indicator will come from other coffee shops. We saw an uptick in communications around our Sustainability Reporting from others in the coffee and hospitality industry who were interested in various components of our work, or simply asking how we completed our assessments. If the Impact Tool is successful, others within the industry will be talking about it and using it to consider similar impacts in their stores.