

STARBUCKS

Employee Engagement for Sustainability

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ABEX CONSULTING



ABEX Team



Sujita



Shanice



Mandy



Jarrett



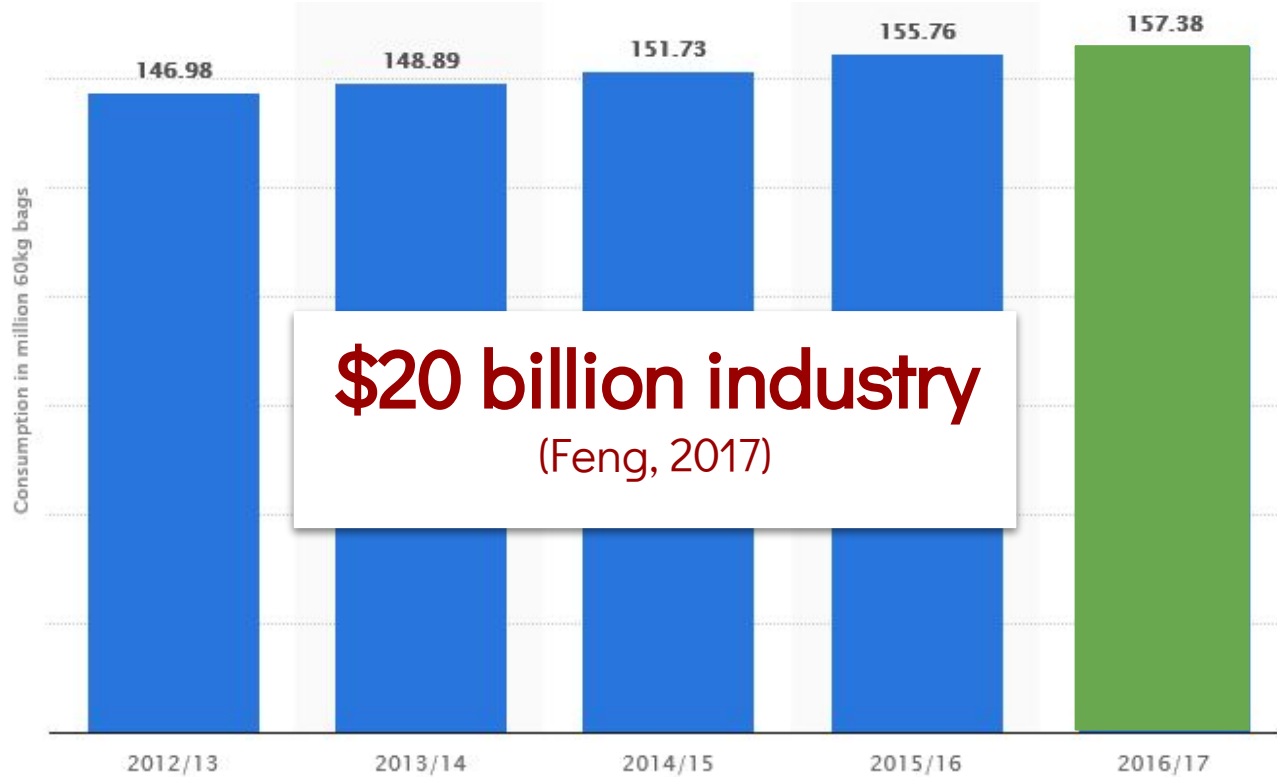
**Yong
Fang**





157.38 million 60kg bags of coffee in 2016/17

(Statista, 2018)



\$20 billion industry

(Feng, 2017)

“make coffee the world’s sustainable agricultural product”





Sustainable Coffee Challenge

(Sustainable Coffee Challenge, n.d.)

01.

Scaling Up Sustainable Coffee Sourcing

Sharing experience and lessons to help companies establish and achieve sourcing commitments

GO

02.

Coffee Farm Renovation and Rehabilitation

Meeting the need to replant an estimated 2.2 million hectares globally while applying best practices that restore productivity, conserve the environment and promote ongoing R&R efforts.

GO

03.

Improved Labor Practices and Supply

Ensuring a continued supply of labor and promoting good labor conditions across coffee-producing countries.

GO

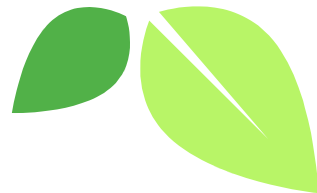
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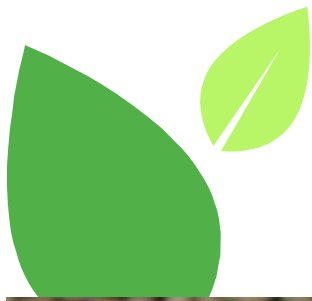
Mapping + Monitoring of Coffee and Forests

Identifying innovative ways to map and monitor the extent of coffee and forests, and how this is changing over time.

GO

Farmers vs Baristas





Coffee Grounds

Uses



- fertilisers for composting (Starbucks Corporation, 2015)
- creating products such as air fresheners, stools (Wang, 2016)

**not fully exploited by food
& beverage companies**

UK produces 500,000 tonnes of annually

(The Closeteur, 2017)



GROUND COFFEE

+



LANDFILL

=



5, 500 TONNES
OF METHANE GAS

“by 2100, more than 50% of coffee land become non-arable”

(Charlebois, 2017)

Starbucks and ABEX

well-researched

feasible

creative

beneficial to planet
and you



**engage your
employees**

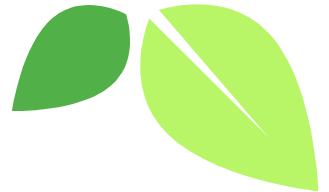
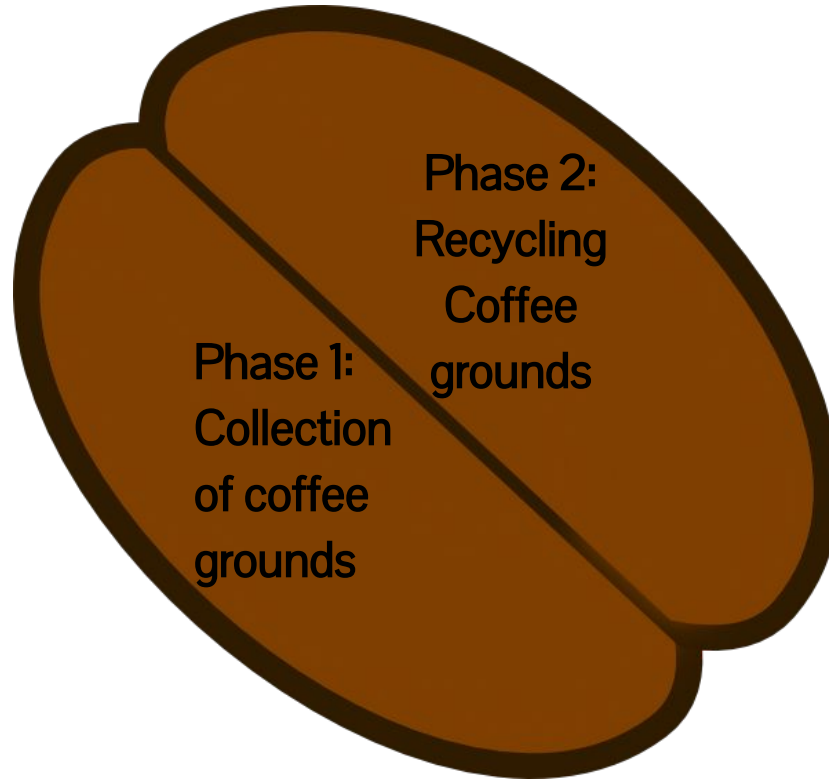
**become pioneers
in recycling
wasted coffee
grounds**



OPERATION COFFEE GROUNDS



OPERATION COFFEE GROUNDS





Phase 1: Collection of Coffee Grounds

Grounds for your garden



- Introduced in **US** (1995)
 - “**Grounds for your garden**”
 - **Discontinued** - lack of **publicity**
- **Coffee grounds packed in biodegradable bags** and displayed on stand
- **Employees** get to **design** the **bags**
 - **Showcase creativity** and make it more **attractive** for **customers**



Grounds for your garden



Used coffee grounds for gardening purposes

High levels of nitrogen → Get rid of weeds → to flourish

Customers get to learn about sustainability

**Emphasizes on Starbucks' core values -
customer, coffee & partners first**





Grounds for Starbucks



50% of the **coffee grounds** for **Starbucks'** own
sustainability purposes



A pair of hands is shown from the wrist down, cupped together and holding a mound of dark, moist coffee grounds. The hands are positioned centrally, with the palms facing upwards. The coffee grounds are dark brown to black, with some lighter, fibrous material visible. The background is a soft-focus green field, suggesting an outdoor setting. Overlaid on the center of the image is the text "Phase 2: Recycling Coffee Grounds" in a large, bold, black sans-serif font.

Phase 2: Recycling Coffee Grounds



Bi-annual Soap Making Workshop for Employees



- Understand the process of soap-making
- Hands-on experiment with different ingredients
 - Coffee & goat milk, lavender etc.



Enhance employee engagement & learn more about sustainability & have fun!



Collaboration with SOAP MINISTRY

- **Local company**
 - Offers **soap-making workshops**
- **Recognized by NEA - contributes to a clean and green environment**
- Only uses **natural ingredients** without **harsh chemicals & preservatives**.
 - No Paraben, SLS , T.E.A, D.E.A, Animal Fats
 - No Animal Testing
- All ingredients used are **eco-friendly, child-friendly & biodegradable**.

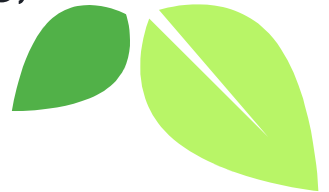




Collaboration with SOAP MINISTRY



- **Supported** by **various corporate groups** such as NLB, A*Star, MOE, MEWR, IRAS, Singtel and many more
- **Featured** on **local television channels** (Channel 8)





Collaboration with SOAP MINISTRY

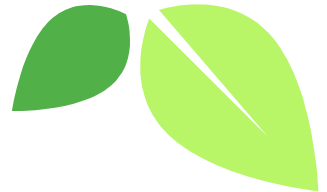
Solar mission



Giving back to the
COMMUNITY!

*and nurture the human
e person, one cup and
orhood at a time.*

*as we serve, give as
we get.*





Sustainability Competition

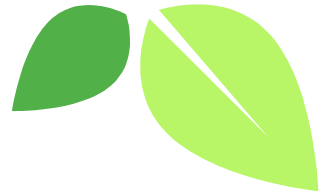


Competitions held **annually** to **engage employees** in sustainability.

Conducting **workshops** will **give all employees** a **fair chance** to **compete**.

Competition themes will be different - **Soap bars** will be the **main theme** this year.

Best **soap bar** will be **selected** from **workshop**.





Development and Release of Products

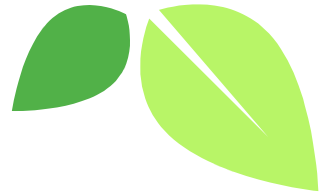


They will **work closely** to **commercialise** and **produce** the **chosen product**.

Both **companies** will **benefit** by **making use** of their **brand** to help in **marketing** of **product**.

Placed on sale through a **website** (www.bucksforcharity.com.sg)

Proceeds will be given to **charities**.





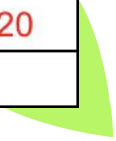
Task Schedule

Phase 1: Collection of Coffee Grounds

Grounds for your Garden	Collecting of used coffee grounds	March 2019 - June 2019
	Designing of biodegradable bags	March 2019 - June 2019
	Implementation of program	July 2019 - February 2020

Phase 2: Recycling of Coffee Grounds

DIY Soap Making Workshop	Employees's preparation in workshop	July 2019
	Experimenting with different soap recipes	July 2019 - Sep 2019
	Starbucks looking for collaboration with Soap Ministry	July 2019 - Feb 2020
Soap Bar's Production & Sale	Employees will decide on the best product	Sep 2019 - Oct 2019
	Finalize designs and Production	Sep 2019 -Nov 2019
	Prepare marketing materials	Oct 2019
	Release to public for sale (www.bucksforcharity.com.sg)	Nov 2019 - Feb 2020
	Sales profit given to charities	Dec 2019 - Feb 2020





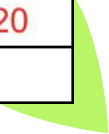
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Benefits

Engagement

Enhancement of Image

Increased brand exposure

Environment

Charity

Profit



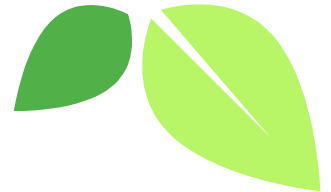


Engagement

- **Paper bag design** for coffee grounds



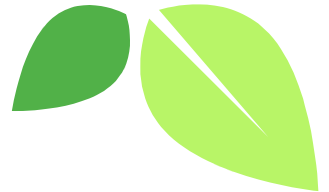
- **Designing of soap bars**
 - **District** representation of soap bars





Benefits of Engagement

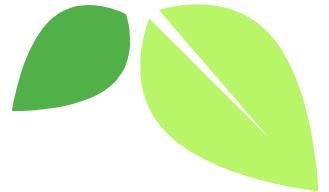
- Engaged towards **sustainability**
- Engaged towards **the organization**
- Gives employees a **voice**
- Creates **friendly work culture**
 - Team unity





Enhancement of Image

- **Corporate Social Responsibility**
 - Environment
 - Society
- Reflects well on **customers/stakeholders**
 - Helps in **engagement**





Increased Exposure

- Increase of **Customer Base**
- **Breaking** into a **new industry**





Environment

- **Coffee Fields**
 - Less coffee grounds dumped in landfills
- **Biodegradability**



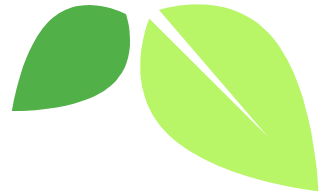


Charity

- Helps the **less fortunate**
- **Money** goes to **reliable, established** charities
 - **Choice of charity** allows for **flexibility**
 - Customer's **personal choice of cause**



Choose Your Charity



Profit - Service-Profit Chain Model



Employee Engagement

- **Motivating** employees to **act**
 - Encourage **sustainability**
 - Earn **monetary benefits**.

Employees are satisfied

- Better **work performance** in **day-to-day operations**

Better work performances from employees

- **Better service** provided
- **Customer** now becomes **more satisfied**.

Satisfied customers

- **More likely** to **come back** again
- **Brand Loyalty**
- Might even **recommend** and **promote** through **word of mouth**.

Positive Public Image of Starbucks

- **More patronage** -> leads to **more revenue**



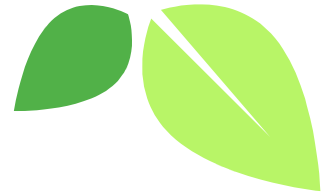
Cost-Benefit Analysis

Benefits

- **Organizational benefits**
 - Promote **Starbucks** brand
 - Enhancing **Starbucks** public image
 - **Revenue/Profits**



- **Cost**
 - Coffee grounds collected from stores
 - Soap bar packaging





RESISTANCE

- **Feelings of convenience > Sustainability**
 - **Motivation** through **posters**
 - **Get them to feel** the “**sustainability spirit**”
- **More workload in their Job-scope**
 - **Emphasize** → **mutually beneficial relationship**
 - **Potential monetary benefit**

The background is a solid light green color. On the left side, there are several decorative elements: a large, detailed green leaf with visible veins, a smaller solid green leaf, and several overlapping circles in various shades of green (light, medium, and dark).

Conclusion

Thank You!



References

- Charlesbois, S. (2017). *How the coffee industry is about to get roasted by climate change*. Retrieved from <https://theconversation.com/how-the-coffee-industry-is-about-to-get-roasted-by-climate-change-85054>
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