

Committed to 100% Ethical Coffee Sourcing

Discussion Guide



Discussion Guides provide a way to reflect, continue learning, and share insights about the content viewed in videos. This guide focuses on the Committed to 100% Ethical Coffee Sourcing video which gives learners an introduction to our ethical sourcing practices. Keep exploring Coffee Academy and share this video. You can also learn more about individual coffees at traceability.starbucks.com

Instructions/tips for individual use

- Pour a cup of coffee and plan to watch the Committed to 100% Ethical Coffee Sourcing video two times. Don't worry about taking notes the first time you watch it.
- Take notes in a journal the second time you view the video.

Instructions/tips for group use

- Share the video as part of a coffee tasting.
- Use this guide to start the conversation.
- Be prepared to share something that inspired you or that you learned from the video.



COFFEE ACADEMY

Foundational Questions

- What do we call our ethical sourcing guidelines?
- How do we know our coffee is ethically sourced?
- Who did we partner to develop our ethical sourcing approach?
- What inspired you and what are you curious to learn more about?

Additional Questions

- Where can you learn more about our commitment to 100% ethically sourced coffee?
- How does Starbucks having ethical sourcing guidelines demonstrate us living our Mission and Values?
- How will you share what you've learned with fellow baristas and customers?

Notes

