

# COIN



**Finalist's Day**

10 February, Brussels



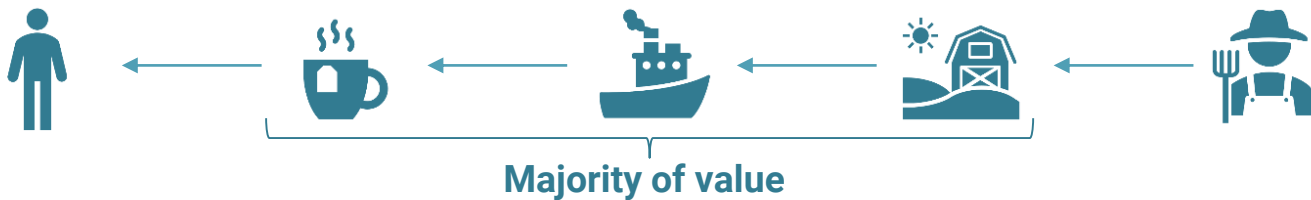
# The problem

Less than

# 10%

of value flows back to farmers<sup>1</sup>

<sup>1</sup>Coffee barometer 2018



# The solution



Scan



Scan



# The impact

**Consumer awareness**



**Consumer trust & behaviour change**



**Financial contributions**

