

Coffee Dialogue

Web of Things Hackathon, Newcastle 2012
<https://github.com/mblackstock/coffee-dialog>
+ Michael A. Blackstock
+ Till Bovermann
+ Vlad Trifa
+ René Tünnermann

*newly introduced
information flow*

Processor

Small Producers

Middlemen

*typical
information
flow*

*direct
trade*

Export
Broker
Import

Roaster

Retailer

Consumer

why?

- + increase transparency
- + open communication between producer and consumer
- + establish a link

how?

- + consumers interested in origin of coffee share their information (e.g. position, comment, price they paid) to the cloud™.
- + coffee producers get a printout of user reactions to their product.

open questions

- + how to present producers the gathered information?
(e.g. paper-based)

Fairtrade

- + allow people to get paid reasonably for their work

Coffee Dialogue

- + break free from the “I respect you” and
- + establish a conversation between equal partners:
- + citizens on both sides