

THE BRIGHT IDEAS CHALLENGE 2020



Welcome to
Café Earth

*A solution to make our cities cleaner and
more energy efficient*

TRINITY ACADEMY, EDINBURGH

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Meet The Team

I'm Cara. In my spare time I like to go roller skating with my friends I also like to draw. Some other activities I do are karate, hockey and piano.

The main reason I decided to participate in shell is because it seemed like a fun and interesting competition. I also have an interest in climate change and how it can be stopped. In the competition I helped by making the logo and packaging for the plants I also did planning on where the location could be and came up with the meals for the menu.

I have really enjoyed taking part in shell and I have most enjoyed brain storming, working with my teammates and completing tasks. This competition will help with communicating ideas and my teamwork skills in the future.

Hi, I am Ava. In my spare time I do lots of activities including hockey, swimming with my friends, roller skating, violin and piano I also really enjoy art and travelling to different countries.

The main reason that I took part in shell was because I enjoyed the last design competition that I did so much (Design Ventura). It was also because I have a big interest in the environment and in stopping climate change. I am very grateful that I have had this opportunity to take part in Shell bright ideas as it has taught me how many more ways to be more sustainable specifically about different types of green energy.

It has also helped me build friendships and improve my design skills. In the competition I designed the right and left exterior side of the building And I created and designed the menus. This competition will help me in the future as it has helped me develop my team work skills.

My name is Rachel. My main hobbies and interests are dancing, swimming, animals, art and hockey.

My main reason for taking part in the Shell competition was because it sounded like good fun! I did a lot of research for my team; looking into the survey, plants, and the chickens, as well as helping my team mates out with their pages.

I have most enjoyed working on this project with my friends. I am hopeful that this project will give me experience in the Design and Technology subjects, as unfortunately I have not been able to take these classes in S3.

Hi, my name is Ada. In my free time I do many different activities and hobbies, such as hockey, badminton as well as taking part in our school show but my biggest hobby is art. I particularly enjoy sketching the architecture.

I have a huge interest in making the world more sustainable that's why I joined this competition. It was an opportunity for me and my team to come up with a hypothetical solution to this huge problem. I've taken part in other design competitions which I have really enjoyed which encouraged me to do this one as well!

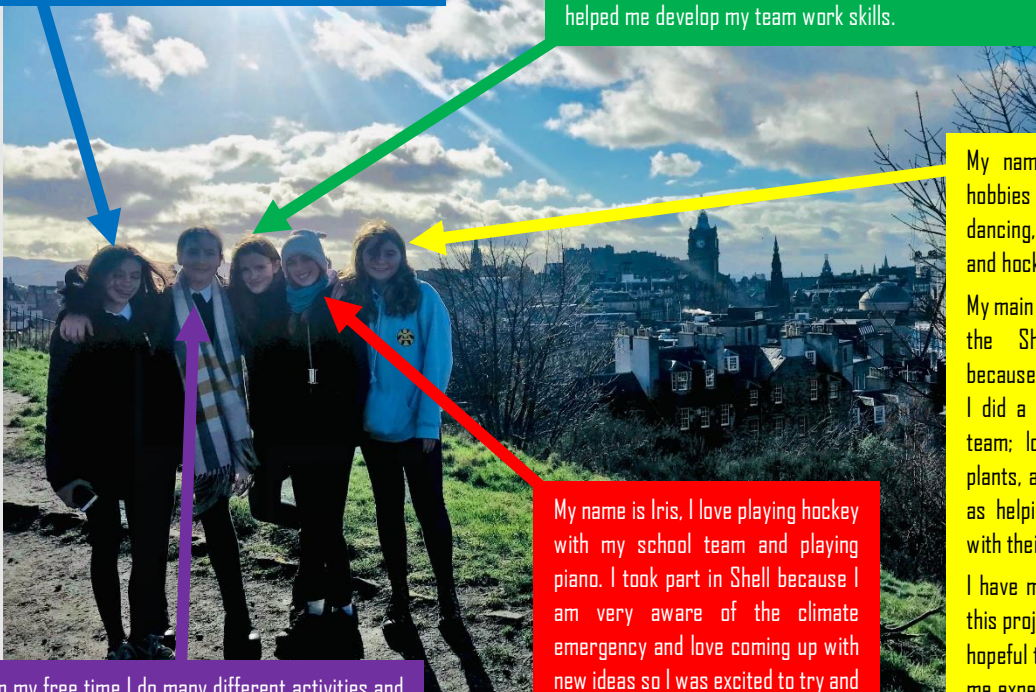
I focused on the interior and exterior design of the building. I created sketches and mood boards to show what our café would look like. I also researched different ways of sustainable energy that we could use for our café.

This competition was a great experience for me to challenge my creative thinking and solve problems. I have developed skills which will help in future projects at school and possibly future careers.

My name is Iris. I love playing hockey with my school team and playing piano. I took part in Shell because I am very aware of the climate emergency and love coming up with new ideas so I was excited to try and come up with an idea to help the environment

I played a big research role; looking into farms we could get the food that we couldn't grow from and reviewed our trip where we decided where our café would be. I enjoyed working with others to make a concept written on paper that turned into a well thought out product

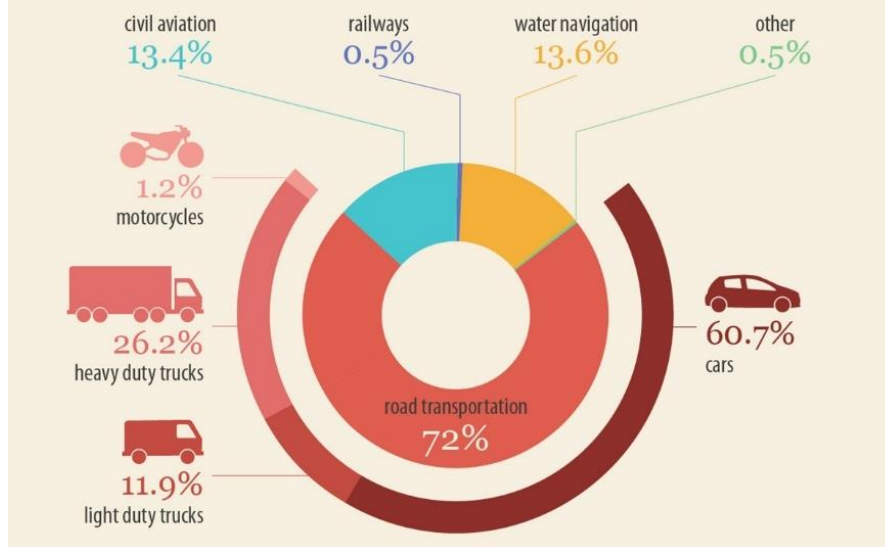
I think this project will help me in all my subjects as I have practiced wording my ideas and writing up what we have learned



Brief Analysis

TRANSPORT CO2 EMISSIONS IN THE EU

Emissions breakdown by transport mode (2016)



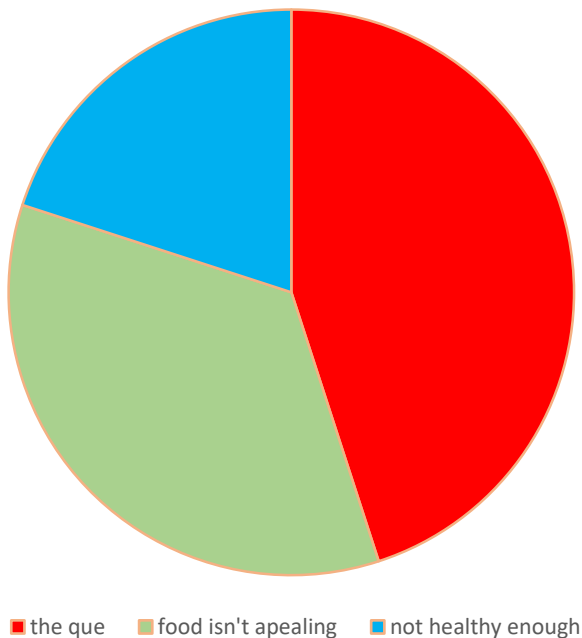
From the problems we are faced with in our own school canteen we thought we could create a food system that would be more sustainable, time efficient and animal friendly while keeping it affordable to ensure as many people use the facilities as possible. By creating a Sustainable Café, we can solve this problem.

Where possible, we would grow our own food and we will try to source food that is as sustainable and as animal friendly as possible. Through research and general knowledge, we know a big carbon emission-contributor is food transport as it makes up about 17% of all carbon emissions. Our idea is to create a self-sufficient café to limit our carbon footprint. Our intention is to grow as much of our own food as possible and any food we can't grow we would make sure we get it sustainably (local, ethically sourced, fair trade).



School Canteen Survey

School Canteen Main Issues



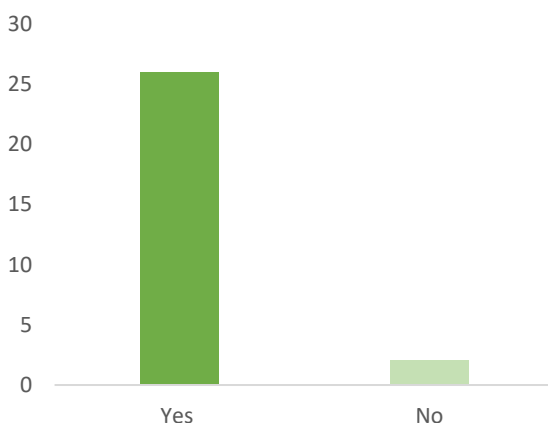
Avoiding the issues?

Learning from these common canteen complaints is how we would design the system to avoid the problems shown in the pie chart:

- We would design a system where there will be small amount of standing still in a crowded que by having a rotation system with multiple servers to avoid congestion.
- At our eco café we would only provide delicious food with its quality checked, and with the café we would know exactly where our ingredients and produce came from so we are assured that it is of the freshest, finest and highest quality.
- Going with the freshest ingredients we will have a variety of options that will include many more healthier choices.

An important issue raised in the survey replies, is that there is not a lot of variety for those that are vegan, vegetarian, or lactose intolerant. So, taking that into consideration, we will make sure that we don't make the same mistake in our café. It will become a main factor when deciding what to put on the menu; to consider people with dietary, lifestyle or allergy requirements. This also ties in with our aim of making our café sustainable and eco-friendly. Where possible, we will be growing our own produce, making the food options more inclusive.

Is there too much single use plastic in the canteen?



In our cafe we want to have as little plastic as possible, as we don't want to contribute to the ever-growing amount of plastic in the sea or being dumped in landfills. This will be made easier as we grow our raw ingredients in the cafes 'building or purchase it locally meaning we can put it in our own packaging which will always be recyclable and have recycling bins in the café for anyone to use. Getting our produce local will also help keep our carbon footprint to a minimum.



Our customers will be encouraged to bring reusable Tupperware/containers with them to avoid the café having to package anything unnecessarily.

Despite it being a mixed review overall, there was a lot of negative feedback about the seating area in the school canteen. See picture below for the current seating we have:



This highlights a problem area to us and is something we want to improve for our own café.

Instead of the uncomfortable stools that are connected to the tables (as shown in the picture to the right), we will have more cosy and comfortable seating that you will enjoy sitting in with a warm cup of coffee. The seating will also be part of the interior design meaning it will be better looking than the seating in the school cafeteria.

Our seating vision:



Urban Farming

To allow us to understand quickly what Urban Farming would look like in cities in 2050 we have paraphrased the most important information that we think would help us with your own proposal:

- Agriculture on mass scales in a city.
- Rooftop gardens.
- Make a city greener and cleaner.
- No long transport on planes. Aesthetically pleasing.
- Adds new agriculture jobs to the city.
- The crops would be cheaper because the cost of shipping and importing tax wouldn't be a factor.



Benefits:

- Reduces carbon emissions – by using local products, urban farms cut down on the large amounts of fossil fuels. The products wouldn't fly from far away.
- Makes new jobs – this would open new job opportunities for farming in an urban environment. Local teens could use this for work experience or a fun hobby instead of causing trouble.
- Public health - many people living in cities have malnutrition and other diet-related health issues. Bringing healthy food to communities reduce the risk heart disease, obesity, diabetes, and more. Local volunteers could help on the farm as well as getting exercise.
- Food quality - food from the farm would be much fresher, healthier and more delicious than supermarkets. It would encourage local people to eat healthier.
- Education - giving children education about sustainable farming can help kids understand how important we need a change in the world of agriculture.



- Food security - urban farming makes the price of healthy products cheaper by not using a middleman and gives an opportunity for people in need to help grow this food.
- Green space - farms in cities give more green space. This helps the health of the city. Greenery in cities adds a peaceful environment, reduces runoff from precipitation, provides restful spaces for the community, and counters the heat island effect by fixing carbon through photosynthesis



Grow up Urban farms

Grow up farms is a business who grow plants for eating on vertically stacked layers of crops – see pictures to the right.

By growing close to the place where the food gets eaten, they are cutting down their carbon footprint from transport emissions, which is what we would be aiming to do in our café. They believe in sourcing affordable food with a low carbon footprint for businesses. They do not use any harmful pesticides or herbicides on their plants so their plants are organic.

AgriCool

They grow plants in old shipping containers, with plants growing vertically up the wall – see pictures below.

They use LED lights in these containers which comes from 100% renewable energy. This also uses 90% less water than growing crops on the ground. They are also pesticide-free. They grow and sell Strawberries, basil, coriander and parsley as well Salad mixes.



Renewable Energies

We are fairly certain we want our proposal to include an element of Urban Farming in it, so looking at designs within a city. As a result we have done research into renewable energies that would work best in an urban setting:

Solar Panels:

Solar energy is clean and a green source of energy. It is a great way to reduce your carbon footprint and nothing about solar power creates pollution. Solar power doesn't release any greenhouse gasses, the only resource it uses water, it's safe and environmentally friendly. Solar panels are generally on the roof of buildings so that they can use the sun's energy to power the building.



Wind Turbines:

Wind turbines are used to turn kinetic energy into renewable electricity, around 40% of all wind energy in Europe blows over the UK.

The blades of a wind turbine are built to be as aerodynamic as possible so that they can make the most energy as possible.

Most onshore wind turbines have a capacity of 2-3 megawatts, which can produce over 6 million kilowatt hours of electricity every year. That's roughly enough to power 1,500 average households. Wind turbines are a reliable source of power as in the UK they are making electricity 70% of the time.

Even though wind turbines are very efficient it would not be possible to use them as our main source of energy as they are too big and would not fit in our limited space.



Sustainable Café Precedents

How They do it:

Cafes and restaurants that grow their own food sometimes use rooftop gardens which save space. For similar reasons they can use vertical gardens that also can be very beautiful but are harder to maintain.

These are some existing sustainable cafes and restaurants that grow their own food, and elements we have been inspired by and will consider incorporating into our own concept:

- **The Good Life Eatery** - They use food from as little miles as possible to cook their food.
- **Farmgirl** - They specialise in using locally sourced ingredients.
- **Daylesford** - They use only ingredients from their own farm outside of Cotswold.
- **Ham Yard Hotel** - They grow a lot of their own food on their roof.
- **The Dairy** - They have bee hives and numerous vegetable beds on their roof.
- **Craft London** - They have their own smokehouse, butchery room, garden and on site gardener (shown in the first picture on the right).
- **Caravan** - They have their own herb garden.
- **The Culpeper** - They harvest as much as they can from their 1400 sq ft rooftop garden and they say that "the likelihood that if you visit the Culper you'll consume something from the rooftop" (shown in the second picture on the right).
- **Adam & Eve** - They have three gardens which they produce vegetables and herbs from for their restaurant.

As you can see there a few of roof top gardens so that is something we will consider to save space as our café will be located within the city.



Zero Waste Cafés

This is how we would imagine the mini produce shop in the corner of the café.

You would bring your own container if you were taking it from the dispensers or you could make your own meal from the produce here if it was something simple.

The actual café would be single use plastic free and all furniture would be built out of recycled wood and furniture. There would be a small urban farm in the back or on the roof growing as much produce as possible, we also plan to have a few chickens so we could use their eggs.



The urban farm would have a seating area and a fenced off chickens farm as well as vegetable crops. The chickens will only be used for eggs since the cafe will be sustainable and as self-sufficient as possible.



To summarise our thought up to this point; our café would become a visitor attraction within the city, bringing people to the café for several reasons:

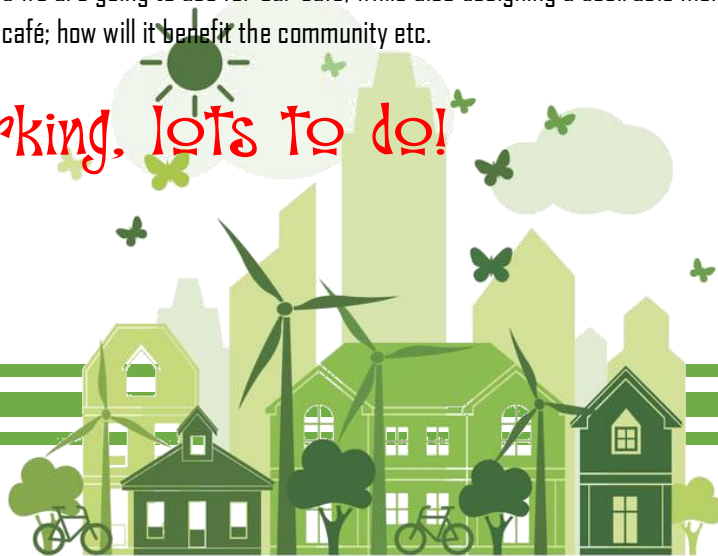
1. It is important to live as sustainably as possible or at least try to and our café helps to support people with this, while also promoting it to everyone else. It can help with mental health as seeing animals and plants can make you feel happier.
2. There is a lovely view of Edinburgh from our café.
3. The design of our café will be eye catching - with the colour theme and surroundings areas acting as a sustainable farm.
4. Our café will attract young children because they are able to see and pet chickens – hopefully with this we will be able to educate them into living more sustainable lives.
5. Our eco café will have intriguing architecture and reused furniture which can be inspiring – upcycling will play a bit part in the design of our café to ensure it is as sustainable as possible.
6. People will be able to visit our take on a city centre farm which will be great fun, Children can see the importance of keeping a sustainable life style
7. Our café will have a sustainable menu, which will include options for people with all dietary and preference requirements, so meat eaters and vegans can all eat there and get to enjoy the experience of the café.
8. Our café is all about bringing green and a sustainable attitude into their busy city centre lives so it will hopefully make people much happier.
9. Our café is as affordable as possible which is very appealing.
10. If you have enough coffees, you get a plant! Who wouldn't want a free plant with every seven coffees they purchase? We know we would!
11. Our café will utilise as much sustainable power as possible to ensure the building is as sustainable as possible. It will be clear where our food comes from, so people can see the low food mileage and how little they are contributing to climate change.
12. As it has an outside seating area people can get fresh air

Once we pulled together all the research you have been reading about over the last few pages, we started to think about the next steps for our project. These are the next things we will be focussing on to allow us to pull together our final idea:

- Deciding on a location for our café.
- Potentially going for a site visit to potential locations.
- Looking at inspiration for the interior and exterior design of our café.
- Come up with a number of designs for our own café.
- Finalise the design of our café.
- Consider whether our café could have a shop in it – what would we sell?
- Consider how we will source the food we are going to use for our café, while also designing a desirable menu to suit everyone.
- Think about the wider impact of our café; how will it benefit the community etc.

**COMING
SOON!**

We better get working. Lots to do!



Edinburgh Locations

Location is very important when starting a café because you obviously want lots of people to come so you can bring as many customers as possible through your doors, ultimately making a profit. We also want our Eco Café to be fairly central and easy to get to so that people will come and work in the allotments and visit the animals/food harvesting.

These are the potential locations around Edinburgh that we think will suit our eco café:

Holyrood park - because there aren't any cafes there and it is quite busy which is good for business it is in town where there are lots of people and there aren't any cafes like it in town. Our café will also be affordable and sustainable which is quite popular for the younger generation. It will also be helpful for climate strikers like our selves because the majority of the marches in Edinburgh end at parliament and they are only a few blocks away.



inverleith park - because lots of people go there with their dogs. There is a play park too. There aren't any cafes in the area nor in the park and there is a 2k park run on Sunday mornings so everyone will be tired and hungry and could bring us a lot of business, so our café will be the best place to go!

St James's centre - It will be very popular when it opens this year as it will be the main shopping centre in the city centre of Edinburgh which means a lot of business. Since St James's centre will be new and modern our idea for the eco café would need to suit the style of the new building to be successful and aesthetically pleasing.



To help us make a decision about the best location for our Café, our teacher took us on a site visit around Edinburgh City Centre. On the next page you can see some of the pictures we took.



Edinburgh Site Visit

We took some time to go on a trip to conclude where our café will be. We looked around Princes Street and Calton Hill and we surveyed the best place for our café to be. We looked at views from the potential height our building would be and we visited the construction site that we were thinking as an option for our where our café would be.

Here are the pictures we took:



We liked the idea of having some green space on the roof of our building so that this could be utilised as a facility for our building.



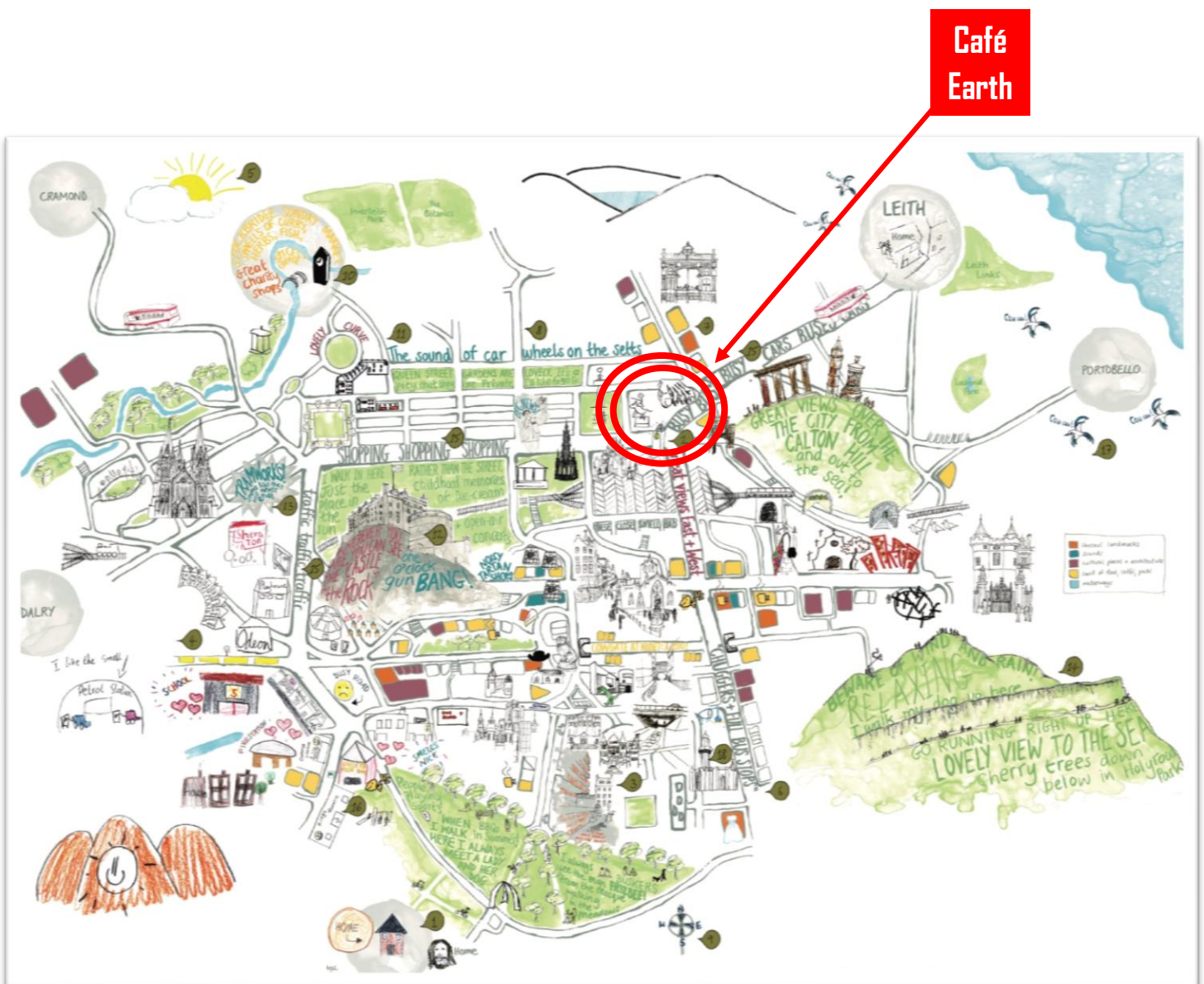
However we were mesmerised by the construction site for the new St James Centre:



Final Decision

In conclusion, we decided we would have our café in the new St James Centre because:

- It will be a popular place for tourists and residents from around the city
- It will be a tall towering structure in our city's landscape and would there get plenty of sun for our solar panels, as well as wind from our turbines
- It will not take away any of the cities natural green space by putting it atop of an already constructed building, in fact our proposal will add green space to the city.
- With it being in a new and big building in Edinburgh a lot of people will come to see and explore the new St James Centre, after which they will hopefully end up in our café.
- Every major city has a big shopping centre/building giving us the ability to become a chain if we want to expand.
- It has good public transport links, walking, cycling and car park facilities so it is easy to get to the café.



Eco Café inspiration

We have put together a couple of mood boards, for the interior and exterior of the building, to help inspire us when creating our own final design.



OPTIONAL COLOUR PALETTE



OPTIONAL
COLOUR PALETTE



Eco Café inspiration

OPTIONAL
COLOUR
PALETTE



Café Earth Designs

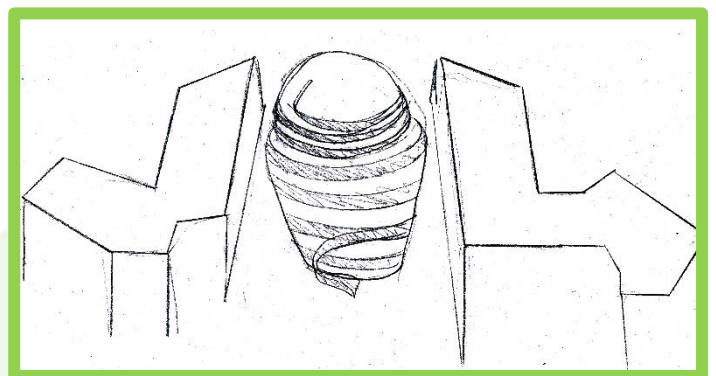
Here is the site we have chosen to use for Café Earth, the new St. James Centre in Edinburgh. This is currently under construction and is due to be completed by the Summer of next year:



Our proposal is to put Café Earth on the top of the proposed St James Centre structure.

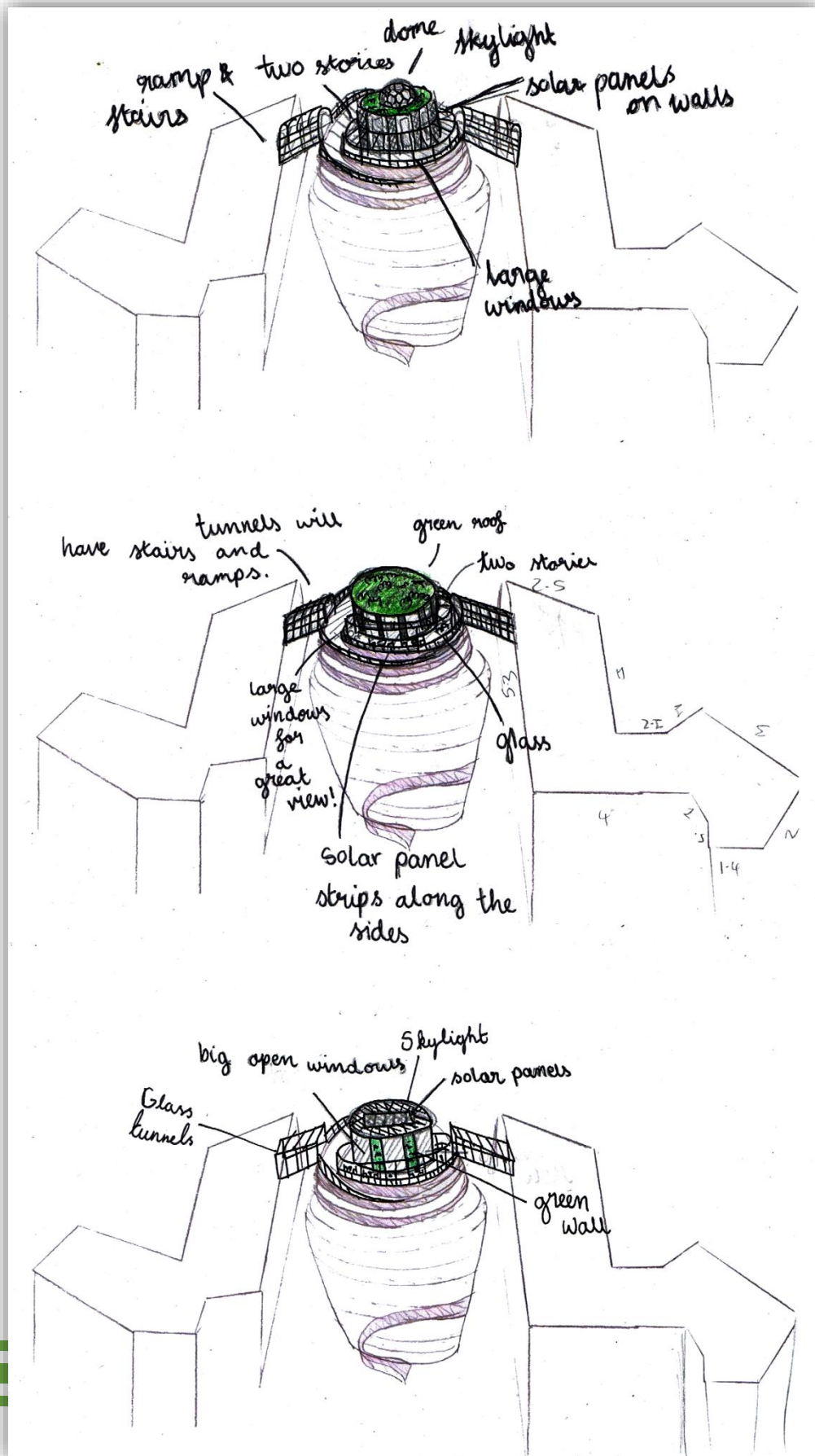
We have highlighted this below:

To make this easier for us to sketch we drew this basic concept:



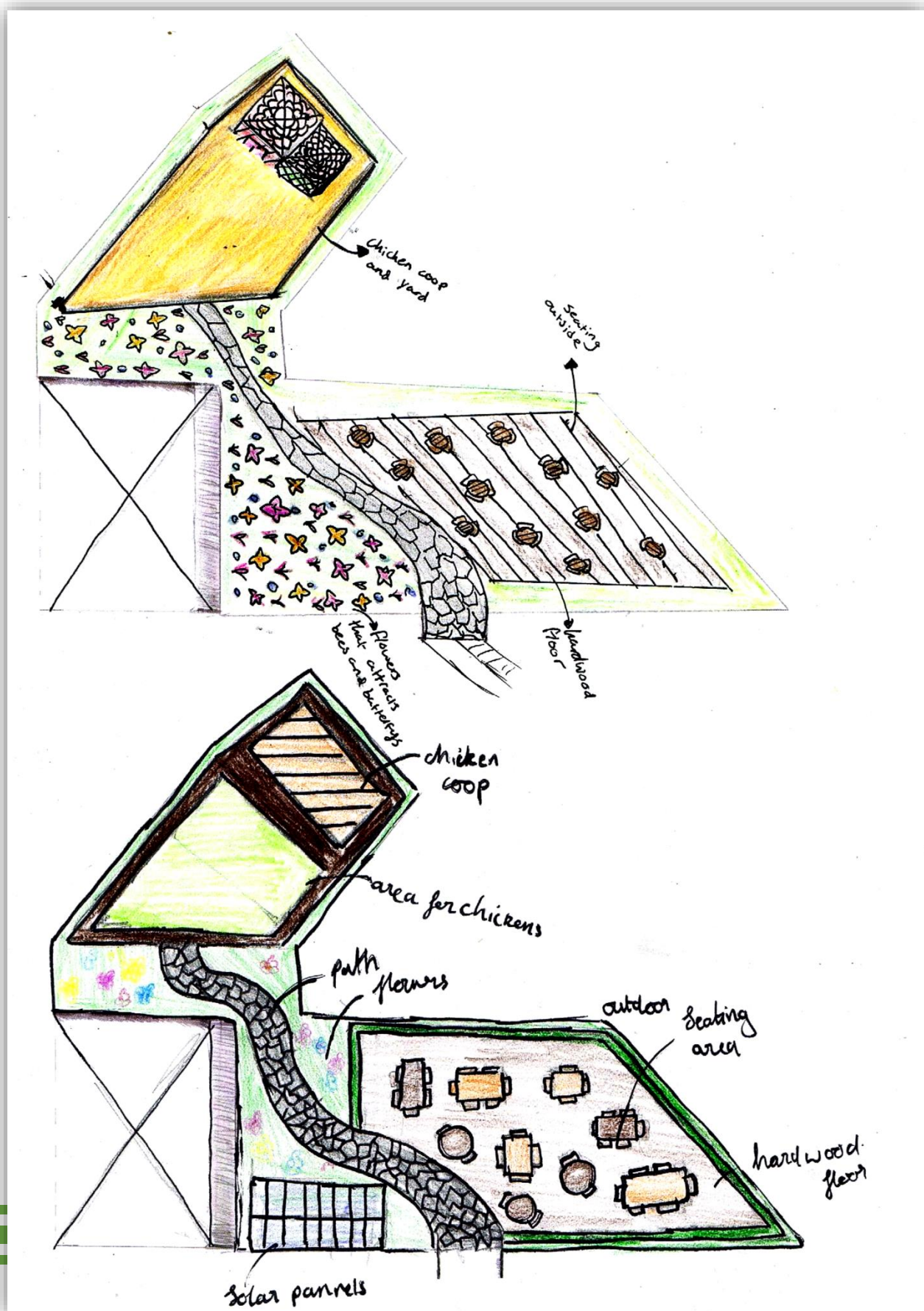
Design Proposals

Here are the proposed designs for the circular shape of the site:



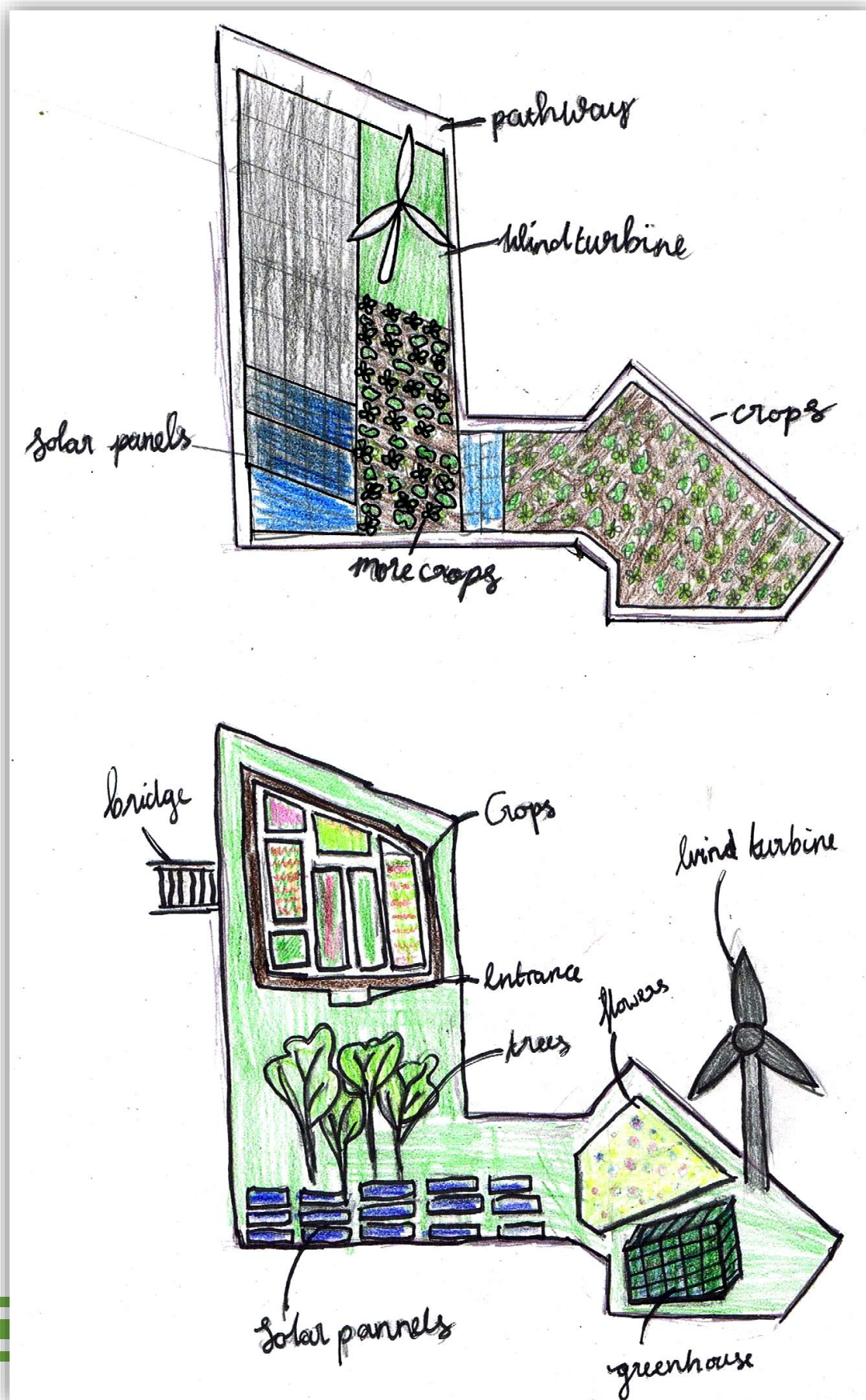
Design Proposals

Here are the proposed designs for the left hand side of the site:



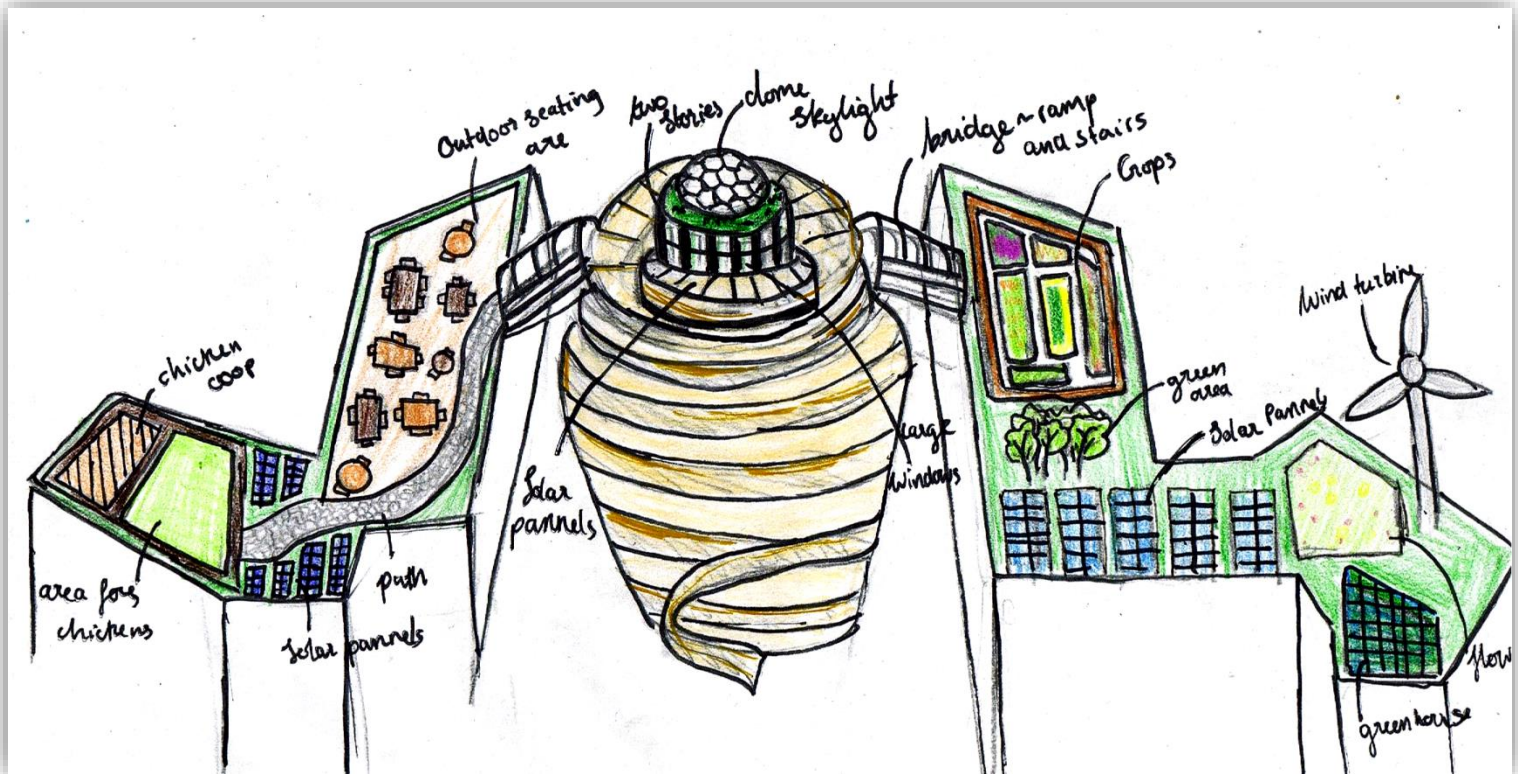
Design Proposals

Here are the proposed designs for the right hand side of the site:



Final Proposal

Here is the finalised proposed design for our Café Earth on top of Edinburgh's St. James Centre:



The goal of our structure is to be sustainable and green

To meet this goal, we will build it out of materials such as reclaimed/recycled wood and metal, precast concrete slabs, bamboo, cork and sheep's wool for insulation. All these materials are just as safe and effective but reduce carbon emissions by recycling materials or using all-natural materials. To provide our own green energy for the cafe there will be solar panels on the roof. We originally planned to have the solar panels along the building in between the large windows but with current technology, it is impossible to have solar panels not facing direct sunlight and it might be dangerous to have solar panels so close to customers. To make our cafe greener we will have greenery growing up in strips along the building. These green strips would be placed where we planned to put the solar panels.

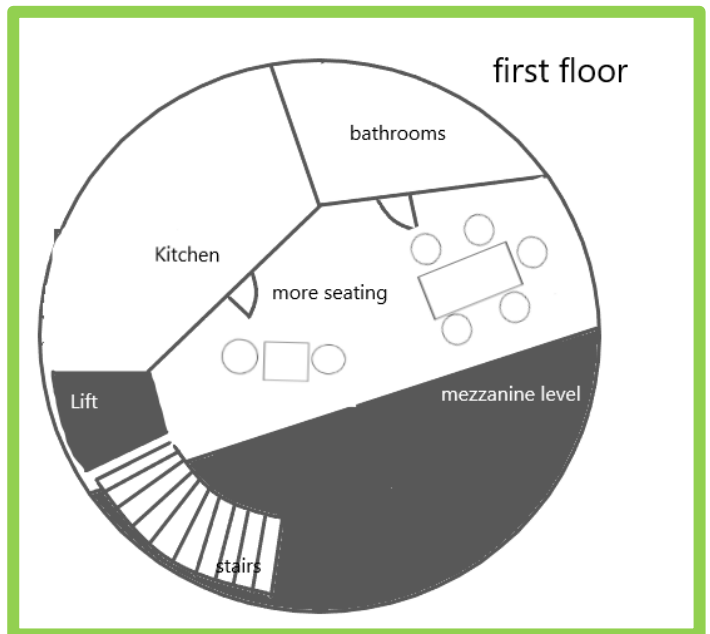
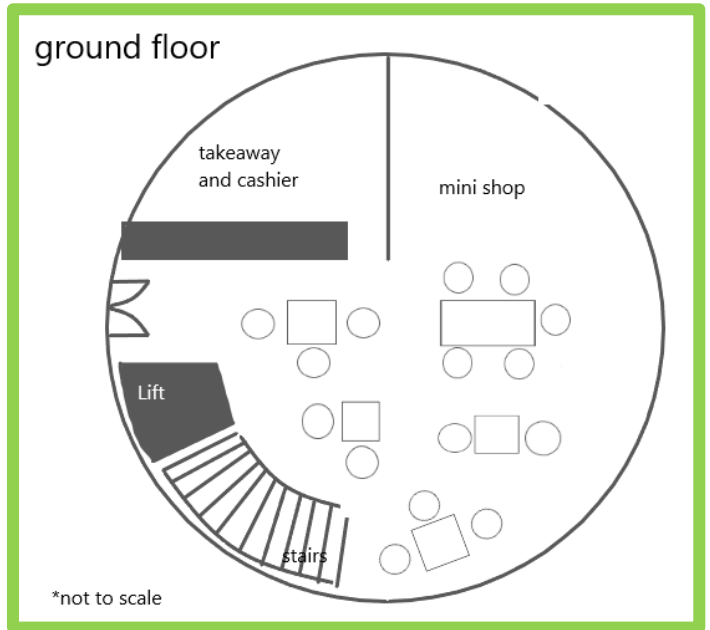
The Design of Cafe earth will also include floor to ceiling windows with a view of Edinburgh Castle and downtown. Tourists will especially love this view. We will have a dome shaped skylight on the ceiling of the cafe, it'll provide views of clouds and lots of light, but it can also provide heat from the sun and ventilation.



We want to encourage people to be outside so we will have plenty of outdoor seating around the cafe with great views of the city. As well as seating in our public garden where there's a view of beautiful flowers. But our cafe will be rather high which means there will be a fair amount of wind. To prevent this, we will put up a windbreak. Our windbreak would be a fence along the perimeter. The fence will be something like willow or hazelnut fence hurdles, it allows just enough air to travel through and you can still see the view also, hazelnut and willow are both sustainable materials.

Making sure everyone at the café feels welcomed is a huge priority. We want to make sure our café is fully accessible to everyone. Just a few ways to make it accessible is to add ramps to the bridges leading off to the farms on either side and add ramps to all steps. We will also have a lift leading from the ground floor to the next level inside the café for people not able to use stairs. We would add brail to as many signs as we can. We would also have an accessible toilet and wheelchairs will be able to get through any passages or gaps.

When you walk in, there is the barista station, takeaway bakes/meals and cashier for a quick takeaway. The rest of the ground floor is mostly seating but to the back of this floor there is a mini shop filled with organic and sustainable products. There are stairs and a lift leading to the next level. On the first floor you would find more seating overlooking the bottom floor on a mezzanine level and an incredible view of the city from huge windows. Also, on the second floor are the bathrooms as well as the kitchen where all our food is prepared. We made sure that the kitchen would be right next to the lift to food is delivered quickly with no spills.



Our Eco Cafe

We thought it would be a good business idea to have a shop in our café which would sell eco items to help people be sustainable in their everyday life. We would also happily sell sustainable items from local businesses or entrepreneurs in and around the Edinburgh Area! Anything to help educate as many people as possible, and help out the community in as many ways as possible.

These are some of the ideas of the products we would sell:

Reusable Coffee Cups

Due to our no single use plastic rule, we require customers to bring their own coffee cup if they want a takeaway hot drink. We will also sell reusable coffee cups at our shop.

We would also have different designs so all customers would feel like they are buying something unique to themselves. Everyone in our teams loves Art, and we have created some different prints and illustrations and would love for these to be showcased on our very own products.



Sustainable Dog Waste Bags

Dog waste bags are usually plastic and add to the problem of single use plastic. We were thinking we would sell dog waste bags which are biodegradable.

These would be made from vegetable resin and oil. We could also put our Café branding on the bags so that people would know where to get them from – a good bit of advertising for us.

Encouraging Tote bags

Tote bags are a great eco-friendly alternative to single use plastic shopping bags, they are also very on trend just now. We want to sell these and encourage people to carry one of these bags around with them in case they need an extra bag. We thought we could add inspirational quotes that encourage a sustainable life style.



Pin Badges

This image is similar to what we will be selling in our shop, we are selling these to raise awareness for climate change.



Lose Tea Leaves

Lose leaf tea is important to keep a sustainable life because the amount of plastic wasted a day on tea bags is unacceptable we are selling these to try and reduce those numbers.

Beeswax Wraps

Beeswax wraps are very helpful in everyday life for pack lunches and just storing any type of food we sell these in our shop so our customers stop using cling film.



We hope that buy selling all these sustainable products we have researched, it will encourage the people of and tourists in Edinburgh to live a more sustainable lifestyle.



Plant Friends

For our café we have had an idea which was inspired by the M&S scheme that when you spend over £20 you get a free little plant to grow yourself. We also thought we could introduce these as part of a loyalty scheme for our customers, where they each have a loyalty card and with each purchase made they will get a stamp. When they get seven stamps they will get one free Plant Friend.

What we hope to achieve?

By doing this people will be continuing to go to our café in hopes of collecting all available types of plants which include

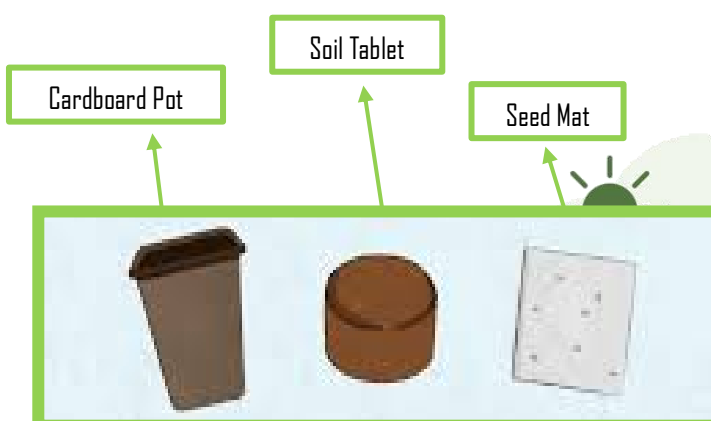
- Lettuce
- Chilli pepper
- Pepper
- Radish
- Viola
- Rhubarb
- Parsley
- Basil
- Carrots
- Forget me not
- Mint



With most of the plant's healthy vegetables or seasoning, it will encourage people to eat the produce they grow and grow more veggies themselves. This leads to people becoming more self-sufficient and having less of a carbon foot print. The other plants that people may get in the stamp collection is a viola or forget me not, both flowers attract bees which is helping the eco system. Another thing which will help the eco system is the small bit of oxygen plants release.

How will it help our business?

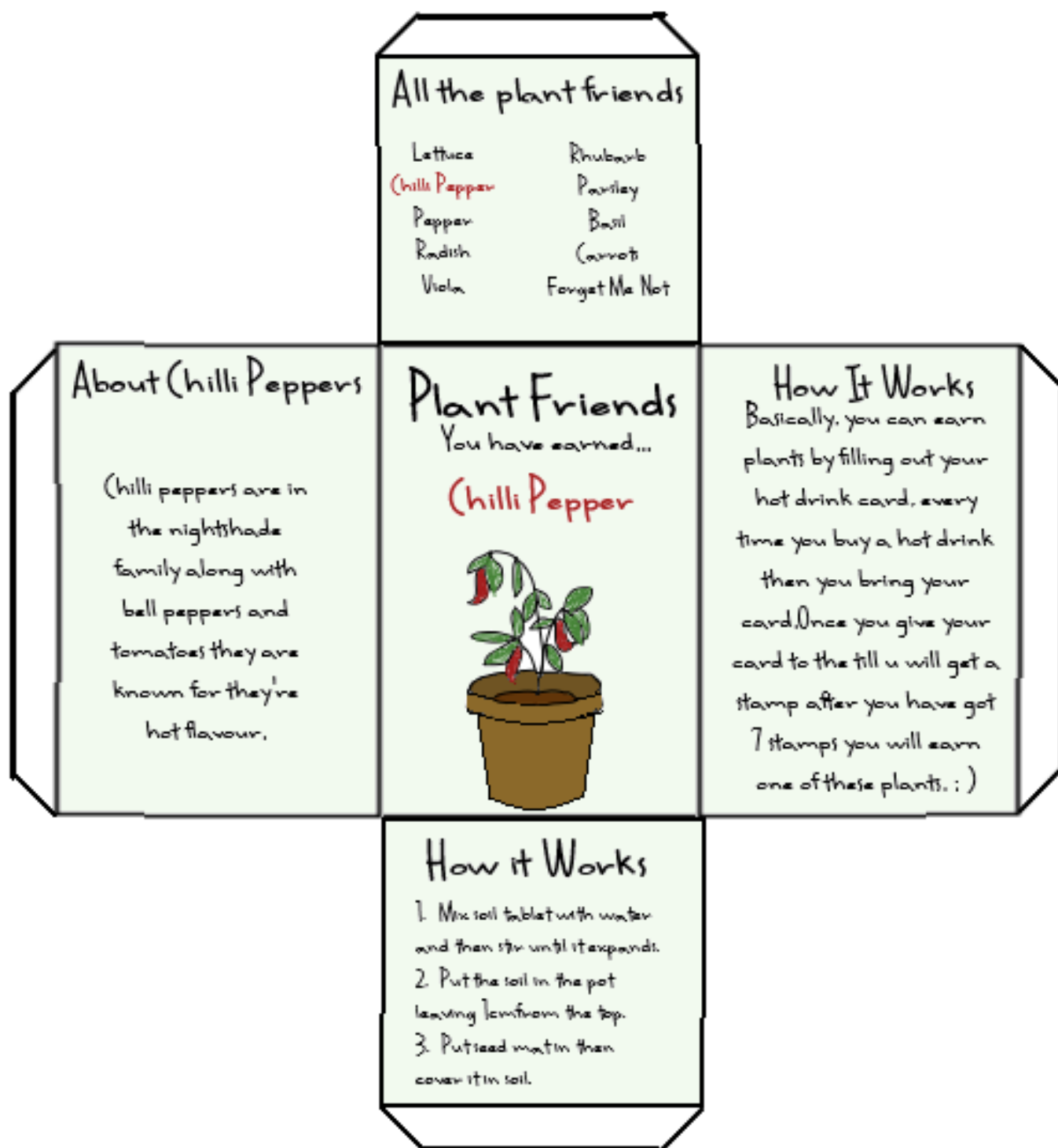
Having these at our business will help self-promote that we have an eco friendly establishment. I will also get our café apart from our competitors because it will be our unique selling point. These plants will also make people want to buy more and come to the café regularly just to collect all the different types of plants earning the eco café a profit.



Instructions:

1. Mix the soil tablet with water and mix it as it expands
2. Put the soil in the pot leaving 1cm from the top
3. Put soil mat in then cover it in soil





Loyalty Card

We have come up with design for our very own Café Earth Loyalty Card:



After all the circles are stamped you are entitled to a free plant friend, it doesn't matter how large a single purchase may be, it only equivalents to one stamp. You have the option to not take a plant, we do not want to cause any unnecessary waste for anyone. There will also be an option to donate your Plant Friend to a local school or nursesey to help them.

The cards do not expire. It will generally be a lucky dip but you can ask for a certain plant if you want though it may not be available. There is no guarantee the plant will grow, as that is a testament to your gardening skills and not the company's fault. The stamp has to be the recognised as the companu's own stamp to count, so there should be no cheating!

We hope that the Loyalty Card will be a really nice aspect to our business and will encourage people to keep coming back. I will also be a really nice thing for families, or people with connections to young children to do. Allowing them to see how the things we eat are grown, giving them a much better understanding of how to be truly sustainable.



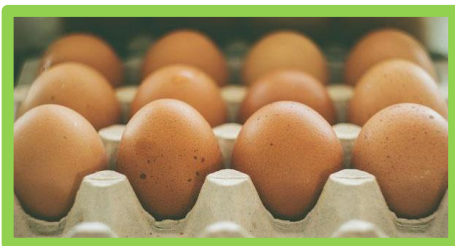
Animals at our Café

Having locally sourced ingredients is a must for our Café so to put that plan into action we will have chickens, that will not only let us have fresh eggs but will also add to the experience of the Café as a whole.

Having chickens at the Café will allow children, who may have not seen a chicken before, to feed, watch and pet the animals. This will give the Café an educational and a learning aspect to it and would hopefully encourage people to visit the Café for reasons other than eating out.

These are the species of chickens we would propose having at our Café:

- **The Sussex** - This bird is described as friendly and easy to handle, it is also known as a good bird for beginners. The Sussex is a dual-purpose breed (can be raised for meat or eggs) Though it will only be used for eggs which are cream/light brown in colour and large. These chickens are referred to as good layers, as they typically lay up to four to five per week.
- **The Easter Egger** - These hens are sweet and docile, they are also very friendly to children and adults. These birds are great in cold or warm weather which is perfect for the the Scottish climate. The eggs they lay are medium to large coming in a variety of colours. The Easter Egger lays 4 eggs per week.
- **Australorp** - The Australorp is an extremely friendly bird that tends to get attached to its owner, they are also very docile and good with children. The Australorp will lay up to five medium brown eggs per week.
- **Buff Orpington** - This bird's main temperament is calm with it being friendly with humans and docile. They are good layers with four to five eggs laid per week which turn out a light brown in colour and large in size.
- **Lohmann Brown Classic** - these birds are described as docile and great for owners with children, being a friendly species of chicken. This breed of chicken is bred for the sole purpose of laying eggs. The eggs that they lay are large and brown daily.



These breeds are the best laying hens that are friendly around people. While we won't be sourcing all our eggs through these chickens' hens, but we will be getting the eggs for the egg dishes (e.g. scrambled, omelettes and poached) it will also create a great customer experience as people who live in the city may not have seen chickens before, so this unique experience we offer will hopefully turn the Café into a place known for a fun day out as well as a tasty meal/snack.



Where we'll get the food we can't grow

We won't be able to grow everything ourselves, so we need to think about where we would get the food we can't grow.

Here is a list of sustainable farms that we would consider getting some food from:

- **East Coast Organics** - Located in Tranent, about 35 mins from Edinburgh, they are plastic free, use only electric vehicles and are completely organic
- **Whitmuir** - They have all organic vegetables and are about 40 mins from Edinburgh
- **Locavore** - It is trying to build a more sustainable food system. They grow all their vegetables that goes into their veg boxes to try and stop the importing food from all over the world that supermarkets do
- **Hugh Grierson** - They are an organic meat farm and as we would have to use meat we want to make it as sustainable and ethical as possible
- **Welch Fish Mongers** - centred at Newhaven, in our very own Edinburgh, this shop will supply fresh and sustainable sourced fish and shellfish.
- **The Ethical Dairy** - specializes in cheese and Ice cream being unique as they do not separate the calf and the mother cow when the baby is born located in Dumfries and Galloway, Scotland.
- **Meadow Sweet Organics** - organic vegetables with a seasonal veg boxes as well as herbs at Falkland fife.



How will we be Sustainable?

Saying that we will be sustainable is a big statement, so this is how we can prove that we are going to be sustainable, while also creating a vibrant, healthy and clean place to be in the heart of the city:

Food Transport:

Food transport gives off a lot of carbon emissions. We will be cutting our carbon footprint down dramatically by growing the large majority of our food ourselves and by making sure the food we don't grow comes from sustainable, local source. Sourcing food locally means we cut down on transportation, as well as supporting other local businesses.

Renewable Energy:

We will have solar panels on our building to make sure we have a renewable energy source because burning fossils fuels is one of the main causes of climate change. We also intend to have wind turbines to make the most of the Scottish windy weather!



SAY NO
SINGLE USE PLASTIC

Single Use Plastic:

We will have no single use plastic in our Café. We will strongly encourage you to bring your own coffee cup or on the infrequent occasion that someone doesn't bring their own they can buy their very own, uniquely designed, reusable coffee cup from our shop.

Any takeaway baked goods will be in paper bags, or again you will be encouraged to bring in your own Tupperware to store the food you purchase. We have found a farm which is single use plastic-free, our intention is to follow their values even in the food we don't grow ourselves.

Roof Top Garden:

To save space and bring some greenery into the city we will have a rooftop garden to grow a lot of our food as well as generally being a nice tranquil space that people can come and visit. Our Café will be on top of a building so there will be a lot of sun and rain, this will be an ideal space for a garden to thrive.

Our Eco Shop:

We are planning to have a shop inside our Café which will sell sustainable products, mainly products to replace unsustainable everyday items. e.g. reusable coffee cups, recyclable dog waste bags. These will be uniquely designed and where we have not designed them ourselves, we will get them supplied by local distributors around Edinburgh.



GREEN ECO SHOP



Café Earth Sample Menus

We have designed and put together some Sample Menus we would like to think our Café would be able to offer. We want to make sure our dishes are as sustainable as possible, but also meet the needs of everyone – no matter their dietary requirements and lifestyle choices.



At school, we are all really good at and love the subject Graphic Communication (Graphic Design) so we have used these skills to help us produce the Menu designs, taking inspiration from Menus and templates we have found online.

We also wanted the Menus to have a modern/edgy/on trend look to them. We know how important social media and Social Influencers are to Business these days, hopefully we would be able to work with these kinds of people to help publicise our Café!

We hope you like our designs!



Our Menus

The inspiration for the dishes mainly came from the BBC good food website and some from just our personally favourite meals, we decided to choose these dishes because they are healthy and very popular for cafes, they are also delicious. I would expect that the majority of our customers will be the people most interested in the environment and climate change because that's what our café stands for,

In Scotland the people most interested in these subjects are usually young adults or teenagers. The menu will probably change over time to be the most popular meals and we will probably focus on the meals that are the most sustainable. We would get help and advice from professional chefs to design more dishes and we would just research it.



Community impact

Our Café will help the community greatly as it will influence people and children to be sustainable and it will raise awareness for climate change.

It is important to us that we spread awareness and teach people about the issue of climate change, so they can learn and improve their views to better benefit them and the planet that we all live on. We are going to achieve this goal by only letting people have a coffee if they bring a reusable cup, we will sell mini planters and sell our own reusable Tupperware for everyday use.

Our aim is to help the community to be a more environmentally friendly place. There are a small number of Cafés around the area where we are planning to have our Café but ours is unique, and it has a completely different concept that is how we know our Café will stand out and be more popular.

Something we struggle with in Edinburgh is that a lot of things we have in our city centre are designed for Tourists, rather than Edinburgh's own community. This is another reason why our Café will stand out – because it puts the health, wellbeing and understanding of the local residents first. Our Café is trying to change people minds and educate them to have a more sustainable, better, more rewarding lifestyle. Our Café will always be for the people of Edinburgh, but anyone and everyone else who wants to visit it is always welcome.

Children's Workshops

Café Earth would organize children's workshops and primary school visits to show how we grow our food and even have healthy cooking classes with our freshly sourced ingredients. We'll show them how to be sustainable and healthy whilst still eating delicious food! Our courses and workshops will teach kids how important it is to preserve the earth and show them how to reduce their eco-footprint by growing ingredients or buying produce that is locally sourced. Educating the next generation about the climate issue is very important because it might mean there are more people fighting to make a difference.

After doing some research I have only found 1 farm that offers farm visits around Edinburgh which is "Craigie's farm" but it's in Queensferry, making it not very accessible to all Edinburgh schools. Our café is located downtown and very easy to get to from all Edinburgh schools. And I could not find any workshop that demonstrated the process of growing food and then preparing it in the same visit, which is something that we would offer.



Supporting Local Artists and Businesses

We will sell as many eco-friendly products from Edinburgh based businesses as we can in our shop as well as displaying artwork from local artists around the café for our customers to purchase.



We would sell items in our shop like beeswax wraps or reusable cups that are from companies in Edinburgh. It allows us to get closer to our community and businesses in the community. It also keeps us from having to buy from big brands and corporate chains. By not buying from big companies like these we can reduce our eco footprint and support smaller businesses.

Our café would offer a place for all artists in the community to display their work. people can admire or buy the art as they have a coffee. The café will also have spaces where artists can come together to create amazing murals and have fun! The artwork around the café and community murals will make the café a fun and vibrant place to hang and it'll bring people in the community together.

To conclude, our Café would be more than just a basic Café to our Local Community; it would be a supportive Hub for everyone in Edinburgh and Tourists alike. It would be educational as well as encouraging, and we hope it would bring peace and happiness to the centre of our lovely city.



Final idea

Location:

We chose the St. James centre as our final idea because it will be the most popular shopping centre in Edinburgh and the newest tourist attraction in Edinburgh's city centre. The St. James centre is going to be a very modern building, so it will also suit our style and work with the plans we have for a sustainable building. The St. James Centre (and Edinburgh in general) also serves a very large surrounding area, including people from the Borders, the Lothians and over the Bridge in Fife. A lot of people will be brought to the centre of Edinburgh which will mean great business for our Café.

Sustainable Energy:

We wanted our Café to be as sustainable as possible, so our main source of energy will be solar panels. We will have solar panel areas on the top of the building and we will also have a wind turbines to help generate our own energy. This is shown on our final idea page. We hope to have fertile ground due to animals and crops we will be growing.

Plastic:

We will not have any single use plastic in our Café and we will reduce the amount of plastic by not selling takeaway cups and containers; this way people will bring their own containers/cups, which we will encourage and reward through our Loyalty schemes.

Menu:

We will have several menus these will have vegan and vegetarian options, most of the ingredients in the meals we will grow ourselves. All meals on the menu have been researched to make sure they are all readily available to us in Edinburgh without causing any great harm on the Environment.

Loyalty Card:

We will have a loyalty card for regular customers. Once you buy 7 hot drinks you will receive a plant friend which allows you to grow your very own plant in the comfort of your own home.

Chickens:

We will have chickens for harvesting eggs and customers can feed them which makes going to our Café more fun. We hope that having an experience like this in the city centre, of the Capital City in Scotland will help bring people to our Café. The Chickens will be an incredibly important element to our Café, helping to make us sustainable.

Furniture:

We will have furniture made from recycled wood/plastic/metal to lower our carbon footprint. Our school Technician works alongside a number of recycling/upcycling centres in Edinburgh. Places such as these try to restore and upgrade old furniture to give it a new leaf of life, rather than throwing it away. This kind of working is perfect for our Café and we think it will fit our style perfectly.

