

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Impact of sustainability measures in the specialty coffee supply chain on the end consumer

Author of the Master's Thesis:

Jasmin-Maria Hopp

Goals of the Thesis:

In order to develop recommendations, the study explores connections between the willingness to pay a premium price and sustainability, the existing knowledge of consumers about ethical industry practices and ways to improve the communication of measures

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	95
Final grading	v ý b o r n ě (1)

Overall evaluation (cca 150 words):

In her work, the author examines the extent to which the end consumer of coffee is willing to pay extra in order to support more sustainable coffee production practices; from harvesting the beans to the cup of coffee on the table. She takes into account the effects which coffee farming has on its immediate environment [bush clearing, pesticides, etc] in order to establish coffee plantations. The effects on human rights and wildlife are also included in her calculations. She then compares the sustainable alternatives to the existing state of affairs in coffee production. This is a very informative work, and gives a lot of food for thought. If it reaches the relevant audience [people engaged in coffee production] it could influence them to seek out more sustainable coffee production practices. This work is good for defence. **Questions:** 1] How would you persuade the consumers that the coffee really is worth paying the extra? 2] What proof could you give them that the coffee really is "ecological/bio, etc"? Apart from a fancy label on the jar?

Thesis Supervisor

Martin John [Ian] David Quigley, LL.M

The employer of the supervisor:

The University of Economics, Prague

04 September 2017

Signature of the supervisor