**BUNA – cup of awareness, please!**

**Crowdfunding campaign of Cooperative Buna**

Non-profit Buna cooperative was created by Živa, Tine and Rene. Fair trade connected us, but coffee made us friends. We started telling the story of fair trade and coffee together and quickly realised that we could do more. So we developed a concept and named it Buna. Buna is based on four main principles - known origin, good quality, transparency and responsibility to the environment (people and nature). We wish all products would be made according to these four principles.   
  
Our first product, freshly roasted coffee, is made in accordance with all four Buna principles and is already making happy approximately 300 people a day. But it is not enough. We want to make more products according to these principles and make them available to more people. That is why we prepared this crowdfunding campaign. We need means for certification, renting additional space and buy some equipment. We invite you to support us and share information about Buna. We are grateful for any support and we will thank you for it.

Campaign team :

**Tine Čokl** – coffee researcher, roaster, barista and fair trade spokesman

**Živa Lopatič** – strategy and concept designer, coffee drinker and manager of fair trade store in Slovenia

**Rene Suša** – researcher of social and environmental fairness, especially fair trade and its effects

**Neža Trobec** – graphic designer, singer and co-creater in Buna cooperative

**Veronika Savnik** – fim-maker, photographer and co-creater in Buna cooperative

**What are we raising funds for?**

We've reached a point, where we cannot continue developing withiut some additional funds. We are currently using small roaster, but we cannot fullfill all the demands we receive. Shortly, we need funds to :

1 buy a bigger roaster

2 rent a bigger sapce and make it a roastery and a space for developing new products according to Buna principles

3 continue with the educational meetings we are already preparing in schools, organisations …

To achieve these goals we need 30.000 EUR. 10.000 EUR for the roaster, the permits and certification process. 10.000 EUR will be given back to the backers in form of perks. Maybe it seems a lot, but without backers we would not be able to make it.

If we don't raise all the means necessary, we will simply buy less equipment and continue our work. Any expansion in our production will benefit the producers and consumers and who knows maybe even open a job position for us – creators of Buna.

Buna cooperative is currently based on voulontary work and all means gathered are re-invested into the cooperative. It would be great if we could make Buna our priority and sole occupation. We have a lot of ideas on te shelf just waiting to be realised.

**How do we understand crowdfunding?**

Buna and its products are menat to be used by individuals, we decided to go directly to them and ask them for support. We prepared the campaign to present them our ideas and give them a chance to help us achieve our goals. Because we know that credility is essential, we chose a platform know to a wider audience and assures their safty. We chose Indiegogo.

More about the campaign ”Buna – cup of awareness, please!” on Indiegogo and [www.buna.si](http://www.buna.si/).

We will be happy to answer any additional questions. Contact us :

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