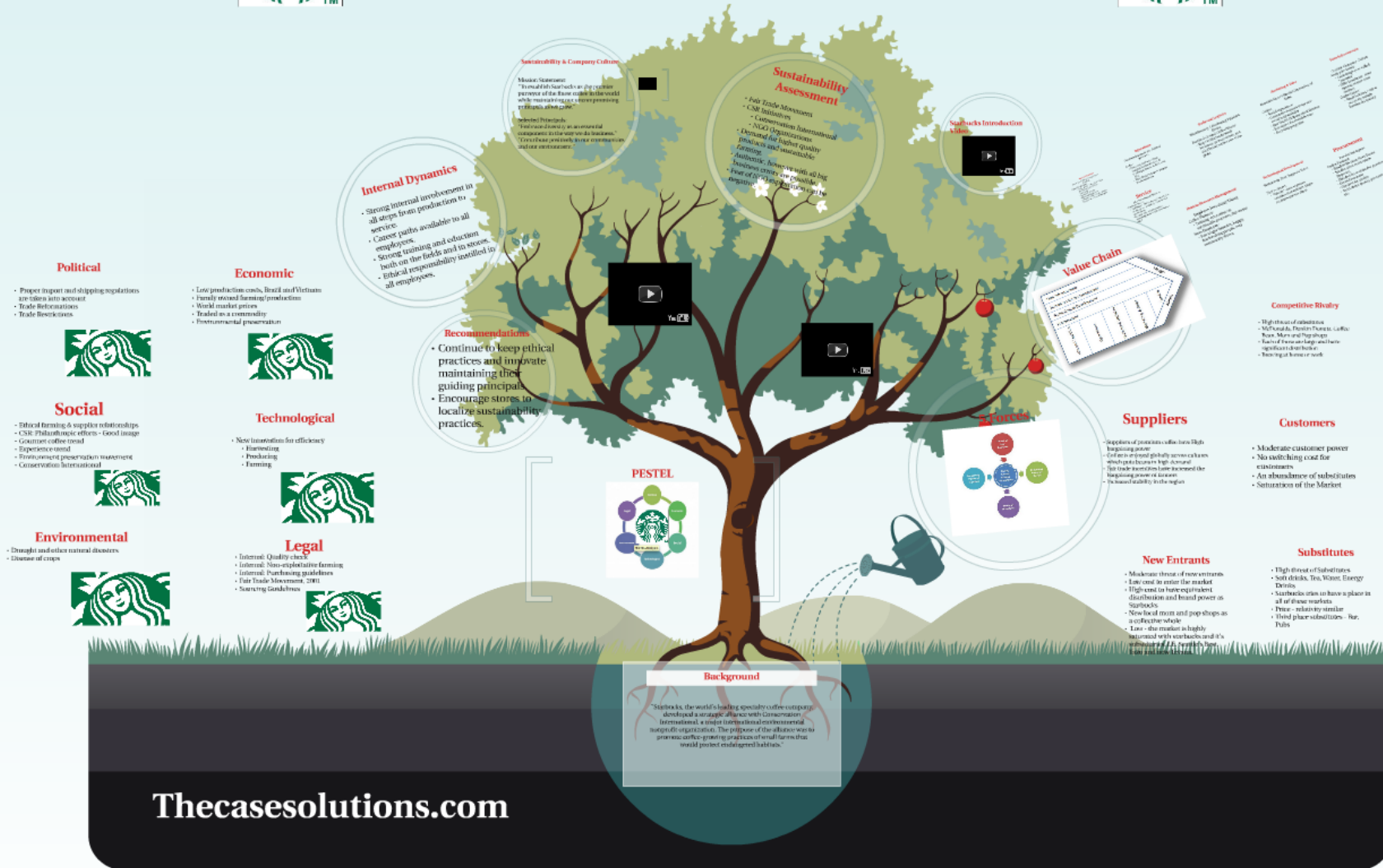


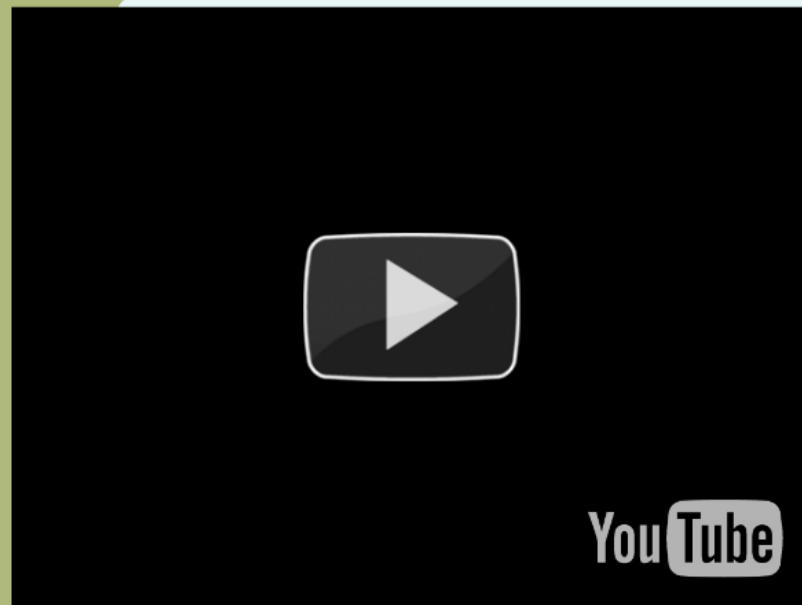




# STARBUCKS AND CONSERVATION INTERNATIONAL



# Starbucks Introduction Video



The background of the slide features a stylized illustration of a tree with thick, brown, gnarled branches extending across the top. From these branches, numerous roots of varying thickness and color (ranging from dark brown to light tan) descend into a light blue, semi-transparent rectangular area that represents the ground. The top of the slide shows green grass blades. The overall design is clean and modern, with a focus on the 'roots' metaphor.

## Background

"Starbucks, the world's leading specialty coffee company, developed a strategic alliance with Conservation International, a major international environmental nonprofit organization. The purpose of the alliance was to promote coffee-growing practices of small farms that would protect endangered habitats."