



Green Commitment: "We" Do It - Digital Marketing for an Eco-Friendly Cafe.

In the face of global climate change, "sustainable development" has evolved from a moral appeal into a critical operational issue that every industry must address.

Through the restoration of an old house, the sheltering of stray animals, and meaningful interaction with customers, 「我們。他們」 promotes a more conscious and environmentally friendly way of living.

To overcome the limitations of a physical storefront, this project proposes digital marketing strategies—website design and e-book creation—as key tools to promote environmental values, raise public awareness, and encourage eco-friendly actions. We hope this approach can transform customers' experiences from simply enjoying food into gaining a sense of fulfillment by supporting a meaningful cause, while also helping more people recognize the importance of environmental protection.

Website

To enhance the influence of the eco-friendly café, our team combined cultural heritage with modern technology by building a website as a promotional platform, with the aim of helping more people discover and recognize the value of eco-friendly cafés.



We hope to expand our influence through the website, increase public attention toward eco-friendly cafés, and encourage greater awareness of environmental issues.

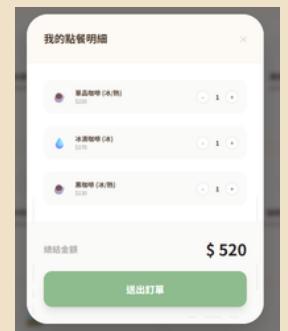
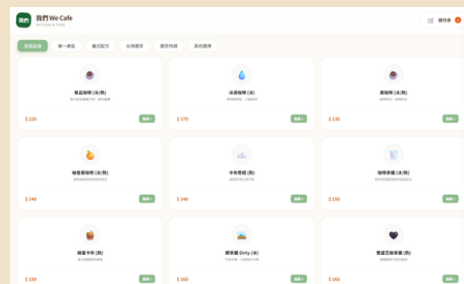


e-book



It mainly introduces the operating model of an eco-friendly café and the use of environmentally responsible ingredients. It also explains how the café is managed and the challenges of coping with losses caused by the high cost of sustainable materials. Through this e-book, we hope readers can better understand the unseen processes and hard work involved in running an eco-friendly café.

The website's ordering system



The website's ordering system allows customers to complete the ordering process in the most intuitive, convenient, and environmentally friendly way. Customers can access the system through their mobile phones or in-store devices to quickly place their orders, eliminating the need for paper menus and handwritten order slips. This effectively reduces paper waste and reinforces our commitment to environmental sustainability.