



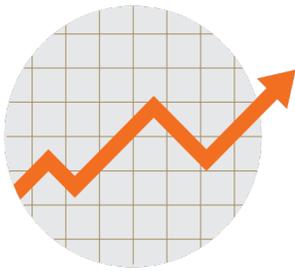
SUSTAINABLE COFFEE CHALLENGE

The Sustainable Coffee Challenge

The Sustainable Coffee Challenge is a collaborative effort of companies, governments, NGOs, research institutions and others working to transition to a fully sustainable coffee sector.

But sustaining coffee in light of climate variability, aging trees and farmers, and volatile markets will require new collaborations that effectively scale-up efforts. Challenge partners are working together to tackle some of the most pressing issues facing coffee.

COLLECTIVE ACTION NETWORKS



COFFEE AND FOREST MONITORING + MAPPING

Identifying innovative ways to map and monitor the extent of coffee and forests and how they are changing over time



SCALING UP SUSTAINABLE COFFEE SOURCING

Sharing experiences and lessons to help companies establish and achieve sourcing commitments; exploring metrics and measurements across schemes to align and recognize shared progress



IMPROVED LABOR CONDITIONS AND SUPPLY

Ensuring a continued supply of labor and promoting good labor conditions across coffee-producing countries



COFFEE FARM RENOVATION AND REHABILITATION

Meeting the global need to rejuvenate coffee lands, while applying best practices that restore productivity and conserve nature via ongoing R&R efforts

GET INVOLVED!

Please visit sustaincoffee.org for more information and email scc@conservation.org to learn how to get involved.

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COLLECTIVE ACTION NETWORKS



COFFEE AND FOREST MONITORING + MAPPING

Climate change could cut suitable areas for growing coffee in half by 2050. The areas remaining will be at higher altitudes, which often harbor the last remaining in-tact forests. Coffee can help conserve these forests or it can put pressure on them.

GOAL: Better understand the current areas under coffee production and monitor how they are changing over time.

Partners in this Action Network work together to develop a coffee and forest mapping and monitoring toolkit that enables them to:

1. Identify where coffee poses the greatest risk of forest loss or opportunity for reforestation
2. Understand coffee production systems, their prevalence and how they are shifting
3. Monitor changes in coffee and forest cover in target landscapes



IMPROVED LABOR CONDITIONS AND SUPPLY

Labor is the leading cost of production on coffee farms. Climate change, diseases and volatile coffee prices affect long-term supply of labor to coffee farms. Improved labor conditions can reduce the reputational risk to the coffee sector, set an example for the broader agricultural sector, and attract new investments to coffee.

GOAL: Inspire a coffee sector in which forced labor and child labor are eradicated and working conditions enable all workers to prosper.

Partners in this Action Network engage in multi-stakeholder dialogues to assess labor problems and identify long-term solutions. Partners share knowledge on best practices to improve farmer prosperity, create a guidance document, and develop a pre-competitive tool to assess labor risks in producing countries.



SCALING UP SUSTAINABLE COFFEE SOURCING

Coffee producers face a range of challenges from climate change to volatile market prices that threaten the long-term viability of coffee. Purchasing coffee on terms that reward producers who invest in sustainable production practices could transform the industry.

GOAL: Inspire sourcing commitments through increased purchase of sustainable coffee across the supply chain and accelerate progress by sharing experiences, lessons learned and approaches.

Partners in this Action Network seek to increase the demand for sustainable coffee by clarifying the business case for all actors. Supporting resources help to build a roadmap and guide best practices for sourcing.



COFFEE FARM RENOVATION AND REHABILITATION

Coffee-growing regions around the world are feeling the impact of aging trees and diseases - such as coffee rust - on the quality and supply of coffee. Supporting coffee farm renovation and rehabilitation becomes a critical element in ensuring the longevity of the industry, without expanding the footprint of coffee into forests.

GOAL: Accelerate the responsible renovation and rehabilitation of coffee farms, making it possible for every coffee farmer to undertake these efforts as a regular part of doing business.

To address the need for healthy and productive trees, partners in this Action Network have set a collective target of sustainably renovating and rehabilitating one billion trees. Partners are sharing experiences, coordinating efforts and resources, and are developing a "guidebook" on responsible R&R.

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