

WE ARE UP TO THE CHALLENGE

Our collective commitment for a sustainable coffee sector

TODAY'S CHALLENGE

The Sustainable Coffee Challenge is a **movement of over 150 like-minded partners** – representing companies, governments, trade associations, civil society, research institutes and others – working together towards our **joint vision to make coffee the world's first sustainable agricultural product**.

The world has changed significantly since we formed the Sustainable Coffee Challenge five years ago. So has the coffee sector. We have met some challenges, but new and even greater ones have emerged. Environmental risks – climate action failure, extreme weather, biodiversity loss, natural disasters and human-made environmental disasters – now present the greatest risk to economic stability and social cohesionⁱ. Global movements led by youth activists and scientistsⁱⁱ are urging governments and business to step-up and fund sustainable, nature-based climate solutions that benefit people and our planet. And a global pandemic has forced us to recognize and reckon with the fragility of the sector in new ways.

As we grapple with the challenges facing our planet and the global coffee community, the partners in the Sustainable Coffee Challenge are committed to **ensure a fair, equitable and diversified supply of coffee that meets growing demand** at a time when **climate change** is reducing the area suitable for production and **low commodity prices** are making coffee less profitable for farmers.

MEETING THE CHALLENGE: OUR 2050 GOALS

As a tree crop farmed by millions, coffee has the potential to be a sustainable, natural climate solution and once again lead the way on sustainability within the agricultural sector. Coffee consumption continues to rise globally and meeting this would require at least **doubling production levels by 2050**. If the sector can do so on the existing **10 million hectares** of coffee lands over the next 25 years, we can **improve the livelihoods and economic viability** of farmers and workers, **conserve 10M hectares of forest**, and **avoid at least 1.5GT of carbon emissions**ⁱⁱⁱ.



To realize this potential by 2050, we have established the following goals:

1. **People** - Improve the livelihoods of coffee farmers and workers – improving their well-being as part of the transition to a living income (SDG1, SDG8).
2. **Planet** - Conserve 5 million hectares of forest and restore 2.5 million hectares tree cover in coffee landscapes (SDG15). Secure at least 1.5GT of carbon emissions (SDG13).
3. **Coffee** - Ensure a sustained supply of coffee from a diversity of origins by doubling smallholder production on existing area. (SDG2).
4. **Markets** - Transition the entire coffee market to sustainable sourcing (SDG12).

These goals link to the UN Sustainable Development Goals and enable us to show coffee’s contribution to that global agenda. In addition to the direct links between the SDGs and the 2050 goals, coffee sustainability efforts contribute to a wider set of SDGs, e.g. SDG5 gender equality, SDG10 equity, etc. As a coalition we contribute to SDG17 partnership for the goals, and work towards showing how commitments in the sector contribute to this wider global sustainability agenda.

FOUR TARGETS FOR THE NEXT FIVE YEARS: OUR 2025 TARGETS

To make progress towards these long-term goals, we must establish a set of clear, ambitious short-term targets that enable us to build and scale efforts over time. Each of these targets provides multiple benefits to coffee, people and nature. As the Challenge, we are aligned around the following 2025 targets.

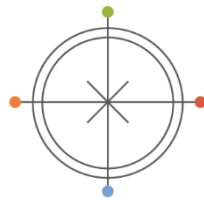
PEOPLE



IMPROVE LIVELIHOODS & WELLBEING

Establish Living Income/Wage Benchmarks in 80% of ICO member producing countries and initiate public-private interventions to close living income gaps and fully protect the rights and well-being of coffee workers.

PLANET



CONSERVE NATURE

Restore 1.5 million hectares of tree cover and conserve 500,000 hectares of forest and secure 100 million tonnes of carbon.

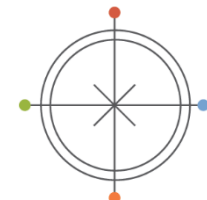
COFFEE



RESILIENT SUPPLY

Increase smallholder production by 11.9 million bags through renovation, rehabilitation, and technical investments on existing coffee farms to meet long-term demand from a diversity of origins.

MARKETS



STRENGTHEN MARKET DEMAND

Ensure at least 50% of global coffee purchased by roasters and retailers is sourced according to sustainable practices.

To underpin these efforts, we will work together in the collective action networks to develop road maps that define commitments and indicators that enable us to achieve and track progress against these targets.



Also, we recognize that the Sustainable Coffee Challenge will not be able to achieve these goals and targets in isolation. Therefore, we welcome and encourage other like-minded initiatives (e.g. ICO’s Coffee Public-Private Task Force and Global Coffee Platform) and industry associations (e.g NCA, SCA, ECF, etc.) to align with and adopt these goals as a joint compass for the global coffee sector.

OUR COMMITMENT: WHAT WILL WE DO?

Achieving these goals and targets will require ambitious commitments, close collaboration and unprecedented investments – **individual and collective** - in coffee communities and landscapes.

MAKE A PUBLIC COMMITMENT



As Challenge partners we commit to increasingly focus efforts on driving commitments and investments in coffee sustainability, particularly to the areas that advance progress towards the 2025 targets. We will track and report progress against these goals and targets via the Commitments Hub and contribute to an annual report documenting our collective progress.

DRIVE TRANSFORMATION BY ACTION



Recognizing that not all challenges can be tackled alone, in the Collective Action Networks we will **identify joint priorities and opportunities** to drive investments that tackle identified obstacles. Whether investments are made individually or as a collective, we will work in a coordinated manner to achieve measurable impacts at scale. In addition, we will contribute to making **open source resources** that help guide others in their efforts.

The Challenge will encourage and drive these efforts, particularly in the 4 themes highlighted below:



For more information on the Sustainable Coffee Challenge or the 2050 goals + 2025 targets, email us at scc@conservation.org.

ⁱ [Global Risk Report 2020](#)

ⁱⁱ <https://www.conservation.org/video/nature-now-video-with-greta-thunberg>

ⁱⁱⁱ World Coffee Research and Conservation International (Coffee in the 21st Century) have each independently projected 2050 demand for coffee to be at least doubling compared to current levels. Assuming a hectare of tropical forest stores 165 tons of carbon, we can calculate the potential carbon savings from avoiding coffee expansion. In addition, Jha et al 2012 estimated that 41% of coffee area has no shade production and estimated the extent of shade systems in each country. Rikxoort et al 2014 estimated the carbon in different coffee production systems. We combined these figures to estimate the carbon potential from improved shade management.