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I. Introduction

Purpose of Commitments & Reporting

The Sustainable Coffee Challenge hosts a place for stakeholders to publicly state their commitments to sustainability and report on progress over time in an online, open-source platform called the Commitments Hub.* Hub engagement is one of the expectations and requirements of partners in the Challenge.

The idea of the Hub is that by shedding light on commitments made by stakeholders throughout the sector, we can better leverage them to form new partnerships and inspire others to act. While the coffee sector has invested heavily in sustainability for decades, we recognize that the complex issues facing the sector require a wide range of solutions and commitments. Transparency of sustainability commitments means stating them in a shared space and reporting progress. The Hub sets out to:

- Develop a shared understanding of our collective action on sustainable coffee production
- Drive new and more ambitious commitments to sustainable coffee
- Stimulate necessary investment for transforming the sector

*Please note that the re-designed Hub platform now includes the process and survey form to join/become a partner in the Challenge as well as to state and report on commitments!

II. Quick Steps

How to Enter the Hub

- Visit SustainCoffee.org
- Click on “Commitments” in the toolbar, then click the “Start One” and “Enter the Hub” buttons
- Register your organization with Hub partner, Goodera
- Receive login details from Goodera via email and log-in to the Hub

In the left menu of the Hub, select “State Commitments” and then choose between:
  a. Are you ready to join the Challenge?
  b. Are you ready to state a commitment?
  c. Do you want to state another commitment?
  d. Are you ready to report against your commitment?
**Need-to-Know Information Before You Enter**

When we talk about the Hub, we are referring to two parts; there is the front-end public-facing Hub which lives on sustaincoffee.org/commitments (image left, below) and the back private platform which houses the commitments, reporting data and partner information in a secured format, powered by Goodera (image right, below).

The Hub platform is your one-stop shop to state commitment(s), report against your progress and/or to join the Sustainable Coffee Challenge. You will enjoy clean UX, including vertically-oriented surveys and answers that auto-populate between forms.

*We encourage one user/email designated per organization to facilitate optimum platform usage. More information below.*

**Access for Several Users Within the Same Company**

A unique log-in is created for each individual who requests access to the Hub. This means that multiple members from one organization can log-in to state a commitment. However, **please note** that the various accounts from the same company or organization are **not** grouped by the system. Practically, this means that only the person who states the commitment in the system will be able to access that commitment in the future. Therefore, we suggest that there is internal coordination prior to submission of commitments – to either use a common log-in email (e.g. info@coffeecompany.com) or to delegate data entry + reporting to one person.
III. Commitments & Reporting 101/Basics

What’s a Commitment?

Commitments generally take the form of investments and actions taken to achieve specific targets or outcomes. We strongly encourage you to develop commitments with the following principles in mind:

- **New or active commitment**: Every commitment that is stated via the Sustainable Coffee Challenge Commitments Hub should be either a new commitment or an existing commitment that has yet to be achieved.

- **Incorporates SMART objectives**: Commitments should be specific in what they set out to achieve, incorporate measurable targets, be ambitious in nature, relevant for the industry, organization or supply chain targeted, and time-bound.

- **Aims for impact**: Commitments should consider the contribution to one or more of the North Star elements – prosperity & wellbeing of producers; forest, water and soil conservation; and/or sustained supply of coffee.

- **Can be reported at set intervals**: Organizations should enter commitments that can be reported on in the system on an annual or semi-annual basis with 1st, 2nd or 3rd party data.
Examples of SMART Commitments

- **NGO**: Establish the gender equity principles for the coffee sector and promote the uptake by 50% of the industry by 2020.
- **Importer**: Invest 5% of annual earned revenues in programs to keep farmer’s farming such as youth education programs.
- **Government**: Establish a sourcing policy that requires 100% of coffee purchases to be sourced as sustainable by the end of FY17.
- **Retailer**: Increase the total global volume of coffee certified by 3% in 2017.
- **University**: From 2016 onwards, commit to a minimum of 50 undergraduate students who have research projects involving sustainable coffee.
- **Government**: Increase tree cover in Sumatra by providing 5 million trees (timber or fruit) to be planted on coffee farms by 2025.
- **Retailer**: Increase access to education in the Yirgacheffe region of Ethiopia by improving 3 educational facilities.
- **Government**: Create a consumer awareness + education campaign to increase sustainable consumption in Japan by 10% over 5 years.

Please check the commitments section of [sustaincoffee.org](http://sustaincoffee.org) to see a list of commitments that have already been stated.

**Eligibility to State Commitments in the Hub**

Any company, NGO, government, or other actor working on sustainability in the coffee sector that has registered and created an account at [www.sustaincoffee.org](http://www.sustaincoffee.org). Commitments, Start One, Enter the Hub, can enter the Commitments Hub and state their commitment.

The Hub is not just for the private sector. The Sustainable Coffee Challenge believes that all stakeholders have a role to play in driving demand for sustainable coffee and transitioning the sector to sustainable production. As such, commitments to a sustainable sector may come from governments, NGOs, producers and trade associations in addition to traditional market players.

**Benefits to Stating a Commitment via the Sustainable Coffee Challenge**

The Sustainable Coffee Challenge is a neutral, third party space for publicly stating and reporting on commitments alongside others in the industry. By using the Commitments Hub, coffee sector stakeholders demonstrate a commitment to transparency. Apart from being able to clearly track individual commitments, stakeholders will have the ability to show how their commitments contribute to increased sustainability in the sector. Within the sustaincoffee.org website, partners can identify peers with similar types of commitments – both in terms of objectives and geography.
**Best Practice for Commitments Made in Partnership with Others**

If your organization works with partners on a specific initiative, it is up to you and your partners to determine who should submit the commitment. It depends on the type of partnership and the actors involved. For this reason, the Sustainable Coffee Challenge asks that you clearly state the partners you are working with. The Challenge suggest that you look at the commitment to determine whether it should be reported against in a comprehensive manner, or if there are different components that naturally make sense for individual partners to state and report against. You could also consider breaking the commitment up into several commitments based on target focus to facilitate and clarify reporting roles.

For example, a roasting company that purchases from multiple traders – all of which have sustainability programs in place with suppliers in a value chain based on roaster financing – might make the following commitment: “By 2020, company X will source 100% of its coffee through a comprehensive sustainability program that ensures adoption of best practices in addition to providing technical assistance to improve productivity.”

If one of the traders within the value chain also wanted to state a commitment, they may consider stating a larger commitment that extends beyond that of the roaster referred to above. For example, the trader commitment could read: “By 2020, 75% of our suppliers in country X will be participating in a technical assistance program focused on increasing productivity by 25% over a five-year period.”

The roasting company would report on volume metrics sourced via the program, while the trader would report on suppliers receiving technical assistance and the average increase in yield over time.

**Best Practice for Multiple Commitments**

If you have numerous commitments, please state each commitment separately in the Commitments Hub. A good way to determine if a commitment should be listed separately is if it has a different target date and/or goal.

**Once Commitments are Stated & Submitted in the Hub**

The commitment will show up on www.sustaincoffee.org, and on an annual basis, you will be asked to report progress against that commitment.

*If you need to edit or change your commitment, you may do so by sending a request to the Sustainable Coffee Challenge team at scc@conservation.org. A member of our team will then contact you to understand the reason for the change and assist you in making the update.*
**Verification of Commitments - Challenge & External Parties**

The Sustainable Coffee Challenge does not provide verification of commitments entered in the Hub. Once stakeholders begin reporting results, they will be required to state if their results have been 1st, 2nd or 3rd party verified. In turn, they will be asked to upload any documentation related to that verification. The type of verification category will be made public alongside the commitment.

It is important to note that stakeholders can use the Sustainable Coffee Challenge logo to show that they are partners and contributors to the Challenge, but this does not represent an endorsement of the commitments made via the Hub.

**Potential Identification of Priority Themes or Origins**

The initial phase of capturing commitments will create a better understanding of the types and breadth of sustainability initiatives currently underway (e.g., who is doing what). The Hub will also facilitate identification of priority themes or origins where those commitments are focused. Once stakeholders begin to report results against the commitments, the Challenge will serve as a resource that provides an understanding of the state of sustainability and the impacts that investments are making. This knowledge should enable the Challenge to drive additional investment in successful programs to more efficiently scale and replicate them.

**Security of Hub Data**

The Sustainable Coffee Challenge has partnered with Goodera to develop, host and manage the Commitments Hub. Goodera uses a secure cloud-based network that understands that data security is of paramount importance and has implemented very strict security protocols for data access and management. Goodera has been recommended ISO 27001:2013 certification systems, technology and processes that power the Goodera platform. Goodera’s compliance with the standard is being certified by BSI, an ISO certification body accredited to the American National Standards Institute – American Society for Quality Accreditation Board (ANAB). All electronic data and media transfer outside the Goodera secure virtual private cloud takes place over TLS (SSL) channels using 2048-bit RSA for key exchange.

**Vetting/Approval Process for Commitments and Other Hub Forms**

There is no formal approval needed for a commitment. The Challenge is developing principles for participants to consider when making a commitment, but it recognizes that each participant is at a different stage in their movement to sustainable coffee. Fundamentally, the Challenge seeks to encourage action and investments that incentivize sustainable production. Through dialogue within the network, participants can encourage each other to be more ambitious in their thinking.
Where participants are looking for guidance, assistance, feedback and advice on the commitments they are considering, CI can review a draft commitment.

**What to Expect If You State Commitments & Report**

1. **Your Personalized Coffee Sustainability “Profile Page”**
   - State a commitment in the Hub and automatically receive a public “profile page” which lives on sustaincoffee.org
     - Share your public URL with fellow industry actors and/or sustainability consumers!
   - Your commitment will feed into the Hub summary page, where users can explore commitments by name, actor type, by issue, by geography, by date and by SDG
   - If you’re a partner in the Challenge, capacity to influence your profile page increases; items at the header of profile pages are populated with data from your Partner Intake Form, including:
     - Partner Bio (50-word summary of your organization)
     - Partner Statement of Support (e.g. quote from a sustainability officer within your organization)
     - Action Networks (which Challenge Networks your organization participations in)
     - Partner Since Date (e.g. month and year)
   - As you report progress made against your commitment in % completed, the status fills up your virtual coffee mug with coffee. Reporting is generally on an annual basis for the previous year

2. **Inclusion in the Hub’s Coffee Sector Report**
   - Commitment metrics (e.g. weight, area, currency, people) will influence a yearly Sustainable Coffee Challenge report which will analyze the sector’s collective progress towards making coffee the world’s first sustainable agricultural product
   - State a commitment and report progress made against your commitment for your organization to be involved and highlighted in the report
IV. Commitment & Reporting Questions

Commitments Questions

The following questions are asked when stating a commitment in the Hub. The questions noted with an asterisk indicate that the answer will be publicly displayed on sustaincoffee.org in the profile page and/or summary page.

1. Name of organization*
2. Type of actor*
3. Upload organization/user logo*
4. What is your commitment?*
5. Which focus area is your commitment aiming to impact?*
   1. Improve Livelihoods, Conserve Nature, Strengthen Market Demand, Sustain Supply
6. Which of the primary intervention pathways (up to two) guide your commitment?*
7. When was this commitment made?*
8. What are your goals/targets?*
9. When will your goals/targets be reached?*
10. Select currency for this investment.
11. How much will you invest to realize this commitment and reach your stated goals/targets?
12. Which geography does this commitment target?*
   1. Africa, Asia, Europe, South America, North America, Global
13. Which regions within the above-mentioned country does this commitment target?
14. Which metrics will you use to monitor, and report progress made against your commitment? E.g. pounds, trees planted, yield, premium, etc.
   1. Metrics Table: Click “Add/View Data” on table and “Add Entry” to select the most relevant indicator/metric from the example drop-down list. If you do not see a relevant indicator/metric, please select “Others” and write your metric within the “Monitoring Metrics Description” box on the leftmost column on the table. Please also select your unit of measurement and cumulative target. The metrics that you select will populate into your reporting table.
15. Do your organization activities contribute to the renovation and rehabilitation (R&R) of coffee farms? Yes/No. If you answer yes to #15, you will be asked #’s 16-18. If you answer no, you will skip to #19. These R&R questions are to help ensure that your efforts are counted (here) towards our collective goal of 1B trees by 2025!
   1. Types of investments in R&R that should be counted include: loans for R&R, input provision (seedlings, agri-inputs), technical assistance provision, nursery development, development of educational materials/support tools, direct research that supports R&R, data collection/monitoring of R&R efforts, coordination/supervision of R&R programs.
16. Which countries are targeted for your R&R program activities?
17. Which types of R&R investments is your organization funding? Select one or multiple. [See #16, above for the list.]
18. Please select the R&R metrics that you will use to monitor and report progress. [Metrics include: US$ financed / invested in R&R, Number of trees distributed or sold, # of hectares renovated or rehabilitated, # of unique farmers receiving services in support of R&R]
19. Is this commitment made in partnership with others?
20. If this commitment is made in partnership with others, who are your partners?*
21. If your commitment was made in partnership with others, which partner will be responsible for reporting?
22. Which SDGs are related to this commitment?*

**Reporting Questions**

Please note that your commitment text and metrics will auto-populate into the reporting survey.

1. What percentage best represents your current state of overall progress on this commitment?*
2. Please report yearly cumulative progress on metrics within the metrics table.
3. Provide a short, written summary of overall progress made on this commitment. This exact text will appear on the public sustaincoffee.org website. You can also upload back-up documentation, if you wish.*
4. What method are you using to provide backing to your reporting progress? You may also select other and provide a description of your assurance approach in the comments box. If can upload assurance documentation, it will not be shown on your partners page.
   1. Self-reported, NGO partner, 3rd party audited, other
5. I acknowledge that my organization is responsible for reporting on behalf of the program.

V. Joining the Sustainable Coffee Challenge 101/Basics

**Actors Eligible to Join**

All industry players, governments and nonprofit organizations are welcome to join the Challenge. Recognizing the importance of everyone from farmers to consumers, it is dedicated to finding industry-wide solutions. Challenge participants include producers, retailers, traders, roasters, importers, industry associations, governments, donor agencies and other NGOs.

**Costs/Time Investment of Challenge Participation**
There are no fees associated with joining the Challenge. All participants are encouraged to publicly make and report on commitments in the Commitments Hub and (as possible), and to participate in monthly “Collective Action Networks” with others in the Challenge to share experience and spark additional action.

**Requirements for Joining & How-To Join**

1. Align with the vision of making coffee the world’s first sustainable agricultural product by sharing a statement of support and lending your name and logo to this effort.
2. Join the movement of increased transparency of sustainability efforts across the sector by stating your commitment to sustainable coffee on the Commitments Hub and reporting on your progress. *(We encourage new partners to state a commitment within 90 days of joining, but we understand that it can take more time to align internally and will work with you on that timeline.)*
3. Engage with other Challenge partners by joining a Collective Action Network to advance sustainability across the sector. Monthly, these Networks convene virtually on a conference call. Read more about the four different Networks, [here](#).

The partner intake form lives on the Commitments Hub. First, please sign up for a new account, login and then select “Are You Ready to Join the Challenge” in the “State Commitments” menu. The partner intake form will populate within “My Forms.” The form, which will onboard you into the Challenge community, will ask about items in the 3 points above, e.g. statement of support, logo and company details, etc, and will ask which Action Networks you have interest in.

Please note that when you elect to become a partner in the Challenge, your organization will undergo a due diligence review to assess any possible risk before announcing the organization as a Challenge partner.

**Partners Currently Involved**

Since its launch in December 2015 at COP21 in Paris, the Sustainable Coffee Challenge has grown to include more than 140 partners, including industry players — ranging from mainstream to specialty — as well as NGOs, universities, donor agencies and certification bodies. In June 2016, the governments of Rwanda and Mexico announced participation in the Challenge, as the first two coffee producing countries.

**VI. Coffee Sustainability & the Challenge**

A Shared Definition of Coffee Sustainability
The Challenge’s shared definition of sustainability is based on a guiding compass that drives actions in four focus areas: prosperity and wellbeing of people across the coffee value chain; conservation of forests, soil and water; a sustained supply of coffee; and market demand. All of this underpinned by a focus on farmer profitability.

**How Partners Contribute to Making Coffee Sustainable**

Participants in the Challenge focus their efforts based on where they can have the most impact, within a framework that allows the Challenge to assess how collectively we are tracking against these elements.

**The Sustainability Framework**

The Sustainable Coffee Challenge developed a sustainability framework to better understand how the investments and actions being made are made to spark greater demand for sustainability within the coffee sector. The framework consists of five key components: a common definition of success, a guiding compass, 15 intervention pathways, common impacts and outcomes and a common theory of change showing how the pieces add up to a collective whole. The framework was developed by the Sustainable Coffee Challenge partners together with the Global Coffee Platform as part of an inclusive and consultative process.

Having a common framework enables the Challenge to more effectively communicate about the efforts, to track progress, identify what else is needed, and inspire new partnerships and actions that stimulate demand and promote consumption of sustainable coffee and transitions the entire coffee sector to sustainable production.

**What “Building Demand for Sustainability” Means**

Demand has traditionally been viewed as something that has to come from market actors – consumers, retailers, roasters, traders and financiers. While these actors can and should stimulate demand for sustainability through market-based mechanisms, governments, NGOs and other actors can also send strong signals that they care about the sustainability of the sector and want to support the transition of coffee to becoming a sustainable product. For instance, a producer government can demonstrate its commitment through policies that reward sustainable production, sending strong demand signals to the coffee growers in the country. These signals are complementary to those sent via traditional market channels and serve to amplify them.

**Other Organizations Work on Sustainability for Coffee - Why the Challenge Is Necessary & Unique**

The Sustainable Coffee Challenge’s sector-wide focus on demand is a new approach, aimed at demonstrating the many pathways to sustainability and understanding how they
work together. It is dedicated to mapping commitments, actions and impacts in order to help develop shared learnings and stimulate more ambitious commitments and investments over time.

The Challenge is unique because it focuses on showcasing demand for sustainability through markets, as well as commitments made by non-market actors such as governments, NGOs, donor agencies and others. Our approach to developing a common framework is inclusive and recognizes various paths to sustainability. As an open coalition, we partner with all sector players and interested organizations and offer our insights and framework as resources for others to use.

**How We Will Know When Coffee Has Become the First Sustainable Agricultural Product**

We will have achieved our vision when all coffee is produced meeting sustainable practices. These sustainable practices will:

- Ensure coffee contributes to improved income and profitability for the 25 million coffee producers, workers and their families.
- Implement sustainable agricultural practices to triple productivity on existing 10 million hectares of coffee to sustain supply and enable the sector to meet rising consumption and the growing demand for coffee in a socially and environmentally responsible way.
- Prevent the clearing of one additional hectare of high conservation-value forest or depleting other natural resources for enhanced coffee production.

**How Existing Standards (Certification/Verification) and the Challenge Align**

The Challenge is not seeking to replace existing standards, which are valuable tools in helping some in the coffee sector meet sustainability goals. Rather, the Challenge works to better understand the non-certification commitments that are being made by the sector and how these contribute to the transformation of the coffee sector.

**The Challenge’s Contribution to the Implementation of the Sustainable Development Goals (SDGs)**

The Challenge has aligned our goals with the SDGs to ensure the commitments and investments being implemented also make progress toward the SDGs. By broadening the definition of sustainability, it is easier for countries to understand how sustainability commitments contribute to meeting the SDGs. For example, a commitment to support improved productivity and increased producer incomes could also contribute to the no poverty, zero hunger, good health and wellbeing, quality education and gender equality SDGs.
VII. Step-By-Step Guide to the Hub

1. Visit SustainCoffee.org. Click on “Commitments” in the toolbar, then click the “Start One” and “Enter the Hub” buttons

![Image of Commitments Page]

2. Register your organization with Goodera by clicking “Enter the Hub” on their page

![Image of Goodera Registration Page]

3. Receive temporary login details from Hub partner, Goodera, via email, create a new password and log-in!

   Existing Hub users (e.g. if you’ve already made a commitment), the system will already have your email. You may simply click “Login” and “Forgot Password” and follow the steps below
4. When you’ve set a new password and are ready to login, click “Login” in the upper right corner of the screen, enter your password and click “Sign In”
5. Please orient yourself with the new Hub homepage. Your left side menu includes three options: 1) My Forms, 2) State Commitments, and 3) Notifications. Please navigate to “State Commitments” on the left side and then “Get Started”

6. After you click, “Get Started,” you will be taken to the All-User Sign-In Form. We request this information from every actor.

Enter your information in the required fields and then select which commitment you’re ready to take. (Depending on your selection, an associated form will populate in “My Forms.”)

   a. Are you ready to join the Challenge?
   b. Are you ready to state a commitment?
   c. Do you want to state another commitment?
   d. Are you ready to report against your commitment?

Click “preview and submit” when you are done
7. You will receive a submission email from the Hub platform with the name of the form that matches your selection in #6. Click the orange button to access the form.
8. If you need to access the form manually, click on “My Forms” and select, under “Submission No.,” the link that states “Commitment-#.” (For new users, this will most likely be “Commitment-1.”)

Below, you can see that this actor had selected to join the Challenge, so the form is the “Sustainable Coffee Challenge New Partner Form,” with the form status, or in this example, “Pending,” and “View Task.”

Click on “View Task” to enter the form

9. Below is the screen that you will see once you select “View Task.” Previously filled-in forms live on the left side of the screen, and the new form, in this case, the New Partner Form, lives on the right.

At any time, you may download your form, but please note that the form auto-saves as you work.

At the bottom of the form, click “Submit” when you’re ready
10. Once you've submitted a form, you will receive another email acknowledging submission

11. If you would like to select an additional form, navigate back into the left menu bar, click on “State Commitments” and then click on which
commitment you’re ready to make. Here, the actor is ready to state a commitment.

Click “Preview and Submit” when you are ready.

12. Next, click on “My Forms” in the left menu and select, under “Submission No.,” the new link that states “Commitment-#.” New forms will live at the top of the Submission No. list.
13. To **report progress**, which is done on an annual basis, your commitment must first be approved by the Sustainable Coffee Challenge team. You then will have access to the reporting form in “My Forms,” under “Submission No.” and reporting is allocated each year (e.g. Year 1) with a survey required for each commitment made. Click on Commitment-# and then click “View Task” to select the reporting form, like #12, above.

In the reporting feature, the commitment survey lives on the left side of the screen, and the reporting survey lives on the right. The commitment text will auto-populate into the first box, and the metrics progress table will auto-populate with the metrics selected in the commitments form. Supporting back-up documentation can also be added.

When you’re ready to report progress, click “Submit”
14. Report progress against your commitment to be included in annual Hub reports. Below is the 2019 Commitments Hub Report link!

15. Thank you for joining the Challenge, stating your commitment(s), and reporting progress! Welcome to the Challenge!

Still have questions? If at any time you need help navigating the platform, formulating a commitment, entering it in the system or reporting, please feel free to contact us at scc@conservation.org -- we'd be more than happy to assist!