

WE ARE UP TO THE CHALLENGE

Our collective commitment towards people, nature and climate positive coffee

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 cohesion. Global movements led by youth activists and scientists 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.

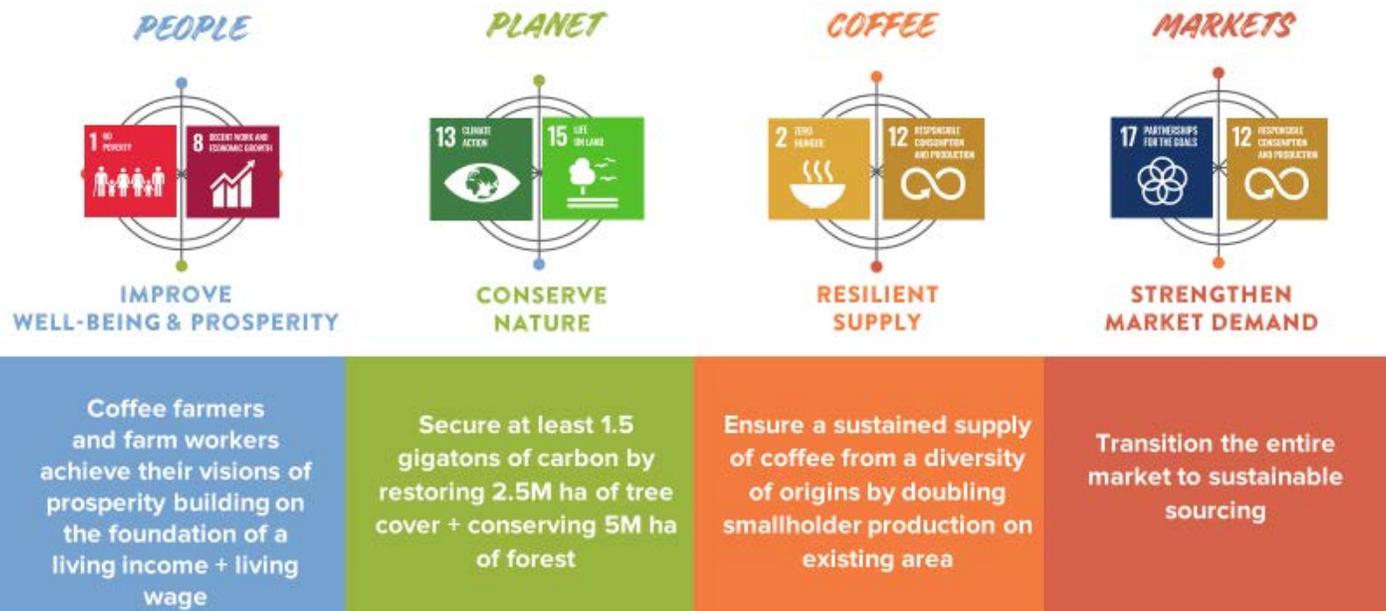
As we grapple with the challenges facing our planet and the global coffee community, the partners in the Sustainable Coffee Challenge are committed to **ensure a fair, equitable and diversified supply of coffee that meets growing demand** at a time when **climate change** is reducing the area suitable 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**¹.

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

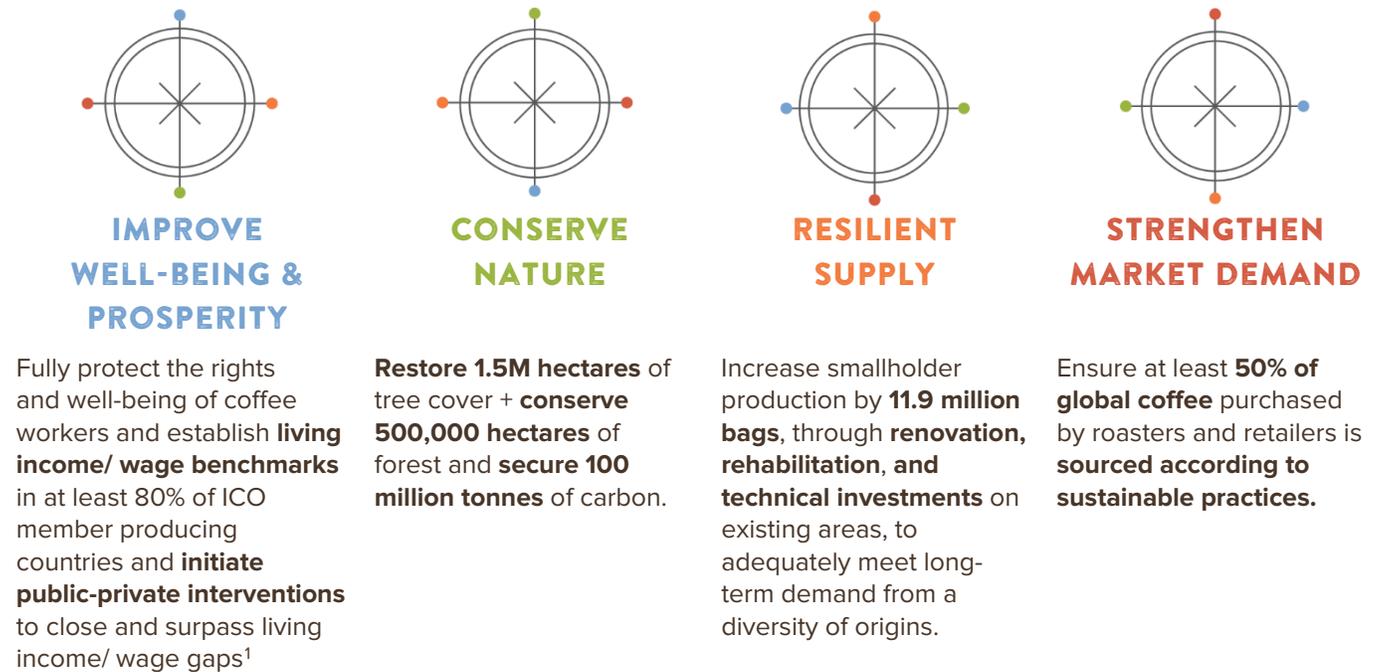




These goals link to the UN Sustainable Development Goals and enable us to show coffee’s contribution to that global sustainability agenda. In addition to the direct links between the SDGs and the 2050 goals, coffee sustainability efforts contribute to a wider set of SDGs, e.g., SDG5 gender equality, SDG10 equity, etc.

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.



¹ In support of and alignment with the ambitious goals of the ICO’s Coffee Public Private Task Force

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:



Farmer & worker well-being + prosperity

PEOPLE

Commit to partnerships and initiatives that advance living incomes and well-being of coffee farmers and workers.

Forest + Climate



PLANET

Commit to projects and partnerships that conserve and restore forests on coffee farms and in coffee landscapes, reducing emissions, avoiding land-use change and storing carbon in the process.



Resilient coffee supply

COFFEE

Commit to projects and partnerships that increase the resilience of coffee production, reduce carbon emissions from farming, and ensure a diverse portfolio of coffees into the future.

Sustainable sourcing



MARKETS

Commit to purchase of coffee produced according to verified best practices that conserve nature, improve income and well-being of farmers and workers, and ensures a resilient supply of coffee.

¹ 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.

