The Sustainable Coffee Challenge formed in 2015, is a multi-stakeholder movement of 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.

Challenge partners are guided by “Our Collective Commitment:” a jointly defined set of 2050 goals and interim 2025 targets to align the industry around a common path towards sustainability. In pursuit of these targets and ultimate goals, the Challenge operates on three pillars:

**AMPLIFY**
Scale impact by partnering to align and drive action in key coffee landscapes

**INFORM**
Enhance science-based decision making and priority setting

**ACCELERATE**
Strengthen transparency and accountability, and encourage ambitious commitments to drive sector transformation

**Partner Requirements**

The Sustainable Coffee Challenge is an inclusive and diverse network of coffee stakeholders. To deliver on our collective vision and ambitious goals, we rely on active participation and meaningful commitments from our partners. While the Challenge aims to avoid any barrier for actors to join and participate, we have a few basic partner requirements.

Based on your organization’s level of participation according to or beyond these requirements, your organization will be publicly categorized into one of the “Partner Circles” below. Some exceptions may apply for non-industry actors or under unusual circumstances at the discretion of the Challenge Secretariat.

**COMMUNITY CIRCLE**
- Aligns with the Sustainable Coffee Challenge vision and 2050 goals as part of the New Partner Application
- Committed to help amplify the Challenge
- Participates in one or multiple Collective Action Networks (CANs) and/or webinars + events
- Non-industry actors only (e.g., NGOs, associations, governments, etc.)

**ACTION CIRCLE**
- States + annually reports on commitment(s)
- New partners shall state commitment(s) upon joining
- Participation in CANs is strongly encouraged
- New commitments to be stated within 1 year after old commitment has matured
- In case of non-reporting a stamp / icon is added to commitment

**TRANSFORMATION CIRCLE**
- Public commitments contribute to the Challenge’s 2025 targets via use of standardized metrics when stating + reporting
- Participates in one or multiple Action Networks AND/OR
- Co-leads of Collective Action Networks
- Non-industry members of Advisory Council
- Companies interested in Challenge sponsorship shall meet “Transformation Circle” requirements
Partner Benefits

What do Challenge partners receive in return for their level of engagement in the Challenge, besides being part of a driven network working towards aligned goals with impactful opportunities for collective action? The following matrix offers a basic overview.

<table>
<thead>
<tr>
<th>Partner Benefits</th>
<th>PUBLICLY AVAILABLE</th>
<th>COMMUNITY</th>
<th>ACTION</th>
<th>TRANSFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCESS TO NEWSLETTER + PUBLIC WEBINARS</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>ACCESS TO TOOLS &amp; RESOURCES</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>RECOGNIZED AS PARTNER ON WEBSITE WITH LOGO (BY CIRCLE)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>INVITATION TO ACTION NETWORK CALLS</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>INDIVIDUAL PARTNER + COMMITMENT PROFILE PAGE</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>ABILITY TO UTILIZE THE CHALLENGE LOGO ON PARTNER WEBSITE AND/OR CSR REPORTS*</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>RECOGNITION FOR “2025 TARGET ALIGNMENT” OF COMMITMENT(S) ON PROFILE PAGE</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>ELIGIBLE FOR COMMITMENT PROFILING IN HUB REPORT</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Must be approved by Challenge secretariat

Sponsorship

Please note that to ensure strong alignment between the Challenge mission and the organizations funding the Challenge, we will only accept voluntary financial contributions from industry partners that meet the Transformation Circle requirements. These dedicated partners demonstrate sustainability leadership within the industry and enable the ambitiousness and continuity of our coalition. We thank our current sponsors for their support and welcome you to join them! You can learn more about sponsoring the Challenge here.

Timeline

Note the following timeline:

- **March 2023**: We publicized the finalized Partner Circles and associated requirements and benefits.
- **May 2023**: We announced the draft Partner Circles at our annual All-Partner Meeting.
- **March 2023**: As always, June 30th is the annual Commitments Hub deadline. Please ensure you have at least one active commitment in the Hub and report progress for the previous calendar year on any commitments stated over 6 months prior. Extensions may be granted on a case-by-case basis by reaching out to scc@conservation.org.
- **Sep 1 2023**: Partner categorization by circles will be reflected publicly on the website and other Challenge materials.