



Program in Focus
SUSTAINABLE COFFEE CHALLENGE



The Sustainable Coffee Challenge is a catalyst for making coffee the world's first sustainable agricultural product.

We are a dynamic and diverse coalition from across the coffee sector, united in the belief that it is possible to grow coffee while improving the livelihoods of farmers and conserving forest, water and soil. This is our "Compass." We measure all of our efforts against it.

The coffee sector is at risk due to intensifying climate change impacts, pest and disease outbreaks, aging coffee trees and widespread poverty in producing countries – all while world demand for coffee continues to grow. These are complex issues that require a wide range of solutions. There are numerous pathways to sustainability and every individual, business and organization involved in coffee has a role to play. By sharing knowledge and experiences, we can stimulate demand for sustainability across the sector and spur the actions and investments necessary to meet head on challenges facing coffee. The Challenge is dedicated to transparency, participation, collaboration and systemic integration of all existing efforts to advance sustainability in coffee.

Who can join the Challenge?

All coffee sector players – including producers, retailers, traders, roasters, importers, industry associations, governments, donor agencies and other NGOs are welcome to join the Challenge. We are dedicated to transparency and to finding system-wide solutions, recognizing that there are many different paths to sustainability depending on where one sits in the value chain. Challenge participants include producers, retailers, traders, roasters, importers, industry associations, governments, donor agencies and other NGOs.

What will the Challenge do?

The Challenge will work to catalog, track and share experiences with sustainability programs in an effort to inspire others to action and amplify the results of individual efforts. By centralizing data surrounding participant commitments and monitoring progress against a common framework, the sector will be able to share lessons learned, demonstrate where additional investment will have the greatest impact and encourage participants to focus new commitments on actions that are having measurable results against sustainability goals.

How can my organization contribute to the Challenge?

The Sustainable Coffee Challenge is a coalition, and all participants are welcomed to contribute by:

- Publicly stating and reporting their commitments (current or new) via the Commitments Hub at sustaincoffee.org
- Joining one of our working groups to help shape the Challenge
- Participating in Collective Action Networks with others in the Challenge to share experience and spark additional action

By joining the Challenge, your commitments will be incorporated within this framework and can help to guide additional investment and adjust actions based on shared learnings.

Make a commitment, track your journey

The Commitments Hub showcases our collective investments and actions made across the coffee sector, enabling us to catalogue and track the progress that is being made toward our goal of making coffee the first truly sustainable agricultural product. Commitments generally take the form of investments and actions taken to achieve specific targets or outcomes. Within the Sustainable Coffee Challenge, partners have agreed that the following principles should guide commitments:

- **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 being 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.

Our partners

The Sustainable Coffee Challenge is managed and facilitated by Conservation International.

Partners include:

A Little Further South Coffee	Global Coffee Platform (GCP)	Rainforest Alliance
ACDI/VOCA	Hanns R Neumann Stiftung	Red Butte Coffee Roasters
African Fine Coffee Association (AFCA)	Hesselink Koffie	Rise Up Coffee
Ahold Delhaize	Human Beans 4 Peace	Root Capital
Allegro Coffee Company	Humanist Institute for Cooperation with Developing Countries (HIVOS)	Rwanda - National Agricultural Export Development Board (NAEB)
ALSEA	IDH Sustainable Trade Initiative	Rwanda Trading Company
Aoyagi Coffee Factory	Instituto del Café de Costa Rica (ICAFE)	S&D Coffee and Tea
Arizona State University	Intercontinental Coffee Trading (ICT)	SHIFT Social Impact Solutions
Art of Espresso	International Institute for Sustainable Development (IISD)	Solar Lifestyle
Balzac Brothers	International Women's Coffee Alliance (IWCA)	Solidaridad
Boncafe International	Java Mountain Coffee	Soulful Concepts
Café Africa	Keurig Green Mountain Inc.	Specialty Coffee Association (SCA)
Center for Coffee Research & Education	Lagom Coffee Roastery	Starbucks Coffee Company
Ceres Coalition	Lutheran World Relief	Sucafina
CIAT (International Center for Tropical Agriculture)	Mae Fah Luang Foundation under Royal Patronage	Sumerian Coffee
Co-Crear	McDonald's	Supply Shift
Coffee Quality Institute	Mercy Corps	Supracafé
Coffee Red	Mexico - Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA)	SustainAbility
Committee on Sustainability Assessment (COSA)	Mi Cafeto	Sustainable Commodity Assistance Network (SCAN)
Compañía Cafetera La Meseta S.A	Mother Parker's Tea and Coffee	Sustainable Food Lab
Conservation International	Moyee Coffee	Sustainable Harvest
Counter Culture Coffee	Multilateral Investment Fund (MIF) / Inter-American Development Bank	Tembo Coffee Company
ECOM Agroindustrial Corp Ltd.	National Cooperative Business Association CLUSA	TechnoServe
Efico NV	Nespresso	The Coffee Source
Fairtrade America	NuCafe	The Sustainability Consortium
Fair Trade USA	nuJava Coffee Company	This Side Up
Falcon Coffees	Pelican Rouge Coffee Roasters B.V.	Tuugane Cooperative
Farm Africa	PUR Projet	TWIN Coffee
Farmer Brothers		USAID
Finance Alliance for Sustainable Trade (FAST)		UTZ
Fundacion Cohonducafe		Vigilante Coffee Company
		Walmart
		World Coffee Research
		USDA Foreign Ag Service



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us at scc@conservation.org