



SUSTAINABILITY PROGRESS FRAMEWORK

Version 2.0

June 27, 2017

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Acknowledgments

The Sustainability Progress Framework is the result of the combined efforts of the following partners.



Acknowledgments

We are grateful for the contribution of the following individuals in the development of the Framework.

The Framework is the result of the individual and collective contributions of the following members of the Sustainability Framework Working Group, which has met every 2-3 weeks over a 12 month period on a voluntary basis.

Christopher Wunderlich and Amalia Speratti (SCAN); Kimberly Elena Ionescu (Specialty Coffee Association of America); George Watene and Juan Carlos Isaza (Global Coffee Platform); Jorge Berges and Elsebeth Nordlund (FairTrade America); Jennifer Gallegos (FairTrade America and International Women's Coffee Alliance); Joel Brounen (Solidaridad); Faye Yoshihara, Kathy Fry, Liz Sampson and Jennifer Schmidt (Mercy Corps); Gilbert Sindjou (Sucafina); Ignass Janssens and Hans Kroder (Pelican Rouge); Will Crosse, Matthew Bare and Jessica Grillo (Rainforest Alliance); Jenny Kwan (IDH); Kimberly Easson, Coffee Quality Institute; Juan Luis Barrios (Finca La Merced); Meredith Taylor (Counter Culture Coffee); Peter Konijn (Utz); Rick Peyser (Lutheran World Relief); Saurin Nanavati, Gabriela Soto and Jessica Mullan (Committee on Sustainability Assessment); Whitney Kakos and Colleen Popkin (Keurig Green Mountain); Laura Olson, Julie Anderson, Derek Bothereau, Harper McConnell and Kelly Goodejohn (Starbucks); Brooke Cantrell (Rwanda Coffee Trading Company); Olga Cuellar (S&D Coffee and Tea); Ashwina Mahanti, Hallie Eakin and Kevin Dooley (Arizona State University); Kellem Agnew Emanuele (International Women's Coffee Alliance); Niels Van Heeren (Co-Crear).

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Finally, we thank all of the Global Coffee Platform members who participated in the Joint Working Group to develop the proposed indicators.

Introduction



Introduction

The draft Sustainability Framework was developed over the past 18 months by a working group of over 50 individuals from 26 partner organizations.

The Framework started out as a process facilitated by the Sustainable Coffee Challenge as part of our road map. It involved partners representing roasters, traders, industry associations, NGOs and universities that have volunteered their time by participating in conference calls every 3 weeks facilitated by the Conservation International coffee team.

Through this process, we developed a common definition of success, standard language for impacts and outcomes and draft theories of change for 15 different intervention pathways.

Following a 5-month consultation process, we partnered with the Global Coffee Platform to develop Version 2.0 of the framework – and align on the definition of success as well as common outcomes and outputs for the sector.

We believe having a common sustainability framework for the sector marks a significant step forward for the coffee sector and will help inspire more investment and collective action.

Consultation Process

We convened approximately 200 stakeholders during a 5-month period via in-person meetings, webinars and surveys to solicit feedback on the Framework.

The objectives were to:

- Share and gather feedback on the Framework to strengthen it
- Socialize the purpose of the Framework and its uses
- Gain wide-spread buy-in via a participatory approach
- Identify support tools that can assist stakeholders in understanding and applying the framework (e.g. risk assessment, commitment guidance, etc.)

Version 2.0 of the Framework incorporates feedback from this process as well as the Joint Working Group of Challenge and GCP partners to develop common indicators

Introduction

We identified early on the need for a common sustainability framework for the coffee sector.

Having a common sustainability framework for the sector will enable us to **better understand how the investments and actions we are making in sustainability are contributing to a common set of outcomes.**

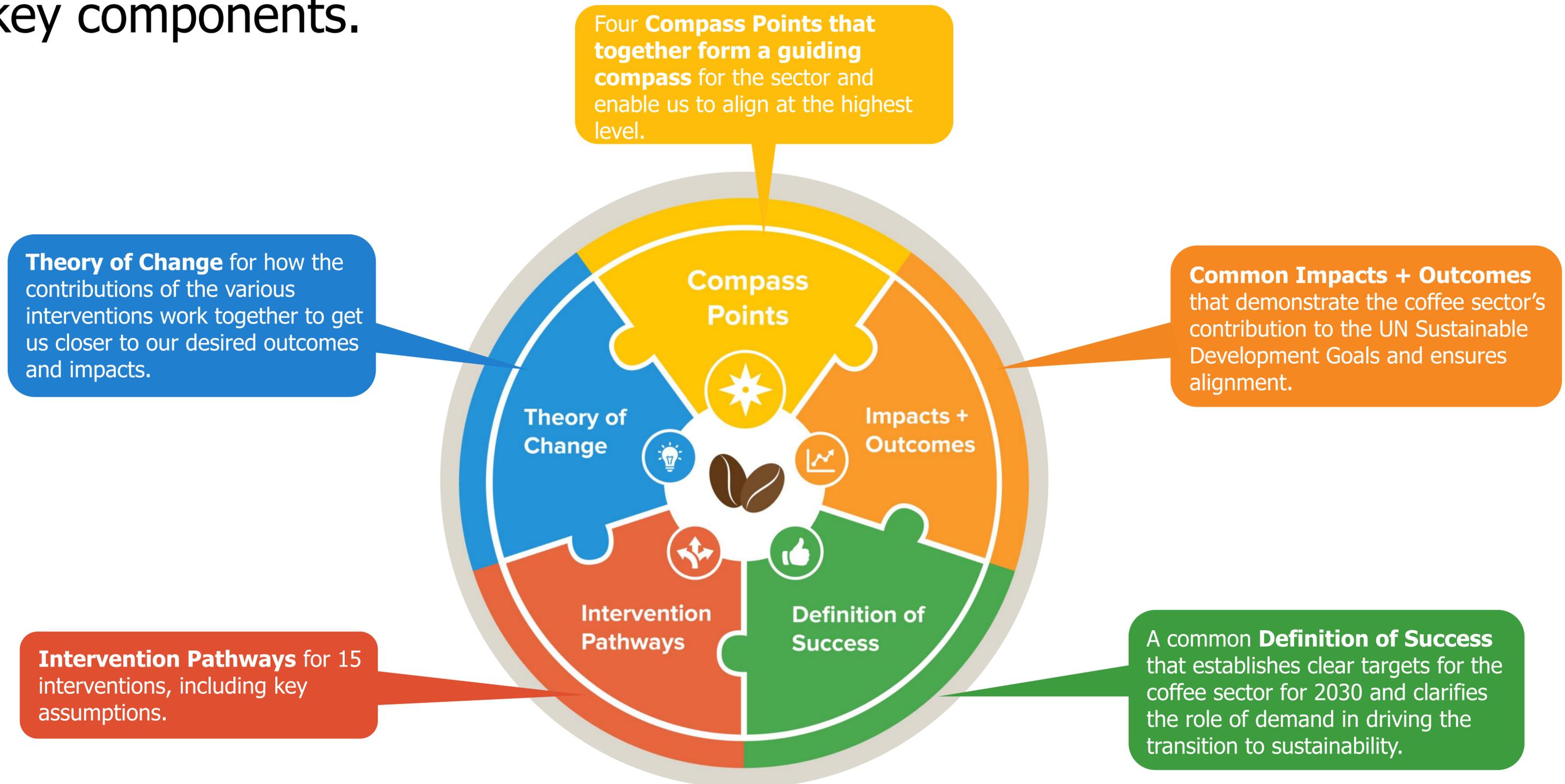
These outcomes contribute to the United Nations Sustainable Development Goals (SDGs), thereby demonstrating the contribution of the coffee sector to development. The SDGs serve as our impact areas and are guided by **4 compass points: improve livelihoods, sustain coffee, strengthen market demand and conserve nature**

A common framework will enable us to transition the coffee sector towards becoming the first sustainable agricultural product by:

- **Communicating more effectively** about our collective efforts
- **Tracking and reporting** on our collective progress and promote accountability
- **Inspiring** new and more ambitious interventions
- **Assessing effectiveness** + identifying where additional innovation, interventions and investments may be needed
- **Identifying opportunities** for enhanced collaboration

Introduction

The working group developed a Sustainability Framework consisting of 5 key components.





Our Definition of Success

Definition of Success

We will have achieved our vision of making coffee the first sustainable agricultural product when **ALL** coffee is produced and traded according to sustainable practices.

To achieve this we will work together to:



Ensure coffee contributes to improved income and profitability that advances sustainable development opportunities for the 25 million coffee growers, workers and their families;



Implement sustainable agricultural practices to sustain supply and enable the sector to meet rising consumption and the growing demand for coffee in a socially and environmentally responsible way;



Conserve primary and secondary forests, high conservation value areas **and** other natural resources for enhanced coffee production.

We believe that **market demand** from Challenge participants plays a critical role in sparking this transition, and look to a future when sustainable coffee becomes so prevalent that there is no longer a choice between sustainable and non-sustainable coffee in the market.

Producer and Consumer Country Governments have a clear role in promoting policies that incentivize sustainable practices.

Market actors also have a role to play in promoting, supporting and investing in context-relevant and specific interventions that provide the necessary incentives and shared value throughout the value chain.

Our Definition of Success

Meeting future demand for coffee could require tripling production by 2050.

We will need to produce an additional 4-14 million tons of coffee by 2050 to meet future demand.



Meeting this demand will require a renewed focus on productivity of coffee farms – tripling our current production levels.

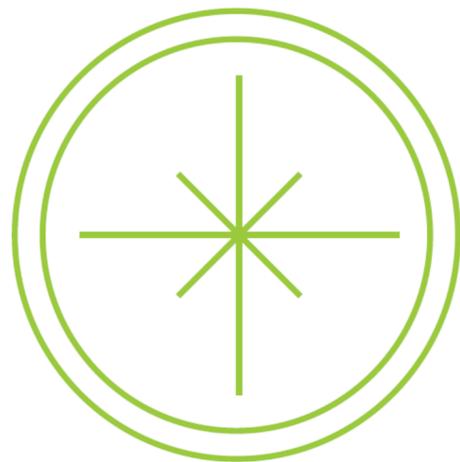


If we cannot triple production on existing coffee farms, we could see coffee expanding into new areas – potentially natural forests.



This is *the* challenge facing the sector and these factors serve as guideposts for defining success.

Our Compass





Our Compass

The four compass points serve as a guide to steer us collectively in the same direction.

We began developing the framework by focusing initially on the vision of sustainability included in these photos and then added words to describe collectively what that vision represented. These pictures and words became our compass – a rallying cry for what sustainability can represent within the coffee sector. They serve as a common vision of sustainability for the coffee sector around which we can all align.



Improve Livelihoods



Sustain Supply



**Strengthen Market
Demand**



Conserve Nature



© Conservation International/photo by Tory Read

The SDGs as our Collective Impacts

Our Collective Impacts

Coffee is a driver of sustainable development in the countries where it is produced.

The SDGs can serve as collective impacts for the coffee sector and help us demonstrate how our actions and interventions contribute to sustainable development.

- We analyzed the SDGs and concluded that the coffee sector contributes directly to 12 SDGs and indirectly to 5.
- Aligning our collective impacts with the SDGs enables us to align our investments and interventions with the priorities of coffee producing countries and demonstrate how together we are achieving the SDG targets.
- Demonstrating coffee's contribution to the SDGs helps to ensure our actions and interventions across the coffee sector lead to and contribute to collective impacts beyond coffee.



The UN Sustainable Development Goals (SDGs) establish development targets for our global community to reach by 2030. They have been agreed to by all nations.

Our Collective Impacts

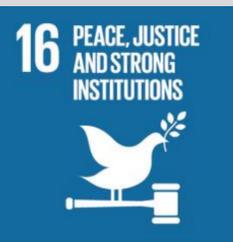
Social needs are great in coffee communities. Six SDGs serve as our collective impacts for the improved livelihoods compass point.



Improve Livelihoods



Coffee also contributes to these three other social impact SDGs, but often indirectly:

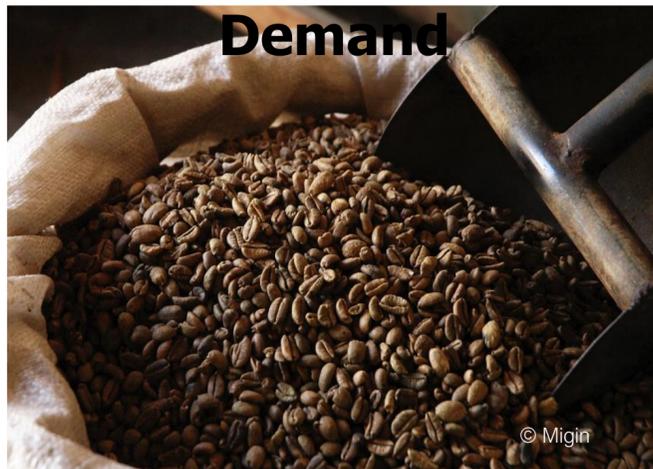


Our Collective Impacts

Improving farm performance and increasing productivity per hectare are critical to sustain the supply of coffee and strengthen market demand.



Strengthen Market Demand



Sustain Supply



We recognize the role of partnerships in achieving these and other impacts.



Our Collective Impacts

Clean energy, forest conservation and other climate actions are critical for achieving our desired impacts.



Conserve Nature



Coffee also contributes indirectly to the life below water SDG by controlling runoff and protecting watersheds

The icon for Sustainable Development Goal 14, 'Life Below Water', featuring a white fish and waves, set against a blue background.

Our Common Outcomes



Our Common Outcomes

The coffee sector speaks in the language of outcomes. Yet we have no common tongue.

Verification and certification programs and other interventions common in the coffee sector speak in the language of outcomes. Yet each has its own way of defining and prioritizing these outcomes.

The Sustainability Framework attempts to define a common set of outcomes that can begin to align our efforts and us aggregate our results. These common outcomes are based on a review of 15 interventions and the actions, outputs and outcomes that they aim to implement and achieve. We expect this list to evolve as we identify additional interventions and work towards common metrics.



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IMPROVE LIVELIHOODS

IMPACTS (SDGs)



LATE OUTCOMES

- **Equitable distribution of coffee income** throughout the value chain
- **Increased on-farm food production** for family consumption + as an additional source of income
- Reduced **infant mortality**
- Increased access to **medical** services
- Increased access to **education**
- Increased representation of **women, youth + minorities** in value chains + communities
- Increased % of farmers + workers earning a **living income/living wage**

EARLY OUTCOMES

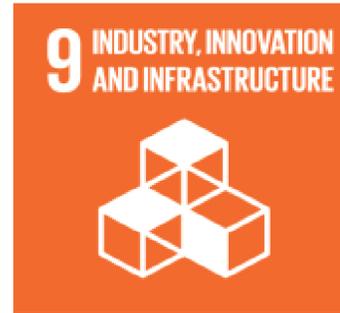
- Increased **capacity of farmers** + cooperatives to grow their businesses
- Improved access to **potable water** for farm households and workers
- Increased # workers on farms adopting **improved labor practices**
- Increased adoption of **improved labor practices** on farms (wages, rights, health & safety)
- Increased **awareness of rights** among workers

OUTPUTS

- # of farmers participating in training or other sustainability programs
- # workers trained on their rights
- # households benefitting from participation in sustainability programs
- # communities benefitting from participation in sustainability programs

SUSTAIN SUPPLY + STRENGTHEN MARKET DEMAND

IMPACTS (SDGs)



LATE OUTCOMES

- Improved farm income (profitability)
 - Reduced costs of production (costs/ha)
 - Improved prices received for coffee by producers (\$/bag)
- Increased farm resiliency
 - Improved resiliency of farmers (on-farm diversification / utilization of climate smart agricultural techniques)
- Optimized coffee productivity (productivity/ha)

EARLY OUTCOMES

- Improved quality
- Improved efficiency / reduced post harvest losses
- Increased adoption of good agricultural practices / #farmers adopting at least 70-80% of sustainability criteria*
- Increased adoption of climate resilient practices (# of producers adopting at least ~70% of best practices)*
- Increased purchases of sustainable coffee / % of sustainable coffee produced by project farmers sold as sustainable coffee into the market
- Improved market access

OUTPUTS

- Improved farm + mill infrastructure / # units installed or planted (e.g. wells, mills, trees, \$ disbursed in finance, etc.)
- # of bags produced by farmers in sustainability programs
- # hectares under coffee production
- # farmers reached (trained, receiving services, etc.)*

**disaggregate by gender + age*

IMPACTS (SDGs)



LATE OUTCOMES

- Improved water quality
- Improved water use efficiency

- Reduced greenhouse gas emissions
- Improved quantity + diversity of on-farm vegetation
- Reduced deforestation and forest degradation

- Increased energy efficiency/ adoption of renewable energy

EARLY OUTCOMES

- Increased adoption of water conservation practices (quality + quantity, mills + farms)

- Increased # hectares under conservation management
- Increased adoption of climate smart practices
- Increased adoption of forest conservation practices
- Increased adoption of soil conservation practices

OUTPUTS

- # farmers trained on environmental management practices
- # farmers participating in conservation programs
- # of coops with natural resources management plans
- # of hectares managed by farmers in sustainability programs

**disaggregate by gender + age*



Our Interventions

Our Intervention Pathways

The coffee sector is investing in a number of interventions aimed at addressing the key challenges facing coffee.

These investments take place both individually and as pre-competitive alliances.

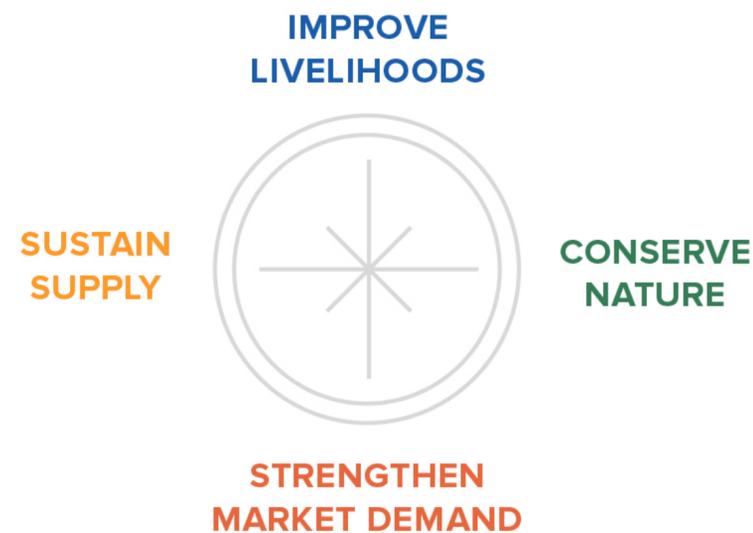
The interventions can be grouped around the Compass Points, with market demand acting as a driver of investments into the other 3 points.

In this way we can show how these interventions work together to drive sustainability. We can also demonstrate the linkages between the interventions, our common outcomes, collective impacts and the Compass Points.



Our Intervention Pathways

The interventions seek to address the many issues facing the coffee sector



LIVELIHOODS ISSUES

- Lack of worker rights, health + safety
- Lack of education opportunity
- Lack of economic opportunity
- Lack of medical services
- Poverty
- Hunger
- Inequality

SUPPLY ISSUES

- Disease + Pest Outbreaks
- Lack of infrastructure
- Lack of access to inputs
- Lack of access to training
- Labor shortages
- Climate disruptions
- Lack of consumer demand
- Lack of market demand
- Lack of enforcement of supportive policies
- Unsupportive government policies
- Lack of incentives for sustainability

MARKET DEMAND ISSUES

- Low coffee prices
- Lack of market access / linkages
- Market inefficiencies / lack of transparency
- Lack of producer organization
- Volatile coffee prices / market volatility
- Lack of research + lag time for implementation

CONSERVATION ISSUES

- Deforestation / Habitat + Species loss
- Poor water quality
- Lack of water access

Our Intervention Pathways

Although we are investing in a variety of different interventions, together they form the basis for a strong sustainability framework for the coffee sector.

We identified 15 initial interventions that represent areas of current investment and/or priorities for the future.

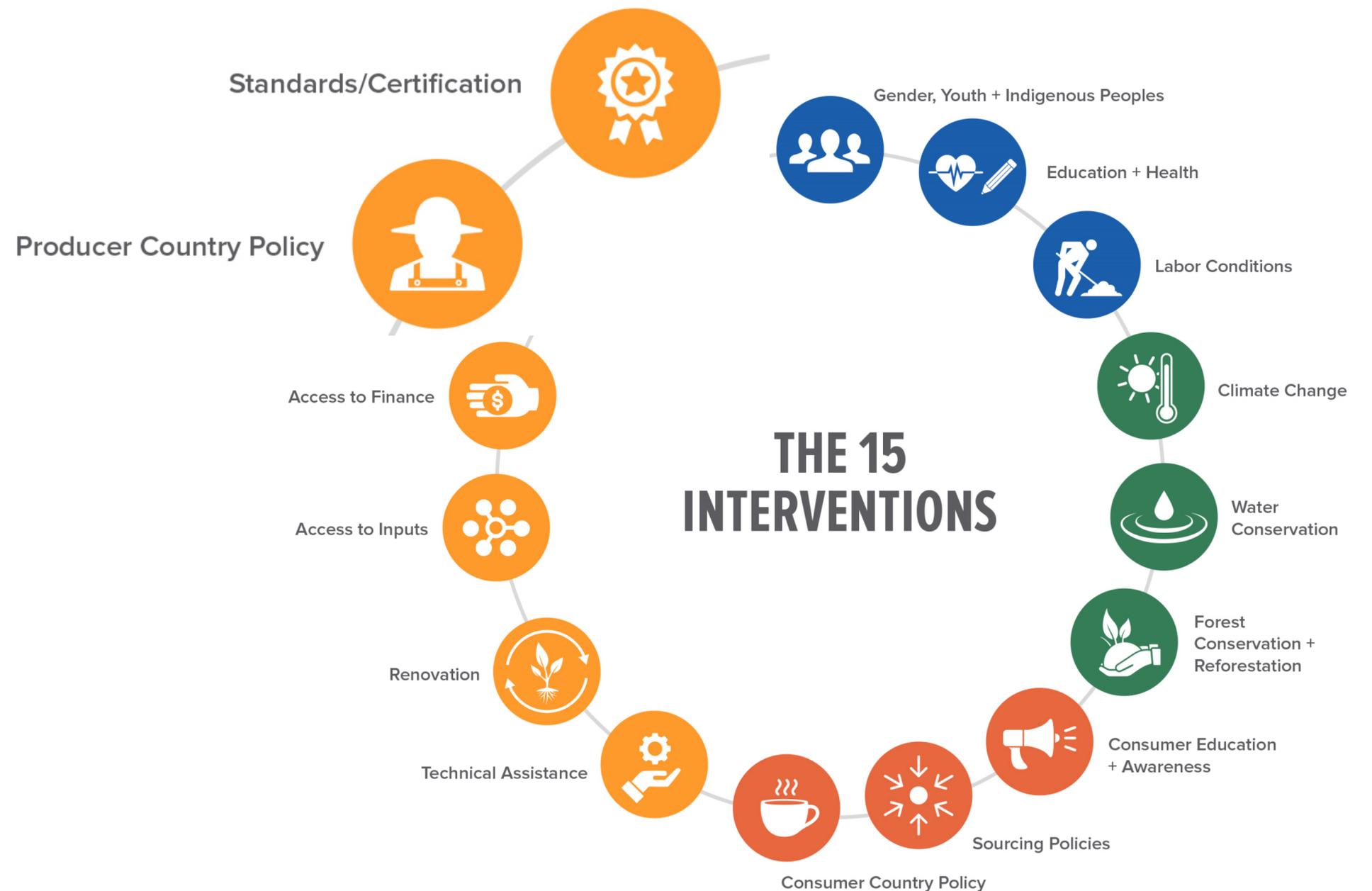
These interventions align with the common outcomes, impacts and compass points. They also consist of concrete actions and outputs that are often unique to each intervention.



Our Intervention Pathways

Producer country policies and standards/certifications play a unique role across the interventions and link to all 4 compass points.

Certification and verification programs consist of best practice standards that promote good practice across all 4 compass points. Producer country policies can provide the enabling conditions needed for success across all 4 compass points.



Our Intervention Pathways

When starting with social paths, we assume the intervention will improve livelihoods and create conditions in which nature and coffee can both thrive.



Our Intervention Pathways

Interventions focused on improving productivity and sustaining supply can create conditions that improve the well-being of producer communities and conserve nature.

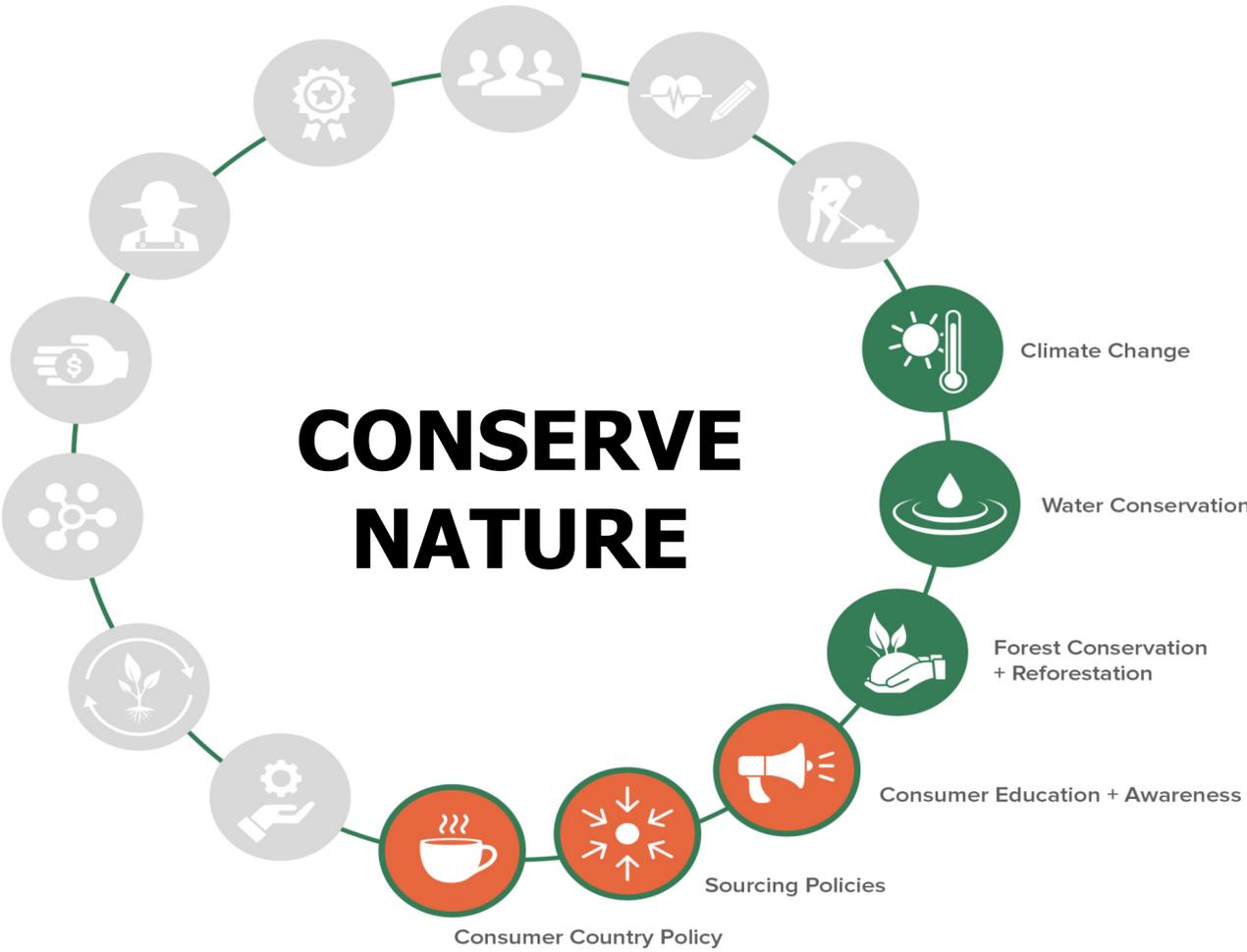


Market demand interventions can drive investment into programs that focus on supply.

Our Intervention Pathways

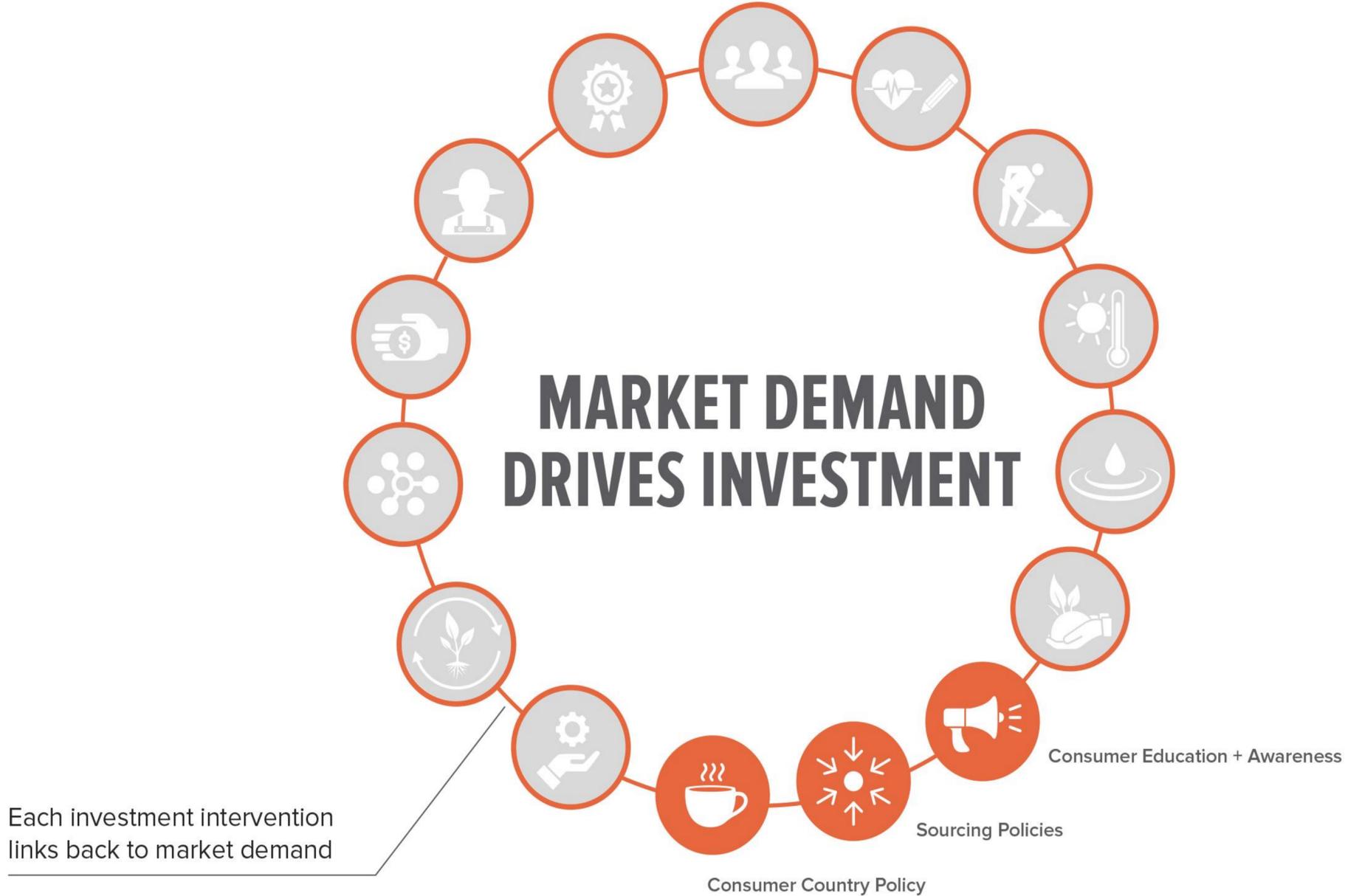
Nature provides the water, pollination and natural disease and pest controls that underpin coffee production.

Nature also provides the food, water, fiber, medicines and other values to coffee producing communities.



Our Intervention Pathways

Market demand interventions are not sufficient. They must be complemented by supply-side investments to achieve our vision.





The 15 Intervention Pathways

To access the detailed pathways with the assumptions please email us at scc@conservation.org

Our Intervention Pathways

For each intervention, the working group developed an initial pathway to impact.

The individual pathways lay out the enabling conditions, actions and outputs and how they align with the common outcomes and collective impacts.

The more detailed versions of these pathways also include key assumptions we make as we plan and implement our interventions. Understanding the assumptions can help in the design of monitoring programs that actually test them. It can also assist in identifying risks to the success of an intervention at an early stage.

Although each pathway is specific to a single intervention, the common outcomes and impacts enable us to see how numerous interventions work together to advance our goals.



The pathways build on the existing work and knowledge of partners working on these types of programs.

Intervention Pathways

The intervention pathways consist of 7 elements that form a common structure for understanding the theory of change underlying each one.

**see annex file for intervention pathways*



Compass Points	Desired goals of sustainable production that the coffee sector hopes to achieve. The compass points establish a common vision to improve livelihoods, conserve nature, sustain supply and meet market demand
Impacts	Desired long-term effects produced by the intervention that when monitored can track progress toward a program's goals (Increase in net income by X%, Conservation of XX hectares of primary forest, etc.) and show contribution of coffee interventions to the Sustainable Development Goals
Outcomes	Anticipated effects or changes that result from outputs that are generally considered medium-term changes. (% of practices adopted, Increase in productivity by XX%, etc.)
Outputs	Direct results from the actions taken (# of people receiving services, # of people trained, # of loans provided)
Actions	Activities conducted to stimulate a change in behavior or practice. (ex: # of workshops conducted, # of materials produced, etc.)
Investments	Resources used to stimulate a change in behavior or practice. (financial, human, material)
Enabling Conditions	Conditions that make a geography or a sector attractive opportunities for investment. They may or may not be in place in a particular region.