# **Instructions Sheet**

The following template should be completed by Sustainable Coffee Challenge partners interested in collaboration on specific efforts. The template will provide key information on project concepts that would help other Challenge members identify partnership opportunities.

Once completed, delete the instructions sheet and send the overview to [scc@conservation.org](mailto:scc@conservation.org). The Challenge website will be updated periodically with these project one-pagers. Your project one-pager will live on the Challenge website until your proposed deadline in Section 2. **Submissions must be completed entirely and kept to a max of one page (front & back) to be considered for the website.**

**Terms:** By submitting a project one-pager, you agree to and accept all of the following: 1) Conservation International (CI) is providing a space to highlight your project opportunity however, CI does not commit to promoting or fundraising for a submitted concept, 2) Using the Commitments Hub to state and report on progress, 3) Proposed concepts are not endorsed by CI, and due diligence from potential partners would be undertaken as with any project opportunity.

Below is guidance on the information requested in the one-pager:

**Section 1: Concept Overview**Project name: In this section remove the current text (project name) and include the name of the proposed project.   
Project objective: Include a project objective statement that clearly articulates the purpose of the work, including the expected results.   
Brief description: Provide a one or two paragraph overview of what the project will do to achieve the objective.   
Country of focus: Please note the country where project activities will occur.  
KPIs: List in the table the projects main KPIs, including indicator, metric, baseline and project target. This could include things like # of farmers trained, # of hectares protected, average increase in yield (%), etc. Feel free to add more rows as needed.   
Alignment with 2025 targets: Please indicate which of the targets the project aligns with by checking the related box, and then provide a brief explanation of how the project contributes. For your reference, below is an overview of the 2025 targets.

* *Resilient supply:* Increase smallholder production by 11.9 million bags, through renovation, rehabilitation, and technical investments on existing areas, to adequately meet long-term demand from a diversity of origins. ​
* *Strengthen market demand:* Ensure at least 50% of global coffee purchased by roasters and retailers is sourced according to sustainable practices. ​
* *Improve well-being & prosperity:* Fully protect the rights and well-being of coffee workers and ​establish living income/ wage benchmarks in at least 80% of ICO member producing countries and initiate public-private interventions to close and surpass living income/ wage gaps.
* *Conserve nature:* Restore 1.5M hectares of tree cover + conserve 500,000 hectares of forest and secure 100 million tonnes of carbon. ​

Project status: In this section, indicate if your project is in early concept development, about to start or in-progress. Project timeline: Here add the start and end dates of the project. If the project is still in early development, provide a best estimate.

**Section 2: Partnerships**  
Involved parties: In this section indicate the name of involved organizations, their role (lead, implementer, donor) and their contributions (cash, in-kind, n/a, other)  
Partner engagement: Provide an overview of what you’d like in a partner – would it be funding, knowledge, implementation support, beneficiary identification, coffee purchase, etc. Clearly articulating your interests / needs in this section will help potential partners properly assess the opportunity.

Deadline: Select a deadline date for when your project must hear from potential partners.

**Section 3: Funding**  
Project costs: Provide details on the budget –the total, secured funding and funding needed  
Explanation of funding use: Here you have the opportunity to explain how funding will be used and provide any additional context related to the budget that could be relevant for the reader.   
Contact information: Add the name and email address of the person who should be contact for inquiries.

# **Project Name**

## Section 1: Concept Overview

**Project Objective:** Click or tap here to enter text.

**Brief Description:** Click or tap here to enter text.

**Country of Focus:** Click or tap here to enter text.

**Key Performance Indicators:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **Metric** | **Baseline** | **Project Target** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Please indicate how this project aligns with the 2025 Targets:**

Resilient supply  Improve well-being & prosperity

Strengthen market demand  Conserve nature

Click or tap here to enter text.

**Project Status:**Choose an item.

**Project Timeline:** *Start date:* Click or tap here to enter text. *End date:* Click or tap here to enter text.

## Section 2: Partnerships

**Involved Parties:**

|  |  |  |
| --- | --- | --- |
| **Organization Name** | **Role in Project** | **Contribution** |
|  |  |  |
|  |  |  |
|  |  |  |

**Expectations for Partner Engagement:**

**Deadline for partnership opportunities:** Click or tap to enter a date.

## Section 3: Funding **Project Costs:**

|  |  |
| --- | --- |
| **Total project costs** |  |
| **Secured funding** |  |
| **Funding needed** |  |

**Explanation of Funding Use:** Click or tap here to enter text.

**For more information on this project, please contact XXXXXXXXXXX at XXXXXX@XXXXX**