

SUSTAINABLE COFFEE CHALLENGE PARTNER REQUIREMENTS AND BENEFITS

The **Sustainable Coffee Challenge** relies on active participation of its partners to enhance transparency and accountability about sustainability investments across the sector and unlock the collective action, unprecedented investments, and impact necessary to meet our ambitious goals and targets

To stimulate and recognize active participation and to reinforce our basic partner requirements, the Challenge is organizing our partners in 3 categories—Partner Circles—according to levels of engagement.

The Sustainable Coffee Challenge

Formed in 2015, the Sustainable Coffee Challenge 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 Collective Action Networks 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.

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

*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:

