



## **Sustainable Coffee Challenge** Convened by Conservation International

The Sustainable Coffee Challenge, led by Conservation International, is a coalition of partners from across the coffee sector working together to make coffee the world's first sustainable agricultural product. It is a dynamic and diverse coalition, united by a sense of urgency and commitment to ensuring the long-term viability of coffee.



### **How will the Sustainable Coffee Challenge Make an Impact?**

There are many different paths to coffee sustainability depending on where one sits in the supply chain — from farmers to consumers. By taking a participatory, multi-stakeholder approach, the Sustainable Coffee Challenge is dedicated to transparency and to finding system-wide solutions. These solutions aim to 'unstick' the industry and encourage additional, and more ambitious commitments over time.

Participants publicly state and report on their sustainability commitments in an online, open-source Commitments Hub: [www.sustaincoffee.org](http://www.sustaincoffee.org). When the centralized data of participant commitments is in place in Fall 2016, we can better understand the actions taken by the sector toward sustainability and how we are tracking progress. The Challenge will 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 to Get Involved**

All businesses, organizations, nations and entities working in the coffee sector are welcome to join the Challenge. Challenge participants include producers, retailers, traders, roasters, importers, industry associations, governments, donor agencies and other NGOs. You can contribute by:



- Committing to publicly stating and reporting your commitments in the Commitments Hub: [www.sustaincoffee.org](http://www.sustaincoffee.org)
- Joining a working group to help shape the Challenge
- Participating in commitment networks with others in the Challenge to share experience and spark additional action.

### What does a Commitment Look Like?

Commitments can look very different from organization to organization, ranging significantly from transitioning to sustainable sourcing of coffee, to investing in renovation of coffee farms with new varieties, to providing training on better management practices.

Organizations should take into consideration the following area when stating a commitment:

1. **New or active commitment:** Every commitment that is stated via the Sustainable Coffee Challenge should be either a new commitment or an existing commitment that has yet to be achieved.
2. **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 that it is targeting, and time-bound.
3. **Aims for impact:** Commitment should consider the contribution to one or more of the north star elements - prosperity & well-being of producers; forest, water and soil conservation; and sustained supply of coffee.
4. **Can be reported on in set intervals:** Organizations should enter commitments that can be reported on in the system in annual or semi-annual intervals with 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> party data.

For example, Conservation International's commitment is: *By 2026, the Sustainable Coffee Challenge has helped stimulate a 25% increase in demand for sustainable coffee and sparked new commitments, collaborations and investments that support the transition of 75% of the sector to sustainable production.*

### How to Enter Your Commitment

To upload your commitment to the Commitments Hub, please follow these simple steps:

- Visit [www.sustaincoffee.org](http://www.sustaincoffee.org)
- Access the Commitments Hub by clicking on "State your Commitment"
- Register your organization
- Receive login details from our partner, SupplyShift
- Log in, state your commitment and join the network

### Spill the Beans!

- Share your commitment and membership in the Sustainable Coffee Challenge in your organization newsletter, internal employee messaging and/or on your blog. Sample text includes:
  - *At [organization name], we care about what goes into our coffee, and how our coffee affects the world. That's why we're proud to have joined the Sustainable Coffee Challenge. Led by Conservation International, the Sustainable Coffee Challenge is a catalyst for making coffee the world's first sustainable agricultural product. We and over 45 other organizations and stakeholders from across the sector are coming together to tackle the challenges associated with:*
    - *The prosperity and wellbeing of coffee producers*



- *Conserving Earth's forests, water and soil*
- *A sustained supply of coffee*

Check out [this video](#) to learn more, and visit <http://www.sustaincoffee.org>. Stay tuned for more updates on our progress!

- Share your participation on social media. Sample posts include:
  - *We entered our commitment to #sustaincoffee in Sustainable Coffee Challenge Commitment Hub. Join us & do the same! [www.sustaincoffee.org](http://www.sustaincoffee.org)*
  - *Proud to say we've joined the Sustainable Coffee Challenge. What does #sustaincoffee mean to you? [www.sustaincoffee.org](http://www.sustaincoffee.org)*
  - *We're helping @ConservationOrg ensure we #sustaincoffee through the Sustainable Coffee Challenge <https://youtu.be/HRFLmb9H8IY>*
  - *We take our coffee with cream, sugar and sustainability. Join us in ensuring the future of this commodity: [www.sustaincoffee.org](http://www.sustaincoffee.org) #sustaincoffee*

### Additional Assets



- **SCC logo**
- **SCC [video](#)**

For more information, please visit [www.sustaincoffee.org](http://www.sustaincoffee.org) or contact the Challenge at [SCC@conservation.org](mailto:SCC@conservation.org).