



**SUSTAIN OUR  
COFFEE**



**SUSTAINABLE  
COFFEE  
CHALLENGE**

A young boy is shown from the chest up, smiling as he washes his hands in a large metal tray filled with coffee cherries. He is holding a green plastic bottle that is pouring water over his hands. The background is a lush green coffee plantation with rows of trees. The text 'PEOPLE NEED COFFEE TO THRIVE' is overlaid on the left side of the image in a large, white, hand-drawn font.

PEOPLE  
NEED  
COFFEE  
TO THRIVE

**AND COFFEE NEEDS  
PEOPLE AND NATURE  
TO THRIVE**

The coffee we drink depends on the health, prosperity and well-being of 25 million coffee producers, 10 million hectares of coffee farms, and the continued ability of nature to sustain both.

## PEOPLE NEED COFFEE TO THRIVE

Collectively, we drink more than 600 billion cups of coffee a year, and this figure is expected to triple as populations grow and more and more people become coffee drinkers.

But it's not just consumers who depend on coffee. Some 25 million coffee producers around the world depend on coffee for their livelihoods. And there are an estimated 120 million people who depend on a thriving coffee sector for their prosperity and well-being. They—more than anyone—need coffee to thrive.

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### CONSUMPTION

600 billion cups of  
coffee a year

### PRODUCTION

25 million people depend  
on coffee for well-being

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## COFFEE NEEDS NATURE TO THRIVE

Sustaining coffee production depends on fertile soils, clean and abundant fresh water, and pollinators living in the nearby forests. Rising temperatures, drought and changing weather patterns are causing major coffee-producing areas of the world to become less suitable for production. These fluctuations affect both the long-term supply of coffee and the millions of people who rely on coffee for their livelihoods.

Climate variability affects long-term viability of farms; volatile market prices affect profitability; and pest and disease outbreaks affect production levels.

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How do we sustain coffee production to meet future demand *while* supporting livelihoods of producers and workers, *and* conserving the forest + freshwater ecosystems that sustain coffee and the communities that produce it?

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## SUSTAINABLE COFFEE CHALLENGE

The Sustainable Coffee Challenge is a collaborative effort of companies, governments, NGOs, research institutions and others to address challenges head on and make coffee the world's first sustainable agricultural product. The partners are working together with urgency to align around a common vision for sustainability, set meaningful targets, and collaborate to accelerate progress towards those goals.

Partners in the Challenge are actively working to answer three key questions for the coffee community:

- 1. What does sustainability mean for coffee?**
- 2. Who is doing what? And how does this get us closer to our vision?**
- 3. What can we collectively do to accelerate the sustainable coffee movement?**



## 1. WHAT DOES SUSTAINABILITY MEAN FOR COFFEE?

Although great progress has been made in the last 20 years, the sector lacks a clear and common understanding of what we mean by sustainability. The Sustainable Coffee Challenge has developed a definition of success for the sector, with long-term targets, as part of a broader sustainability framework designed to show how our individual initiatives ladder up into a collective effort to transform the sector.

We've also established four compass points to guide all our efforts:



WE WILL HAVE ACHIEVED OUR VISION WHEN

# ALL COFFEE IS PRODUCED USING SUSTAINABLE PRACTICES

These sustainable practices will:

- Ensure coffee contributes to improved income and profitability for the 25 million coffee producers, workers and their families.
- Implement sustainable agricultural practices to triple productivity on the existing 10 million hectares of coffee to sustain supply and enable the sector to meet rising consumption and the growing demand for coffee in a socially and environmentally responsible way.
- Prevent the clearing of one additional hectare of high-conservation-value forest or depleting other natural resources for enhanced coffee production.

## 2. WHO IS DOING WHAT? AND HOW DOES THIS GET US CLOSER TO OUR VISION?

The coffee sector is investing \$350 million annually in sustainability efforts. Yet it is hard to know who is doing what and who our allies and partners might be. Transparency of sustainability commitments means stating them in a shared space and reporting on progress.

The Challenge hosts a Commitments Hub — an online portal accessible at [www.sustaincoffee.org](http://www.sustaincoffee.org) — for stakeholders to publicly state their commitments to sustainability and report on progress over time. By shedding light on commitments made by stakeholders throughout the sector, we can better leverage them to form new partnerships and inspire others to act.

## 3. WHAT CAN WE COLLECTIVELY DO TO ACCELERATE THE SUSTAINABLE COFFEE MOVEMENT?

At the Challenge, we wish to spark further collaboration across the sector toward collective goals. We have identified collective action as the means of achieving this and have identified four initial areas to work together:



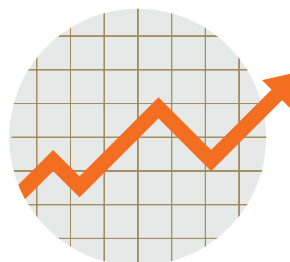
**Coffee Farm Renovation and Rehabilitation**  
Meeting the need to replant an estimated 2.2 million hectares globally while applying best practices that restore productivity, ensure human rights and conserve the environment.



**Improved Labor Practices and Labor Supply**  
Ensuring a continued supply of labor and promoting good labor conditions across coffee producing countries.



**Scaling Up Sustainable Coffee Sourcing**  
Sharing experience and lessons to help companies establish and achieve sourcing commitments. Exploring metrics and measurements across schemes to align, value and recognize shared progress.



**Mapping + Monitoring of Coffee and Forests**  
Identifying innovative ways to map and monitor the extent of coffee and forests and how this is changing over time.

# JOIN US

## WE INVITE ACTORS FROM ACROSS THE SECTOR TO JOIN US AT THE TABLE.

### It's easy to get involved:

- Align with the vision of making coffee the first sustainable agricultural product by sharing a statement of support and lending your name and logo to this effort.
- Join the movement of increased transparency of sustainability efforts across the sector by stating your commitment to sustainable coffee on the Hub and report on your progress.
- Engage with other Challenge partners by joining a Challenge working group or Collective Action Network to advance sustainability across the sector.
- Share, educate and inspire others through effective communications and by using the hashtag #sustaincoffee.

For more information, and to join us, visit [www.sustaincoffee.org](http://www.sustaincoffee.org) or reach out to us at [SCC@conservation.org](mailto:SCC@conservation.org).



# #SUSTAINCOFFEE

SUSTAINCOFFEE.ORG



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