



WHAT IF...

ALL COFFEE WAS
SUSTAINABLE

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**SUSTAINABLE
COFFEE
CHALLENGE**



**GLOBAL COFFEE
PLATFORM**
for a sustainable coffee world

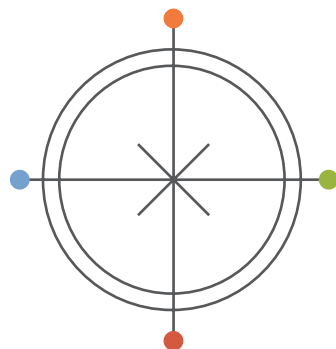
WHAT DOES SUSTAINABILITY MEAN FOR COFFEE?

What if all coffee was produced and traded according to sustainable practices? The Sustainability Framework establishes a common language, sets common goals and shows how our individual and collective action get us closer to our vision of a sustainable coffee sector. The Framework was co-developed by the Sustainable Coffee Challenge partners together with the Global Coffee Platform as part of an inclusive and consultative process with experts from across the industry. It serves as a guiding tool for the industry and will evolve over time.

Four compass points guide our efforts:

SUSTAIN SUPPLY

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



IMPROVE LIVELIHOODS

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

CONSERVE NATURE

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

STRENGTHEN MARKET DEMAND

Promote, support and invest in context-relevant and specific interventions that provide the necessary incentives and shared value throughout the supply chain

WE WILL HAVE ACHIEVED OUR VISION WHEN

ALL COFFEE IS PRODUCED AND TRADED ACCORDING TO SUSTAINABLE PRACTICES

We believe that market demand from all actors in and around the coffee value chain 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.

FARMER PROFITABILITY IS AT THE CENTER OF SUSTAINABILITY

All of our sustainability interventions should be supporting the long-term profitability of coffee farmers. We believe that by sustaining supply and improving market mechanisms we can increase profitability and in turn improve the livelihoods of farmers, workers and communities while also supporting the long-term conservation of the forests, freshwater and soils that sustain coffee production.



COFFEE CAN DRIVE SUSTAINABLE DEVELOPMENT

Navigating a complex terrain

Sustainability can seem complex, making difficult to know where to start or what to do next. The Sustainability Framework provides a simplified map of the complex world of coffee sustainability to help guide companies, governments, civil society and others, in their individual and collective actions.

We start with a common destination in mind and use our compass to guide us through a complex terrain. We check guideposts to make sure we are on track, regardless of the path we take to get there. There are many different paths to choose from. Each journey starts with a single step.

The sustainable development goals (SDGs)

The SDGs help tell the story. They are the impacts we are working to achieve. Achieving a sustainable coffee sector hinges on our daily ability to balance responsible consumption and production (SDG 12) in our quest to enable economic development (SDG 8) for coffee farmers and workers, in a way that maintains clean water (SDG 6) and conserves life on land (SDG 15). All of this must be done by making concerted efforts to alleviate poverty (SDG 1), achieve food security and promote sustainable agriculture (SDG 2) and to combat climate change (SDG 13) and its impact on coffee production and producers.

OUR COMMON OUTCOMES

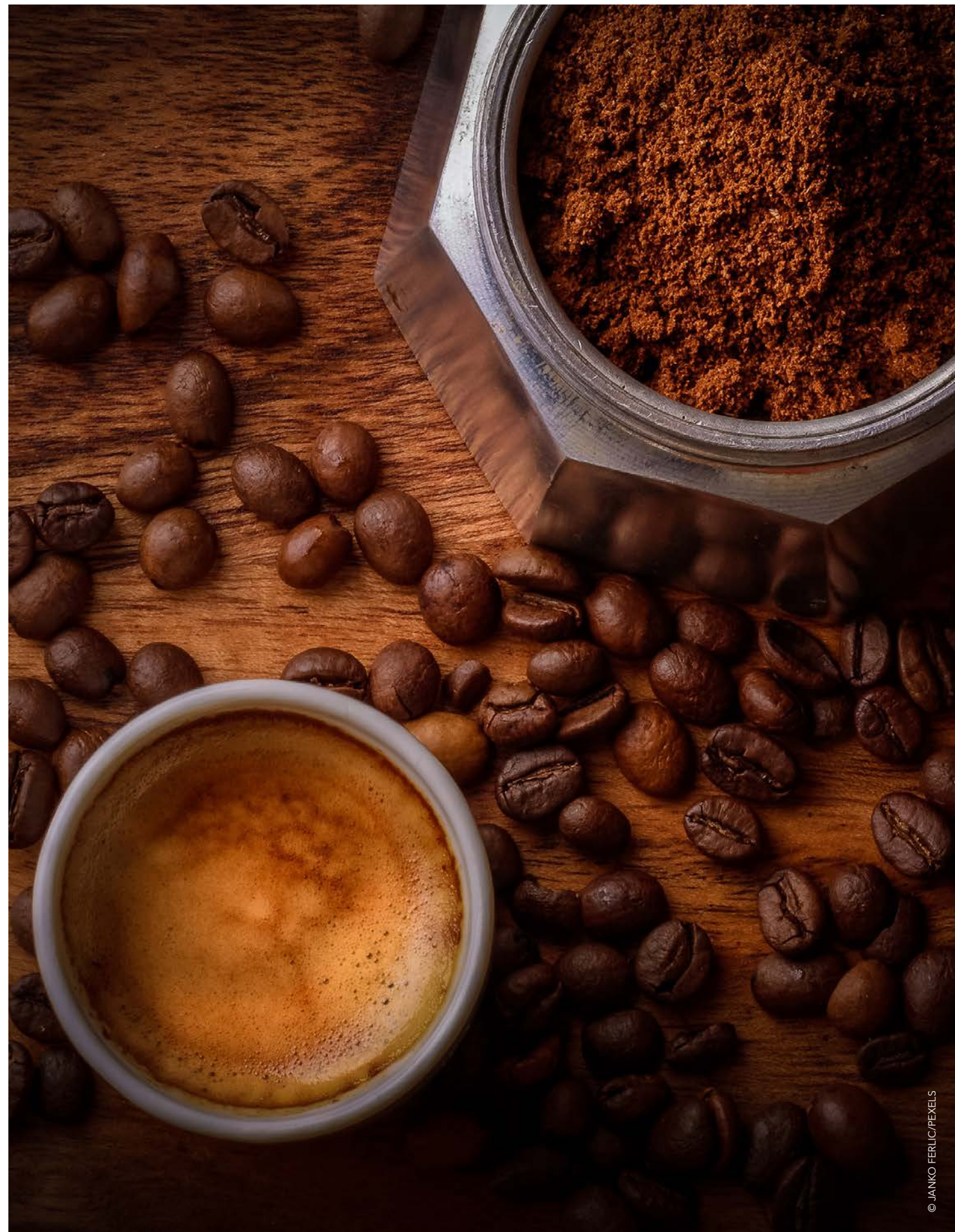
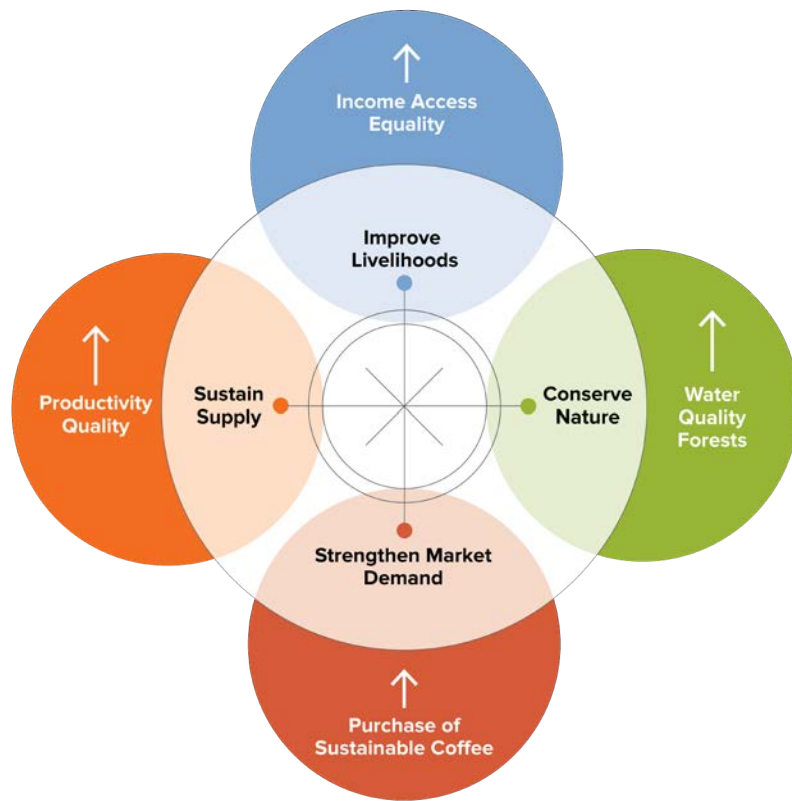
Eight common outcomes serve as a stepping stone between our interventions and the SDGs and our compass points.

- 1. Income
- 2. Access
- 3. Equality
- 4. Water Quality
- 5. Forests
- 6. Purchase of Sustainable Coffee
- 7. Productivity
- 8. Quality



INTERLOCKING PATHWAYS

Because they are interconnected, most of our interventions produce multiple outcomes. The pathways focusing on 'producer country policy' as well as 'standards and certification' align with several outcomes and SDGs and contribute to multiple compass points. For instance, producer country policies affect how nature is managed, the conditions and social structures under which farmers and workers live and the availability of infrastructure and investments that sustain coffee supply. Standards and certification programs provide assurance to the market that farms and mills are applying good social and environmental practices and have the ability to improve livelihoods and conserve nature while sustaining supply. Rather than being highlighted as individual pathways and shown in a single diagram, these should be considered as cross-cutting interventions.

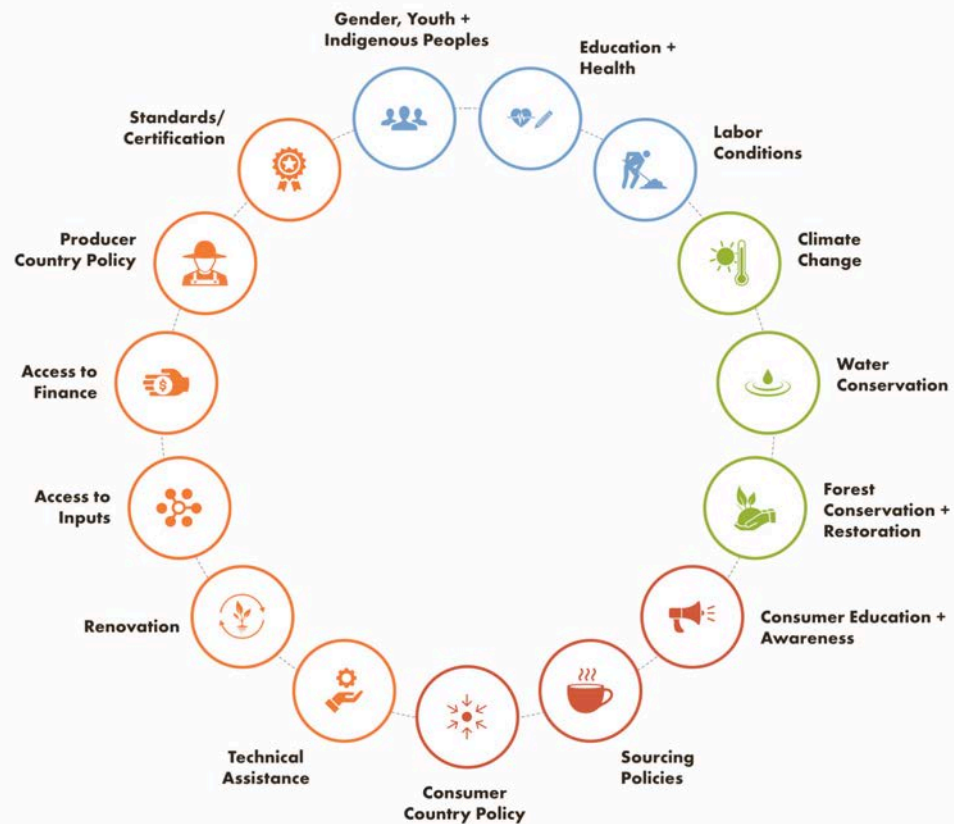


THERE ARE CLEAR PATHS FORWARD

A system of pathways

The coffee sector is investing in 350M USD annually in a variety of sustainability efforts. These interventions form an interconnected system of 15 pathways all leading toward the same goal - achieving a sustainable coffee sector.

The 15 intervention pathways help to show how actions help advance on a set of common outcomes and contribute to the UN Sustainable Development Goals (SDGs). The 8 common outcomes are organized along 4 compass points - sustain supply, improve livelihoods, conserve nature, strengthen demand - that serve as critical nodes that unite and guide our efforts.



GETTING FROM HERE TO THERE — FORGING YOUR PATH

The individual pathways each follow a logical flow, laying out the enabling conditions, actions and outputs that lead to the outcomes and impacts we are working together to achieve. Although each pathway is specific to a single type of intervention, the common outcomes and impacts enable us to see how numerous interventions work together to advance our goals.



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