



# COFFEE'S COMMITMENT TO SUSTAINABILITY:

THE 2019 COMMITMENTS  
HUB REPORT



SUSTAINABLE  
COFFEE  
CHALLENGE

CONSERVATION  
INTERNATIONAL







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*Are we getting closer to making coffee the world's first sustainable agricultural product?* This is the question we continue to ask within the Sustainable Coffee Challenge — a movement of more than 135 partners working towards this vision. For the past two years, partners have been publicly stating their sustainability commitments within the Commitments Hub. In December 2017, they began reporting their progress. It's now time to take stock of these commitments and the reports and see how we are doing as a sector. This is critical as we grapple with the current price crisis and we draw nearer to 2030 — the year when climate change impacts become irreversible and demand for coffee continues to grow exponentially.

This report is our first annual analysis of the commitments in the Hub. In reviewing this information each year, we will better understand our level of commitment in the coffee sector, our collective investment and our progress in addressing key issues and achieving our vision. Our goal is to inspire and incentivize all actors from across the coffee sector to make, state and report on their commitments in the Hub. The Challenge team will continue to evolve and improve the Hub and the annual report as new actors enter commitments and report on progress.

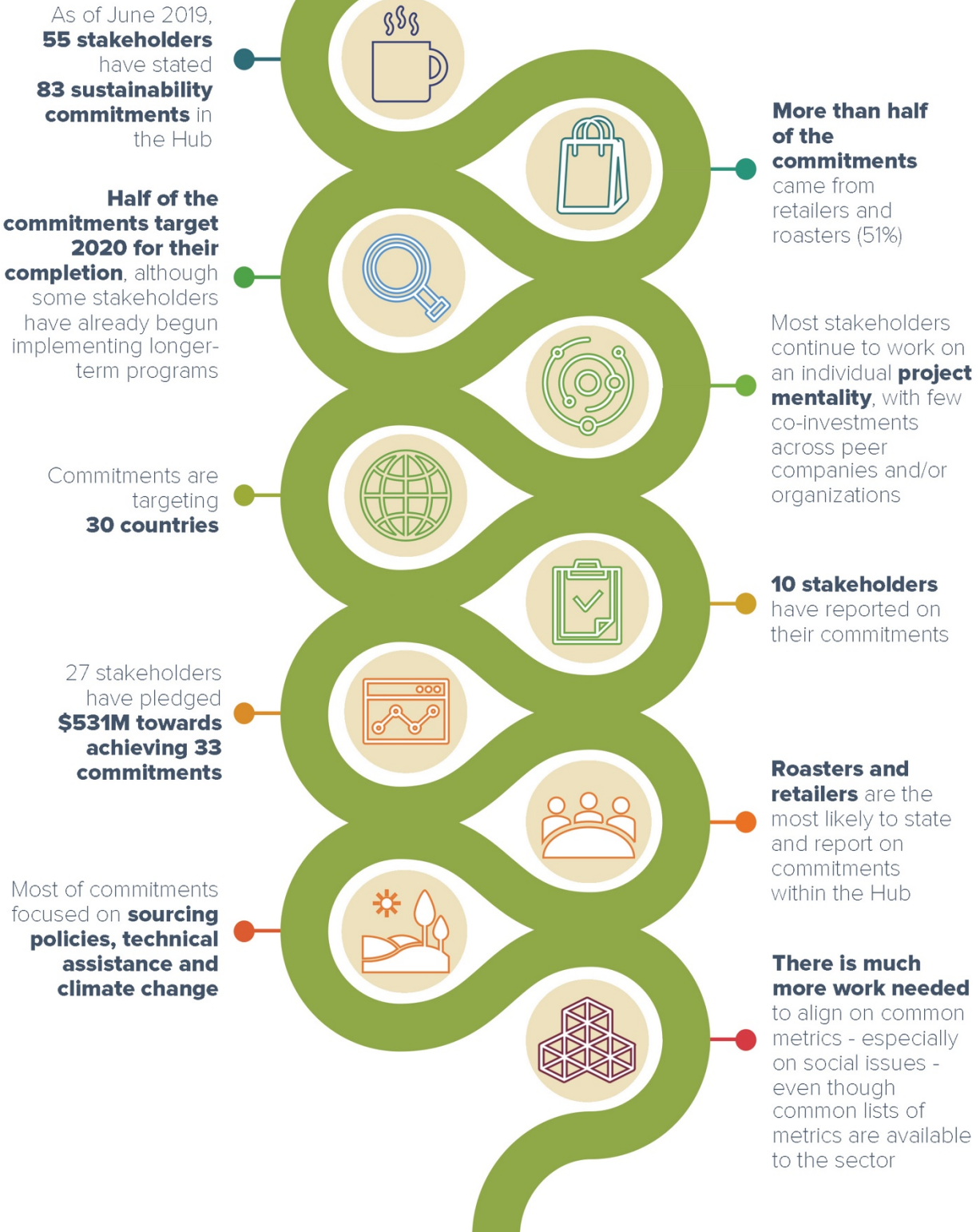
We hope that this inaugural report drives you to make your first commitment, to partner with other actors to make a more ambitious commitment in a shared origin, and to report on the progress that you have made. We hope to see you again soon in the Hub.

Yours in sustainable coffee,

A handwritten signature in black ink, appearing to read "Bambi Semroc". The signature is fluid and cursive.

Bambi Semroc  
VP, Sustainable Markets and Strategy  
Conservation International

## EXECUTIVE SUMMARY/ KEY FINDINGS







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# INTRODUCTION

The Sustainable Coffee Challenge is a collaborative effort of companies, governments, NGOs, research institutions and others committed to transitioning the coffee sector to become the world's first sustainable agricultural product. Challenge partners are working together to increase transparency, align around a common vision for sustainability and collaborate to address some of the most urgent and critical challenges facing the sector.

Conceived by Conservation International and Starbucks and launched during the 2015 Paris climate meetings with 18 founding partners dedicated to coffee sustainability, the Challenge aims to stimulate greater demand for sustainable coffee. The movement has since grown to more than 135 international partners.

In general, the coffee sector has a multitude of sustainability commitments. Most are made individually and are listed on company or organization websites, making it difficult to understand the collective ambition of the sector, let alone its progress. In response, in 2016 the Sustainable Coffee Challenge launched the Commitments Hub (the Hub) to serve as a single, go-to place for showcasing sustainability commitments within the coffee sector. The goal is to enable the sector to better track commitments, its progress in achieving them and to better identify opportunities for enhanced collaboration on key issues. In December 2017, stakeholders began reporting on their commitments within the Hub.

Uptake of the Hub continues to grow, but there is much more work to do to have it represent all sustainability programs within the coffee sector. In 2016, stakeholders from across the coffee sector stated 21 commitments in the Hub. By mid-2019 this number reached 83. While these 83 commitments by no means represent all of the sustainability efforts in the coffee sector, they provide an overview of the types of initiatives underway, the geographies targeted and the actors driving them. Knowing this information enables us to better answer the following questions;

- Who is stating commitments?
- What issues do the commitments most address? Which are we not addressing?
- Are there natural synergies emerging between types of commitments and stakeholder groups?
- Which coffee origins are we most committed to and which need more attention?
- How aligned are we on the metrics used to track progress?
- What synergies and points of connection are forming among stakeholders?

The following sections begin to answer these questions based on the information provided by those who have stated their public commitments to sustainability in the Commitments Hub and provide a baseline for monitoring progress by the coffee sector to becoming a sustainable agricultural product. The first section starts with an overview of who is stating commitments and the amount invested and the countries most targeted for interventions. The second section looks at the most prevalent interventions and how these link to the Sustainability Framework and the United Nations Sustainable Development Goals. The third section looks at the synergies and connection nodes across the stakeholders to identify key stakeholders forming connection points across the sector. Finally, we review the metrics stakeholders are using to report on progress to identify those where common metrics may be naturally emerging and those requiring more alignment.

# THE COMMITMENTS, THE ACTORS AND OUR COLLECTIVE INVESTMENT

## The private sector is leading the way in stating commitments in the Hub.

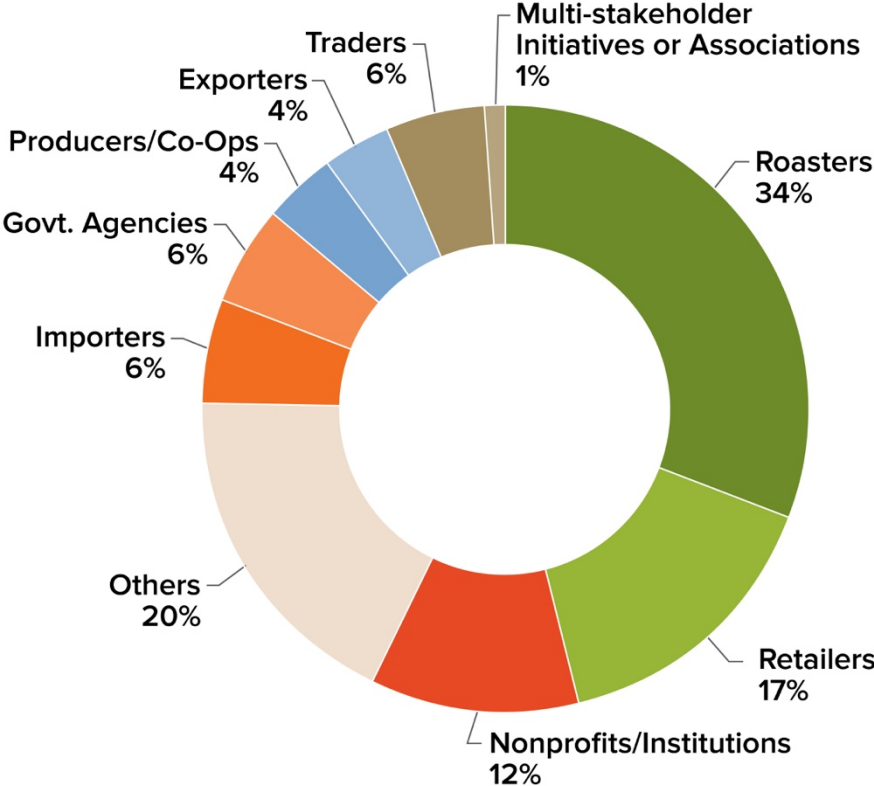
As of June 30, 2019, a total of 55 different stakeholders entered 83 commitments into the Commitments Hub. Of these stakeholders, 51 are partners in the Challenge.

Those making commitments via the Hub encompass the entire coffee value chain. Private sector actors were responsible for more than half of all of the commitments in the Hub (66% of commitments). Retailers and roasters represent the majority of actors and the majority of commitments in the Hub, with their commitments representing 51% of all commitments. That said, even among roasters there is tremendous need for greater participation in the Hub, as only 4 of the top 10 roasters identified in the 2018 Coffee Barometer have publicly stated commitments in the Hub.

Civil society was responsible for 13% of commitments and producer country governments and producer organizations made up another 10%.

The overrepresentation of retailer and roaster commitments likely reflects the demand-side focus of the Sustainable Coffee Challenge to date. This underscores the need for greater outreach and engagement of governments and producers as well as roasters and civil society in stating their commitments in the Hub.

*Private sector actors were most likely to enter commitments in the Hub. Note: 9% of actors multi-selected the actor type that they affiliate with.*

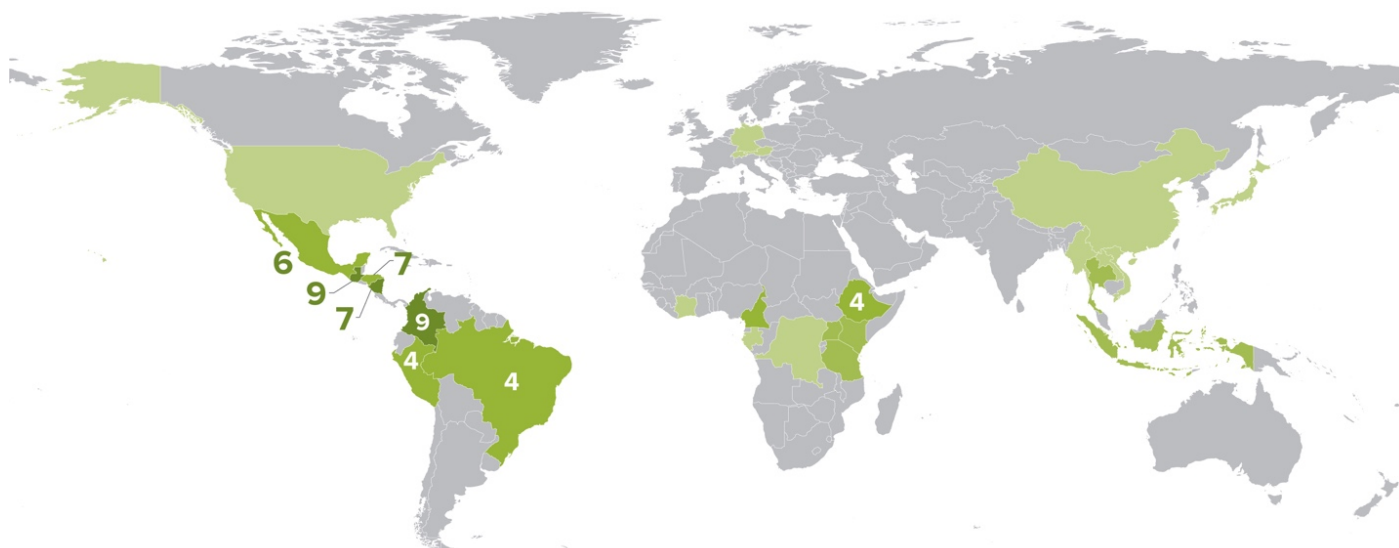


## The sector is investing \$531M towards 33 sustainability commitments.

To-date, 27 stakeholders have committed to invest almost **\$531 million** toward achieving 33 commitments. Of this, approximately \$380 million is directed towards global actions without a specified country, while the remaining \$151 million is directed towards specific countries. While \$531 million is significant, it spans multiple years and does not necessarily represent an increase in total annual investment since the publication of the Sustainability Catalogue which estimated a total annual investment of \$350M in sustainability programs in 2016.

Over a quarter of stakeholders who stated a commitment (27%) did not provide information on the amount invested to meet their commitment. Another 29% answered N/A and a few (5%) answered that they were not investing anything. Based on the responses, roasters and non-profits were making the largest investments. Those willing to publicly state their investment were most likely to commit to sustaining supply (37% of investment), strengthening demand (23% of investment), conserving nature (21% of investment) and improving livelihoods (19% of investment).

## The commitments support 30 producing countries, most in Latin America.



*The 83 commitments span 30 countries. 18 commitments are tagged as focusing in North America, 16 in South America, 12 in Africa, 6 in Asia and one in Europe. Note that some commitments multi-select geographies or selected global. The top 8 countries in terms of number of commitments are showcased, and include: Colombia (9), Guatemala (9), Honduras (7), Nicaragua (7), Mexico (6), Brazil (4), Ethiopia (4) and Peru (4).*

Altogether, the commitments are supporting sustainable coffee programs in 30 countries. Nearly half of the 83 commitments, or 42%, targeted a specific producing country, and in some cases more than one. Actors stating commitments were most likely to target their sustainability programs in Latin America, followed by Africa. They were least likely to note programs in Asia. This may represent a lack of investment in Asia by the sector but could also be due to the lack of uptake of the Hub by various actors, especially those located in Asia.

Over half of the commitments in the Hub (52%) noted a global scope. Roasters and retailers were most likely to make global commitments, with more than 50% of these commitments committed to sustainable sourcing and purchasing certified or verified coffee.

Colombia, Guatemala, Honduras and Nicaragua had the most commitments from the coffee sector. In each of these countries, more than 31% of commitments focused on sustaining supply. In Colombia and Guatemala, most commitments focused on responsible production and consumption (SDG 12). In Honduras, many commitments focused on climate action (SDG 13), and in Nicaragua, the most significant SDG focus was on partnerships (SDG 17).

In cross-analyzing the top countries in terms of number of commitments versus the top countries in terms of amount of funding invested<sup>1</sup>, it is evident that Mexico received the most funding (approximately \$65 million), followed by Colombia (\$26 million), Peru (\$25 million) and El Salvador (\$18 million). Each of these figures understates the current level of investment by the sector, as many stakeholders have not yet entered their commitments, and many did not state the level of investment. For other countries such as Honduras, Nicaragua and Brazil, the levels of stated investment in the Hub did not exceed \$1 million, which grossly underestimates the actual sustainability investments in these important coffee producing countries. Thus, the number of commitments in the Hub targeting a given country and the stated investments do not yet represent the sum total of all sustainability efforts in a country.

### Over half of the existing commitments should be achieved by 2020.



Commitments reach maturity in different years. The timeline shows that 14 commitments have already reached their target year. Ten commitments should be reached in 2019 and another 31 in 2020. In summary, over half of all commitments in the Hub are scheduled to be completed by 2020. Six commitments did not list target years.

This also means that nearly half of the commitments represent efforts by the coffee sector to think beyond 2020 and commit to longer-term goals. Eleven commitments are for 2025 or beyond. They tend to be commitments made by roasters or non-profits or institutions and focus mostly on sourcing policies (45% of the 2025 or beyond commitments), climate change (27%) and renovation (27%), with 64% of these commitments focused on strengthening partnerships to achieve the UN Sustainable Development Goal, SDG 17. Five of the eight stakeholders making beyond 2020 commitments stated their levels of investment allocated to meet these, totaling \$27 million – or just 5% of the total funding committed in the Hub.

### Retailers and roasters were most likely to report on their commitments.

Though reporting opened in December 2017, only 18% of stakeholders with commitments in the Hub have reported progress against their commitments. This suggests the need to further encourage reporting on commitments through more regular outreach.

There are a small number of stakeholders (10) paving the way as industry leaders that have reported against 15 commitments. These include Arizona State University, EFICO, Mi Cafeto, NCBA CLUSA, Nescafé,

<sup>1</sup> To assess country funding, the total funding per commitment was divided equally by the number of countries selected by each actor.



Nespresso, The Sustainability Consortium, Rainforest Alliance/UTZ, Starbucks and Sumerian Coffee. Given this trend, it appears that retailers and roasters have the greatest inclination and/or incentive to report on their Hub commitments.

Most of the commitments with reported progress targeted sourcing policies and the “global” scope. Eleven of these commitments have a 2020 maturity date, and almost half of them were at 50% progress or more. Yet there are 20 additional commitments with a 2020 deadline that have not reported any progress. This makes it difficult to understand whether they will reach their goals within the allotted time.

The more stakeholders report on their commitments, the better this report will be in its ability to provide an understanding of the scope of sustainability commitments in the coffee sector and the collective progress these investments are making towards the sector-wide sustainability goals established in the Sustainability Framework. When actors report, it enables partners to learn from one another, to better understand the types and breadth of sustainability initiatives – who is doing what – and to identify opportunities to collaborate and scale programs for bigger impact.

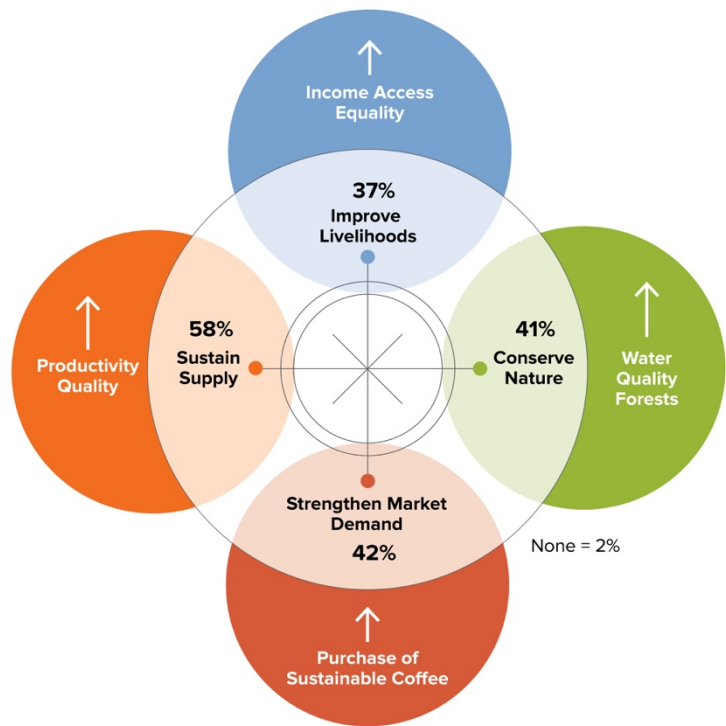
## WHAT ARE STAKEHOLDERS COMMITTING TO?

### Over 50% of Commitments Focus on Sustaining Coffee Supply.

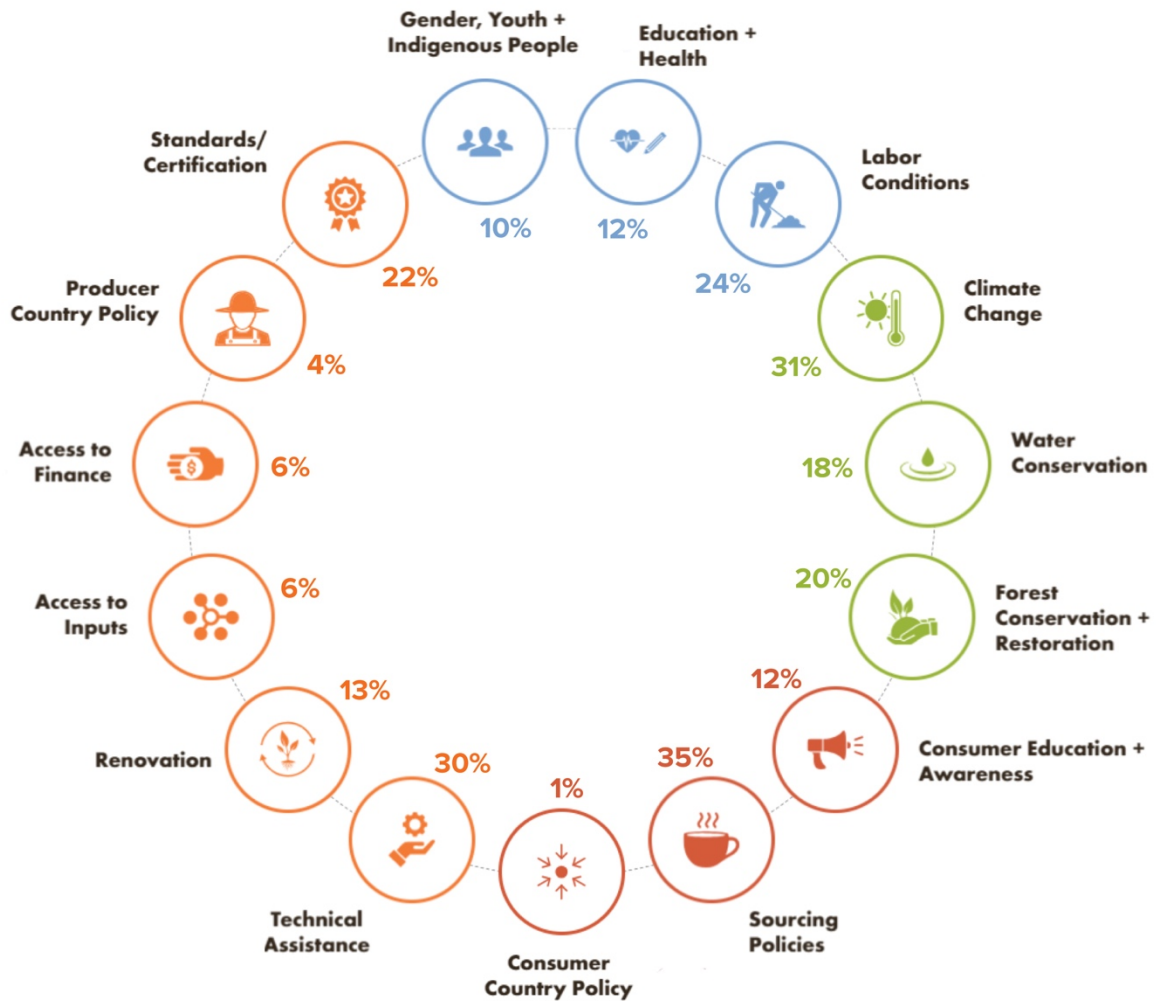
The Challenge’s Sustainability Framework has at its core a guiding compass that drives action in four impact areas: sustain supply, strengthen market demand, conserve nature and improve livelihoods. Most commitments (64%) contribute to multiple impact areas. Over half (58%) focus on ensuring a future supply of coffee through technical assistance and other investments. Across the other three compass points the commitments were evenly focused, although only 37% targeted improving livelihoods.<sup>2</sup> This trend will be interesting to watch in future reports given the current focus on farmer profitability and living income.

### Most commitments focus on sustainable sourcing, technical assistance and climate change.

The Sustainability Framework identifies 15 different interventions that stakeholders invest in to address key issues throughout the coffee value chain. These range from technical assistance and access to finance, to climate change and freshwater conservation and education and health services. In most cases, commitments will encompass multiple interventions. That said, most of the commitments in the Hub focus on 3 interventions: sourcing policies, technical assistance and climate change.



<sup>2</sup> Note that the four percentages within the Sustainability Framework do not add up to 100 because the commitments ladder up to multiple impact areas.



Most commitments focused on sustainable sourcing policies, technical assistance and climate change. Government policies for consuming and producing countries had the least. One commitment did not tag categories. Note that the percentages here do not total 100; many commitments selected more than one intervention.

The results show few stakeholders stated commitments that focused on helping farmers access inputs and finance. In addition, coffee farm renovation represented only 13% of all commitments in the Hub, with only 11 stakeholders having explicit targets.

For each compass point/impact area, we looked at which intervention pathways had the most commitments. The labor intervention category was responsible for almost a quarter of all commitments (24%) in the improved livelihoods compass point, although child and forced labor continue to show up frequently in headlines. This suggests the sector has more work to do to adequately address labor concerns. Education, health and gender each had relatively few stated commitments.

The largest proportion of commitments in the Hub, or 35%, were dedicated to sourcing policies. These were made mostly by roasters as part of their global sourcing strategies. Over a third (38%) of these sourcing commitments also tagged standards/certifications as applying to their commitment.

Commitments to standards/certification represented 22% of total commitments in the Hub. This percentage may be due to overlap with the sourcing commitment category. As a result, the Hub does not currently reflect the estimated 50% of coffee production has been certified or verified as standard-compliant. This may be due to the lack of certification organizations entering specific targets for the share of production they aspire to represent. The Hub also does not currently capture the existing commitments of cooperatives or producer associations to certified or verified production. Capturing these numbers is a future opportunity the Hub.

Commitments to forest conservation and restoration represented 20% of those included in the Hub. A total of 13 stakeholders – mostly roasters and retailers – made these commitments. However, only one actor had a commitment that explicitly referred to ‘deforestation’. This is quite unique to coffee relative to other agricultural commodities that have sector-wide commitments to zero deforestation. For the coffee sector, there may be a feeling that forest commitments are embedded in other commitments around climate, sourcing or certification, but this needs to be explored further. The Challenge is currently exploring the extent of and potential for coffee-driven deforestation as part of the Coffee and Forest Mapping and Monitoring Collective Action Network.

There was only one commitment tagged to improving consuming country policy although many governments have sustainable procurement policies for their agencies. In addition, only three commitments focused on improving producer country policies. In both cases it will take more targeted outreach to government agencies to ensure their inclusion in the Hub.

Lastly, actors in the Hub also selected “other” or a different area of focus for 10% of commitments. Most of this focused on research, while there was one that was working on transitioning to renewable energy. This suggests that some investments extend beyond the Sustainability Framework and that there may be additional intervention categories that could be added in the future.



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## COMMITMENTS ARE ALIGNED WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

### Most Commitments contribute to Responsible Consumption and Production, Zero Hunger and Decent Work and Economic Growth.

The Challenge aligned the goals and interventions within the Sustainability Framework with the UN Sustainable Development Goals (SDGs) to demonstrate the contribution the coffee sector is making towards the SDGs. Prior to the 2018 Commitments Hub platform refresh, the commitments survey did not include an SDG question. For these commitments, the Challenge team helped stakeholders map them to SDGs.



Responsible Consumption and Production (SDG 12), was the most commonly tagged of all SDGs, representing 54% of all commitments. The next highest were Zero Hunger (SDG 2), at 45% of all commitments and Decent Work and Economic Growth (SDG 8) at 37%. Finally, SDGs were not assigned or not applicable to 6% of commitments in the Hub.

Stakeholders were more likely to link their commitments to the SDGs related to social and economic development. This may be due to the belief that by increasing productivity of coffee through technical assistance and other interventions that help sustain supply, the sector will achieve social benefits. The current low international coffee market price defies this logic as farmers struggle to sell their coffee for a profit. Such long results chains require close monitoring to test these assumptions.

Looking at the top three SDGs by stakeholder shows that roasters and retailers had commitments aligned with responsible consumption and production (SDG 12) and decent work and economic growth (SDG 8). Retailers and non-profits or institutions, followed very closely by roasters, were more likely to align their commitments with zero hunger targets (SDG 2).



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## MOVING FROM PROJECTS TO MULTI-STAKEHOLDER COLLABORATION

Data in the Hub helps identify existing relationships and networks in key countries and on critical issues. Stakeholders who state commitments can note their partners. Using this information, we can start to piece together the way in which stakeholders interact and identify key actors who currently serve as or could increasingly become keystones in building synergies across various initiatives and stakeholders.

While this analysis shows some key nodes emerging, it shows that most stakeholders continued to work in a project by project mode – often investing individually in their supply chains or in specific landscapes with a few partners. A little over half of the Hub’s commitments (52%) listed a partner in their commitment, with 39% of commitments listing more than one partner. Nearly a third (31%) of the commitments listed no partners, and 17% of commitments had no response to this question or marked N/A.

In Colombia, we were able to see a convergence of commitments targeting the departments of Cauca or Caldas, partnering with the local government, university, or various cooperatives of coffee farmers to meet their goals. In Guatemala, Honduras and Nicaragua, however, we were not able to note any synergies emerging, as most stakeholders listed only nondescript partners, using words such as “roasters,” “cooperatives,” “customers,” “suppliers,” or “public partners.” Moving forward the Challenge will encourage the use of specific partner names for Hub commitments and will encourage discussion and collaboration among stakeholders targeting similar geographies.

## THE COMMITMENTS SHOW GREAT POTENTIAL FOR FURTHER ALIGNMENT AROUND COMMON METRICS

While we noted that the private sector led the way in terms of commitments stated, they did not necessarily lead the way with percentage of those commitments with metrics. Though retailers and roasters represented the majority of stakeholders and commitments, every commitment by government agencies, producers/co-ops, exporters, traders and multi-stakeholder initiatives reported metrics on their commitments. Where stakeholder did list specific metrics they would use to report, we analyzed them to begin identifying areas where there is already a high level of alignment on indicators and those that will require more time for reaching consensus.

Actor Type	# Actors	Commitments	Commitments with Metrics	% Commitments with Metrics
Roasters	18	28	17	61%
Retailers	12	14	11	79%
Nonprofits or Institutions	10	10	8	80%
Others	9	17	15	88%
Importers	5	5	3	60%
Government Agencies	3	5	5	100%
Producers/Co-Ops	2	3	3	100%
Exporters	2	3	3	100%
Traders	2	5	3	100%
Multi-Stakeholder Initiatives or Associations	1	1	1	100%

*Though the private sector commitments represented 61% of commitments in the Hub, other stakeholder types stated more commitments with metrics used to measure their progress*

The following section provides an overview of the common metrics and level of alignment for five of the most common interventions. The remainder of the interventions had only a small number of commitments with few stated indicators, which precluded them from this analysis.

### STRENGTHEN MARKET DEMAND

#### **Sustainable Sourcing (and incl. Standards/Certification) Commitments**

**Most Common Metrics:** % Certified/Verified/Sustainable Sourcing; Pounds Sourced via Sustainability Programs; # Products Sustainability Sourced (e.g. Private Label); \$ Re-Invested in Farms/Premiums

**Number of Relevant Commitments:** 29 (20 with metrics)

**Percentage of commitments with metrics:** 69%

**Alignment:** Medium



The majority of stakeholders making sourcing commitments (78%) listed at least one metric they would use to report on progress. Nearly a quarter of sourcing commitments planned to report on the percentage of certified, verified or sustainable sourcing (24% of sustainable sourcing commitments). A smaller percent (14%) committed to reporting on pounds sourced via sustainability programs and number of products sustainably sourced (7%). Over a third (38%) of the sourcing commitments also tagged standards/certification as an intervention, presumably noting that they would use these programs as a way of meeting their targets. Seven of the sustainable sourcing commitments were exclusive to the standards/certification intervention pathway.

## SUSTAIN SUPPLY

### Technical Assistance (incl. Producer Country Policy) Commitments

**Most Common Metrics:** #Farms; # Hectares; #People Trained; # Trees

**Number of Relevant Commitments:** 25 (22 with metrics)

**Percentage of commitments with metrics:** 88%

**Alignment:** Low

Across the 25 technical assistance commitments, 91% of actors listed metrics they would use to track their progress. Many of these metrics were unique (84% of technical assistance commitments used metrics only once) resulting in a very low level of alignment. This could be due to the tremendous variability across different technical assistance programs. The most common metrics noted trees (20% of technical assistance commitments) and people trained, including number of agents, farmers, smallholders and trainers, trained (20%). The metric “hectares” made up 8% of aligned technical assistance commitments. There is much work needed to improve metrics across the different types of technical assistance programs and encourage stakeholders to note more details when stating their metrics – e.g. moving from generic metrics on trees or hectares to trees planted, hectares under improved management, etc. All commitments made by producing countries that were noted as policy commitments also tagged technical assistance and were included in this analysis.

### Renovation Commitments

**Most Common Metrics:** # Hectares; # Trees; # Varieties

**Number of Relevant Commitments:** 11 (11 with metrics)

**Percentage of commitments with metrics:** 100%

**Alignment:** Low

All actors stating renovation commitments stated agreed metrics. The most popular metrics focused on tracking the number of trees, varieties and hectares. Within the tree metrics, many stakeholders only listed “trees” with no additional detail (27% of renovation commitments). Others were more specific and tracked the number of trees – but also did not distinguish between distribution and planting. A small number of stakeholders tracked the number of varieties distributed (18% of renovation commitments) and the number of hectares impacted (18%).

Although many renovation and rehabilitation metrics were used once, we expect this to change as more stakeholders align with the metrics developed and recommended by the Renovation and Rehabilitation Network (R&R). The following four R&R metrics are now listed within the Hub and we expect these metrics to be more broadly adopted in the near-term:

- US\$ Financed / Invested in R&R
- Number of Trees Distributed or Sold

- # of Hectares Renovated or Rehabilitated
- # of Unique Farmers Receiving Services in Support of R&R

Adopting these metrics more broadly will enable the Challenge to track progress towards the collective target of sustainably renovating and rehabilitating 1 billion trees by 2025.

## CONSERVE NATURE

### Climate Change, Forest Conservation & Water Conservation Commitments

**Most Common Metrics:** # Hectares; Liters Wastewater; # Trees

**Number of Relevant Commitments:** 34 (29 with metrics)

**Percentage of Commitments with Stated Metrics:** 85%

**Alignment:** Low

The vast majority (83%) of stakeholders making commitments to conserve nature listed specific metrics, although most were unique metrics (e.g. 77% appeared only once). The most common metric across the 34 conserve nature commitments focused on trees (e.g. trees and # trees), used for 15% of conserve nature commitments. This was followed by hectares (12% of conserve nature commitments) and # trees planted (6%). Stakeholders did not specify in the metrics what type of trees they were tracking and often did not specify what they were counting regarding trees (e.g. trees planted, tree varieties, trees distributed, etc.). The number of farmers and liters wastewater were the next most common metrics, each representing 6% of the conserve nature commitments. Stakeholders were also likely to track number of people trained, although this differed as some looked at number of farmers, some counted total people and others disaggregated by youth. If these singular metrics are combined, however, metrics with the word “training” accounted for 15% of conserve nature commitments.

Within the conserve nature compass point, many stakeholders also collected some information on tree varieties, but metrics diverged in that some noted the number of varieties planted and others the number distributed. This could be due to the fact that conserve nature commitments also tagged technical assistance (38% of conserve nature commitments) or renovation (21% of conserve nature commitments). When aggregated, metrics using the word “varieties” (e.g. # varieties, # varieties released, # varieties distributed) accounted for 9% of conserve nature commitments.

Within the 26 conserve nature commitments tagged specifically with climate change, the most common metrics focused on trees – number of trees and number of trees planted, at 12%, and 8% of climate commitments, respectively.

Within the 15 conserve nature commitments tagged with water conservation, number of farmers trained accounted for 20% of water commitments, and liters wastewater for 13%, however this metric is used in two commitments by the same stakeholder. The other listed metrics do not appear to be water specific. It may be worth exploring a water specific metric with partners in the future to best capture the efforts being made.

Finally, the most commonly used metrics within the 17 forest conservation and restoration commitments include, number of farmers (12% of forest commitments), number of farmers trained (12%), number of trees (12%), number of trees planted (12%) and hectares (12%). Over half of the remaining forest metrics listed appeared only once (65% of forest commitments), suggesting a low level of alignment on forest conservation metrics for the sector.

In all, it appears the sector is working to align around trees planted, trees distributed, hectares impacted, and farmers trained as key metrics for the conserve nature commitments.

## IMPROVE LIVELIHOODS

### Labor Commitments

**Most Common Metrics:** None identified

**Number of Relevant Commitments:** 20 (14 with metrics)

**Percentage of commitments with metrics:** 70%

**Alignment:** Low

The majority (88%) of stakeholders making commitments to improve livelihoods stated metrics, but most of these were used by only one actor showing a very low level of alignment. Our analysis showed tremendous need for alignment on labor metrics, where 30% of stakeholders making labor commitments either did not list metrics or listed N/A. For those labor commitments where metrics were available, there was no alignment; there was not a single case where a proposed metric overlapped with those proposed by another actor with a labor commitment.

### Aligning Metrics within the Commitments Hub.

Ideally, the sector would align around a small number of key metrics to track and report progress against the wide range of sustainability commitments within the Hub. This analysis shows that while there is tremendous alignment already in sourcing and renovation, there is much work still needed to align actors on the livelihood's commitments, especially commitments focused on labor, gender, youth and indigenous peoples, and education and health. In some cases, work has already been done to suggest common metrics, but these have not yet been adopted by or mainstreamed within the sector. Where these do exist, the Hub can suggest their uptake.

Commitments related to water, consumer education and awareness and access to inputs and access to finance are also candidates for alignment on metrics. Generally, it will be important to encourage stakeholders to list metrics for all commitments included in the Hub and to work together to further align efforts in monitoring and reporting on progress. Given the existing alignment on renovation, as aforementioned, the Challenge has integrated a short list of key metrics on renovation to enable aggregation. For other intervention pathways, the Sustainable Coffee Challenge will leverage the Collective Action Networks and its partners to identify similar common metrics to further alignment and enable aggregation and reporting across the sector.



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## CONCLUSION

This inaugural Commitments Hub Report is a first step at showing the level of commitment, investment and progress towards sustainability in the coffee sector. While the Hub does not represent the entirety of the sector's commitment to and investment in sustainability, it begins to identify some emerging patterns and insights. Key findings show that:

- As of June 2019, the coffee sector has stated a total of 83 commitments in the Hub.
- 27 stakeholders in the coffee sector have pledged \$531M towards achieving 33 commitments.
- Roasters and retailers are the most likely to state and report on commitments within the Hub.
- Most of commitments are focused on sourcing policies, technical assistance and climate change.
- Half of the commitments target 2020 for their completion, although some stakeholders have already begun implementing longer-term programs.
- Most stakeholders continue to work on an individual project mentality, with few co-investments across peer companies and/or organizations.
- There is much more work needed to align on common metrics - especially on social issues - even though common lists of metrics are available to the sector.

To gain a true sense of the coffee sector's commitment to sustainability, more stakeholders must begin to make, state and report commitments in the Hub. This will enable us to better understand the priorities, the investments and the progress being made collectively towards our goals. It will also enable us to identify synergies and opportunities for broader collaboration to work more efficiently to scale up sustainability programs. Only through such efforts can we realize the vision of making coffee the world's first sustainable agricultural product.

The coffee sector faces some critical challenges both currently and in the coming years – low commodity prices affect farmer profitability today and climate change threatens the ability to continue producing coffee on some of the existing farms. Both require commitment, but also collaboration to ensure a sustained supply of coffee that meets demand and produces economic development opportunities for producers and conserves the forests and freshwater resources in which coffee thrives. Of the commitments currently in the Hub, livelihood-specific programs were not common. Nor were forest conservation commitments. While much progress has been made in the roaster and retail sector to make specific commitments to sustainable, and often certified sourcing, these need to be complemented with programs that increase farmer profitability and ensure the continued conservation of nature.

While the Commitments Hub does not represent the entirety of sustainability investments in coffee, we believe this report provides a snapshot of the types of programs and initiatives currently underway. We hope that use of the Hub will continue to grow so it can become a resource for tracking sustainability progress within the sector. As the Collective Action Networks advance, we expect to see more commitments targeting farm renovation, sustainable sourcing, labor conditions and forest conservation.

2030 will be a crucial year for coffee and our planet. It represents the point in time where coffee consumption continues to grow as climate change impacts become irreversible. By transparently stating and reporting on sustainability commitments in the Hub, the coffee sector can show its commitment to the UN Sustainable Development Goals and the future of our society and our planet and publicly report on its progress.

## APPENDIX

Refer to the following charts.

Report authored by: Bambi Semroc, Valerie Beard and Dora Samaniego. For report inquiries, please contact [scc@conservation.org](mailto:scc@conservation.org).

Chart I: Actors Reporting Progress on Commitments
















Actor Name	% Progress Made	Commitment Maturity Date	Commitment
Arizona State University	25% 	2017	ASU commits to annually involve undergraduate and graduate students in classroom and research projects involving sustainable coffee.
EFICO	90-100% 	2020	By 2020, we will source 40% of our volume verified or certified against sustainability standards. By 2025 this will be 50%. We continue to invest in solid and long-term business relations and win-win partnerships. By 2020, more than 80% of our volume will be sourced from cooperatives or local exports, impacting decent work and economic growth. Via our EFICO Foundation we invest in quality education, knowledge transfer and climate change.
Mi Cafeto Co., Ltd.	60-70% 	2020	By 2020, 100% of our coffee from individual estates will be responsibly sourced and marketed based on our sustainability guidelines.
NCBA CLUSA	70-80% 	2018	NCBA CLUSA is committed to the increased production and the sustainability of the coffee sector which will contribute to the economic and social development of El Salvador. NCBA CLUSA uses a holistic approach to maintaining the human-ecosystem equilibrium that reduces the adverse effects to populations, the soil, and water supply while respecting the country's biodiversity. By September 2018, NCBA CLUSA has committed to strengthen and improve the capacity of 7,500 smallholder farmers and 50 cooperatives; renovate 6,000 hectares of coffee farms with Coffee Leaf Rust resistant varieties; establish 100 coffee plant nurseries with coffee rust tolerant varieties; produce 7,225,000 plants for Salvadoran coffee farmers whose farms were affected by coffee rust; build 200 organic inputs manufacturing sites to produce 1000 metric tons of solid organic fertilizers such as Bocashi and/or compost and produce 300,000 liters of organic liquid bio-fertilizers.
Nescafé	70-80% 	2020	By 2020: 70% of total NESCAFÉ coffee supplies to be responsibly sourced.
Nescafé	80-90% 	2020	By 2020: NESCAFÉ to improve the quality, quantity and sustainability of its coffee supply chain by distributing 220 mio coffee plantlets.
Nescafé	40-50% 	2020	By 2020: NESCAFÉ to monitor and improve labour rights in at least two coffee sourcing countries.
Nescafé	40-50% 	2020	By 2020: NESCAFÉ to improve coffee farm economics in at least four coffee sourcing countries.
Nespresso	80% 	2020	ENSURE THE RESILIENCE OF COFFEE FARMS AND COMMUNITIES by -Sourcing towards 100% of our permanent coffees through the AAA Sustainable Quality(TM) Program, -Increasing the share of certified coffees in the AAA supply, -Innovating in solutions to better farmers' livelihoods -Deploying an extensive agroforestry program in the coffee landscapes.  This coffee commitment is part of a larger set of ambitions that the company has defined to deliver against "The Positive Cup" conviction: To make each cup of Nespresso an extraordinary coffee experience, creating pleasure for consumers and benefits for wider society and the environment. The Positive Cup 2020 plan is sustained with a CHF 500 million investment by the company (2014 – 2020).
The Sustainability Consortium	30-40% 	2020	By 2020, The Sustainability Consortium [TSC] will be supporting global retailers in the deployment of supplier sustainability surveys covering 100M USD in coffee purchasing, thus sending a strong market signal for sustainable coffee. To facilitate this, TSC will release its coffee supplier survey and other components of its coffee toolkit into the public domain, and work with others towards broader alignment.
Rainforest Alliance/UTZ	60-70% 	2020	As part of our mission to make sustainable farming the norm, we launch our Sector Partnerships program in Central America to strengthen the capacity of farmers (especially smallholders and female farmers) and local civil society organizations to lobby and advocate for sector change in coffee in their countries. We will support them to work with governments and companies to engage in issues that require a sector wide approach. We will work with the coffee industry, farmers, workers and local NGOs on advancing the policy agenda with local governments on the topics of: climate change, productivity for farmers, living wage for workers and gender equity in coffee farming communities. We will implement at least one project in Guatemala, Honduras and Nicaragua on each of these issues with local NGOs and farmers. We will include the coffee industry in our lobbying and advocacy efforts and will share our learnings with the coffee community at large.  With our Sector Partnerships program, we want to ensure that: -Smallholder farmers have better access to knowledge, tools and services to increase productivity; -Farmer groups are strengthened and inclusive with regards to smallholders and women; -Farmers adopt climate change adaptation practices supported by companies and improved government policies; -There is progress towards a living wage for workers, and the gap between women and men's wages is reduced; -Women have equal opportunities and do not face discrimination or violence in the workplace.  Goals: -At least 4 projects total on topics of climate change, productivity for farmers, living wage for workers and gender equity for coffee farming communities implemented by 2020 in Central America -Results from projects will be shared by farmers, workers and local civil society organizations directly with the broader coffee community on international forums. Including the 60,000 coffee farmers and workers part of the UTZ program in Honduras, Nicaragua and Guatemala -At least 1 million dollars invested on these projects
Starbucks	90-100% 	2020	By 2020, invest \$50 million in our Global Farmer Fund to provide affordable access to credit to coffee farmers. Providing access to credit at reasonable terms is an important component of our farmer support model. By investing in farmer loans, we are helping cooperatives and farmers manage risk and strengthen their businesses.
Starbucks	99% 	Ongoing	Ensure 100% of our coffee is ethically sourced through C.A.F.E. Practices or another externally audited system. C.A.F.E. Practices includes guidelines in four key areas: quality, economic accountability and transparency, social responsibility and environmental leadership. Taken together, the standards help farmers grow coffee in a way that's better for both people and the planet.
Starbucks	40-50% 	2025	Through the One Tree for Every Bag Program, donations of funds to plant more than 25 million trees have been raised. Going forward, Starbucks will quadruple its commitment by providing 100 million healthy coffee trees to farmers by 2025 by leveraging our green coffee purchases in coffee-growing communities most impacted by climate change.
Sumerian Coffee	30-40% 	2018	The aim of this project is: 1] to produce an additional stream of income for coffee farmers to assist with the obstacles climate change will bring to their business in the coming years 2] use a portion of the sales to plant additional trees or invest in carbon offsets 3] eliminate the pulp from being dumped in or around the farm that can contaminate the soil as well as local water streams.





Chart III: Actors with Commitments by United Nations Sustainable Development Goals (SDGs)

Actor Name	# Commitments	SDG 1 - No Poverty	SDG 2 - Zero Hunger	SDG 3 - Good Health + Well Being	SDG 4 - Quality Education	SDG 5 - Gender Equality	SDG 6 - Clean Water + Sanitation	SDG 7 - Affordable + Clean Energy	SDG 8 - Decent Work + Economic Growth	SDG 9 - Industry, Innovation + Infrastructure	SDG 10 - Reduced Inequalities	SDG 11 - Sustainable Cities + Communities	SDG 12 - Responsible Consumption + Production	SDG 13 - Climate Action	SDG 14 - Life Below Water	SDG 15 - Life on Land	SDG 16 - Peace + Justice	SDG 17 - Partnerships for the Goals	Other
4C Services	1											●	●	●				●	
Ahold Delhaize	1		●						●				●						
Allegro Coffee Company	5	●	●			●			●		●		●			●			
Alsea	1		●						●				●						
Arizona State University	1				●								●						
Association Cafe Africa	1								●									●	
Atlas Coffee Importers	1												●						
Bellsystem24	1												●						
Bon Appétit Management Company	1	●							●		●		●	●		●			
Boncafe	1												●						●
Cafexport S.A.R.L Sucursal Colombia	2		●				●			●			●	●					●
Cafinco	1						●						●						●
Center for Coffee Research and Education (Texas A&M)	2		●		●								●	●		●			
Conservation International	1												●					●	
Dunkin'	1	●	●	●					●				●			●		●	
Ecotierra	1	●	●						●				●			●			
EFICO	1				●			●	●				●					●	
Farmer Brothers	1		●						●				●					●	
Fundacion Cohonducafe	1		●						●				●						
Jacobs Douwe Egberts	3	●					●				●			●				●	
Kauai Coffee Company	1												●			●			
Keurig Dr Pepper	2		●						●				●						
Lagom Coffee Roastery	1	●											●						
Mae Fah Luang Foundation under Royal Patronage	1	●	●		●		●		●		●		●	●		●		●	
McDonald's Corporation	1		●						●				●					●	
Mercon	2	●		●	●				●				●	●		●		●	
Mexico's Secretary of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA)	1		●										●					●	
Mi Cafeto Co., Ltd.	1	●		●	●	●	●		●		●		●	●		●		●	
Mother Parkers Tea and Coffee	1						●			●			●	●					
Moyee Coffee	1	●				●			●				●						
National Agricultural Export Development Board (NAEB)	3		●						●	●			●	●		●			
NCBA CLUSA	1		●										●			●			
Nescafe	4	●							●				●			●			
Nespresso S.A.	1	●	●				●		●				●			●	●	●	
Onda Origins	1		●						●				●						
Pelican Rouge	2		●		●				●				●			●			
PUR Projet	1		●										●			●			
Rainforest Alliance/UTZ	1		●										●					●	
RGC Coffee	3	●		●		●	●		●		●		●	●					
S&D Coffee & Tea	1		●										●			●			
San Martin Regional Government, Peru	1	●											●						
Smithsonian Bird Friendly	8		●				●			●			●	●		●		●	
Solar Lifestyle GmbH	1												●						
Solidaridad	1		●										●					●	
Starbucks	3	●	●	●		●	●		●	●	●		●			●	●	●	
Strategies for International Development	1	●				●							●			●			
Sumerian Coffee	2								●				●						
Supracafe S.A	1									●			●						
Target	1								●				●						
The Sustainability Consortium	1												●						
TreeHouse Foods, Inc	1												●						●
University of Montana Dining	1				●								●						
Walmart	1		●										●						
Westrock Coffee Roasting	1								●				●					●	
World Coffee Research	1		●										●			●		●	