

Global Coffee Platform & Sustainable Coffee Challenge

SFL Partner Briefing, Mar. 2, 2017



**SUSTAINABLE
COFFEE
CHALLENGE**



PROGRESS TOWARDS SUSTAINABILITY BUT SYSTEMIC CHALLENGES REMAIN



Market

- Consumption growth will outpace production
- Consolidation of industry
- Price volatility
- Inefficiencies

Economic

- Lack of business case, low wages & low level of organization
- Poor access to supply chain infrastructures
- Access to finance

Environment

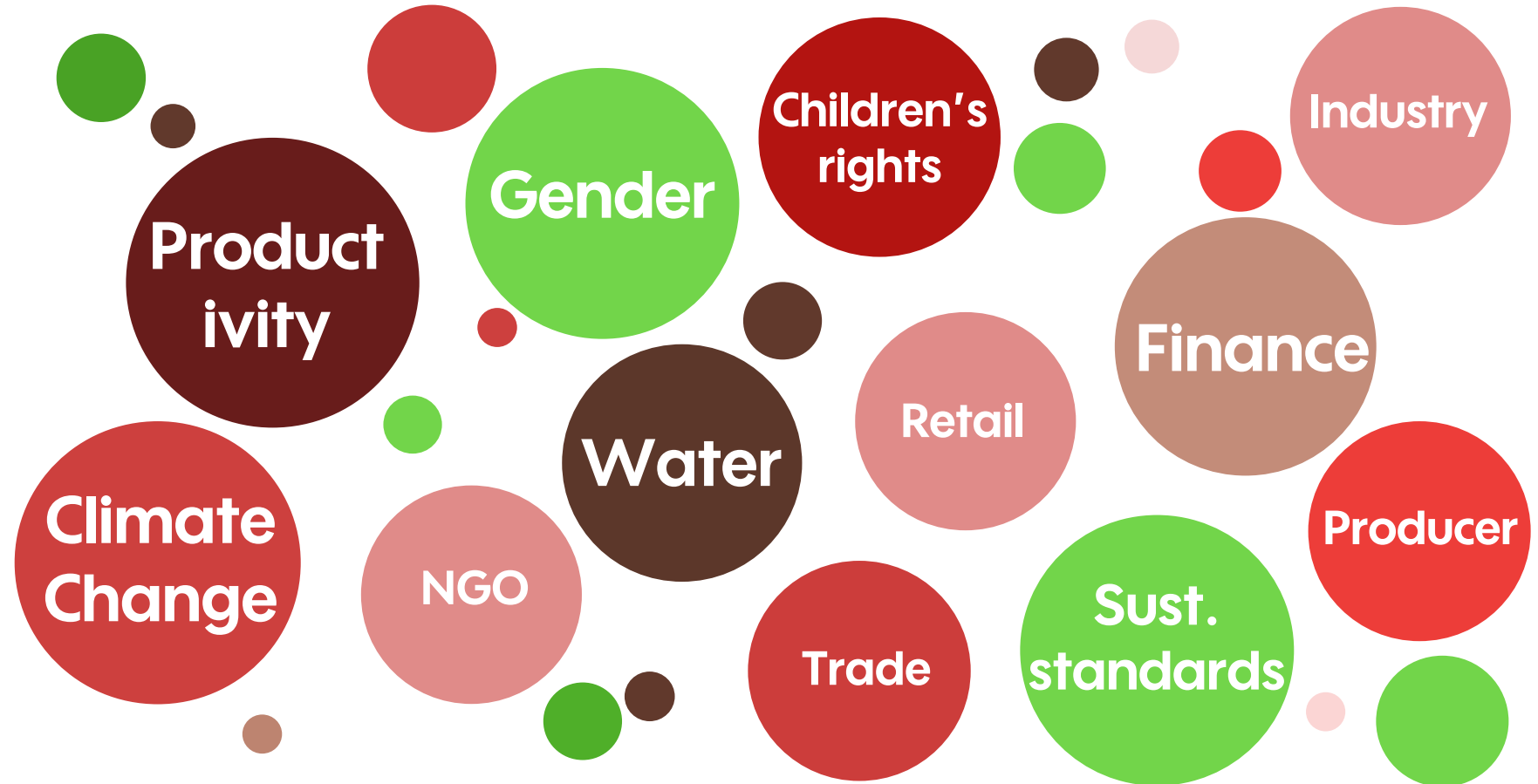
- Climate change causes loss of production
- Soil erosion
- Increasing pressure on water, biodiversity and forests

Social

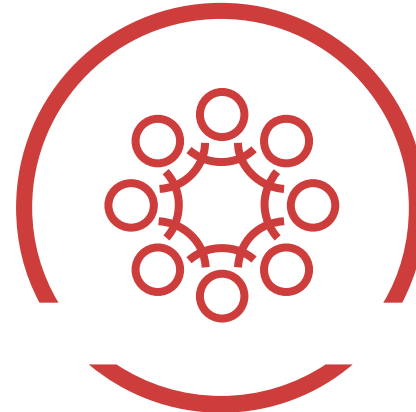
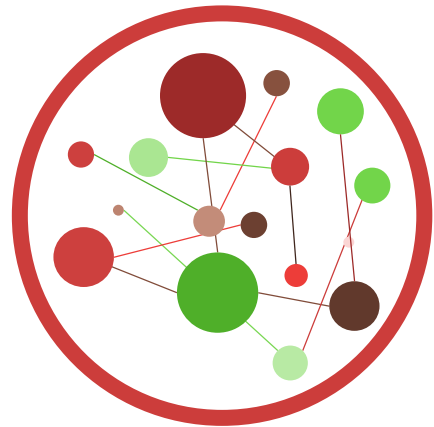
- Aging farmer population
- Labor issues , gender inequality
- Poor access to social infrastructure

NEED FOR A NEW ERA IN COFFEE SUSTAINABILITY!

MANY GOOD EFFORTS - BUT ALSO DUPLICATION AND FRAGMENTATION



OVERCOME FRAGMENTATION: ALIGNMENT FOR COLLECTIVE IMPACT



SUSTAINABLE COFFEE CHALLENGE

The Sustainable Coffee Challenge is a catalyst for making coffee the world's first sustainable agricultural product. The Challenge is a dynamic and diverse coalition from across the sector



STRENGTHENED DEMAND



By working with all players across the coffee sector, we aim to increase the demand for sustainability in the coffee industry and drive collaboration, efficiency and more ambitious commitments and action.

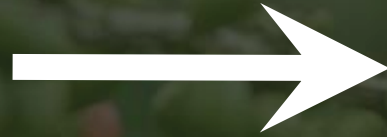
CHALLENGE PARTNERS

Challenge partners are a diverse and dynamic coalition committed to taking actions to increase sustainability in the sector. Today, there are more than 60 partners who have joined the movement.



OUR ROAD MAP

**1. Inventory
Interventions**
**1.Sustainability
Catalogue**



**2. State
Commitments**
**2. Commitments
Hub**



**3.Report + Track
Progress**
**3.Sustainability
Framework**



**4. Share
Experience**
**4. Action
Networks**



**5. Inspire New
Commitments**
**5. Outreach +
Networks**



GCP and the Challenge

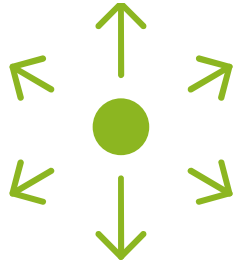
- The **GCP** is the **member-driven global platform** which facilitates public-private dialogue, the alignment of investments, collective action, and the scaling of successful sustainability activities across the sector.
- The **Challenge** is a **movement** that is working to spark greater demand for sustainability across the sector. It promotes transparency of commitments and serves as a catalyst and incubator for new ideas, collective action and innovation.

Areas of collaboration



Setting collective vision and targets

Alignment on the development and implementation of a sector-wide vision and agenda



Sharing best practices

Encouraging all stakeholders to exchange best-practices and lessons learned and publicly state and report against commitments



Driving action

Facilitating and coordinating pre-competitive dialogues and action



Tracking & Measuring progress

Bringing together efforts to develop a framework that enables the sector to track & measure progress

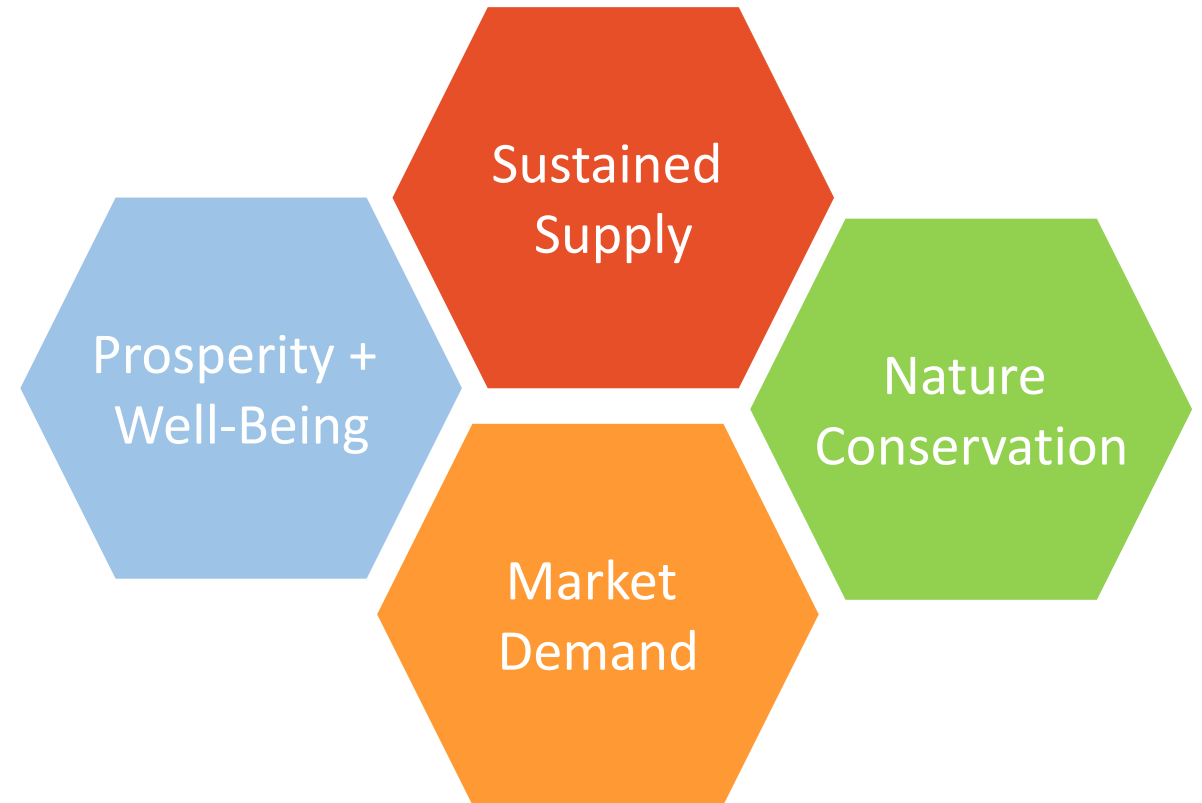
Challenge draft Sustainability Framework



Our Intervention Pathways

The coffee sector is investing in a number of interventions aimed at addressing the key challenges facing coffee.

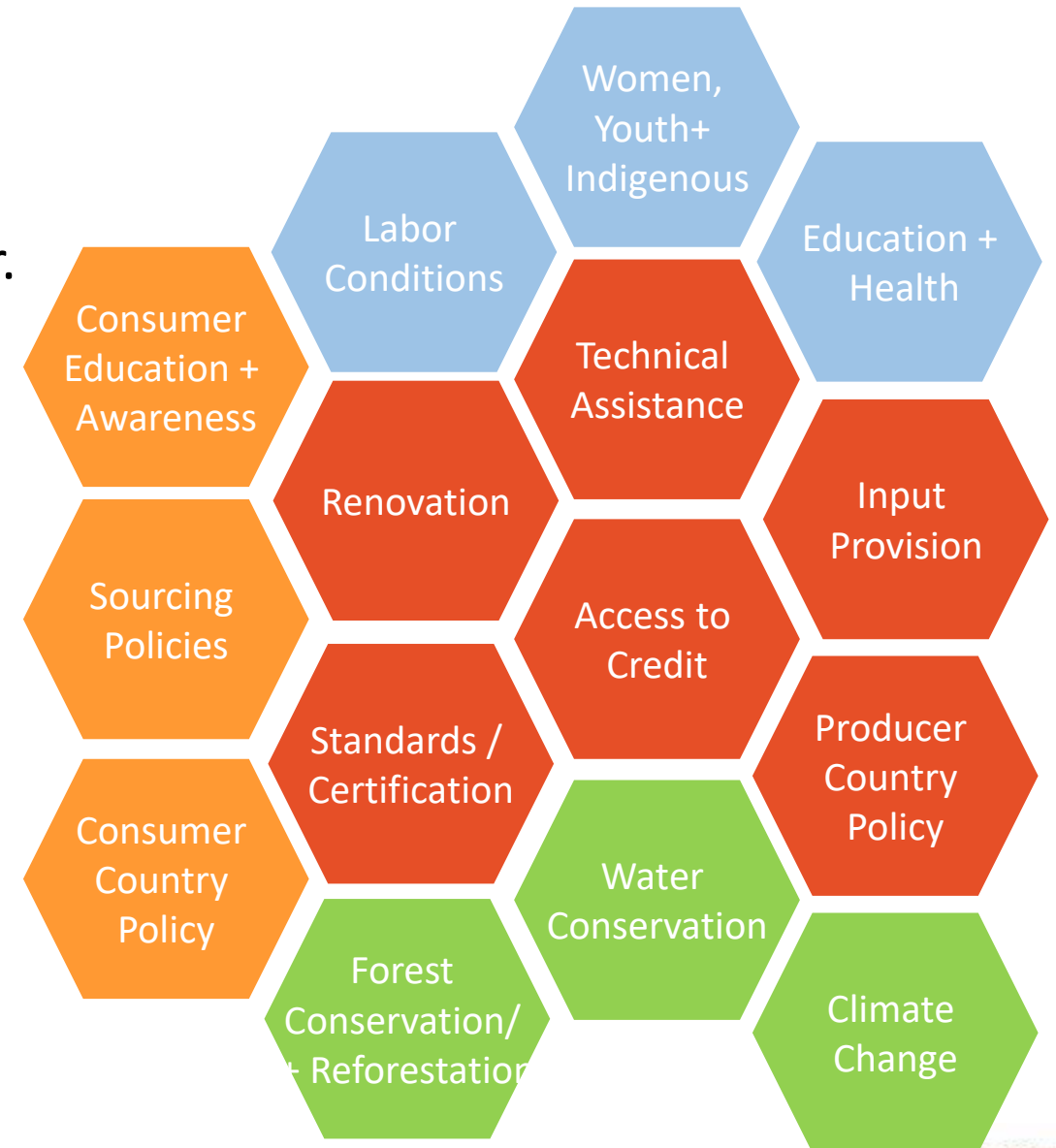
The interventions can be grouped around the North Star Elements, with market demand acting as a driver of investments into the 3 elements.



Our Intervention Pathways

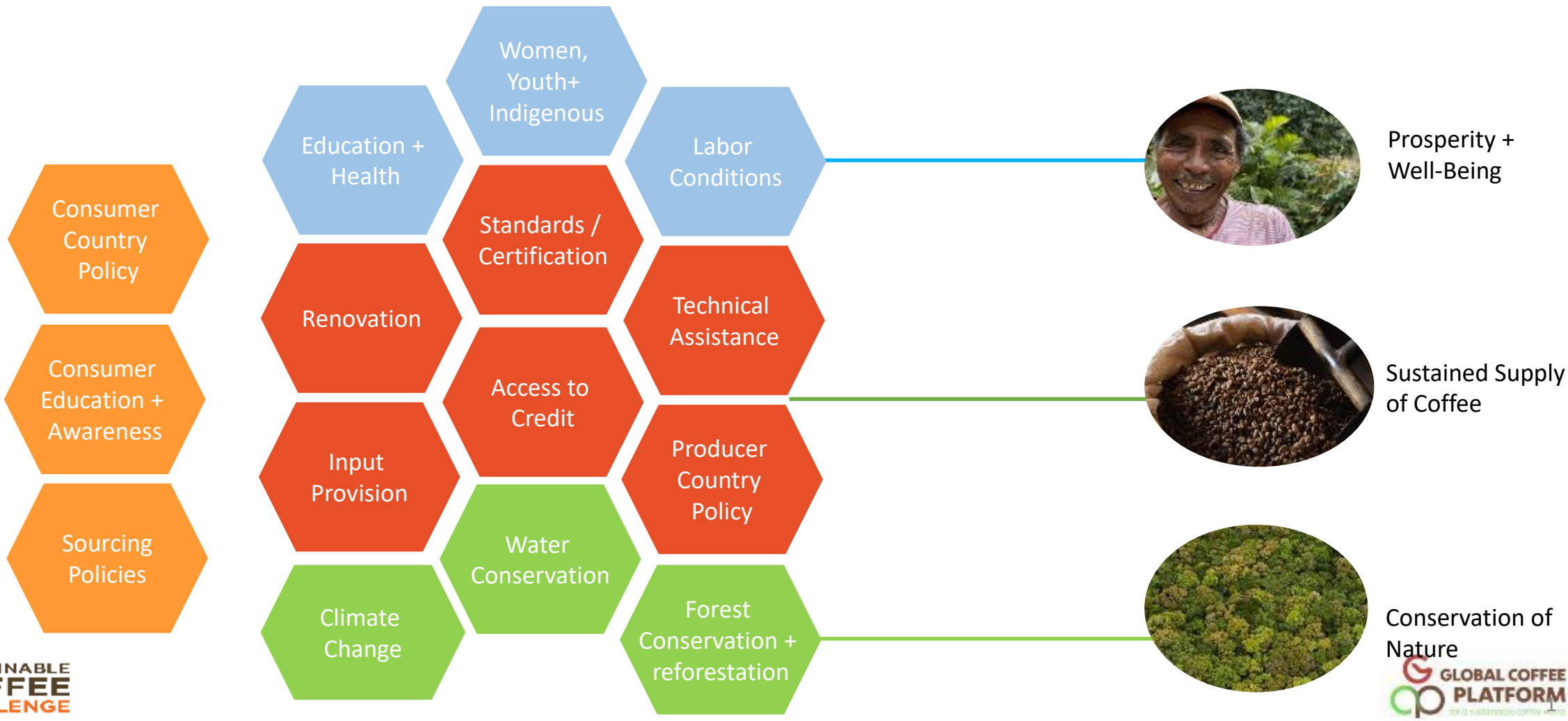
We are investing in a number of different interventions. Together they form the basis for a strong sustainability framework for the coffee sector.

We identified 15 initial interventions that represent areas of current investment and/or priorities for the future.



Our Intervention Pathways

Market demand interventions can drive investment in the on-the-ground interventions necessary to achieve our goals.



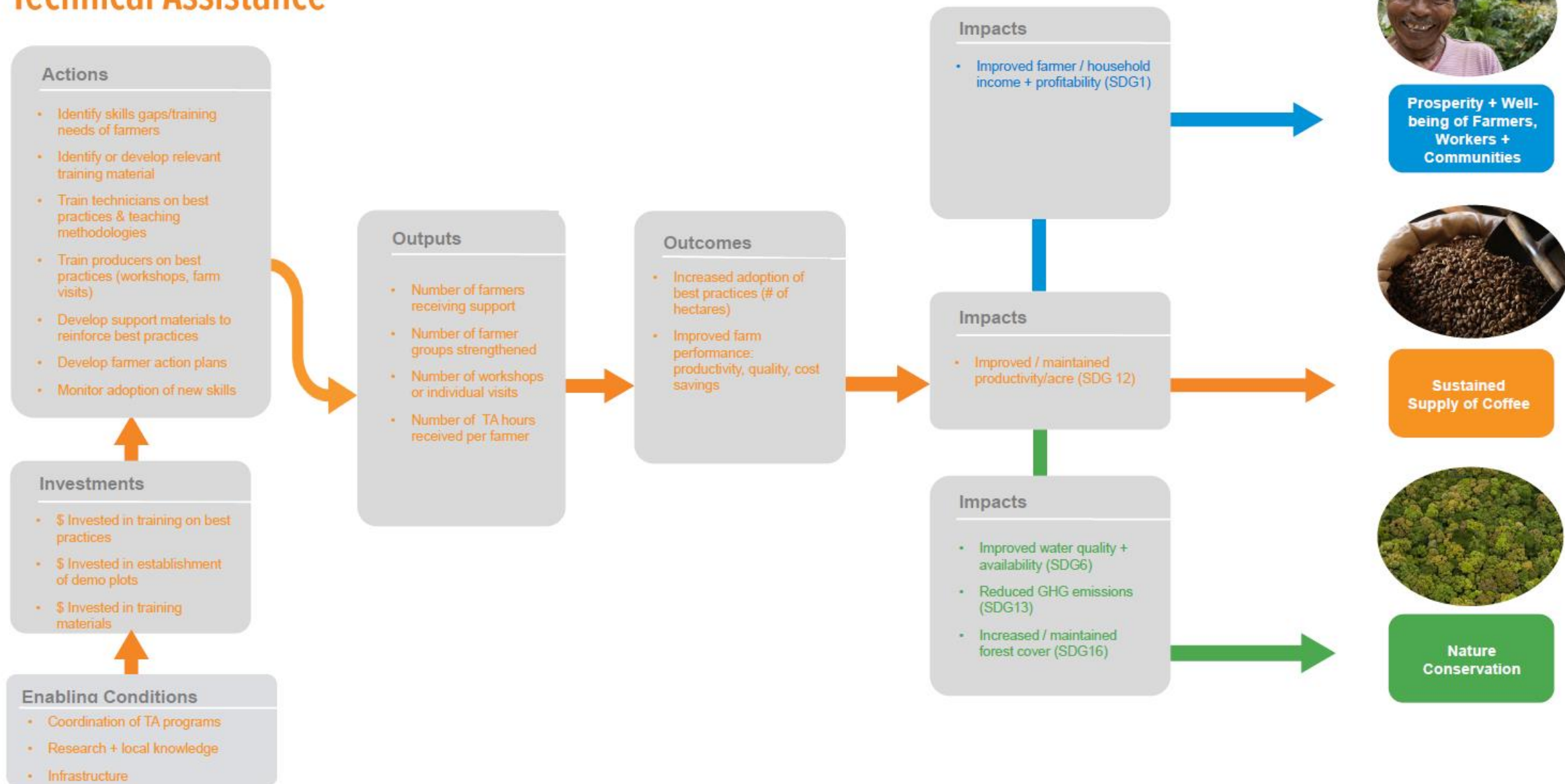
Our Intervention Pathways

For each intervention, the working group has developed an initial pathway to impact that includes key assumptions.

- Each of the 7 elements has been clearly defined.
- The pathways build on the existing work and knowledge of partners working on these types of programs.

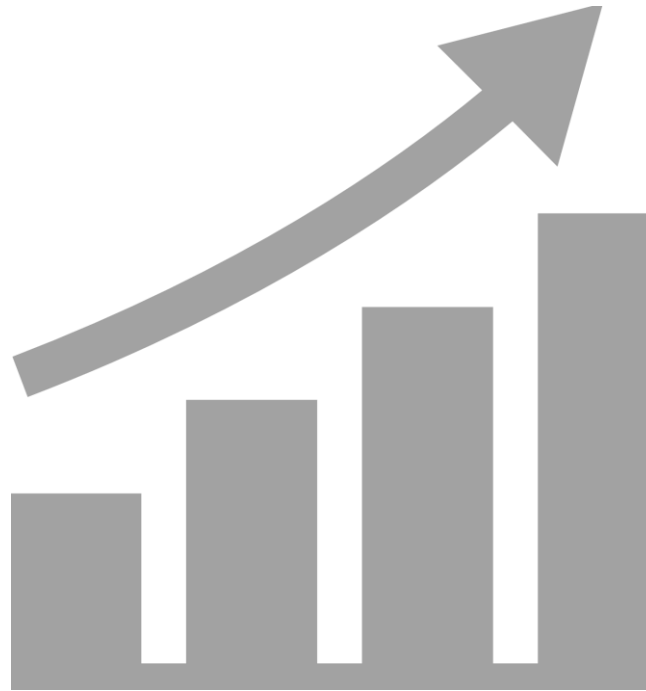


Technical Assistance



What's next?

Joint working group on Global Sustainability Framework



Key objectives joint-working group

- Integrate efforts on the Sustainability Framework and Global Progress Framework to develop one **Global Sustainability Framework**.
- Common framework to demonstrate and track progress on sustainability efforts over time – either individually or collectively.
- Align on key indicators and common metrics to track progress against key issues facing the sector.

Joint events and milestones

- Feb. 28 – Launch of joint working group
- Mar. 2nd First working group meeting
- Mar. 24 - NCA, Joint session
- Apr. 20-23 – SCA Global Coffee Expo, Release 1st opt-in common metrics for progress reporting

Join us!

Global Coffee Platform

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Sustainable Coffee Challenge

www.sustaincoffee.org or scc@conservation.org