




SUSTAINABLE COFFEE CHALLENGE

CATALYZING THE TRANSITION TO A SUSTAINABLE SECTOR

HERBERT LUST, CONSERVATION INTERNATIONAL
121ST ICO COUNCIL, PRIVATE SECTOR CONSULTATIVE BOARD, MEXICO CITY

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A young boy is shown from the chest up, pouring water from a green plastic bottle into a metal tray filled with coffee cherries. The cherries are in various stages of ripeness, showing colors of red, purple, and green. The boy's hands are wet with water. The background is a lush green coffee plantation with rows of trees.

**PEOPLE
NEED
COFFEE
TO THRIVE**

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



**CONSERVATION
INTERNATIONAL**

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COFFEE + PEOPLE + NATURE

Working with partners from field to market, to support a new paradigm for sustainable coffee production. All of this is done by programs that focus on:



Grow supply

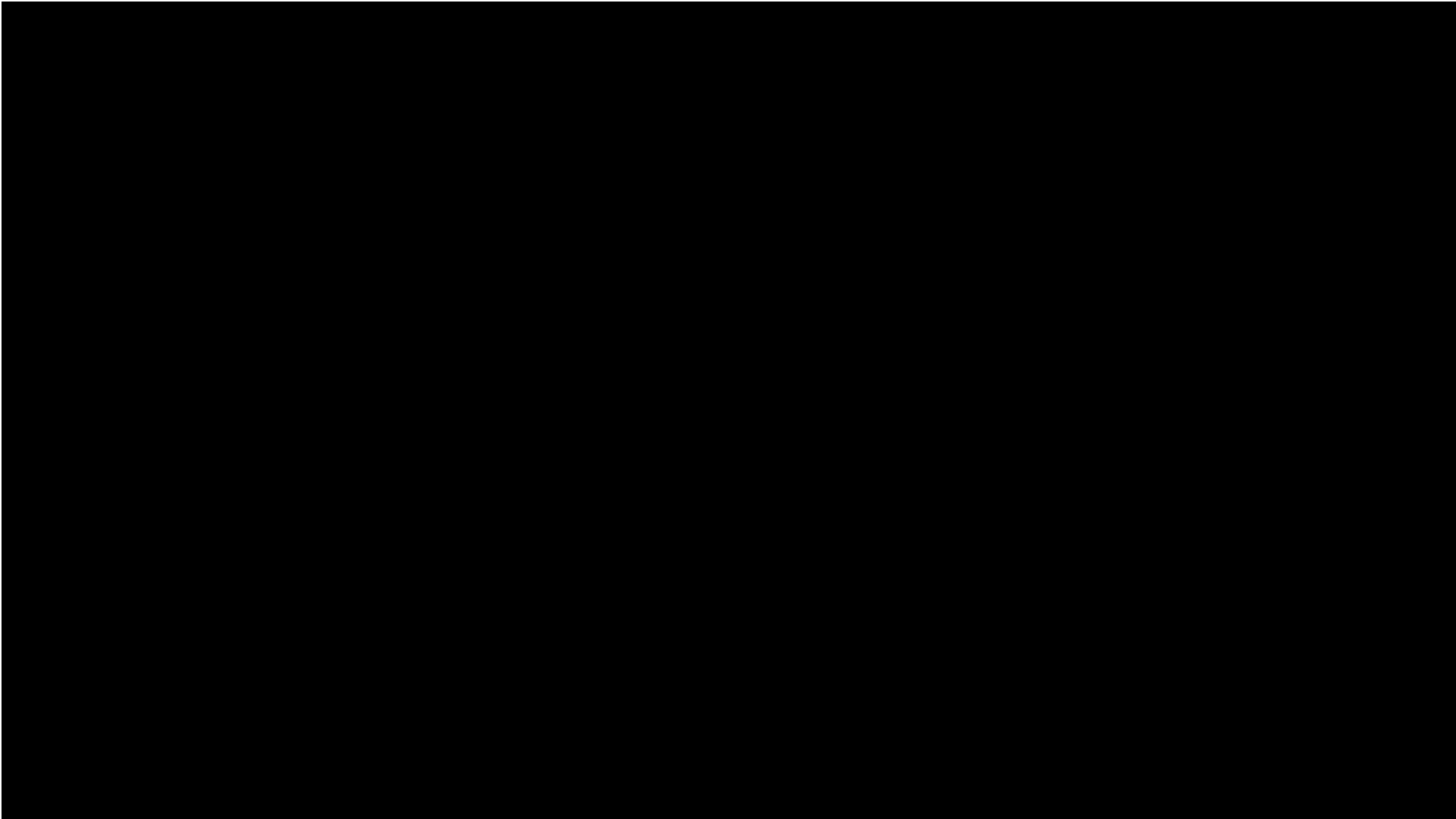


Strengthen decision-making



Promote demand





SECTOR TRANSFORMATION



Producer Support Services



Strengthened Demand



Improved Governance



Platform for sector
dialogue, alignment and
shared vision



SUSTAINABLE COFFEE CHALLENGE

The Challenge is a dynamic and diverse coalition focused on catalyzing the demand for sustainability across coffee value chain, with a shared vision to make coffee the world's first fully sustainable agricultural product.



TRANSFORMING THE SECTOR

A photograph of a young child pouring water from a green plastic bottle over a tray of coffee cherries. The child is smiling and looking down at the tray. The background is a blurred green field, likely a coffee plantation. The image is overlaid with a semi-transparent dark grey rectangle containing the title and list.

- **Create a common language** - What does sustainability mean for coffee? How do we reduce complexity?
- **Increase transparency** - Who is doing what? How do we drive new and more ambitious commitments?
- **Take collaborative action** - What can we collectively do to accelerate the necessary investments for transforming the sector?

COLLECTIVE ACTION NETWORKS



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.



Scaling up Sustainable 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.



Labor Supply and Conditions: Ensuring a continued supply of labor and promoting good labor conditions across coffee producing countries.



Mapping & Monitoring of Coffee and Forest: Map current coffee production and forest area to enable monitoring of changes over time.

*GCP is leading 3 additional and complementary Action Networks focused on **Gender & Youth, Economic Viability, and Climate Smart Agriculture***



ICO PARTNERSHIP

- Partnership with the Challenge will help deliver on ICO's strategic objectives
- Key areas for collaboration
 - Facilitate exchange, integration and dissemination of data
 - Disseminate information, technical expertise and lesson sharing
 - Encourage governments to showcase and track government-led commitments
 - Unlock and mobilizing resources through innovative finance
- Immediate opportunity for ICO members around Global Environment Facility (GEF7)

for more information visit

SUSTAINCOFFEE.ORG

or email us at SCC@conservation.org



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