

# THE TIME IS NOW

## Sustainable Coffee Challenge

Progress update

125<sup>th</sup> ICO Council, London



SUSTAINABLE  
COFFEE  
CHALLENGE



# 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

# COLLECTIVE ACTION NETWORKS



01.

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## Scaling Up Sustainable Sourcing

- Developing resources to drive industry action on market volatility
- Exploring developing 'Cost of Production' benchmarking tool



02.

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## Farm Renovation & Rehabilitation

- Pocket guide with principles and sample 'code of conduct'
- Exploring a joint project on Labor Issues in Brazil



03.

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## Improved Labor Practices and Supply

- Updates to R&R Guidebook, incl. translations and on-line version
- Developing a R&R grant facility - Secured an initial \$1M



04.

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## Mapping + Monitoring of Coffee and Forests

- September webinar: Can & Should the Coffee Sector Make a Zero Deforestation
- Starting a 2.5 year program in Colombia and Indonesia

# COFFEE DAYS 2019

In the lead up to **National Coffee Day** (USA, Sept 29) and **International Coffee Day** (Oct 1), the **Sustainable Coffee Challenge** will run a campaign through CI's social media and other communication channels to highlight our efforts to **make coffee the world's first sustainable agricultural product.**

The campaign features **4 key activities:**

## Crowdfunding campaign

Effort to raise \$\$ for renovation & reforestation

## Nature4Climate Hub

Photo display at UN Climate Week on Sept. 23<sup>rd</sup> in NYC

## Amplify efforts of our partners

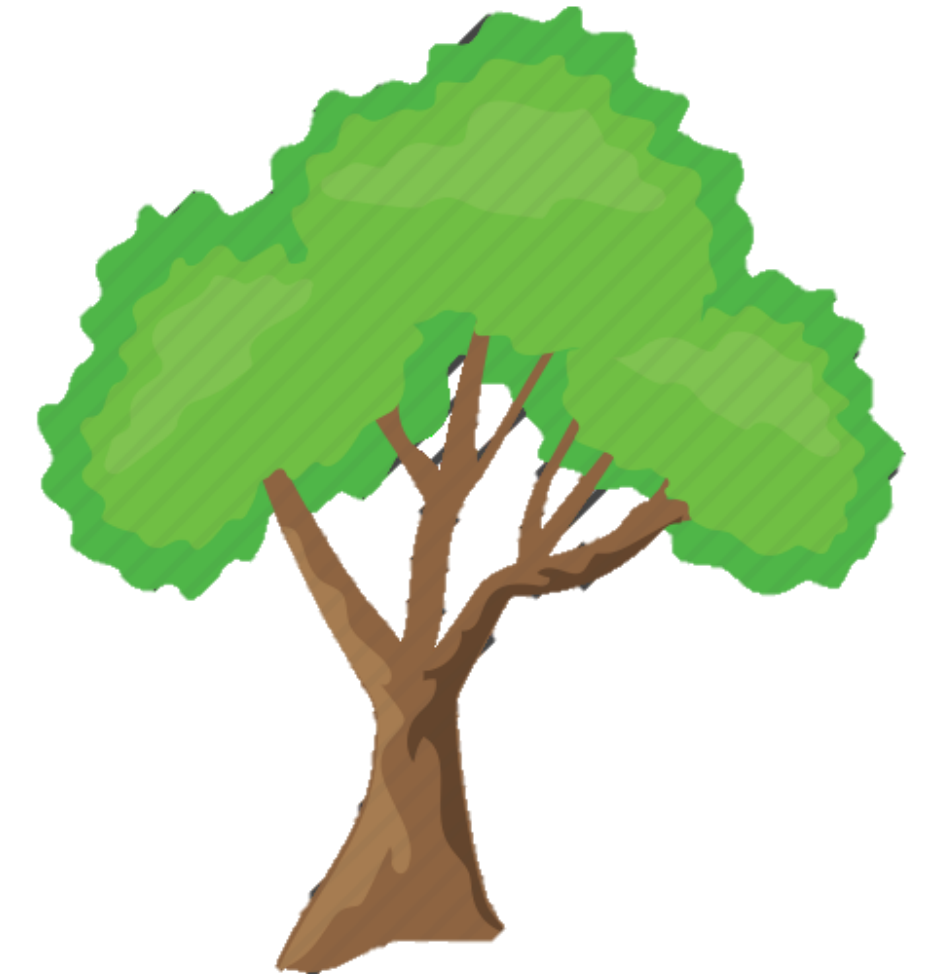
Share the efforts of ICO and others within our community

## 1<sup>st</sup> Commitments Hub Report

Launch of report to aggregate commitments stated [sustaincoffee.org](http://sustaincoffee.org)

# CROWDFUNDING CAMPAIGN - THE CONCEPT

- The Challenge is rolling out a **crowdfunding campaign** targeting consumers and industry actors.
- The campaign will **raise funds and drive action** to provide struggling coffee farmers with healthy coffee trees and coffee-friendly trees.
- The campaign will target regions that are under threat due to climate change in **Honduras, Colombia and Peru.**
- Ultimately the support will contribute to global **restoration** efforts and **climate-resilient coffee communities.**



Antioquia



San Martin



Ocotepeque



# PLANT TREES. SAVE COFFEE.

HELP BUILD STRONGER COFFEE COMMUNITIES



## Question or more information?

- Visit [www.sustaincoffee.org](http://www.sustaincoffee.org)
- Download the [one-pager here](#)
- Read the NCA blog about the campaign [here](#)
- Contact to the CI team via [scc@conservation.org](mailto:scc@conservation.org)

for more information visit

**SUSTAINCOFFEE.ORG**

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CONSERVATION  
INTERNATIONAL