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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PEOPLE NEED COFFEE TO THRIVE

AND COFFEE NEEDS PEOPLE AND NATURE TO THRIVE
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

- **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