THE TIME IS NOW

Sustainable Coffee Challenge
Progress update
125th ICO Council, London
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. Scaling Up Sustainable Sourcing
   - Developing resources to drive industry action on market volatility
   - Exploring developing ‘Cost of Production’ benchmarking tool

02. Farm Renovation & Rehabilitation
   - Pocket guide with principles and sample ‘code of conduct’
   - Exploring a joint project on Labor Issues in Brazil

03. Improved Labor Practices and Supply
   - Updates to R&R Guidebook, incl. translations and online version
   - Developing a R&R grant facility - Secured an initial $1M

04. Mapping + Monitoring of Coffee and Forests
   - September webinar: Can & Should the Coffee Sector Make a Zero Deforestation
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. 23rd in NYC

- **Amplify efforts of our partners**
  Share the efforts of ICO and others within our community

- **1st Commitments Hub Report**
  Launch of report to aggregate commitments stated sustaincoffee.org
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.
Question or more information?

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

SUSTAINCOFFEE.ORG

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