SUSTAINABLE COFFEE CHALLENGE

Commitments Hub Report

2020

The year 2020 began with soaring hopes for our movement to make significant progress towards our vision of making coffee the world's first sustainable agricultural product. COVID-19 has disrupted how we work to advance action on the coffee price crisis, climate change and other challenges threatening the growing demand for coffee. Yet the Sustainable Coffee Challenge has welcomed new partners and seen partners state novel commitments as well as make progress on existing commitments. In 2020, 18 new partners joined the Challenge, bringing our partner base to almost 160. In the Commitments Hub, stakeholders stated 23 new public commitments in 2020, and the number of actors reporting progress against their goals increased by 170%.

The COVID-19 pandemic has greatly impacted the coffee sector, from production all the way to consumption. While out of home consumption of coffee has significantly dropped, consumers (especially in Europe and North America) are drinking more coffee at home. At the same time, coffee production – and producing communities – have also felt the impacts. In the first wave of the pandemic, the International Coffee Organization (ICO) along with the International Food Policy Research Institute (IFPRI), reported that COVID-19 further increased fluctuations in coffee prices, and thus further added to the volatility in the market. As a result, the complex sustainability issues – social, economic, and environmental – that the sector has been facing are further aggravated.

While the sector grapples with existing and new challenges, we also witness a continued and growing commitment to sustainability, signaling the realization that the future of coffee depends on healthy communities, healthy environments, and healthy markets. Over the past year the Challenge has welcomed 18 new partners to become 158 strong. The Challenge partners have made a total of 106 commitments in the Hub as of the late September 2020 deadline for analysis in this report.

This 2nd annual Hub Report presents an overview of the commitments made by retailers, roasters, trading companies, governments, research organizations, NGOs and many others that advance the sector towards our vision of coffee becoming a beacon for how to transform agricultural products to a sustainable future. In analyzing the information stored in the Hub, we were reminded that 2020 should be a benchmark year for the sector, with more than a quarter of commitments reaching maturity. We will not know exactly how COVID-19 affected the progress on those commitments until 2021's report. It is now time to double down on our efforts to achieve our vision to make coffee the world's first sustainable agricultural product. To dream up the next generation of ambition and state our next commitments that advance us towards our collective 2050 goals and 2025 targets.

During these times of unprecedented uncertainty, we hope that this report gives you hope. Seeing actors across the supply chain investing and working to improve our sector sustains us. It is never too late to make your first commitment, your next ambitious commitment, or to partner with others to transition to more sustainable coffee communities and landscapes. Please join us on the journey to sustain our coffee.

Yours in sustainable coffee,

Bambi Semroc
Acting SVP, Sustainable
Lands and Waters
Conservation International

Key Findings

As of September 2020, 81 stakeholders have stated 106 sustainability commitments in the Hub, 36% of these commitments are new to this year's analysis

Most commitments are made by roasters or retailers (61% of actors stating commitments)

Commitments are targeting 34 countries worldwide, with the majority directed to Latin America

Most of commitments are focused on technical assistance, climate change, and forest conservation and restoration

50 stakeholders have pledged $770M towards achieving 62 commitments between 2019-2030

More than a third of commitments (36%) target 2020 for their completion, 2025 is the next most popular commitment target year. 48 stakeholders have stated beyond 2020 commitments

The five most frequently used metrics to report progress are # farmers, # people trained, # trees planted, % certified/verified/ sustainable sourcing and volume sustainably sourced/responsibly sourced coffee

27 stakeholders have reported on their commitments, a 170% increase compared to last year. 14 commitments are 90-100% completed

Less than half of stakeholders (46%) stated that their commitment was made in partnership with others, signaling the need for greater collaboration in the sector

While there has been an uptick in stakeholders stating and reporting commitment in the Hub since 2019, there is ample room for improvement in terms of the quality of commitments (specific, measurable, attainable, relevant & timebound), as well as the number of actors reporting on progress against commitments

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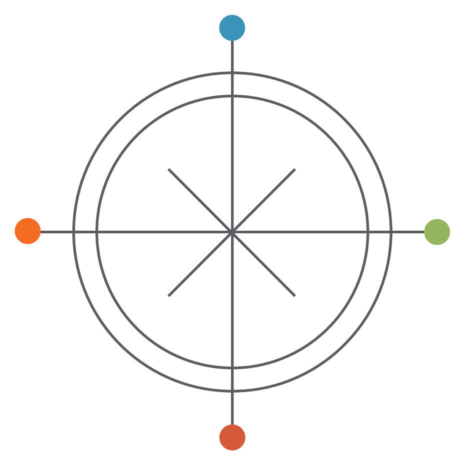


01 Introduction

The Sustainable Coffee Challenge is a collaborative movement of the private sector, governments, NGOs, research institutions and others, committed to make coffee the world's first sustainable agricultural product. Challenge partners are urgently working together to increase transparency, align around a common vision for sustainability and collaborate to address some of the most critical challenges facing the sector. Conceived by Conservation International and Starbucks and launched during the 2015 Paris climate meetings with 18 founding partners, the Challenge aims to stimulate greater demand for coffee sustainability. The movement has since grown to more than 155 international partners.

The coffee sector has a multitude of sustainability commitments. Most are made individually and are listed on company or organization websites, making it difficult to understand the collective ambition of the sector, let alone its progress. In response, in 2016 the Sustainable Coffee Challenge launched the Commitments Hub to serve as a single, go-to place to house sustainability commitments within the coffee sector. The goal is to enable the sector to better track commitments, its progress in achieving them and to better identify opportunities for enhanced collaboration on key issues. In December 2017, stakeholders began reporting on their commitments within the Hub.

The first Commitments Hub Report was published in 2019, with the following enduring questions:

- Which types of sector actors state commitments?
- What issues do the commitments most address? Which are we not addressing?
- Are there natural synergies emerging between types of commitments and stakeholder groups?
- Which coffee origins are we most committed to and which need more attention?
- How aligned are we on the metrics used to track progress?
- What synergies and points of connection are forming among stakeholders?

The inaugural Hub Report served as a baseline review for all the commitments to coffee sustainability that were in the Hub at that time. Last year's report covered major trends that we were seeing relative to who stated commitments, the amount invested and the countries most targeted for interventions, the most dominant interventions and how these link to the Sustainability Framework and the United Nations Sustainable Development Goals, obvious synergies and connection nodes across the stakeholders, and a metrics analysis by our Framework's intervention pathways. For this report, we continued our analysis in that vein, comparing all commitments in the Hub as of September 2020. This second Hub Report is the first example of how we might compare commitments year over year, showing our collective progress and emerging trends.

Please explore a novel interactive dashboard that accompanies this year's report by visiting www.sustaincoffee.org/hub-report.

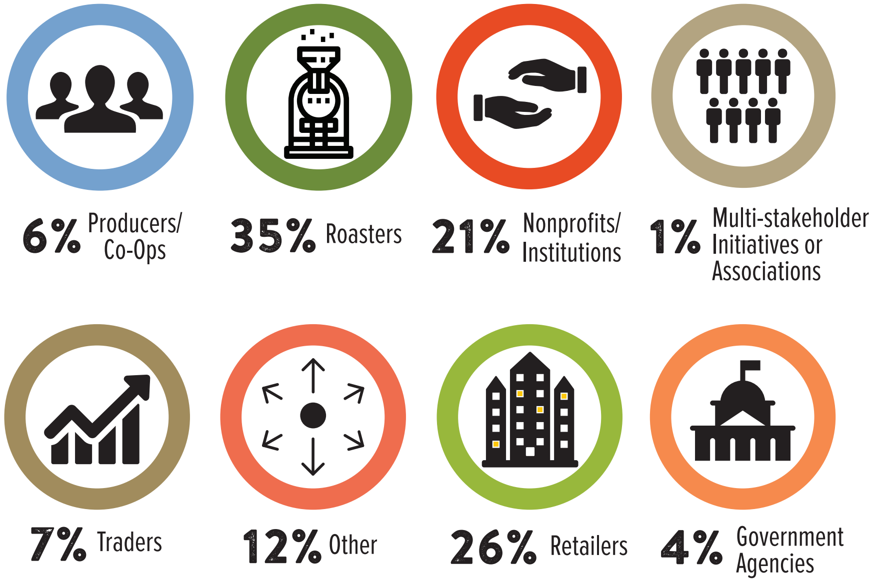
02 The commitments, the actors and our collective investment

The private sector continues to lead the way in stating commitments in the Hub.

As of September 2020, a total of 81 different stakeholders entered 106 commitments into the Commitments Hub. Of these stakeholders, 72 are partners in the Challenge. Compared to the 2019 Hub Report, the share of Sustainable Coffee Challenge partners stating commitments grew from 51 to 72, a 41% increase. There are 38 commitments new to this year's Hub Report analysis, representing 36% of commitments overall. These novel commitments shifted the shares of many of the main target areas that commitments focused on when compared to last year's report. Commitments set to mature prior to the year 2019, from an organization that is no longer in business, or with no year identified, were retired, and removed from analysis (15 commitments).

Those making commitments via the Hub encompass the entire coffee value chain. Retailers and roasters represented most actors and most commitments in the Hub, with their commitments representing 61% of all commitments. As of this year, five of the top 10 roasters identified in the 2018 Coffee Barometer have publicly stated commitments in the Hub. Civil society was responsible for 13% of commitments and producer country governments and producer organizations made up another 10%.

Identical to the 2019 Commitments Hub Report, the overrepresentation of retailer and roaster commitments likely reflects the more "traditional" types of commitments that the coffee sector has witnessed to-date. As with last year's report, the Challenge will continue to strive for greater outreach and engagement with governments and producers to state their commitments in the Hub.

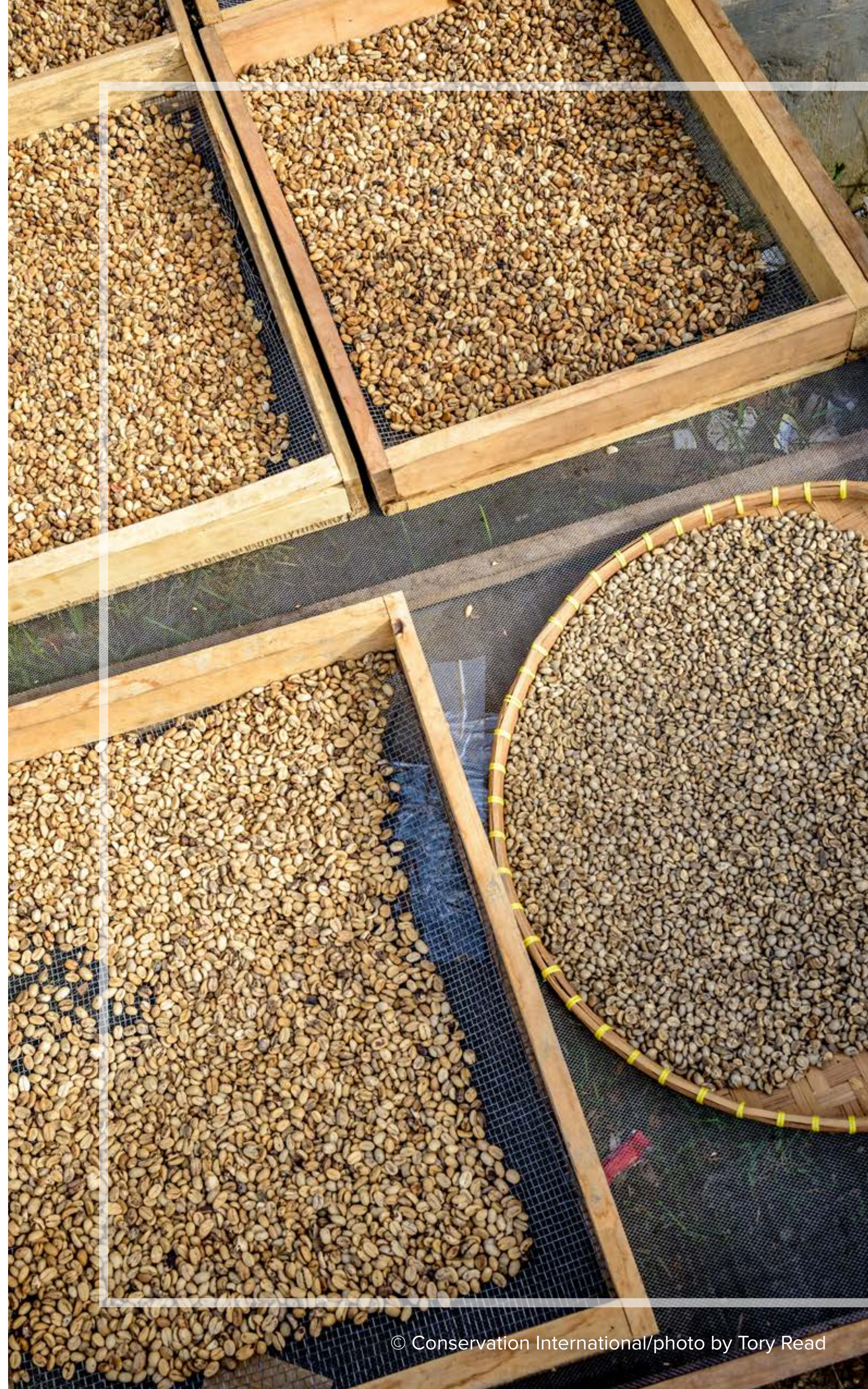


Private sector actors were most likely to enter commitments in the Hub. Note: 6% of actors multi-selected the actor type that they affiliate with.

The sector is investing $770M towards 62 sustainability commitments between 2019-2030.

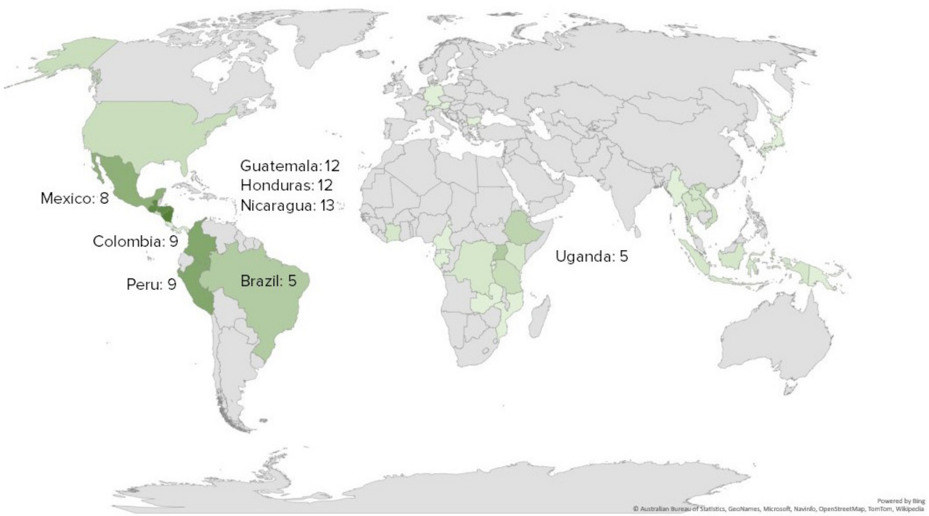
To-date, 50 stakeholders have committed to invest $770 million towards achieving 62 commitments. $418 million is directed towards global actions without a specified country, while the remaining $102 million is directed towards specific countries, and $250 million is dedicated to coffee regions without a specified country. $770M spans all the commitments in the Hub. This figure does not represent an increase in total annual investment since the publication of the Sustainability Catalogue, which estimated a total annual investment of $350M in sustainability programs in 2016. Investment figures are aggregated, and individual figures are not shared in Hub Reports or on the Challenge website.

This figure is based on those stakeholders who included mention of investment value. 62% of stakeholders who stated a commitment provided information on the amount invested to meet their commitment (50 stakeholders), and 38% of stakeholders (31) did not answer. Based on the responses, it seems that roasters, followed by retailers, and then nonprofits or institutions, made the most investments. Those willing to publicly state



their investment were most likely to commit to improving well-being and prosperity (38% of investment), conserving nature (22% of investment), resilient supply (21% of investment), and strengthening market demand (19% of investment).

The commitments support 34 producing countries, most in Latin America.



The 106 commitments span 34 countries. 42 commitments are tagged as focusing on Central America, 24 in Africa, 23 in South America, 11 in North America, 12 in Asia and Oceania and four in Europe. Note that some commitments multi-select geographies or selected global. The top 8 countries in terms of number of commitments are showcased, and include: Nicaragua (13), Guatemala (12), Honduras (12), Colombia (9), Peru (9), Mexico (8), Brazil (5) and Uganda (5).

Altogether, the commitments are supporting sustainable coffee programs in 34 different countries. 43 of the 106 commitments, or almost 41%, targeted a specific country, and in some cases more than one. The number of countries is very similar to the 2019 Hub Report, where actors targeted 30 countries. Actors stating commitments were most likely to target their sustainability programs in Latin America, followed by Africa. They were least likely to note programs in Europe. This may represent the lack of commitments to coffee-consuming countries this year. This year's report did include more commitments in Asia. The 2020 analysis featured 12 commitments targeting Asia and Oceania (10 in Southeast Asia, one in Asia, and one in Oceania). Last year's Hub Report included six commitments in Asia. This means there was a 100% increase in commitments in Asia between the 2019 and 2020 reports.

More than a third of the commitments in the Hub (36%) noted a global scope. Retailers and roasters were most likely to make global commitments, with 20% of these commitments committed to sustainable sourcing and 14% specifically to standards/certifications.

Nicaragua, Honduras, and Guatemala had the most commitments listing countries from the coffee sector. In this group of countries, more than 60% of commitments focused on both improving livelihoods (68%) and sustaining supply (64%). The two most tagged SDGs for the three origins include responsible production and consumption (SDG 12) and climate action (SDG 13).

In cross analyzing the top countries in terms of number of commitments versus the top countries in terms of amount of funding invested[1], it is evident that Colombia received the most funding ($27 million USD), followed by Peru ($26 million), and Mozambique ($25 million). The remaining two countries in the top five countries receiving funding via their commitments included Mexico (almost $4 million) and Guatemala ($3 million). Each of these figures understates the current level of investment by the sector, as many stakeholders have not yet entered their commitments, and many did not state the level of investment. Additional countries received between $1 and $3 million: Vietnam ($3 million), Nicaragua ($2 million), Uganda ($2 million), Ethiopia ($2 million), Thailand ($1 million), Indonesia ($1 million), and Honduras ($1 million).

For other top 20 coffee-producing countries such as Brazil, Tanzania, Ivory Coast, Papua New Guinea and El Salvador, the levels of stated investment for each country were less than $1 million USD, which underestimates the dedicated capital in these important coffee lands. Clearly, both the investments and the number of commitments in the Hub targeting specific countries still does not completely capture sustainability efforts in any given geography.

1 To assess country funding, the total funding per commitment was divided equally by the number of countries selected by each actor.

MORE THAN ONE THIRD OF EXISTING COMMITMENTS SHOULD BE ACHIEVED BY 2020.

Commitments reach maturity in different years. Five commitments in the Hub are on-going. 38 commitments were scheduled to mature in 2020. We are unsure what to expect regarding whether actors will be able to meet their 2020 timelines given the global disruption of the COVID-19 pandemic. Nonetheless, the 2021 Commitments Hub Report will ideally showcase the reported progress of those commitments. The Challenge will encourage those stakeholders with commitments involving a 2020 deadline to report in a timely manner. With the 2020 commitments maturing, the Challenge implores the coffee sector to keep momentum and state bolder, more ambitious commitments in the year 2021.

2021 also signifies a deadline for 15% of commitments. A total of 17 commitments (16%) will mature in the year 2025. We expect the number of commitments targeting 2025 to increase in the coming months as the sector adopts ‘our collective commitment’ and uses the Hub as the central space to document these goals and their associated commitments.

Between 2021 and 2025, there are 49 commitments in the Hub scheduled to mature, plus five commitments that are on-going. When analyzed, these 54 commitments tend to be made by roasters (39% of stakeholders), followed by retailers (27%), with commitments focusing almost evenly on resilient supply (57% of commitments), conserving nature (54%), and improving well-being and prosperity (52%), and showing a slighter lesser focus on strengthen market demand (39%). In terms of intervention pathways, 41% of these commitments aim on forest conservation and restoration, 37% focus on education and health and another 37% focus on climate change, followed by a 33% focus on technical assistance, followed by 37% focusing on climate change and 33% on technical assistance and 28% focusing on gender, youth, and indigenous peoples. 44% of the 2021-2025 plus on-going commitments pointed on responsible consumption and production to achieve the UN Sustainable Development Goal, SDG 12. Lastly, 70% of the 2021-2025 plus on-going commitments stated their levels of investment allocated to meet these goals, totaling almost $306 million – or 40% of the total funding committed in the Hub.

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03 What are stakeholders committing to?

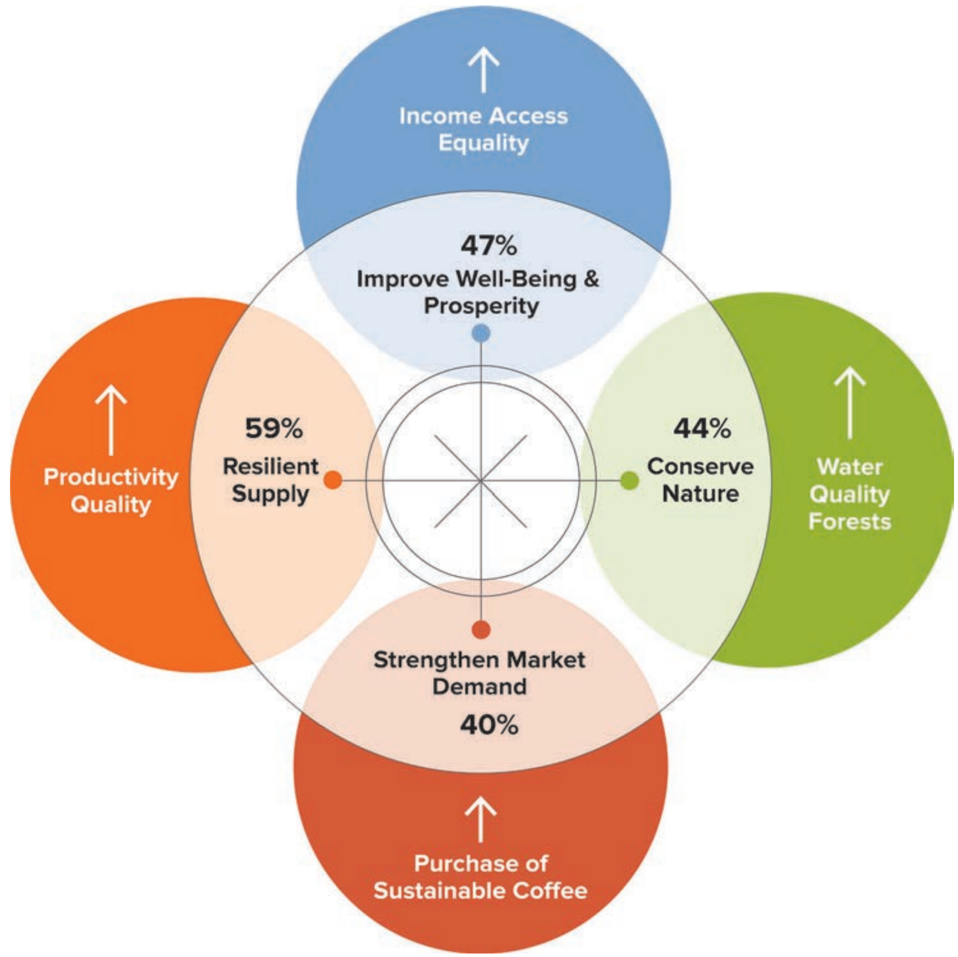
Almost 60% of commitments focus on resilient supply.

The Challenge's Sustainability Framework has at its core a guiding compass that drives action in four impact areas: people, planet, coffee, and markets. This has always been the Framework's core and remains so. During the year 2020, as the Challenge optimized its strategy, the wording of the compass points changed slightly. In the 2019 Hub Report, the compass points were termed: improve livelihoods (people), conserve nature (planet), sustain supply (coffee) and strengthen market demand (markets). In 2020, wording of two of the compass points changed. Sustain supply was named resilient supply, and improve livelihoods was named improve well-being and prosperity. The contents of the compass points and their associated intervention pathways remain indelible.

Most commitments in the 2020 Hub Report (60%) contributed to multiple impact areas. More than half of commitments (59%) focus on resilient supply, similar to last year's report. Across the other three compass points the commitments were more evenly focused, although the lowest focus targeted strengthen market demand, at 40%.[2] We note that 42% of commitments that are new to this year's analysis selected one compass point, 38% selected two, 9% selected three, and 11% selected all four. The most tagged compass points for new commitments were improve well-being and prosperity (63% of commitments new to this year's report), and conserve nature (55%) and resilient supply (55%).

Most commitments focus on technical assistance, climate change and forest conservation and restoration.

Underpinning the four compass areas of the Sustainability Framework are 15 different intervention pathways that stakeholders invest in to address key issues throughout the coffee value chain. In most cases, commitments encompassed multiple interventions. Analysis for this report revealed that most of the commitments in the Hub focused on three interventions: technical assistance (31% of commitments), climate change (31% of commitments), and forest conservation and restoration (30% of commitments).

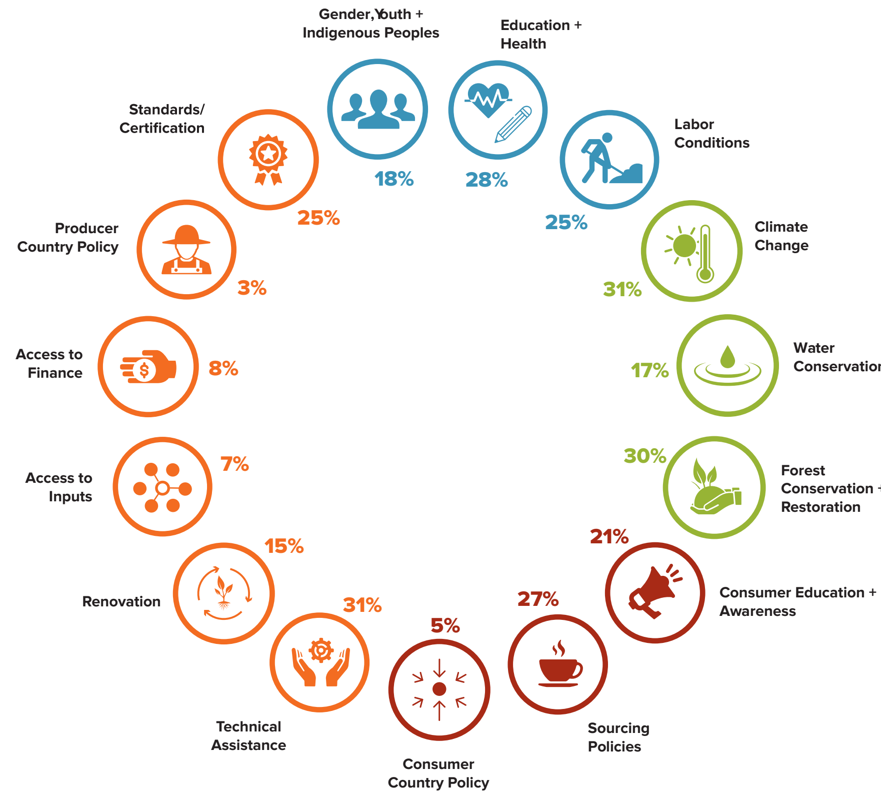


2 Note that the four percentages within the Sustainability Framework do not add up to 100 because the commitments ladder up to multiple impact areas.

As identical to last year's report, results show that few stakeholders stated commitments that focused on helping farmers access inputs and finance. In addition, coffee farm renovation represented only 15% of all commitments in the Hub, although the Resilient Supply Collective Action Network (formerly known as the Renovation and Rehabilitation Network) enjoys strong stakeholder participation and features four agreed upon metrics to track the group's progress over time.

As in the 2019 Commitments Hub Report, within each compass point/ impact area, we looked at which intervention pathways had the most commitments. The largest proportion of commitments in the Hub this year was a tie between technical assistance (31%) and climate change (31%). These commitments were made mostly by non-profits or institutions, seconded very closely by roasters. This high number of climate change commitments suggests that actors did tag climate change, despite not tagging the conserve nature compass point. The focus on climate change in this year's report may signal the understanding that climate action underpins both secure commodity supply and livelihoods and well-being of workers. The Challenge will watch the trend closely in future reports.

29% of the commitments new to this year's analysis selected two intervention pathways associated with their commitment, 24% selected one pathway, 18% selected six pathways, and the remainder of commitments tagged either zero or up to ten pathways. The most tagged pathways for commitments new to the analysis were education and health (47% of commitments), forest conservation and restoration (45%), consumer education and awareness (29%), and technical assistance (26%) and standards/certification (24%).



Most commitments focused on technical assistance, climate change, and forest conservation and restoration. Government policies for consuming and producing countries had the least, the same as in the 2019 Commitments Hub Report. Note that the percentages here do not total 100; many commitments selected more than one intervention.

04 Alignment around common metrics + 'Our Collective Commitment'

The 2019 Commitments Hub Report took a deep dive into metrics by compass point and pathway to identify natural commonalities. As stated last year, there was alignment in both sourcing and renovation, but work was still needed to align actors on the remaining commitments, especially the improve well-being and prosperity commitments. The 2019 report showed that 78% of actors stating commitments (43 of 55 actors) listed metrics used to track progress against their commitment. This year, 67 of 81 actors (83%) listed metrics. This 56% increase in the share of actors reporting metrics between last year and this year could be due to a new required metrics section in the Hub platform. The section includes a table that allows stakeholders to select from a pre-populated list of metrics and/or input their own metrics.

In this 2020 Hub Report, we continued to analyze metrics to assess alignment around common metrics. Taking a bottom-up approach, we've looked at each compass point, determining the frequency of overlap of metrics. Metrics alignment scores were rated low, medium, or high based on if commitments in a given compass point cited the same metrics. Low alignment signifies that less than 20% of commitments used the same metric. Medium alignment signals that 20%-40% of commitments used the same metric. High alignment shows that more than 40% of commitments used the same metric, an alignment score that was not given in this report.

IMPROVE WELL-BEING + PROSPERITY

Labor Conditions, Education + Health, and Gender Youth + Indigenous Peoples Commitments
Number of Relevant Commitments: 50 commitments (41 with metrics)
Percentage of New Commitments in 2020: 48%
Percentage of Commitments with Metrics: 82%
Number of Relevant Metrics: 24
Alignment: Low

This year, the education and health category encompassed more than a quarter (28%) of the commitments in the improved livelihoods compass point, seconded by labor conditions (25%) and commitments focusing on gender, youth, and indigenous peoples (18%). Nearly half (48%) of the commitments in this compass point were new this year. In addition to the most common metrics outlined in the chart, several metrics were tagged once, including "# women."

Most Common Improve Well-Being + Prosperity Metrics	# of Improve Well-Being + Prosperity Commitments Using Metric	% of Improve Well-Being + Prosperity Commitments
# farmers	5	10%
# farmers trained	5	10%
# trees planted	4	8%
increased income to farmers/coffee farmer income improvement	4	8%
premium	3	6%
# cooperatives/ producer groups	2	4%
amount of loans disbursed	2	4%
childhood education levels	2	4%
# livelihoods/# people impacted	2	4%

CONSERVE NATURE

Climate Change, Forest Conservation + Restoration and Water Conservation Commitments
Number of Relevant Commitments: 47 commitments (39 with metrics)
Percentage of New Commitments in 2020: 45%
Percentage of Commitments with Metrics: 83%
Number of Relevant Metrics: 17
Alignment: Low

Climate change comprised most conserve nature commitments (31% of commitments), seconded by commitments tagging forest conservation and restoration (30%), and then water conservation (17%). Close to half (45%) of this compass points' commitments are new to the Hub analysis. Of the new commitments, two tagged "% fossil fuel energy use" as a new aligned metric, and one tagged carbon "emissions." As we seek further alignment and agreement on common metrics, these new metrics have the potential to connect with the proposed conserve nature metrics if converted to tCO2 emissions avoided.

Only two conserve nature metrics contain the word water. From reading water-related commitments, it appears that water programs seek to address water scarcity and water pollution, to promote adoption climate smart water practices, reduce the impact of wet milling effluent on rivers, and to generally support well-being related interventions through their direct actions or via certifications.

Most Common Conserve Nature Metrics	# of Conserve Nature Commitments Using Metric	% of Conserve Nature Commitments
# trees planted	5	11%
# hectares	3	6%
# hectares of forest	3	6%
# farms	3	6%
# trees	2	4%
% fossil energy use	2	4%

RESILIENT SUPPLY

Standards/Certification, Renovation, Technical Assistance, Access to Finance, Access to Inputs, Producer Country Policy Commitments
Number of Relevant Commitments: 63 commitments (55 with metrics)
Percentage of New Commitments in 2020: 33%
Percentage of Commitments with Metrics: 87%
Number of Relevant Metrics: 23
Alignment: Low

63 commitments tagged resilient supply, and 33% of those commitments are new to the Hub Report's analysis. Technical assistance comprised 31% of commitments, followed by standards/certifications (25%), renovation (15%), access to finance (8%), access to inputs (7%) and producer country policy (3%). 87% of these commitments listed metrics. The most common metrics were "# people trained" (including farmers, trainers, extension agents and people trained), and # trees planted. Commitments tagging access to finance, access to inputs, and producer country policy did not align on metrics. No single metric was tagged more than once in any of these pathways.

15% of the Hub's commitments tagged renovation, 16 commitments in total. Most of these commitments selected the metric # trees planted (25% of commitments), and the remainder of metrics were tagged once. July 2019 marked the addition of a new R&R metrics table in the Hub, with four standard R&R metrics chosen by the Challenge's R&R/Resilient Supply Network: US$ financed / invested in R&R, number of trees distributed or sold, # of hectares renovated or rehabilitated, # of unique farmers receiving services in support of R&R. However, in terms of actors that stated commitments tagging R&R between last year and this year's report, two out of 9 (22%) of the actors used the new R&R metrics table. One additional actor used the R&R table but did not tag their commitment as focusing on R&R. There is an opportunity for the Challenge's Resilient Supply Network to gather these answers from Hub actors in 2021.

As in the 2019 Hub Report, the Hub still does not reflect the estimated ~50% of coffee production that has been certified or verified as standard-compliant, nor the existing commitments of cooperatives or producer associations to certified or verified production. Capturing these numbers remains a future Hub opportunity.

Most Common Resilient Supply Metrics	# of Resilient Supply Commitments Using Metric	% of Resilient Supply Commitments
# people trained (farmers, trainers, extension agents, people, etc.)	7	11%
# trees planted	7	11%
# certified products	4	6%
# farms	4	6%
# hectares	4	6%
# farmers	3	5%
yield	3	5%
# trees/varieties distributed	3	5%
# commitments to sustainable production	2	3%
# farming families	2	3%
# trees	2	3%
# hectares of forest	2	3%
# of varieties	2	3%

STRENGTHEN MARKET DEMAND

Consumer Education + Awareness, Sourcing Policies and Consumer Country Policy Commitments
Number of Relevant Commitments: 42 (36 with metrics)
Percentage of New Commitments in 2020: 31%
Percentage of Commitments with Metrics: 86%
Number of Relevant Metrics: 10
Alignment: Medium

When looking at the three pathways that reinforce strengthen market demand, 31% of the commitments were new to this year's report, and 86% of commitments listed metrics. Commitments tagging sourcing policies were the most numerous (27% of commitments), followed by consumer education and awareness (21%) and consumer country policy (5%). The most common demand metrics used were volume sustainably/responsibly sourced coffee (including volume, pounds and bags) (29% of commitments), and % certified/verified sustainable sourcing (21%). Commitments tagging consumer education and awareness and consumer country policy both increased when compared to last year. Year over year, commitments tagging consumer education and awareness more than doubled in size, from 10 to 22, a 120% increase. One commitment used the metrics "online traffic" and "# of post engagements," which could potentially influence future metrics in the category.

Consumer country policy commitments increased from 1% of the share of total commitments in 2019 (1 commitment) to 5% in 2020 (5 commitments). All the metrics listed in the category were tagged once, showing low alignment. The Challenge will continue to spearhead engagement with those governments that are currently underrepresented in the platform.

Most Common Strengthen Market Demand Metrics	# of Strengthen Market Demand Commitments using Metric	% of Strengthen Market Demand Commitments
volume sustainably/ responsibly sourced coffee	12	29%
% certified/verified/ sustainable sourcing	9	21%
# certified products (incl. private label)	3	7%
premium	2	5%
value of supply that is sustainably purchased	2	5%
$ revenue shared/$ funds transferred	2	5%

The global COVID-19 pandemic reinforced the need to reconsider the fragility of the sector in even bolder ways. Thus, through an almost eight-month iterative process of sector dialogue and feedback, we gathered input from the sector to rally around one collective commitment. Building on the success and learnings of the past 5 years, in December 2020, partners in the Sustainable Coffee Challenge released **2050 goals and interim 2025 targets** to unlock unprecedented commitments and actions – individual and collective – towards a joint vision.

Each of the compass points – people, planet, coffee, and markets – has associated targets for 2025. Specific metrics will be established to determine efforts that 'count' towards each target. Work is already underway in the Challenge's Collective Action Networks to consider what these metrics might be, and the Networks will solidify them for use in early 2021. These commitments and their associated metrics will have a future home in the Commitments Hub. Subsequent Commitments Hub Reports will capture the sector's voyage towards meeting these new agreed upon goals and targets, aggregating individual efforts to quantify progress against the 2025 targets on an annual basis.

05 Commitments as aligned with the United Nations Sustainable Development Goals

More than half of the commitments in the Hub contribute to Responsible Consumption and Production (SDG 12), followed by Decent Work and Economic Growth (SDG 8) and Zero Hunger (SDG 2).

The Challenge aligned the goals and interventions within the Sustainability Framework with the UN Sustainable Development Goals (SDGs) to demonstrate the contribution the coffee sector is making towards the SDGs.

Responsible Consumption and Production (SDG 12), was the most tagged of all SDGs, representing 53% of all commitments, a percentage almost identical to the 2019 Commitments Hub Report (54%). The next highest tagged SDGs were Decent Work and Economic Growth (SDG 8) at 37%, and Zero Hunger (SDG 2) at 35%.

Compared to last year's report, the biggest changes in number of tagged commitments were seen in Good Health and Well-Being (SDG 3), increasing by 117%, from 6 to 13 commitments. Affordable and Clean Energy (SDG 7) and Sustainable Cities and Communities (SDG 11), both had 100% increases in the share of total commitments. Commitments tagging Gender Equality (SDG 5), also increased by 63% compared to last year, growing from 8 to 13 commitments year over year.

It was evident that stakeholders were more likely to link their commitments to the SDGs related to social and economic development. This could be related to the Coffee Price Crisis of the past two years, and the Challenge's new collective commitment, but this requires further monitoring.

Looking at the top three SDGs by stakeholder showed that retailers had the most commitments aligned with responsible consumption and production (SDG 12), followed closely by roasters. Roasters and retailers tagged commitments focusing on decent work and economic growth (SDG 8). Non-profits or institutions followed closely by retailers were likely to align their commitments with zero hunger targets (SDG 2).

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06 *Moving from projects to multi-stakeholder collaboration*

Data in the Hub helps identify existing relationships and networks in key countries and on critical issues. Stakeholders who state commitments can note their partners. Using this information, we can start to piece together the way in which stakeholders interact and identify key actors who currently serve as or could increasingly become keystones in building synergies across various initiatives and stakeholders.

As in the 2019 Hub Report, most stakeholders continued to work individually in their supply chains or in specific landscapes with a few partners. Less than half of the Hub's commitments (46%) listed a partner in their commitment, more than a third (42%) of the commitments listed no partners, and 11% of commitments had no response to this question. This signals the need for more of a group project mentality in the sector in 2021 and beyond.

07 *Reporting on commitments*

27 actors reported against 34 commitments in the Hub, a 170% increase in total actors reporting progress compared to the 2019 Hub Report when ten actors reported. A total of 27 actors signified that 33% of all actors in the Hub are reporting progress, and that 32% of commitments in the Hub are tracking movement over time. While 27 actors is a significant jump from ten actors reporting progress in the 2019 Commitments Hub Report, largely due to Sustainable Coffee Challenge outreach and engagement, there is still work to do to drive Hub usage. Only 46% (72) of the 158 Challenge partners have stated commitments in the Hub.

In 2020, 26 stakeholders responded to a Challenge survey about Hub engagement. When asked what prohibits their company/organization from reporting progress made against public commitments, 50% of

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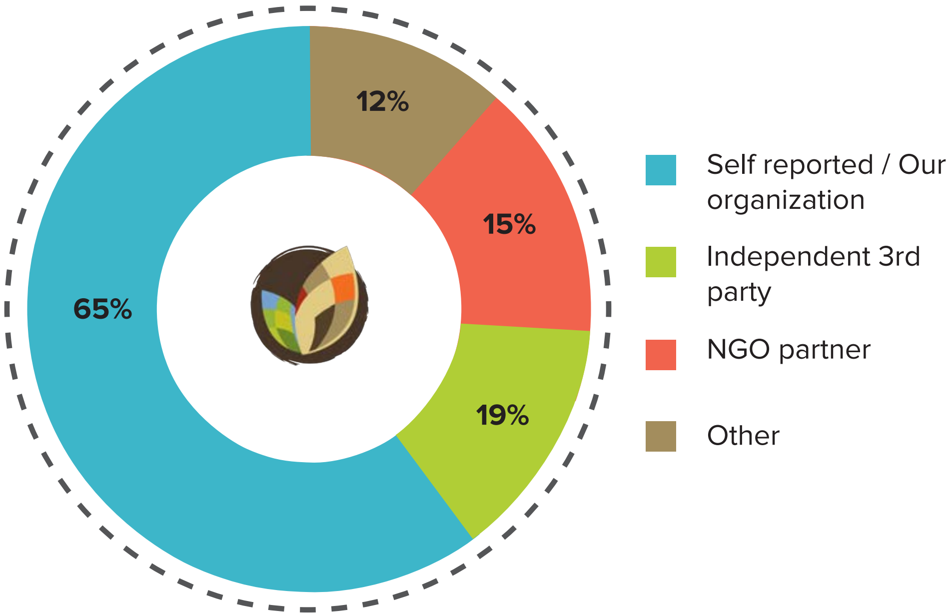
respondents selected "I forgot/haven't had time," followed by 23% that selected "data is not available from my organization (e.g., CSR report) that I can use to report progress," and 19% selected "publicly stating my commitment in the Hub should be enough to showcase that my organization is sustainable." Reporting in the Hub is generally requested in the spring of each year for progress made the previous calendar year. If stakeholders could report any time, the preferred deadline for survey respondents was as-is, selected by 39% of respondents, followed by open reporting (35%). 15% selected to have the option to report twice during the year. 12% of respondents would prefer reporting by fiscal year. Finally, when questioned what would encourage more Hub engagement, 61% of survey respondents answered that email reminders for reporting deadlines would most help. The second most selected answer was "championing of my brand for stating a commitment or reporting."

Commitments tracking at 90-100% completed were made by mostly roasters and retailers and targeted primarily improve well-being and prosperity (57% of the commitment reports) and strengthen market demand (57%), followed by sustain supply (43%) and conserve nature (21%). The most tagged intervention pathways for these commitments included labor conditions (43% of reports), sourcing policies (43%) and education and health (36%). Commitments at 90-100% completion also tagged forest conservation (29%) and restoration and standards/certification (29%),

HOW HUB ACTORS/ORGANIZATIONS VALIDATE AND/OR PROVIDE ASSURANCE WHEN REPORTING



65% of Hub actors self-report. Note that some actors multi-select the type of validation and/or assurance used, depending on the commitment.

followed by climate change (14%), consumer education and awareness (14%), gender, youth, and indigenous peoples (7%), water conservation (7%), access to finance (7%) and renovation (7%). Remaining pathways (technical assistance, access to inputs and both producing and consuming country policies) were not tagged by commitments reporting 90-100% completion.

Half of the Hub reports (50%) were for 17 commitments maturing in 2019 and 2020. More than half (59%) of those commitments were almost or already completed, or in the 90-100% range. 24% commitments were reported as 60-70% completed. 12% were 70-80% completed, and one commitment (5%) was between 0-10% completed.

When actors report, the Challenge can not only track commitments and create a more robust annual Commitments Hub Report, but drive investments in successful programs and to learn from the lessons of other actors in our network to scale for change and get to our collective vision on a faster timeline.

65% of Hub actors self-reported when sharing progress made against their commitment. 19% of actors relied on an independent third party. 15% relied on NGO partners. 12% of actors selected other approaches, however, several of these answers may fit into existing validation or assurance approaches. While the Sustainable Coffee Challenge encourages partners to provide backing to the claims made, upon reporting, only 30% of actors uploaded assurance documentation into the Hub.

Mi Cafeto
% Progress Made: **60-70%**
Commitment Maturity Date: **2020**
Website: **https://bit.ly/2KQZvcD**

Mother Parkers Tea & Coffee
% Progress Made: **70-80%**
Commitment Maturity Date: **2022**
Website: **https://bit.ly/3qoTyUP**

Mountain Harvest
% Progress Made: **20-30%**
Commitment Maturity Date: **2023**
Website: **https://bit.ly/39ARIKh**

Nescafé
% Progress Made: **70-80%**
Commitment Maturity Date: **2020**
Website: **https://bit.ly/3Iz4Rpu**

Nescafé
% Progress Made: **90-100%**
Commitment Maturity Date: **2020**
Website: **https://bit.ly/3Iz4Rpu**

Nescafé
% Progress Made: **90-100%**
Commitment Maturity Date: **2020**
Website: **https://bit.ly/3Iz4Rpu**

Nescafé
% Progress Made: **90-100%**
Commitment Maturity Date: **2020**
Website: **https://bit.ly/3Iz4Rpu**

Nespresso
% Progress Made: **90-100%**
Commitment Maturity Date: **2020**
Website: **https://bit.ly/3g5a1sy**

Rainforest Alliance
% Progress Made: **60-70%**
Commitment Maturity Date: **2020**
Website: **https://bit.ly/2L1Fssd**

Reily Foods
% Progress Made: **0-10%**
Commitment Maturity Date: **2024**
Website: **https://bit.ly/3qopZCM**

Sakura
% Progress Made: **50-60%**
Commitment Maturity Date: **2026**
Website: **https://bit.ly/2JvrEFN**

San Martin Regional Government, Peru
% Progress Made: **60-70%**
Commitment Maturity Date: **2019**
Website: **https://bit.ly/33yeoar**

SNV
% Progress Made: **60-70%**
Commitment Maturity Date: **2021**
Website: **https://bit.ly/2VHsUZf**

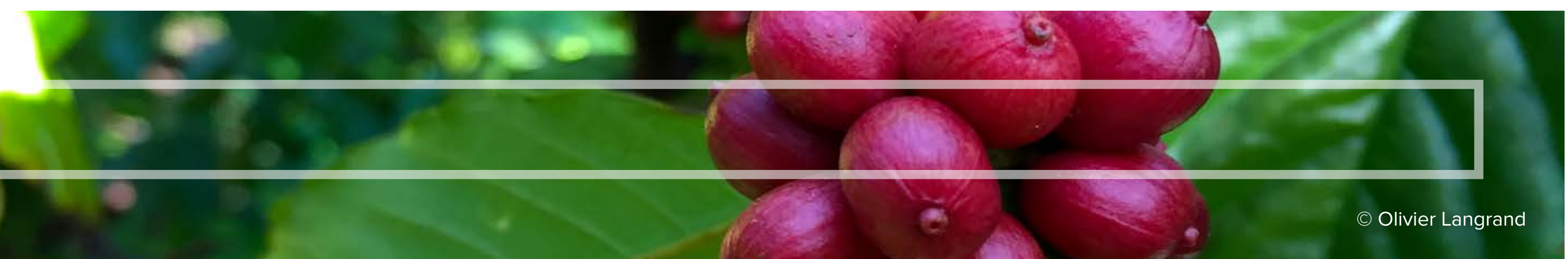
Starbucks
% Progress Made: **90-100%**
Commitment Maturity Date: **2020**
Website: **https://bit.ly/39CUKxM**

Starbucks
% Progress Made: **40-50%**
Commitment Maturity Date: **2025**
Website: **https://bit.ly/39CUKxM**

Starbucks
% Progress Made: **90-100%**
Commitment Maturity Date: **On-going**
Website: **https://bit.ly/39CUKxM**

Target
% Progress Made: **90-100%**
Commitment Maturity Date: **2022**
Website: **https://bit.ly/3mAnoDg**

The Sustainability Consortium
% Progress Made: **90-100%**
Commitment Maturity Date: **2020**
Website: **https://bit.ly/2VrzON9**



08 Conclusion

Partners in the Sustainable Coffee Challenge still want coffee to be the first – the world's first sustainable agricultural product. While 2020 marked an overall increase in the number of coffee stakeholders stating commitments and reporting progress in the Hub, despite the great work that the sector is already doing, there is still a long way to go. If we want to truly be the first, the coffee sector needs much more action and increased transparency on commitments. Stating a commitment is a good first start, but it is not enough. There needs to be quality commitments, with timebound and measurable targets. In addition, true transparency will only be achieved when stakeholders report on progress in an open & credible manner – even when there have been setbacks. Using a neutral, third party platform like the Commitments Hub, enables the sector to track our collective progress over time, while it also creates more opportunities for collaboration in specific places and topics. Finally, stating commitments – individual and collective – provide potential to unlock investments at scale to address complex challenges.

Coffee farmers and communities were already weathering low commodity prices and climate change events prior to the COVID-19 pandemic, unless the sector acts now, these types of shocks will only continue in years to come.

As we reflect on how far we've come as an industry and align on where we need to get to in the next five years, 2021 will set the tone for progress against the sector's collective commitment. Though 48 actors stated beyond 2020 commitments in the Hub, the year 2021 presents a renewed opportunity for action. As we look to the future of the Sustainable Coffee Challenge and the Commitments Hub, we will develop a clear reporting process for progress against the 2025 targets & 2050 goals, continue to encourage stakeholders to state SMART commitments and closely follow-up on reporting. Together, we'll use 2021 as a springboard.

Report authored by Valerie Beard, Dora Samaniego, Raina Lang, Bambi Semroc and Niels Haak. Designed by Lorena Garcia-Bustos.

For report inquiries, please contact scc@conservation.org.

09 Appendix

Actors by Intervention Parthway

Name of Actor	# Commit-mments	Labor Condi-tions	Education & Health	Gender, Youth & Indigenous Peoples	Water Conser-vation	Climate Change	Forest Con-servation and Restoration	Sourcing Policies	Consumer Education & Awareness	Policy-Consuming Countries	Standards/ Certification	Access to Finance	Technical Assis-tance	Renovation	Policy-Producing Countries	Access to Inputs
4C Services	1				●	●	●	●	●	●						
Adoro Caffe Limited	1	●	●			●	●	●	●							
Ahold	1							●			●					
Albertsons Companies	1	●	●				●	●	●		●					
Allegro Coffee Company	1						●									
Alsea	1												●			
Arbor Day Coffee	1		●	●	●		●	●	●		●					
Barka Coffee Gossips	1	●	●	●	●	●	●					●				
Bellsystem24	1	●														
Bon Appétit Management Company	1	●	●			●	●									
Boncafe International	1								●							
Café Africa	1												●		●	
Cafinco	1	●	●		●		●	●								
Center for Coffee Research & Education	2					●			●				●			
Community Coffee Company	1		●								●					
Conservation International	1							●								
Cooperative Coffees	2															
Counter Culture Coffee	1		●		●	●	●		●					●		
Dunkin’	1	●	●		●	●					●		●	●		

eco.business Fund Development Facility	1		●													
ecogrounds Coffee	2		●										●			
Ecotierra	1	●												●		
Efico	1		●								●					
Elements Coffee	1								●							
Farmer Brothers	1							●								
Fundacion Cohonducafe	1		●	●									●			
Gorilla Conservation Coffee	1		●	●	●		●		●		●		●			
Gorongosa Coffee	1	●	●	●	●	●	●	●	●	●			●			
Holonic	1		●													
Jacobs Douwe Egberts	3	●	●	●	●	●	●				●	●	●	●		●
Kauai Coffee Company	1						●							●		
Keurig Dr Pepper	2	●			●	●		●	●		●	●	●	●		●
Kroger	1	●	●				●	●	●		●					
Lagom Coffee Roastery	1								●			●				
Mae Fah Luang Foundation under Royal Patronage	1												●			●
Massimo Zanetti Beverage USA	1		●	●												
McDonald's	1							●			●					
Mercon	2	●	●		●	●	●	●				●	●	●		
Mesoamerican Development Institute	1	●				●	●									
Mexico's Ministry of Agriculture & Rural Development (SADER)	1												●		●	
Mi Cafeto Co.	1							●			●					

Mother Parkers Tea & Coffee	1		●		●	●							●			
Mountain Harvest	1	●		●	●	●							●			●
Moyee Coffee	1							●			●		●			
National Agricultural Export Development Board	1															
Nescafé	4	●						●	●				●	●		
Nespresso	1					●	●	●			●					
Olam	1		●	●		●	●				●		●			
Onda Origins	1							●	●							
Pelican Rouge	1		●										●			
Philz Coffee	1												●	●		
Pur Projet	1					●	●						●			
Rainforest Alliance	1	●							●				●		●	
Redstart Roasters	1				●		●									
Reily Foods	2												●	●		●
RGC Coffee	3	●	●	●	●	●	●									
Ritma Green	1	●	●			●	●						●	●		
S&D Coffee & Tea	1							●			●					
Sakura	1					●										
San Martin Regional Government, Peru	1			●								●				
Smithsonian Bird Friendly	8					●	●				●		●			
SNV	1		●	●		●	●	●		●	●	●	●			●
Sodexo	1							●	●							
Solar Lifestyle	1					●			●							
Solidaridad	1	●		●								●	●			
Starbucks	3					●		●			●	●	●	●		
Strategies for International Development	1			●		●										
Streamliners Espresso Bar	1			●					●							
Sucden Coffee	2				●	●	●						●	●		
Supracafe	1															

Target	1	●	●	●												
The Sustainability Consortium	1							●								
Touton	3	●				●	●	●								
Trilliant Food & Nutrition	1					●	●									
University of Montana Dining	1							●	●							
USA Logistic and Distribution	1	●	●	●	●		●	●	●	●	●			●		
Walmart	1							●			●		●			
Westrock Coffee Roasting	1	●	●	●	●	●	●	●	●	●	●					
Whole Foods Market	1										●					
Williams Sonoma	1	●	●													
World Coffee Research	1					●								●		●

Actors by United Nations Sustainable Development Goals

Name of Actor	# Commitmments	SDG1	SDG2	SDG3	SDG4	SDG5	SDG6	SDG7	SDG8	SDG9	SDG10	SDG11	SDG12	SDG13	SDG14	SDG15	SDG16	SDG17
4C Services	1											●	●	●		●		●
Adoro Caffe Limited	1																	●
Ahold	1		●						●				●					
Albertsons Companies	1								●				●					
Allegro Coffee Company	1		●													●		
Alsea	1		●						●				●					
Arbor Day Coffee	1						●						●	●				●
Barka Coffee Gossips	1		●	●	●		●							●		●		●
Bellsystem24	1												●					
Bon Appétit Management Company	1	●							●		●	●	●	●		●		
Boncafe International	1																	
Café Africa	1								●									●
Cafinco	1																	
Center for Coffee Research & Education	2		●		●								●	●				
Community Coffee	1								●				●					
Conservation International	1												●					●
Cooperative Coffees	2												●	●		●		●
Counter Culture Coffee	1			●					●									
Dunkin'	1	●	●	●					●							●		●
eco.business Fund Development Facility	1		●										●					
ecogrounds Coffee	2			●			●		●	●		●						●
Ecotierra	1	●	●						●				●			●		
Efico	1				●			●	●				●					●
Elements Coffee	1												●					
Farmer Brothers	1		●						●				●					
Fundacion Cohonducafe	1		●			●			●				●					
Gorilla Conservation	1	●	●	●		●			●				●			●		
Gorongosa Coffee	1	●	●	●	●	●	●		●	●	●			●		●	●	
Holonic	1		●		●						●							●
Jacobs Douwe Egberts	3	●					●				●			●				●
Kauai Coffee Company	1												●			●		
Keurig Dr Pepper	2	●				●			●				●			●		
Kroger	1		●						●				●			●		
Lagom Coffee Roastery	1	●											●					
Mae Fah Luang Foundation under Royal	1	●	●		●		●		●		●		●	●		●		●
Massimo Zanetti	1			●	●													
McDonald's	1		●						●				●					
Mercon	2	●		●	●				●				●	●		●		●
Mesoamerican Development Institute	1									●				●				●
Mexico's Ministry of Agriculture & Rural	1		●										●					
Mi Cafeto Co.	1	●		●	●	●	●		●		●			●		●		●
Mother Parkers Tea &	1						●			●				●				
Mountain Harvest	1	●	●										●					
Moyee Coffee	1	●				●			●		●		●					
National Agricultural Export Development	1		●							●				●				
Nescafé	4	●							●				●			●		
Nespresso	1	●	●				●		●				●	●		●	●	●

Olam	1	●												●				●
Onda Origins	1		●						●		●							
Pelican Rouge	1				●													
Philz Coffee	1													●				
Pur Projet	1		●										●	●		●		
Rainforest Alliance	1		●											●				
Redstart Roasters	1									●						●		●
Reily Foods	2								●							●		
RGC Coffee	3	●		●		●	●		●		●			●				
Ritma Green	1	●	●					●	●				●	●		●		●
S&D Coffee & Tea	1		●										●			●		
Sakura	1												●		●			
San Martin Regional Government, Peru	1	●											●	●				
Smithsonian Bird Friendly	8		●				●			●			●	●		●		●
SNV	1	●									●		●	●		●		●
Sodexo	1									●			●					
Solar Lifestyle	1												●					
Solidaridad	1		●											●				●
Starbucks	3	●	●	●		●	●		●	●	●		●	●		●	●	
Strategies for International Development	1	●				●										●		
Streamliners Espresso Bar	1			●		●												
Sucden Coffee	2	●	●											●		●		
Supracafe	1									●			●					
Target	1								●				●					
The Sustainability	1												●					
Touton	3	●							●		●		●			●		
Trilliant Food & Nutrition	1												●					
University of Montana	1				●								●					
USA Logistic and	1				●					●		●						
Walmart	1		●										●					
Westrock Coffee Roasting	1								●				●					●
Whole Foods Market	1								●				●					
Williams Sonoma	1	●	●	●	●	●			●				●					
World Coffee Research	1		●											●		●		●