

Sustainable Coffee Challenge

Aligning the coffee sector to deliver a resilient, net-zero and nature-positive future

An initiative by:



WHY THIS MATTERS

Coffee is increasingly exposed to climate change, ecosystem degradation, and growing farmer vulnerability—risks that threaten long-term supply, business continuity, and the livelihoods of millions.

At the same time, coffee has the potential to drive climate resilience, support ecosystem restoration, and strengthen rural economies. Realizing this opportunity at the pace and scale required demands coordinated, industry-wide action.

THE CHALLENGE

Launched in 2015, the Sustainable Coffee Challenge is a global coalition convened by Conservation International, bringing together companies, civil society, research partners, and others to accelerate transformation across the coffee sector.

The Challenge connects business priorities with on-the-ground realities—aligning corporate strategies with the climate and nature needs of coffee landscapes to secure long-term resilience for both supply and communities.

THE OPPORTUNITY

The transition to a resilient, net-zero and nature-positive coffee sector is not optional—it is foundational to the future of the industry.

We do this by aligning industry around three core areas:



Inspire – Elevating ambition and direction: Support companies in strengthening their climate and nature strategies through practical guidance, peer learning, and a shared, science-based understanding of risk and opportunity.



Innovate – Enabling credible risk management: Develop and align approaches to assess and manage risks—providing tools, data, and methodologies that improve decision-making, reduce complexity, and strengthen transparency across the sector.



Invest – Delivering impact in landscapes: Help catalyze public-private investment in coffee landscapes—supporting efforts to protect and restore ecosystems, improve land management, and strengthen farmer resilience, with measurable outcomes.



To learn more about the Sustainable Coffee Challenge, explore our work and resources at www.sustaincoffee.org, or reach out to our team at scc@conservation.org to discuss how your organization can engage and collaborate.