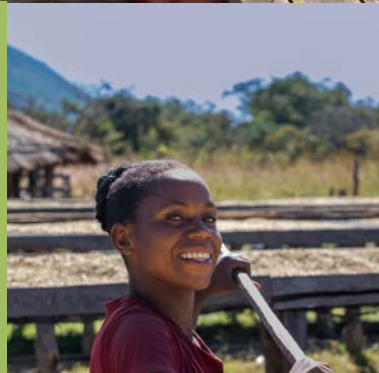




Swiss Sustainable  
Coffee Platform





## Our vision

Together with its members, the Swiss Sustainable Coffee Platform strives for a coffee sector in which farmers earn a living income and workers earn a living wage. In addition, coffee cultivation should go hand in hand with the protection of human rights and the environment.

Through the introduction of regenerative agriculture and climate protection measures, coffee production protects forests, restores biodiversity and moves towards net zero emissions in line with global climate targets.

Transparent and traceable value chains ensure that every cup of coffee contributes to a more sustainable future.







## Who we are

The Swiss Sustainable Coffee Platform is a pioneering multi-stakeholder initiative. For the first time in Switzerland, the key players along the global coffee value chain are united in one organisation: coffee roasters, traders, retailers, non-profit organisations, research institutions and the public sector. Together, our members have committed themselves to making the coffee sector more sustainable. The Coffee Platform reports on this joint commitment by its members.

Since its foundation in 2024, the Coffee Platform has been bringing its members together to develop joint solutions and achieve concrete progress – from improving the living conditions of farming families and protecting natural resources to climate-resilient coffee cultivation.

This cooperative approach makes the Swiss Sustainable Coffee Platform an important driving force for sustainable transformation in the coffee sector.





# What we do

The Swiss Sustainable Coffee Platform focuses on four key areas:

- 1 Joint learning and knowledge exchange:**  
The platform brings stakeholders together to take measures toward achieving the Roadmap's goals.
- 2 Public-private partnerships (PPPs):**  
Implementation of joint projects in origin countries with businesses, NGOs and the public sector.
- 3 Policy dialogue and international cooperation:**  
Advocacy in regulatory processes in producing and consuming countries.
- 4 Accountability and transparency:**  
Development of common indicators, monitoring systems, and annual progress reports.







## Our commitment

The coffee sector faces major social, environmental and economic challenges: many coffee-growing families live in precarious income situations. There are also significant human rights risks along the coffee value chain, such as child labour and forced labour, which often arise from poverty, informal employment and a lack of enforcement of labour rights.

Furthermore, coffee is often produced at the expense of the environment – for example, through deforestation, soil degradation and the loss of biodiversity. At the same time, many coffee-growing countries are particularly affected by climate change. Together, we are committed to strengthening sustainability along the entire coffee value chain – from production and processing to trade and consumption.



# Roadmap 2030

## OUR AMBITIONS

Our actions are guided by our vision for a more sustainable coffee sector. The path to this vision is set out in our Roadmap 2030, which comprises six ambitions. These goals form our common strategic framework for action.

While some ambitions extend beyond 2030 – such as achieving net-zero emissions – it is crucial that members accelerate their actions, strengthen joint learning processes and align strategies and resources more closely.



### 1. LIVING INCOME

Coffee farming households reduce, or even close, their living income gap. Coffee farm workers earn at least a minimum wage, and their wages increase towards a living wage.



### 2. HUMAN RIGHTS

Human rights risks like child labour and forced labour are addressed through effective due diligence processes.



### 3. FORESTS

Coffee production supports deforestation- and conversion-free coffee supply chains and actively supports the restoration of degraded forest ecosystems and other relevant ecosystems.



### 4. REGENERATIVE AGRICULTURE

Regenerative Agriculture practices are widely adopted on coffee plantations.



### 5. CLIMATE PROTECTION

Coffee production works toward net-zero emissions in alignment with global climate goals.



### 6. TRANSPARENCY

Coffee is sourced using schemes that transparently ensure sustainable agriculture practices.





Images: Claudio Sostizzo, Joël Frei, Quang Nguyen Vinh. SECO Peru/SeCompetitivo: Diego Perez, Adrian Portugal, Celica Avila



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