



Swiss Sustainable
Coffee Platform

SSCP Roadmap 2030

Short Version





Introduction

Switzerland plays a central role in global coffee trade and exports due to its leading position: more than 50% of the world's traded green coffee is handled by companies based in Switzerland. In addition, a wide range of small and medium-sized roasters, characterised by tradition, innovation, and quality, further underscores Switzerland's role as a "coffee country".

Because of this leading role, Switzerland bears a special responsibility and holds important levers to advance sustainability as a means of addressing the most pressing economic, environmental, and social challenges in the coffee sector.

With the Roadmap 2030, the members of the Swiss Sustainable Coffee Platform (SSCP) have laid the foundation for a process of continuous improvement. For the first time, the diverse actors in the Swiss coffee sector have agreed on common goals. These goals are intended to provide orientation, while also strengthening collaboration and shared learning. In this way, a framework for joint action has been created.

The six ambitions of the SSCP Roadmap



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.



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



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



Regenerative Agriculture practices are widely adopted on coffee plantations.



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



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



Areas of Action

For the development of the Roadmap, the different sectors – the private sector, non-governmental organisations, research institutions, and the public sector – were actively involved.

The SSCP focuses on four key areas:

- 1** **Peer learning and knowledge exchange:** The platform brings stakeholders together to take action toward achieving the Roadmap's goals.
- 2** **Public-private partnerships (PPP):** 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.

SMEs – Step-by-step progress

Across the different goal areas (ambitions), actors along the coffee value chain can contribute to achieving the objectives in different ways. The varying sizes of companies are taken into account. What is essential is the willingness to take on more responsibility for sustainability step by step.

The Roadmap 2030 acknowledges the central role and the particular challenges of small and medium-sized enterprises (SMEs). With practical and flexible guidelines and targeted support, they are to be enabled to make a concrete contribution to achieving the six Roadmap goals.

Planned measures through 2030

- Active participation in learning opportunities, particularly on living income, human rights, and sustainable sourcing.
- Participation in joint studies and monitoring initiatives (e.g. on living income, working conditions), with results reported only in aggregated form.
- Development of sustainable sourcing strategies that take into account financial incentives (premiums), income diversification, and fair prices.
- Collaboration in projects and pilot initiatives on climate, deforestation, and regenerative agriculture.
- Use of templates, tools, and support from the SSCP Secretariat to keep administrative burdens low.



The role of large companies

Large companies can contribute to the implementation of the Roadmap at an intermediate or advanced level. Approaches at both levels are also possible. It is important that all members commit to a continuous improvement process. In this way, over time, more and more farmers can benefit from the measures taken by companies and from joint initiatives of the platform.

The different levels are not final goals, but rather milestones along a continuous process. What matters is openness to learning, flexible adaptation and continuous improvement – not the public evaluation of individual measures. The SSCP Secretariat therefore only reports on progress in aggregate form.

Achieving sustainable improvements in the coffee value chain requires close cooperation with NGOs, research institutions and the public sector.

These stakeholders contribute expertise, long-term commitment and practical insights that complement the efforts of the private sector and enable the development of effective strategies. Their solution-oriented contributions help to improve the conditions and prospects of farming families in the long term.





Monitoring, Evaluation and Learning (MEL)

A robust Monitoring, Evaluation and Learning system (MEL) is essential to track progress in implementing the Roadmap 2030.

- In 2026, a comprehensive baseline survey will show where members stand in each target area.
- This will be followed in 2028 by an initial interim review of the progress and impact achieved. It will also provide an outlook for the period after 2030.

The MEL framework combines thoroughness with practicality: it aims to reduce the workload for members while enabling efficient learning, exchange and collaboration. Important sources of information include member surveys and progress reports from private-public partnership projects supported by the Swiss Confederation (SECO). These projects are directly aligned with the objectives of the Roadmap.

A culture of learning and collaboration

The coffee platform promotes a culture that emphasises innovation, collaborative learning and adaptability. The basic principles are:

- coordination with similar initiatives,
- avoidance of duplication,
- focus on collaborative learning rather than evaluation or ranking of individual members.

The MEL system also takes into account different capacities, in particular the needs of small and medium-sized enterprises.

The role of the MEL Community of Practice (CoP)

The MEL Community of Practice (CoP) plays a central role. It brings members and researchers together, integrates scientific findings and ensures that voices from the Global South are also included.

With four annual meetings organised jointly with the research sector, the CoP supports: the further development and harmonisation of indicators,

- the identification of new solutions,
- and adaptation to changes in the coffee sector.

