**NESPRESSO, THE POSITIVE CUP**

**A JOURNEY TOWARDS %100 SUSTAINABLE COFFEE**

**KEY MESSAGES**

**Description:** Nespresso global sustainability program focused on three pillars: sustainable coffee sourcing, capsule aluminum recycling and carbon footprint. Nespresso partners with TechnoServe to support sustainable coffee production by smallholder farmers and wet mills in East Africa since 2012.

**Specificity:** Reach all farmers and wet mill businesses producing coffee for Nespresso in East Africa

**Impact:** Increased coffee income and resilience to climate change for smallholder coffee farmers (e.g., +40% average income increase for farmers in South Sudan)

**FUNCTIONING**

**Training**

- Smallholder sustainable coffee farming
- Intensive farm-based training on climate smart agronomy practices
- Business skills training
- Coffee shade tree planting
- Farm visits, radio and SMS for continuous improvement

**Empowerment**

- Ownership by local leadership and trainers
- Strengthening of farmer cooperatives via governance and economic transparency
- Training of government coffee extension agents
- Sensitization campaigns in partnership with local government

**Sustainability**

- Competitive and sustainable high quality coffee production
- Training on wet mill quality processing
- Implementation of environmental practices
- Annual wet mill audits and action plan implementation

**IMPACTS**

- **Agricultural productivity**
  - Improvement in coffee yields and quality via adoption of agronomy and wet processing best practices

- **Climate change**
  - Enhanced farmer resilience through adoption of sustainable practices
  - One million trees planted in coffee farms

- **Sustainable dev. goals**
  - Increased farmer income from coffee by e.g., +40% in South Sudan

**SCOPE**

32,000 farmers reached since 2012 aim to reach 200,000

**BUDGET**

Still to be financed: $50 M by 2024

**PLAYERS**

Donors

Partners

**NEXT STEPS**

Expand reach to additional farmers and wet mill businesses across Kenya, Ethiopia and South Sudan, representing 100% of coffee purchased by Nespresso from these origins

**ILLUSTRATION:**

- An agronomist trains South Sudan coffee farmers on sustainable production practices