

Mission	Action	Timeline
1: Regeneration and climate action	CleverCoffee will be a carbon-neutral company with continuously reduced emissions and verified offsets	2023
	We will have mapped out the carbon footprint of all of our coffees and balance with verified offsets	2024
	CleverCoffee will be a net-zero company (SBTi Corporate Net-Zero Standard)	2030
	More than 50 % of all our sold coffee will be net-zero	2023
	More than 75 % of all our sold coffee will be net-zero	2024
	We can offer all our wholesale customers energy-efficient coffee brewing equipment, reducing the carbon footprint of the brewing process significantly.	2024
2: Living income and better livelihoods	By mapping out the carbon footprint of our direct trade partners, we can help them add value to their coffee with the emissions data. They also get the possibility to sell any surplus carbon sequestering as credits if, when local legislation allows it.	2024
	We will keep purchasing green beans at a price that alleviates poverty and allows farmers to invest in their main business of producing quality coffee.	Ongoing
	Our purchase prices will be above the median level when comparing our purchase prices in the Specialty Coffee Transaction Guide.	Ongoing
	We will have developed a model to more accurately and equitably determine our purchase price based on quality, ESG	

	initiative and Living Wage.	2024
3: Accountability in the value chain	Every year we will keep on donating all our data of purchase to Specialty Coffee Transaction Guide to improve transparency in the coffee trade.	Ongoing
	Every year we will keep on publishing all our data of purchase in our annual Transparency Report in a physical format and online. Recent and future reports also include all our available data on emissions for scope 1, 2 and 3.	Ongoing
	Price paid above market price for all our coffee is freely available online and printed on every coffee bag.	Ongoing
	GHG emissions will be visible on all our coffee bags and online for all our coffees.	2024
	We will never make long-term contracts that risk locking prices at a low level and forcing farmers to sell their coffee at a loss.	Ongoing
	Continuously work on third-party verifications of our work. We will recertify with B Corp every three years and verify our carbon emissions annually. We will gradually improve our score and emission cuts for every reassessment.	Ongoing
4: Communication	Expand the mapping of scope 3 emissions published annually in our Transparency Report	Ongoing
	Provide all wholesale customers with an overview of their total impact from their coffee purchase including emissions, their emission savings and the total amount paid above market price to farmers	2024
	Continuously publish articles on the subject of responsibility in coffee production and take part in the public discussion of ESG	

	and responsible business practices.	Ongoing
	Annually participate in minimum three academic and/or student projects regarding responsibility in coffee and responsible business practices	Ongoing