

Mission	Action Plan	Baseline (OCT 2023)	KPIs	Timeline (End of)
MISSION 1: REGENERATION AND CLIMATE	1. Increase the volume of coffee coming from regenerative agriculture or agroforestry.	25-50%	50-75%	Q4-2024
	2. Complying with the EU regulation for deforestation-free coffee EUDR	Unknown yet	100%	Q4-2024
	3 Upcycling of coffee grounds to be used as input for cosmetics and food production in collaboration with the Danish Company Kaffe Bueno	0%	20%	Q2-2024
	4. Becoming a BCORP-certified Company			Q3-2024
	5. Increase the amount of coffee delivered in reusable containers	50%	75%	Q2-2024
	6. Increase the amount and the volume coffee which meets the environmental sustainability standards of the Slow Food Coffee Coalition	5%	50%	Q3-2024
	7 Increase the number of Danish coffee roasteries member of the Slow Food Coffee Coalition	1	2	Q3-2024
	8. Increase the amount of coffee which is delivered via e-cargo in Cph area	25%	75%	Q2-2024
	8. Update the accounting for Scope 3 emissions on imported coffee beans for 2023.	0	1	Q4-2024
MISSION 2: LIVING INCOME AND BETTER LIVELIHOOD	1. Increase the amount of coffee contracted directly with the producers (coffee growers) or through importers who shares the FOP prices	25-50%	100%	Q3-2024
	2 Increase the amount and the volume of coffee which meets the social sustainability standards of the Slow Food Coffee Coalition	5%	40%	
	3. Inviting some of our partner producers to Copenhagen for the World of Coffee (June '24) to increase awareness among consumers about producers livelihoods	0	1	Q2-2024
	4. Hosting a Producer Crossover in collaboration with our partner This Side Up. inviting roasters and coffee producers and discuss how we can improve their livelihoods.	0	1	Q2-2024
MISSION 3: ACCOUNTABILITY IN THE COFFEE SUPPLY CHAIN	1. Publish an annual sustainability report.	0	1	Q4-2024

	2. Certifying Nordic Roasting Co. As a B-Corp			Q3-2024
	3. Visit coffee producers at the origin	0	2	Q4-2024
MISSION 4: COMMUNICATION	1. Publish regular posts about the Danish Alliance for Responsible Coffee, Slow Food Coffee Coalition and other initiatives oriented towards a more sustainable supply chain.		Min. 2 posts per month	
	2 Improve the promo materials needed to effectively communicate to the customers what the Company is doing to build a more sustainable and responsible coffee value chain.			Q4-2024
	3 Hosting public cupping and events to raise awareness among consumers about the sustainability issue in the CSC	1	4	Q4-2024