

Action Plans & Reporting 2023

Danish Alliance for Responsible Coffee
Part of Etisk Handel Danmark



Partners



Vision & Commitment

“Behind every cup of coffee consumed in Denmark lie committed partnerships to regenerate nature, improve livelihoods and build climate change resilience”

- Vision -

Commitments



Publicly endorse the principles for collaboration (see above)



Prepare and publish an action plan for how you will contribute to the coffee alliance's vision. The plan must be time-bound and describe the company or organizations' initiatives to ensure progress towards the joint vision



Annually report progress to the alliance secretariat (confidentially).

The 4 missions



Suggested joint activities:

- ✓ Baseline report (based on your reporting)
- ✓ Develop a catalogue of possible actions?
- ✓ Joint statement (what, to whom) and/or communication and awareness raising?
- ✓ Themes you would like to explore further?

Action Plans

Peter Larsen Kaffe

2023



Mission 1 – Regeneration & Climate Action

- Target:
 - Reduce or climate impact in value chain with 30 % by 2030
- Actions:
 - 100 % of coffee sourced under sustainability schemes promoting climate resilient and more regenerative production by 2025
 - Founding and operation of impact ventures Future Grounds and Era of We focusing on green transformation of the entire supply chain, ie.:
 - 15mio. trees planted by 2030
 - 5mio. tons CO2e savings by 2030
 - Continued investments in [coffee&climate](#) for dissemination of climate smart agriocultural practices.
 - SBTi of 50 % reduction of emissions in Scope 1+2 by 2030



Mission 2 – Living income and better livelihoods

- Target:
 - 100 % of coffee sourced under sustainability schemes promoting climate resilient and more regenerative production by 2025
- Actions:
 - Continued commitment in the International Coffee Partner projects – new 5 year plan starting 2023.
 - Founding and operation of impact ventures Future Grounds and Era of We focusing on green transformation of the entire supply chain, ie.:
 - 90% farmer income increase by 2030
 - Cutting middlemen and building transparency



Mission 3- Accountability in the value chain

- Promise:
 - We work fully integrated with sustainability. The group management is responsible, and the efforts are managed through initiatives and goals in our strategic plan for sustainability
- Targets and actions:
 - 100 % of coffee sourced under sustainability schemes promoting climate resilient and more regenerative production by 2025
 - Develop more systematic due diligence system for purchase with fast/easy access traceability by 2024
 - Founding and operation of impact ventures Future Grounds and Era of We focusing on green transformation of the entire supply chain, ie.:
 - Cutting middlemen and building transparency



Mission 4 – Communication

- Promise:
 - We take lead in creating direct relationships between coffee farmers and our customers, completely without intermediaries.
- Targets and actions:
 - Incentivized investments in sustainability – ie. Future Grounds
 - Continued commitment to networks for advocacy such as the Haga Initiative, Danish Coffee Alliance, European Coffee federation, a.o.
 - Founding and operation of impact ventures Future Grounds and Era of We focusing on green transformation of the entire supply chain, ie.:
 - Cutting middlemen and building transparency
 - Extracting data and information directly to consumer, engage and show impact



Appendix

1. Reporting, Peter Larsen Kaffe 2023



Let's connect:

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