



## Vision:

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

## **M1**

### **Regeneration and climate action**

- |   |   |         |
|---|---|---------|
| 1 | Develop country-specific agroforestry manual for Vietnam                              | EOY2024 |
| 2 | Continue tree planting programme  | Q32024  |
| 3 | Measure and account for wildlife and biodiversity - conduct experiments with partners | Q32024  |
| 4 |   |         |
| 5 |   |         |

## **M2**

### **Living income and better livelihoods**

- |   |   |       |
|---|---|-------|
| 1 | Develop living income benchmark understanding in Vietnam                  | TBD   |
| 2 | Facilitate Organic certification process for Vietnamese Slow-smallholders | Cont. |
| 3 |   |       |
| 4 |   |       |
| 5 |   |       |

## **M3**

### **Accountability in the value chain**

- |   |   |        |
|---|---|--------|
| 1 | Maintain full transparency throughout, including new origins      | Cont.  |
| 2 | Increase number of data points on own farms and smallholder level | Q22024 |
| 3 |   |        |
| 4 |   |        |
| 5 |   |        |

## **M4**

### **Communication (consumer, awareness, public affairs, politicians)**

- |   |  |         |
|---|--|---------|
| 1 | Explore opportunity to engage in policy making fora                                  | EOY2023 |
| 2 | Engage in two international debates/key-notes/speaking events                        | 2024    |
| 3 | Engage to raise awareness within education systems, consumers and the general public | Cont.   |
| 4 | Educate and inspire the market on CO2 and coffee                                     | 2024    |
| 5 |  |         |