



coalition  
for coffee  
communities

# Understanding Coffee Landscapes and Communities



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# 1

## What is a Sustainable Landscape?

# Getting Sustainability Right

Investing in a cutting-edge landscape initiative to catalyze new advances in how we address sustainability to unlock potential in the region.

### Benefits of a Landscape Approach:

- 1** A shared and complete understanding offers all stakeholders value
- 2** Unlock collective impact to address big thorny problems
- 3** Results-oriented targeting of services and investments
- 4** Catalyze and observe continuous improvement



### OUR VISION

A hub for thought leadership, investment and action, the Coalition for Coffee Communities leverages the power of collaboration to build sustainability and economic resiliency for coffee communities.

This landscape assessment is groundbreaking for the coffee sector, where industry actors have no equivalent precedent of working at the landscape level.

- Kim Elena Ionescu, Specialty Coffee Association

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# 2

## Design

### Innovative Design

With state-of-the-art metrics and approaches, we penetrate or look beyond a single issue to understand the key factors that affect the sustainability of a community or region.

Our unique approach to blending Big Data with Small Data unlocks new perspectives and opens the door to understanding at three levels:

- **Social** conditions including governance (policy and programs), human rights, gender inclusion, safety nets, and more
- **Economics** at the farm and community level including incomes and poverty levels, yields, costs, and risks.
- **Environmental** issues from soil conservation practices and deforestation to water management and pollution

#### Characteristics of a Sustainable Landscape

- 1 Viable ecosystems with well-managed natural resources
- 2 Unlock collective impact to address big thorny problems
- 3 Results-oriented targeting of services and investments
- 4 Catalyze and observe continuous improvement



The Landscape approach brought together leading organizations including IDB (Inter-American Development Bank) Lab, the Committee on Sustainability Assessment, and Conservation International to help understand how sustainability can be better addressed at the scale of communities and landscapes.

# 3

## Measure

# Improve Performance. Achieve Lasting Impact.

Sustainability is rooted in diverse factors that exist at a scale that cannot be solved by:

- one group of farmers
- one community
- one company

Right Data + Right Time = Better Decisions

We understand how to measure what matters to draw enormous value from the dynamic interactions of Big Data with Small (Local) Data. The systematic Landscape approach comprehensively addresses this challenge. Tested, science-based solutions engage collective action with the entire community.

## Partners



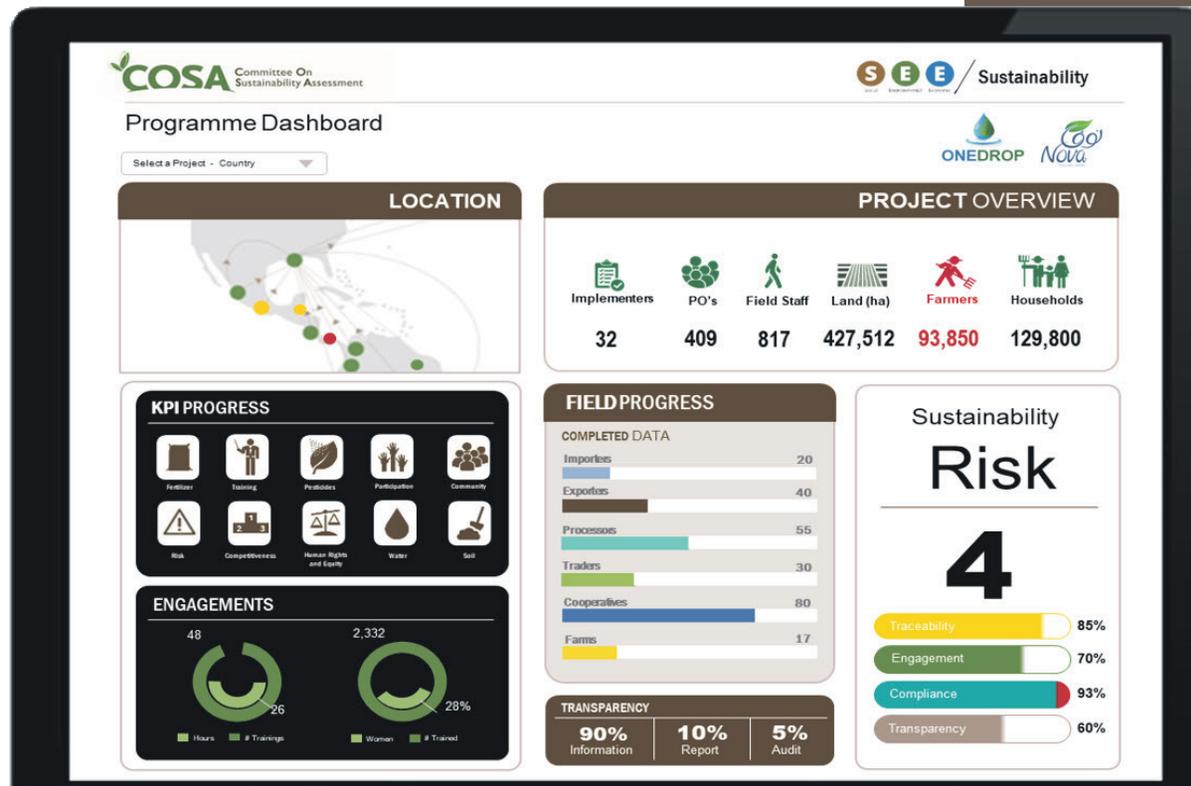
# 4

## Manage

## Unlock Potential

Unlock the data's potential with advanced analytics presented as clear, impactful visualizations and Improve your understanding for taking better decisions.

1. Instantly see and understand the issues without constant research
2. Ensure accountability based on clear and shared understanding
3. Drive continuous improvement with the right MEL tools



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