



# Swiss Sustainable Coffee Platform (SSCP)

Launched in 2024, the Swiss Sustainable Coffee Platform (SSCP) is a multi-stakeholder initiative including the Swiss coffee industry, civil society, research, and the Swiss government represented by SECO to promote sustainability in the coffee sector.

## Background

Coffee is one of the world's most popular beverages. It is grown in over 50 countries and provides a livelihood for millions of farmers. However, coffee production is also associated with high poverty rates, human rights issues, climate change, deforestation, and other challenges. Addressing these issues is essential to ensuring a resilient, fair and environmentally friendly coffee sector that benefits producers, consumers and the planet alike.

Switzerland is a central hub for coffee trading and roasting, accounting for a significant proportion of the global green coffee trade and ranking among the world's leading exporters of roasted coffee. This strong position creates both responsibility and an opportunity to promote better social, environmental and economic practices along the value chain. However, no single actor can do this alone. This is why the SSCP was created: to join forces and work collaboratively towards a more sustainable future for coffee.

## Roadmap 2030

In September 2025, the more than 60 members of the SSCP adopted their Roadmap 2030, establishing a foundation for a process of continuous improvement. With this Roadmap, the various stakeholders in the Swiss coffee sector have agreed on ambitions, which are intended to guide members, and at the same time, strengthen cooperation and joint learning. The Roadmap therefore provides a framework for joint action.

Six ambitions of the SSCP Roadmap 2030:

1. Coffee farming households reduce, or even close, their living income gap. Coffee farm workers earn at least a minimum wage, and their wages increase towards a living wage.
2. Human rights risks like child labour and forced labour are addressed through effective due diligence processes.

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### Country/region

Global

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### Executing agency

Swiss Sustainable Coffee Platform (SSCP)

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### Duration

2024-2028

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### Total budget

CHF 19,437,700

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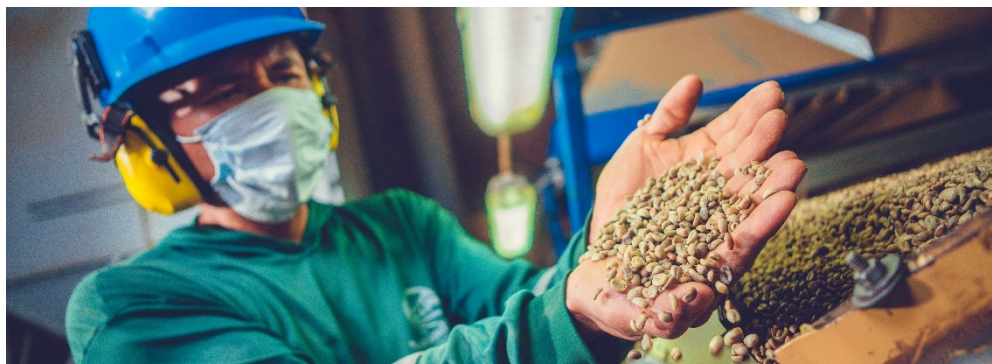
### SECO contribution

CHF 8,000,000



Swiss Sustainable  
Coffee Platform

3. Coffee production supports deforestation- and conversion-free coffee supply chains and actively supports the restoration of degraded forest ecosystems and other relevant ecosystems.
4. Regenerative Agriculture practices are widely adopted on coffee plantations.
5. Coffee production works toward net-zero emissions in alignment with global climate goals.
6. Coffee is sourced using schemes that transparently ensure sustainable agriculture practices.



## Objectives and Activities

SECO's support to the SSCP focuses on three integrated components:

1. Strengthening the SSCP and dialogue (core functions)
  - Support the establishment and operation of the SSCP as a Swiss association with an active membership base, a functioning secretariat, and regular dialogue among stakeholders from business, civil society, research and the Swiss government.
  - Represent Swiss perspectives in international coffee sustainability debates and make complex regulatory and policy developments understandable for Swiss companies, in particular SMEs.
2. Peer learning, collaboration and information
  - Position the SSCP as a knowledge and competence centre in Switzerland on key topics such as living income, human rights, climate adaptation and mitigation, labour conditions and biodiversity in coffee.
  - Facilitate working groups, roundtables, webinars and joint analytical work to share good practice and develop tools that members can apply in their supply chains.
3. Co-financing projects in producer countries
  - Operate a co-financing facility that supports innovative public-private projects addressing the sustainability challenges defined in the Roadmap in producer countries.

## Governance

The SSCP is a non-profit organization with office in Berne. The General Assembly is the highest decision-making with its currently over 60 members. The Association is headed by the Board, its tasks being supported by a Coordination Office (Secretariat). The Coordination Office is responsible for the management of all activities, monitoring, reporting and communication.


The Board consist of seven members plus the President. The private sector is represented with a trader, a roaster and a representative of the industry's umbrella association. Civil society has two seats and research one. The Swiss government, represented by SECO, is an observer to the Board.


## Further information

For further information on activities and current projects of the SSCP please visit <http://www.coffeeplatform.ch>

**[seco-cooperation.admin.ch](http://seco-cooperation.admin.ch)**  
Integration in value chains



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