

# MEDIA RELEASE



**coffee&climate toolbox is now part of Fairtrade's New Coffee Standard**

The initiative for coffee&climate's toolbox is now part of [Fairtrade's Coffee Standard](#). Among many of its recommendations, the standard encourages the development of climate adaptation plans to ensure sustainable production and the well-being of coffee producers. This includes, identifying climate risks and creating a climate adaptation plan based on the implementation of sustainable agricultural practices.



**Producers need access to information and the right tools to increase their climate resilience. Creating climate adaptation plans is a crucial steppingstone toward being able to cope with the effects of climate change and to remain actively involved in markets.**

**Juan Pablo Solis**  
Senior Advisor Climate and Environment at Fairtrade International



To support the development of these plans, smallholder farming families are encouraged to use the [initiative for coffee&climate's toolbox](#), an open online platform with a compilation of tools, climate maps, case studies and further training materials. The c&c toolbox allows for the sharing of knowledge on tested innovative adaptation practices, equipping farmers with valuable information on climate-smart agriculture (CSA).

“We appreciate the move from Fairtrade International to include the c&c toolbox into the coffee standard”, says Stefan Ruge, Program Manager coffee&climate at Hanns R. Neumann Stiftung (HRNS). “The c&c toolbox is not only a great platform to exchange knowledge on known and innovative climate-smart agriculture practices. The tools are identified and tested alongside with farmers, extensionists and some of the world’s leading climate experts.”

Fairtrade points out that the c&c toolbox offers a very practical way for farmers and producer organizations to guide the development of individual climate adaptation plans. “Its 5-step approach is easy to understand and implement. Fairtrade hopes that farming families and small scale farmer organizations will get inspired by the toolbox when preparing their climate adaptation plans”.

As a pre-competitive partnership of public and private partners, c&c aims to support smallholder coffee farming families and their communities to effectively respond to climate change. “This includes to increase their resilience and to improve their livelihoods”, says Ruge. The aim is to encourage the industry to become climate resilient and to increase the involvement of smallholder families in this process, acknowledging that their contribution also supports the fight against climate change. Fairtrade is following this position as Giovanna Michelotto, Project Manager Standards puts:

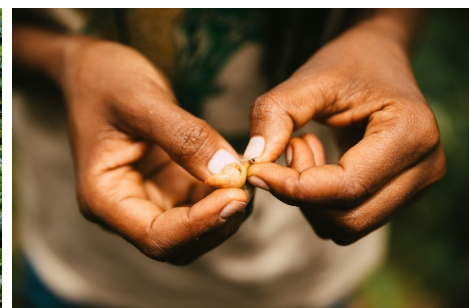


**The coffee industry needs to start reflecting more deeply about fair value distribution in order to put climate adaptation and mitigation at its forefront. It would absolutely not be fair to expect from producers, who are sometimes not even earning a living income, to absorb all costs of switching towards sustainable production.**

**Giovanna Michelotto**  
Project Manager Standards at Fairtrade International



Since its founding in 2010, c&c has developed and implemented suitable responses to climate change in seven regions worldwide. With more than 92,000 coffee farming households supported to date, c&c is currently in its third phase of implementation and will reach an additional 80,000 families by 2024.



## **MEDIA CONTACT**

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## **ABOUT THE INITIATIVE FOR COFFEE&CLIMATE**

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The initiative for coffee&climate (c&c) is a pre-competitive partnership made up of public and private partners, working to support smallholder coffee farming families and their communities to effectively respond to climate change, increase their resilience and improve their livelihoods.

Since its founding in 2010, c&c has developed and implemented suitable responses to climate change in seven regions worldwide. Following a five-step participatory and inclusive approach, smallholder families get access to practical tools and knowledge, allowing them to adapt their farms to climate change, minimize carbon emissions and enhance the carbon storage potential in coffee landscapes.

With more than 92,000 coffee farming households supported to date, c&c is currently in its third phase of implementation and will reach an additional 80,000 families by 2024.

## **ABOUT FAIRTRADE INTERNATIONAL**

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Fairtrade changes the way trade works through better prices, decent working conditions, and a fairer deal for farmers and workers in developing countries.

Fairtrade International is an independent non-profit organization representing 1.8 million small-scale farmers and workers worldwide. It owns the FAIRTRADE Mark, a registered trademark of Fairtrade that appears on more than 30,000 products. Beyond certification, Fairtrade International and its member organizations empower producers, partner with businesses, engage consumers, and advocate for a fair and sustainable future. Find out more at <http://www.fairtrade.net>.

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