

**Press Release:** Swiss Coffee Sector Encourages Industry Collaboration through Swiss Sustainable Coffee Platform - CI Coffee Switzerland



## Swiss Sustainable Coffee Platform

The Community of Interest for Coffee Switzerland (CIC) proudly announces its participation in the Swiss Sustainable Coffee Platform (SSCP), an initiative dedicated to fostering sustainability throughout the coffee sector. The SSCP is the result of a strong partnership between the State Secretariat for Economic Affairs (SECO) and key Swiss coffee associations—the Swiss Coffee Trade Association (SCTA), Procafé, and the Swiss Roasters' Guild (SRG)—all organized under the Community of Interest for Coffee Switzerland (CIC).

**Launched on June 6, 2024, the Swiss Sustainable Coffee Platform represents a collaborative effort between the Swiss coffee industry, the Swiss Federal Government, and the Swiss civil society.**

Switzerland holds a unique position in the global coffee sector. Not only does Switzerland account for over 50% of the global coffee trade, but it is also one of the largest exporters of roasted coffee, with coffee accounting for 1% of GDP in Switzerland. This prominent role comes with a significant responsibility to lead by example and drive positive change within both the local Swiss coffee industry and the global coffee sector.

The Swiss Sustainable Coffee Platform (SSCP) represents a significant step forward in promoting social, environmental, and economic responsibility throughout the coffee sector. By bringing together stakeholders from the private sector, industry associations, NGOs, the scientific community, and the Swiss Federal Government, the SSCP fosters a collaborative approach to addressing the complex challenges facing the coffee industry worldwide.

*"The Swiss coffee sector is deeply committed to sustainability, which is why we proudly support the launch of the Swiss Sustainable Coffee Platform (SSCP). The challenges faced by coffee producers and the industry as a whole demand a collaborative effort. The SSCP embodies this spirit of collaboration, uniting a diverse set of stakeholders to drive positive change and create a more sustainable future for coffee producers, consumers, and the industry alike,"* says Dr Krisztina Szalai, Secretary General, Swiss Coffee Trade Association & Chairman of CI Coffee Switzerland.

Membership in the SSCP offers numerous benefits, including access to shared resources, know-how, and best practices, as well as opportunities to collaborate on public-private partnership projects in coffee-producing countries. Through peer exchange, events, and collaboration with other existing coffee

sustainability organizations, platforms, as well as closely working together with existing trade associations, members of the SSCP pledge to work pre-competitively to address key sustainability issues and promote measurable, proactive, and impactful solutions throughout the coffee value chain.

*"Sustainability in coffee cannot be defined by a single metric. It encompasses environmental stewardship, social equity, economic viability, and the well-being of coffee farmers. True sustainability requires a holistic approach that includes biodiversity, water conservation, soil health, fair labor practices, fair compensation for producers, climate resilience, and transparent, ethical trade practices, while protecting the economic viability of all stakeholders along the supply chain,"* Dr Szalai adds.

Supported by the Swiss public and private sector and civil society, the Swiss Sustainable Coffee Platform aims to foster a balanced and collaborative approach to sustainable development, providing a pre-competitive forum where diverse perspectives can be heard and considered, regardless of the size or affiliation of its members.

We stand united in our commitment to continuous improvement and accountability. Through the SSCP, we will establish concrete targets and monitor progress through independently audited schemes. Public transparency will be a cornerstone of our efforts, ensuring that we remain accountable to our commitments and to the public.

As we embark on this journey with the SSCP, we look forward to collaborating with our fellow stakeholders to drive meaningful and lasting change within the coffee industry. Together, we strive to create a truly sustainable and prosperous future for coffee producers, consumers, and the planet.

For further inquiries or to learn more about joining the SSCP, please contact [info@coffeeplatform.ch](mailto:info@coffeeplatform.ch)

