



SCTA Next Gen Sustainability Contest 2025

Who can apply to the contest?

Working on the future of coffee goes beyond borders and ages. The contest is **open to all**. We welcome **all passionate coffee lovers who work in the coffee sector** to share their unique sustainability initiatives.

What should the project or initiatives focus on?

Your project should link into the theme of the **SCTA Coffee Forum & Dinner “Unity in Complexity: Building a Smart & Connected Future.”** You will be asked to clarify how your initiative relates to the theme. Examples of such initiatives could cover but are not limited to the fields of **regenerative agriculture, the next generation, and technology**.

What is the prize of the contest?

You have the chance to win funding, a ticket to this year's SCTA Coffee Forum & Dinner, and more! The exact prize money amount will be communicated at a later stage.

Past contest sponsors (cash and in-kind) have included: SCTA, JDE Peet's, ECOM, Touton, Hamburg Coffee Company, Sucafina, Keurig Dr Pepper Inc., Enveritas, Vidya Global, Dallmayr Kaffee, ofi, UCC Europe and LDC.

The finalists are invited to the two day SCTA Coffee Forum & Dinner, including the cocktail on Thursday and the formal dinner on Friday.

How can I/we apply?

Please submit your application using the form attached to this email and send it to nextgen@sc-ta.ch. The form **should not exceed 5 pages** and format changes or additional documentation will **not** be accepted.

In the document, you should describe the history of the initiative, the link to the theme “Unity in Complexity,” your implementation plan with objectives and outcomes, a short description of activities, why it can be scaled up, and the investment to date and/or required investment.

What is the deadline?

Submissions can be shared from the **28th of April 2025 until 2nd of June 2025 00.00 CET**. Any submission after the deadline will not be accepted.

What happens after I/we apply?

The SCTA Next Gen Council will select the top 7 initiatives. Selected initiatives will go to the next round, which is a 5-minute online presentation and 5-minute Q&A with the SCTA Next Gen Council and the Sponsors of the Sustainability Contest. We will then select the top 3 initiatives. You will know by the **13th of June** if you are invited to the SCTA Coffee Forum & Dinner to pitch your initiative at the event.

The pitch can be done by 1 individual or in a team of maximum 2 persons. **Pitches cannot be done virtually**. If you require assistance or further information on attending the SCTA Coffee Forum & Dinner, please contact the SCTA Next Gen Council via email: nextgen@sc-ta.ch

During and after the pitch session at the SCTA Coffee Forum & Dinner, attendees will be invited to vote for the winner via the SCTA Connect App.

The winner will be announced during the SCTA Coffee Dinner on **Friday, 3 October**.



Will information be shared about your application?

When you apply to the SCTA Next Gen Sustainability Contest, you automatically agree to share the data of your initiative with the SCTA Next Gen Council, SCTA Board and the Sponsors of the Sustainability Contest.

If you are one of the top 3 selected initiatives, you are committing to share: your biography, photos, and a short recap and one-minute video of your initiative. This content will be used for communications about the contest, for example via email, LinkedIn, the SCTA website, and the SCTA Connect App. Confidential information such as budget financials will not be shared publicly.

If I/we win the contest, what can we expect?

Following the SCTA Coffee Forum & Dinner, the SCTA Next Gen Council will be in touch to set up a monitoring, evaluation, and reporting system. Once this is in place, the 1st installment of 50% of the prize money will be transferred. The 2nd and 3rd installments of 25% each will be transferred after reaching key milestones that have been mutually agreed upon. There will be a quarterly connect in which the winner will update the SCTA Next Gen Council on the initiative.

In the summer of the following year, the winner will be asked to prepare a video and photos showcasing the impact of winning the SCTA Next Gen Sustainability Contest.

How will the winner be selected?

The SCTA Next Gen Council will select the **top 7 initiatives by 6 June**. Following the second round presentations, the SCTA Next Gen Council and the Contest Sponsors will vote for the top 3 initiatives, to be communicated by the 13th of June. In the case of a draw, the SCTA Next Gen Council will make the final decision.

During the SCTA Coffee Forum & Dinner, attendees will be invited to vote for the winner via the SCTA Connect App – their votes will have a weight of 40%. The SCTA Next Gen Council and the SCTA Board votes will account for 30% each. The SCTA Next Gen Council and SCTA Board will not be allowed to vote for any proposal affiliated with their own company.

The winner will be announced during the SCTA Coffee Dinner on Friday, 3 October.

We hope that you are just as excited as we are and that you feel motivated to share your initiative with us and the rest of the world!

Thank you and we are looking forward to hearing from you soon!

The SCTA Next Gen Council



SCTA Next Gen Sustainability Contest 2025 Timeline

28 April – 2 June	Submission for applications
3 June – 6 June	Council selects top 7 initiatives
12 June	Presentation and Q&A with the top 7 initiatives
13 June	Inform top 3 selected initiatives
2 or 3 October (TBD)	Pitch sessions & Voting
3 October	Dinner and Winner Announcement