ACTION PLAN 2026–2028

Danish Alliance for Responsible Coffee · Solution Provider

OUR COMMITMENT

GrowGrounds designs, finances, implements and measures regenerative coffee agroforestry at origin. We combine on-the-ground project delivery with Scope 3 and certified carbon services (including SBTi FLAG compliance), biodiversity and livelihood measurement, farmer benefit-sharing and traceability data. As a certified B Corporation, we are committed to using business as a force for good, embedding high standards of social and environmental performance, accountability and transparency into how we operate and scale our impact. Through the Danish Alliance for Responsible Coffee, we help Danish coffee actors turn climate, nature and livelihood commitments into verifiable action while sharing methods and learnings in line with the Ethical Trade Denmark Collaboration Principles.

MISSION 1 · REGENERATION & CLIMATE ACTION

Ambition indicators / targets

- Offer at least 4 services annually: agroforestry project design & implementation; Scope 3/insetting; carbon MRV/certification; biodiversity/restoration monitoring.
- Support at least 5 Danish Coffee Alliance or sector coffee actors per year by 2027.
- Maintain active projects in at least 3 origin countries; scale towards 300,000 ha, 15 million trees and 5 million tCO_2e by 2030.
- Measure carbon and biodiversity outcomes for every active project; report annual totals for tCO_2e, hectares, trees and selected biodiversity indicators.

Engagement activities

- Implement agroforestry conversion, transparent farmer benefit-sharing and joint pilots/knowledge sharing.

MISSION 2 · LIVING INCOMES & DECENT LIVELIHOODS

Ambition indicators / targets

- Offer at least 3 livelihood components in relevant projects: income diversification, farmer/demo training and transparent climate/carbon revenue sharing.
- Maintain the GrowGrounds principle that 80% of carbon revenue flows to farmers where the GrowGrounds revenue-sharing model applies.
- Track farmers, income change, value transferred, diversified crops/income streams and trainings annually; contribute towards 300,000 smallholders and a 90% income increase by 2030.

Engagement activities

- Work with local partners and coffee buyers to strengthen climate resilience, productivity and long-term farmer value.

MISSION 3 · ACCOUNTABILITY IN THE VALUE CHAIN

Ambition indicators / targets

- Offer at least 3 accountability services: plot geodata/deforestation screening; impact MRV; due-diligence and sustainability reporting support.
- Support at least 4 Alliance or sector members on traceability, impact data or due diligence by 2027.
- Target 100% plot-level geolocation and deforestation-risk screening for GrowGrounds-managed Alliance projects by end-2027; report coverage and training annually.

Engagement activities

- Provide EUDR-ready data, transparent methodology/data governance, local capacity-building and anonymised implementation learnings.

MISSION 4 · COMMUNICATION & SECTOR GUIDANCE

Ambition indicators / targets

- Participate actively in at least 2 Alliance meetings, working groups or public knowledge activities each year.
- Deliver at least 1 dedicated Alliance learning session or practical briefing annually, built around a verified GrowGrounds project case and sharing implementation learnings, practices, methodologies, tools and evidence that Alliance members can apply in their own sustainability work.
- Make key learnings accessible to Alliance members through a short case note, practical tool or briefing material shared following the session.
- Bring the farmer and origin perspective into all relevant Mission 4 contributions, using direct farmer/cooperative voices, field insights and documented project experience.

Engagement activities

- Share verified project data, practical tools and implementation lessons pre-competitively. Use GrowGrounds' projects as a bridge between farm-level realities and Danish coffee-sector decision making, and where relevant involve local partners, cooperatives and farmers directly in Alliance learning and communication activities.
- Take an active part in organizing a joint Coffee Alliance field trip to either Uganda/East Africa and/or an additional trip to Brazil/LatAm during the period.

TIMEFRAME & REPORTING · 2026–2028 action plan | annual progress reporting | 2030 portfolio ambitions tracked through GrowGrounds impact reporting