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GrowGrounds' Action Plan for the Danish Coffee Alliance

The alliance's mission - Behind every cup of coffee consumed in Denmark lie committed partnerships to regenerate nature, improve livelihoods and build climate resilience.

Table 1. GrowGrounds' Action Plan for the Danish Coffee Alliance.

| Missions | Action Plan | KPI | Timeline/Deadline |
|---------------------------------------|--|--|---------------------------|
| 1. Regeneration & Climate Action | Assist members of the Danish Coffee Alliance in delivering min. 20% of their scope 3 emissions | # of companies # of CO ₂ e avoided/ sequestered | Yearly progress reporting |
| | Convert monocultures to agroforestry systems in 3 countries | # of countries # of ha # of trees planted # of types of trees planted | Yearly Reporting |
| 2. Living Income & Better Livelihoods | Build and promote diversified revenue streams, increase farm nutrients for small-holder farmers (80% of the carbon revenue flows back to the farmer) | # of farmers Change in farmer income (%) Total EUR paid out to farmers # of crops planted | Yearly Reporting |
| 3. Accountability in the value chain | Get the Gold Standard Design Certification for our Global Syntropic Agroforestry Program PoA | Yes/No | June 2025 |
| | Train cooperative staff and lead farmers in syntropic agroforestry | # farmers trained # of technicians trained | Yearly Reporting |
| | Build service providers for syntropic agroforestry (e.g., data collection, tree planting and pollarding) | # of jobs created | Yearly Reporting |

