

Creating a more sustainable future

Nespresso Positive Cup 2020 ambitions



The *Nespresso* brand promise is to provide the highest quality coffee from cherry to cup. Our success depends on healthy ecosystems, thriving coffee-growing communities and responsibly-sourced materials. That's why sustainability has always been at the heart of our business strategy – from sourcing our beans and training our farmers through to our precision consumption model and recycling commitments.

Our constant drive to innovate and improve has led to the [Positive Cup](#) strategy, our blueprint for ensuring that sustainable production is part of our value proposition. This means investing in sustainable coffee sourcing that results in better livelihoods for farmers and the resilience of their communities, unlocking solutions for the circular use of aluminium and taking global action on climate change. Most of all, it means inspiring everyone in our company, our partners in coffee-growing regions and our consumers so that a cup of *Nespresso* coffee has a positive impact on society and the environment.

Our 2020 goals

Guiding our sustainability journey

Total company engagement

- Invest 500 million CHF to strengthen our sustainable production and consumption capability and drive positive impact
- Empower everyone in our company to contribute to our sustainability agenda
- Catalyse innovative solutions to sustainability through the *Nespresso* [Sustainability Innovation Fund](#)

Resilient coffee farms and communities

- Source towards 100% of our permanent coffees through the [AAA Sustainable Quality™ Program](#)
- Increase the share of certified coffees in AAA
- Expand our value proposition to rare origins and pursue innovative solutions to ensure better livelihoods for farmers



35 million CHF

Our annual investment in technical assistance and premiums to farmers

End-to-end sustainably managed aluminium

- Offer convenient recycling solutions to all our consumers
- Continue to increase our recycling rate and unlock the circular potential of [aluminium](#)
- Source towards 100% “[ASI](#) certified” aluminium

Integrated actions on climate change

- Continue to reduce the carbon footprint of a cup of *Nespresso* coffee by 28% vs. 2009
- Inset 100% of the company operational [carbon footprint](#)
- Strengthen coffee landscape resilience through extensive tree planting

We are helping to enhance farmer welfare

AAA Farmer Future Program is a pioneering programme in partnership with Fairtrade International, the Colombian government and cooperatives in Caldas to provide the first pension scheme for coffee farmers.

We work with partners to achieve our goals

We are proud of our partnerships with the Rainforest Alliance, Technoserve, Pur Project, the Aluminium Stewardship Initiative and others – working together we continue to build sustainable solutions.

We are co-founders of the Aluminium Stewardship Initiative (ASI)

Launched in 2012, it is the global standard for sustainable aluminium production and sourcing. We are committed to sourcing 100% ASI-compliant aluminium by 2020.

We have strengthened resilience to climate change by planting 1.4 million trees

Trees not only provide carbon capture, but also promote soil nutrients, biodiversity, water conservation, shade for coffee trees and long-term wood provision for farmers.