

The background features a minimalist line-art illustration of coffee plants. On the left and right sides, there are several coffee branches with oval-shaped leaves and clusters of small circles representing coffee cherries. At the top center, a large coffee bean is shown in profile, with its characteristic shape and a small notch. The entire illustration is rendered in a light green color on a white background.

COFFEE COLLECTIVE  
**TRANSPARENCY  
REPORT**

7TH EDITION



# Editorial

When sipping on a cappuccino, have you ever thought about how many hands have been involved in the journey of that cup of coffee?

It is a number that can be difficult to figure out. The coffee supply chain, like many others, is not always very transparent. In Coffee Collective we have thought a lot about the hands that take part in the process of transforming coffee beans from a cherry to a roasted bean. Every day we try to tell their stories, and make the coffee supply chain a bit more transparent.

From the farmer, planting coffee trees and waiting for years until it starts producing enough cherries to sustain the farmer. To the millers that process the green beans. All the way to our roasters and then baristas that with respect to the previous steps and people involved, carefully roast and brew great coffee experiences.

Coffee Collective was founded on the purpose of creating great coffee experiences while helping the farmers achieve more value. This encompasses paying for the quality of coffee and working as directly with the farmers as possible. To us transparency has a significant role in our purpose, and we believe it can support change in the coffee industry for the better.

In 2019 we signed the [transparency pledge](#), in which we pledge to be [transparent](#) around the coffee we buy, including the amount of coffee we buy, the price we paid, the origin of the coffee, and the name of the farmer amongst other factors.

We hope that we can help bring fair payments to coffee producers, so that they can have a sustainable business and life. We hope that it can inspire others to pay the farmers for the quality and not according to the market price. We hope that it can show our guests what they support when they visit our shops.

In this year's Transparency report we will show you some of the things we worked with in 2023, what has been on our minds and why we were all covered in dirt one day on social media.

We will show you our transparency index of all the coffees we bought last year, as well as walk through other important numbers and indicators.

# COLLECTIVE FOREST

BY COFFEE COLLECTIVE

## Collective Forest

A bus is slowly making its way out of Copenhagen, navigating through the last parts of the morning traffic. The smell of coffee and a buzzing chatter is filling the bus.

17 colleagues volunteered their time, put on an extra layer of warm clothes, and polished off their wellies. Ready to head to Vemmelev and 21 hectares of field. At the end of the day, the team in the bus will have planted around 4.000 trees and thus, have broken ground to what will become Collective Forest.

### Collective Forest in Numbers



BINDING ON AVERAGE  
250 TONS CO2



21HA LAND



5HA ESTABLISHED  
FOREST



16HA FROM CROPLAND  
TO FOREST



72,000 TREES



25 VARIETIES OF TREES

In Denmark 15% of the country is covered in forest, 85% of the forest is production forest, indicating that very little forest in Denmark is left untouched. Our main goal with Collective Forest is to be a part of the CO2 binding solution to climate change. On average the forest is going to bind 250 tons of CO2 yearly. Collective Forest is going to be managed as a “Naturnær” forest. Nature will mostly be allowed to take its course, but there will be human meddling, when necessary, in order to bind carbon in the best way possible.

YEARLY CARBON SEQUESTRATION (T CO2 EQ / HA/YEAR)	0-10 YEARS	10-20 YEARS	20-30 YEARS	30-40 YEARS	40-100 YEARS	AV. 0-100 YEARS
Forest edge	3	6	18	19	14	13
Deciduous trees (low binding)	3	6	18	19	14	13
Deciduous trees (medium binding)	3	6	22	22	17	16
Coniferous trees (high binding)	17	43	35	26	15	21
<b>The entire forest (16,55 Ha)</b>	<b>78</b>	<b>171</b>	<b>358</b>	<b>348</b>	<b>253</b>	<b>251</b>

5 hectares of the land in Vemmelev, are already established forest. We work with the forest raising company Naturplant who had sent their good people to the planting day. One of them being Asger Hansen, forest warden and all-around a walking encyclopedia regarding anything forest and biodiversity. Asger took us on a biodiversity walk & talk through those 5 hectares.

A lot of us already knew that the biodiversity crisis is as critical as the climate crisis, but few of us knew what biodiversity actually entails.

What lingered the longest after our talk with Asger, was the fact that even in 5Ha in Vemmelev, invasive species of trees and plants were slowly taken over. Species that at some point in time were imported to Denmark, and they are interfering with the biodiversity.

When trees and plants are native to an area, a large number of species are connected to it. It takes hundreds of years for one new species to connect itself to a tree variety. Therefore, the newer to origin the tree types are, the less biodiversity.

After a day of fresh air and hard work the atmosphere in the bus is more mellow on the way back to Copenhagen. However, we all agreed that it brings a satisfying feeling to see the result of a day's work as we pass the rows of trees we have just put into the ground. Working side by side has given us the opportunity to get to know our colleagues in a new way, and we all experienced the positive benefits that nature brings to you and your mind.

### Biodiversity



Biodiversity is the richness of life in all of the earth's types of nature and habitats



Here larger varieties of insects, mammals, birds, plants, fungi, and bacteria all have a role in the ecosystem



Biodiversity contributes to food, medicine, and clean air & water amongst other things



Biodiversity creates resilience and mitigates natural disasters and diseases



# Transparency Table

Farmer/Coffee <sup>1</sup>	RELATIONSHIP (YEARS)	QUANTITY BOUGHT (KG)	RETURN TO ORIGIN <sup>2</sup> (USD/LB FOB)	MARKET PRICE <sup>3</sup> (USD/LB)	PRODUCER PRICE <sup>4</sup> (USD/LB)	SCA QUALITY SCORE <sup>5</sup>
<b>Vista Hermosa</b> Huehuetenango, Guatemala	17	12.843	4,65	2,20	Same as FOB	Excellent
<b>Dattera</b> Cerrado, Brazil	17	18.320	3,37	1,92	Same as FOB	Good
<b>Kieni</b> Nyeri, Kenya (AA + AB)	13	15.182	5,38	2,38	4,86	Outstanding + Excellent
<b>Jaime</b> Huila, Colombia	12	2.205	4,89	2,38	2,59	Excellent
<b>Duver Rojas</b> Huila, Colombia	12	805	4,31	2,37	2,79	Excellent
<b>Edilfonso</b> Huila, Colombia	12	420	4,57	2,38	2,61	Excellent
<b>Desarollo</b> Huila, Colombia	12	6055	3,93	2,38	2,69	Good
<b>Akme Nuri</b> Djimma, Ethiopia	10	13.860	3,94	1,87	Same as FOB	Good
<b>Takesi</b> Yanacachi, Bolivia	9	1.147	29,35	2,21	Same as FOB	Outstanding
<b>Los Rodrigues</b> Caravani, Bolivia	8	3.000	6,07	1,69	Same as FOB	Excellent
<b>Enciso</b> Tolima, Colombia	6	6.615	4,60	2,38	2,51	Excellent
<b>Planadas</b> Tolima, Colombia	6	12.005	3,84	2,38	2,54	Good
<b>Perez</b> Tolima, Colombia	3	1.015	4,60	2,38	2,30	Excellent
<b>Kiangoi</b> Kirinyaga, Kenya	3	777	3,64	2,38	3,14	Excellent
<b>Kii</b> Kirinyaga, Kenya	2	1.907	5,94	2,38	5,41	Outstanding
<b>Montegrando</b> Cajamarca, Peru	2	14.007	3,74	1,93	2,35	Good
<b>Worka</b> Yirgacheffe, Ethiopia	1	9.600	4,40	2,22	Same as FOB	Outstanding
<b>Sadi Loya</b> Djimma, Ethiopia	1	9.600	3,60	2,22	Same as FOB	Excellent
<b>Karimikui</b> Kirinyaga, Kenya	1	1.826	5,94	2,38	5,41	Outstanding
<b>Rosa Megu</b> Cajamarca, Peru	1	600	5,50	1,93	2,37	Excellent
<b>Nolberto</b> Caranavi, Bolivia	1	700	4,30	2,40	n/a	Excellent
<b>Vargas</b> Huila, Colombia	1	350	6,50	2,38	4,12	Outstanding
<b>Efrain</b> Cajamarca, Peru	1	80	9,00	1,93	3,52	Outstanding
<b>Total volume / weighted averages</b>		<b>132.910</b>	<b>4,47</b>	<b>2,16</b>		

<sup>1</sup> The table presents 100% of Coffee Collectives purchases in 2023

<sup>2</sup> When buying green coffee from an exporter, we pay a Free On Board price. When a farmer is also the exporter, the producer price and return to origin prices are the same

<sup>3</sup> The "Market price" we refer to is the average price for the month the contract was made with the producer, from the International Coffee Organizations statistics of prices for real coffee sold. See [icocoffee.org](https://www.icocoffee.org)

<sup>4</sup> Amount received by coffee producer/cooperative, without export expenses

<sup>5</sup> SCA quality score: Good (80-84,99) Excellent (85-89,99) Outstanding (90-100)

Some of the smallholders in Peru and Colombia has received an extra payment later, which is not included here due to lack of documentation at time of publishing.

We have in 2023 bought 133 tons of green coffee compared til 135 tons in 2022. We expect to increase purchases again in 2024.

The average Return to Origin was 4,47 USD/lb in 2023 against 5,16 USD/lb in 2022.

Four main reasons for this are:

- 1) A few lower prices paid due to lower quality than the year before,
- 2) New relationships in Ethiopia starting at modest prices,
- 3) a wholesale market demanding cheaper coffees,
- 4) to some extent related to the fact that comparable market prices have decreased from 2,62 USD/lb in 2022 to 2,16 USD/lb in 2023

# Stories from Origin

-Jaime Casallas





Annually we make sure to visit all of the coffee producers that we work with. We always bring back home a lot of great stories, about them, their community, how we as consumers of. Their products make a difference. We really want to be better at sharing those stories.

The story we want to share this time around, is from a conversation with Jaime Casalles that really made an impression on us.

We have worked with Jaime for 12 years and when reminiscing about that, Jaime shared how much the collaboration has meant for them. The stability that the contracts have provided, has enabled them to not be dependent on the market price and focus instead on improving the quality of their coffee.

As Coffee Collective has grown through the years, it has given them insurance that there will be work in many years to come. Thus, provided some calmness in the collaboration. Lastly, how the price paid for the coffee beans is reasonable and value all the work that has been put into it, it is something that they viewed very positively.

What Jaime really managed to highlight is that together we can make a difference.



# Timeline

Since 2013 we have worked systematically on reducing our negative environmental footprint and increasing our social sustainability. Back then we got a hold of a life cycle analysis showing that 40% of the CO2 emissions behind a cup of coffee comes from the brewing. To take responsibility for this, we looked into how we can reduce this in Coffee Collective. We realized that most of the emissions came from the heating of water and to a smaller extent the grinding of coffee. In Coffee Collective both are powered by electricity. Therefore, we started buying shares in windmills to produce the same amount of electricity on windmills as we used in our locations. We later switched supplier of electricity to one who basically does the same for us.

Here is a timeline from different initiatives we have taken over the years to reduce our negative impact on the environment.

**2007**

Coffee Collective started with the purpose of creating great coffee experiences while achieving more value for the farmers.

Direct trade with Finca Vista Hermosa and Datterra Coffee.



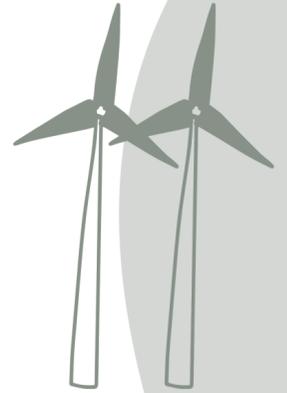
**2011**

Coffee Bags without metal and made of Polyethylene to incinerate in the cleanest possible way.



**2013**

Shares in windmill park and Price Transparency



**2014**

Our Plot at Datterra started as a project to explore how to grow specialty coffee in a more sustainable way in the Cerrado region of Brazil. With attention to increasing biodiversity and not using fossil-fuel based chemicals.

**2015**

Adjoining Union agreement for all baristas.

**2016**

Making all single-use to-go cups out of plant-based materials, making them industrial compostable.

Introducing a circular to-go cup option for our guests.



**2018**

Publishing first public Sustainability Report.

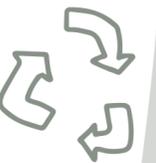
**2019**

B Corp certified, Transparency Pledge.



**2020**

Improving waste management to re-cycle more waste.



**2021**

Fully re-cyclable coffee bags based on 50% re-cycled plastic.

**2022**

Implementing a circular bean container for distribution to our own shops and their own espresso use.

**2023**

Planting our own Climate- and biodiversity forest in Denmark as a Climate Justice initiative.

Starting up our new Supplier code of Conduct. Working with the coffee farmers from a Climate Justice perspective, building sustainability on national legislation and international regulation in ways similar to the later EU anti-deforestation regulation.

**2024**

Testing new Circular packaging systems as Circular to-go cups and circular bean containers.

Expanding our Supplier code of Conduct to match the EU anti-deforestation regulation.

Expanding our Transparency reporting to match the recommendations for SMV's to the coming EU CSR reporting regulation.

Developing Climate KPI's to assist our future environmental impact management.



# Climate Justice

Coffee is a daily need and pleasure for many of us. It is also a direct link between us in the consuming end of the coffee value chain, and the people living in some of the poorest regions of the world, who work in the coffee supply chain. Moreover, the history of coffee is undeniably intertwined with colonial history.

These facts have always been a core part of our understanding of coffee in Coffee Collective.

When we look at the climate crisis and where it will affect the most, it becomes clear that there are dynamics that are comparable to the coffee industry as well as colonial history.

The main reasons for the climate crisis are the historic deforestation and fossil-fuel-based development in the Global North. The main challenges of climate change are found in the poorest regions of the world. (often in the Global South).

In the value chain of coffee, we see similar mechanisms. There is a significant overlap between the coffee-consuming countries and the countries who have had a development negatively affecting the climate problems. While the coffee farmers already for several years have been struggling with consequences of the climate changes, as higher temperatures and changing rain patterns influence their harvest.

As such we believe that it is very important that we in the coffee industry and value chain talk about Climate Justice - It should be the ones who have created the climate crisis who also carry the burdens of solving it.

Unfortunately, we see that the opposite is happening.

While coffee farmers have already carried the burdens of the changing climate for years, most "Climate Action" we see from our side of the world is aimed at lowering emissions at the primary production of coffee - coffee farming. Lowering emissions in itself is good, but seen in a broader picture it is limiting the farmers' possibilities and thereby, putting an extra burden on them.

**Several studies of the CO2 emission behind a cup of coffee show that the two primary hot spots of emission are Primary Production (Mainly fertilization, but also deforestation) and brewing (mainly heating water, but also grinding). It is roughly the same amount of emissions from both steps, around 40%.**

We see very few attempts in the coffee industry aimed at lowering emissions from the consumption side, and we suspect that it might be partly due to it being easier and cheaper to put demands on the coffee farmers, than to put demands on the coffee consumers.

Hereby, it reflects the unequal power structures of the coffee industry and supply chain.

It can be argued to be a great model for coffee businesses in the consumption end to continue the exploitation of coffee farmers, to keep paying low prices for coffee while investing back limited parts of the surplus in "climate projects". Farmers will be kept in poverty and dependent on the coffee buyers and at the same time cheap coffee can be sold to the consumers requesting "Sustainable Coffee" with low to positive climate impact. All done with low risk since the investments can always be scaled down depending on the surplus created in the business, by buying coffee for cheap and selling it at a high price as for example "sustainable".

In Coffee Collective we try to embrace Climate Justice, by putting the biggest burdens on ourselves, while keeping a dialogue with the farmers on possibilities for reducing their emissions. We continue our work to increase the payments to the farmers, which we also believe is both making it more possible for them to adjust to climate changes, but also has a positive effect on the climate.

The positive effects of higher payments are also endorsed by the EU in their new Anti-deforestation regulation, where they encourage everyone to ensure better prices are paid to farmers, "*to enable a living income and effectively address poverty as a root cause of deforestation*".

In 2013 we started buying shares in windmills and later joined Vindstød as supplier of electricity, to make sure all electricity we use is produced on windmills. Thereby, lowering the emissions of coffee enjoyed in our shops significantly.

As you can see in other parts of this report, we have also worked on several other projects to reduce the emissions from our activities.

In 2023 we started to bind CO2 by raising a forest here in Denmark. It will of course limit land use for food production, but from a climate justice perspective we believe that we need to carry that burden here in Denmark instead of forcing the coffee farmers to limit their possibilities to bind CO2 that we have emitted.

We will continue our work taking on climate action, but always with a view on the Climate Justice perspective.

While we are working on our strategies to reduce our own emissions (Scope 1 +2), we will not force the farmers to do so. Instead, we will keep a focus in our dialogue with them about how to lower emissions and share knowledge from other producers on how they do.



***You can read more about climate justice at [Oxfam](#) and at [UNDP](#)***

These articles are suggested for reading more about emission behind a cup of coffee:  
Carbon and water footprint of coffee consumed in Finland—life cycle assessment Kirsi Usva<sup>1</sup> & Taija Sinkko<sup>2</sup> & Frans Silvenius<sup>2</sup> & Inkeri Riipi<sup>2</sup> & Hannele Heusala<sup>2</sup> Received: 4 March 2020 /Accep. The International Journal of Life Cycle Assessment (2020) 25

Journal of Agricultural Science and Technology B 3 (2013) 151-170 Earlier title: Journal of Agricultural Science and Technology, ISSN 1939-1250 Carbon Footprint across the Coffee Supply Chain: The Case of Costa Rican Coffee Bernard Killian<sup>1, 2</sup>, Lloyd Rivera<sup>2</sup>, Melissa Soto<sup>3</sup> and David Navichoc<sup>2</sup> 1. INCAE Business School, La Garita, Alajuela 960-4050, Costa Rica 2. Sustainable Markets Intelligence Center (CIMS), INCAE, La Garita, Alajuela 960-4050, Costa Rica 3. External Consultant, Alajuela, INCAE, La Garita, Alajuel 960-4050a, Costa Rica).



Every year, we try to be transparent about as much data as possible. In this Transparency report, we have expanded the data that we report to include numbers that matches the Danish Business Authority's recommendations to SMEs, that follow the coming EU Corporate Sustainability Reporting Directive (CSRD)

[Environmental tables](#)

[GHG emissions](#)

[Energi intensity](#)

[Coffee Purchase](#)

[Social indicators](#)

# ENVIRONMENTAL TABLES

Electricity in KWH	2019	2020	2021	2022	2023
Godthåbsvej	54.878	57.664	64.793	78.243	78.049
Jægersborggade	28.352	25.296	25.501	28.254	29.689
Kristen Bernikows Gade	23.194	20.442	19.784	22.118	22.346
Booth in Torvehallerne	20.583	24.020	n/a	27.500	27.791
Warehouse at Esromgade	1.783	2.097	3.412	1.912	705
Sankt Hans Torv	-	6.501	22.338	18.528	16.313
Telefon Kiosken	-	4.090	9.577	9.676	7.917
Collective Bakery	-	-	112.921	175.648	171.609
Carlsberg Byen	-	-	-	4.242	17.750
Guldsmedegade	-	-	-	-	-

# GHG EMISSIONS

GHG emissions is extensive to gather, therefore, we do not do it yearly. However, we felt it important to show the most recent numbers.

2018 calculation method is not the same as the method used in 2022.

Numbers are "market based".

In 2018 an green coffee emissions factor of 1,66 kg CO<sub>2</sub>e/ KG green coffee was used, where as the consultants in 2022 used an emission factor of 6 kg CO<sub>2</sub>e/Kg green coffee).

Using the high emission factor for 2018 would give a scope 3 emission of 828 ton CO<sub>2</sub>e, a total emission of 851 and a CO<sub>2</sub> intensity of 0,024

GHG emissions (ton CO <sub>2</sub> e)	2018	2022
Scope 1	12	17
Scope 2	11	0,3
Scope 3	471	1.037
Total	494	1.054
CO <sub>2</sub> intensitet (kg CO <sub>2</sub> e/Omsat kr.)	0,014	0,016

# ENERGY INTENSITY

## ENERGY INTENSITY (KWH)

Electricity	372.169
Fuel - benzin	345,61
Fuel - diesel	2.372,73
Gas - propane	1.850,19
Total	376.737,53 (KWH)
Energy Intensity: 0,46kWh / per 100DKK earned	

# COFFEE PURCHASE

	2019	2020	2021	2022	2023
Total coffee purchase (kg)	100.162	95.038	90.008	135.138	132.910
Organic Certified Coffee (%)	25,3	45,2	35	46	36
Weighted avg. FOB price (USD/lb)	4,41	4,65	4,85	5,16	4,47
Total roasted coffee sold (tons)	80	79	96	105	109

\*Counting coffees arrived in our possession in EU in the calendar year.

# SOCIAL INDICATORS

	2018	2019	2020	2021	2022	2023
Number of full time union employees	38	39	33	49	65	76
Number of different nationalities	10	14	15	19	25	21
Female employees (%)	48	49	43	52	55,6	55
Female salaries compared to male salaries in "white collar" positions (%)	-2	2,07	0,2	0,87	-4,86	-11,39
Employee satisfaction (1-5)			4,54	4,52	4,37	4,38
Employee trust towards CC as an employer (1-5)			4,68	4,66	4,41	4,33
Work accidents						2
Sickness absence						4,1%
Employee turnover						30%
Female managers						52%
Female boardmembers						17%
Wage difference between CEO and employees (CEO compensation/Median employee wage)						+191%

Baristas wages are regulated by the relevant union agreement between 3F and Horesta. Therefore there are equal wage to all no matter their gender.

\*Disclaimer: Female and male identification are based on cpr. numbers. We acknowledge that this is not exhaustive, but it based on the data we have acces to. And on our respect for peoples privacy in terms of personal gender identity.

From this year our APV data (including employee satisfaction and trust) are gathered in ways to be able to go in on the department level to investigate possibilities for improvement.