

# FROM CARBON FOOTPRINT TO CARBON HANDPRINT

MOYEE'S CARBON REMOVAL RESULTS



CARBON INSETS FOR THE COFFEE SECTOR WHITE PAPER NOVEMBER 2024  
INNOVATING PRACTICES TO ACCELERATE DECARBONIZATION

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## HOW TO AVOID COFFEE APOCALYPSE



**THINK HANDPRINT  
NOT FOOTPRINT**



# KEY TAKEAWAYS



In 2026, **new EU regulations** (ECGT) are tightening the screws on CO<sub>2</sub> compensation claims. Gone are the days when companies could simply slap on a 'climate neutral' label by buying a few carbon credits. This directive aims to draw a line between companies making real environmental strides and those simply riding the green wave with hollow claims.

For businesses truly committed to sustainability, the focus will shift to achieving **Net Zero** through Science-Based Targets (SBTi). The frontrunners will shine by setting **ambitious Scope 3 goals**, moving beyond just offsetting CO<sub>2</sub> and embracing insetting strategies that create change from within.

Moyee Coffee, the only SME coffee company to comply with the EURD (anti-deforestation) and CSRD/CSDDD (Due Diligence) standards, has taken things a step further. With a remarkable **CO<sub>2</sub> surplus of 7,100 tons** through its carbon removal projects, Moyee is not just talking the talk—it's literally cleaning up the air. This surplus can make a genuine impact on your Scope 1, 2, and 3 climate targets.

So, while you and your colleagues enjoy your daily coffee fix, you're not just fueling your day—you're supporting a mini-revolution, turning every cup into a microhabitat that actively decarbonizes the atmosphere. This is what we mean when we say, **\*EVERY SIP COUNTS!\***



# INTRODUCTION



The evidence is undeniable: our planet is heating up, and the consequences are right in front of us—scorching heatwaves, flash floods, surging sea levels, and disappearing polar ice.

Sure, some might say, “It’s just the Earth getting cozy with the sun!” But when the Great Barrier Reef starts bleaching like an overexposed photograph, or we have cars piled up in the streets of Valencia, it’s more than just a warm spell.

And let’s not forget the **“Coffee Apocalypse”**—yes, the very future of our beloved brew could be on the line thanks to climate change. Imagine a world where coffee is a luxury as rare as truffles!

Yet, while climate change threatens coffee crops, Moyee Coffee believes that to tackle the root causes of this crisis, we must address two critical issues: poverty and inequality. It’s inequality that fuels poverty, which leads to deforestation and, in turn, accelerates climate change. In coffee-growing regions, wealth is hoarded by a small group of powerful coffee giants, who push farmers to the edge—literally and economically—in a destructive cycle of environmental harm.

So, should we stop drinking coffee to save the planet? Definitely not! Coffee, in fact, can be a powerful vehicle for positive change. To combat climate change, we need to transform impoverished farmers into profitable partners. This shift not only fosters sustainable farming practices but also aligns with solid business sense.

At Moyee Coffee, our projects empower farmers by positioning them as equal partners in reforestation and biodiversity conservation. These aren’t just do-gooder initiatives—they’re practical and economically sound. Our business model sets a living income as the baseline for all farmers. And the results speak for themselves: farmers have doubled their incomes, boosted productivity, reduced costs, eliminated child labour, and diversified their crops. In turn, reforestation and biodiversity efforts have thrived.

So, say **goodbye to the doom and gloom!** Join us in celebrating the wins: we’re seeing groundbreaking legislation like EURD and CSRD/CSDDD paving the way, business models (like ours!) proving that economies can shift from negative to positive externalities, and massive investments rolling into regenerative farming. Not to mention the rise of conscious consumers and forward-thinking companies like yours, fully committed to NetZero and climate-positive goals.

It’s a new world of products that don’t just deliver on quality and affordability but also on a promise—never at the expense of others! So here’s to the companies, the consumers, and the community that prove we can make every choice count. Cheers to real progress!

Help us Fix the Future, and start/keep drinking Moyee Coffee today!

## GUIDO FOUNDER AND TRAVELGUIDE MOYEE COFFEE



# MOYEE'S CARBON REMOVAL PROJECTS



By investing in Moyee Coffee's climate impact programs, you're not just buying coffee—you're joining us in tackling the root causes of deforestation and the poverty that fuels it. At Moyee, we didn't set out to be climate activists, but the more we saw, the more we knew we had to be. Forests are the backbone of our farmers' livelihoods and the lifeline for our planet, so our **Theory of Change** revolves around three interconnected pillars: **factories, farmers, and forests**. The magic happens in the forests, but their impact echoes through every aspect of our mission.

Our farmers, living right alongside these forests, are on the frontlines of climate change. By equipping them with sustainable practices, we're empowering them to restore and protect these critical ecosystems, boosting both productivity and earnings. Programs like replanting trees, sustainable forest management, and agroforestry not only absorb CO<sub>2</sub> but also enrich the soil, support healthier farms, and uplift local economies. As our climate programs thrive, they fuel our other impact pillars—creating more equitable factory operations and ensuring more value stays with the farmers who work the land.

At Moyee, climate action isn't a nice-to-have—it's central to building a more sustainable and regenerative coffee industry. Through forests, we're creating a ripple effect that touches every link in our supply chain, proving that investing in the planet goes hand in hand with empowering people. Together, let's reshape the coffee industry for a future that's climate-positive and free of poverty.

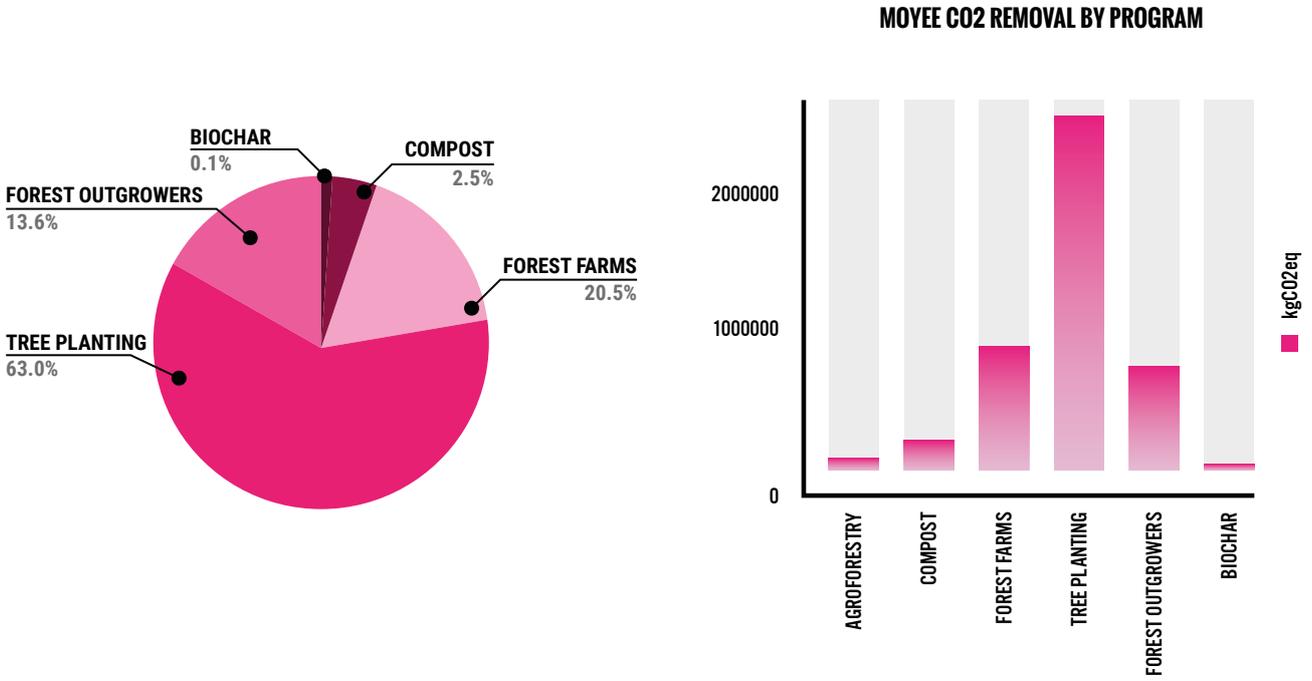


# KEY PROJECTS



These are the game-changing projects Moyee Coffee has launched and kicked off this year. Some are already making significant strides, while others are poised

to scale up and create astronomical levels of impact with further investment. Each initiative is designed to maximise carbon sequestration while boosting farmer livelihoods and promoting environmental resilience. Here's a snapshot of our key programs and their potential:



## TOKENIZATION BREAKDOWN

PROGRAM	TOKEN UNIT (M2/KG.NO)	KGCO2 PER TOKEN	TCO2 ETS PRICE	CO2 PRICE PER TOKEN
AGROFORESTRY	100.00	41.00	87.00	€3.57
COMPOST	60.00	16.20	87.00	€1.41
FOREST FARMS	100.00	37.00	87.00	€3.22
TREE PLANTING	1.00	36.00	87.00	€3.13
FOREST OUTGROWERS	100.00	37.00	87.00	€3.22
BIOCHAR	10.00	32.20	87.00	€2.80



# TREES PROGRAM - 2,770 TON CO2 REMOVAL



1 TOKEN =



1 TREE =



36KGC02EQ REMOVAL=

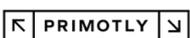


€3.13

*\*PRICE BASED ON EU ETS OF 87 EURO PER TON*

The Trees Program is central to Moyee Coffee's sustainability strategy, focusing on increasing farmer profitability by replacing old, unproductive coffee trees with new, healthy ones. This program directly addresses the challenge of low tree density on farms, which limits both productivity and income.

By planting new coffee trees, farmers can achieve higher yields and improved quality, leading to increased profitability. The program also contributes to carbon sequestration through the accumulation of biomass in the new trees, offering an environmental bonus alongside economic gains. Carbon capture is measured using tree inventories and allometric equations, ensuring the program's impact is accurately quantified.



# FOREST PROTECTION - 899 TON/YR CO2 REMOVAL



1 TOKEN = 100 M<sup>2</sup> FOREST FARMS = 37KGCO2EQ REMOVAL = €3.22

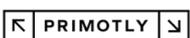
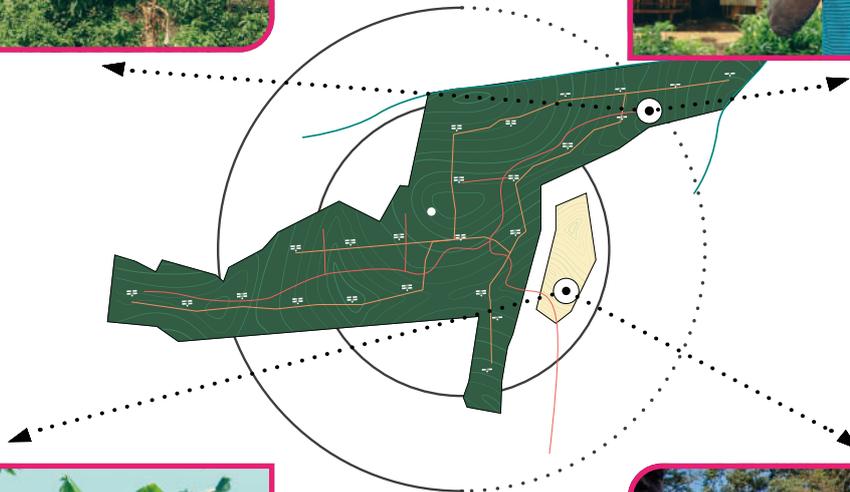
**\*PRICE BASED ON EU ETS OF 87 EURO PER TON**

The Farm Sequestration Program integrates sustainable forest management practices on coffee farms owned by Moyee Coffee, aiming to increase carbon storage and enhance farm productivity.

This initiative focuses on revitalising coffee farms by maintaining tree cover and improving forest management practices.

By preventing deforestation and promoting healthy tree growth, the program helps in sequestering significant amounts of CO<sub>2</sub>, while also boosting the long-term profitability of the farms.

The program's carbon impact is measured using remote sensing and ground assessments, ensuring that the benefits are scientifically validated and contribute to Moyee's broader sustainability goals.



# AGROFORESTRY PROGRAM - 16.4 TON/YR CO2 REMOVAL



1 TOKEN = 
 100 M<sup>2</sup> FOREST FARMS = 
 41KGCO2EQ REMOVAL = 
 €3.57

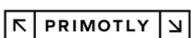
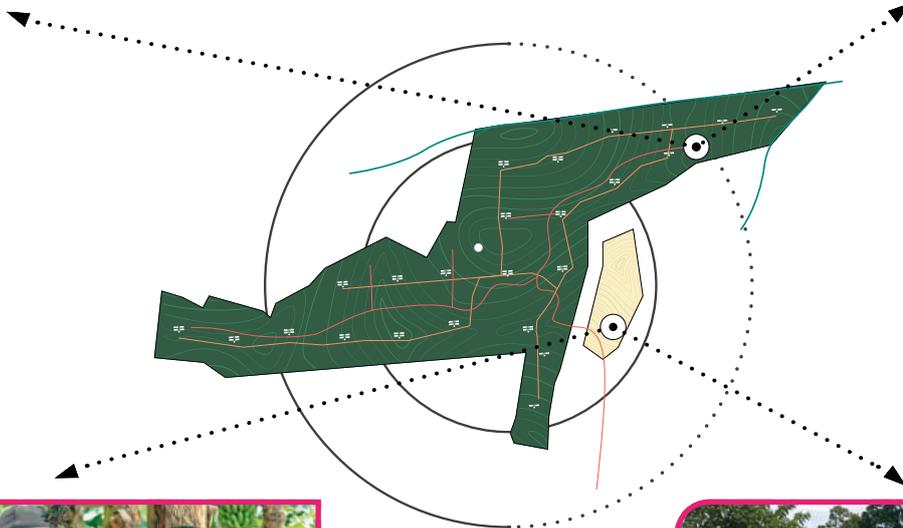
**\*PRICE BASED ON EU ETS OF 87 EURO PER TON**

What we've known for years has been validated by an Oxford meta-study that analysed 69 studies on shade-grown coffee, conservation, and related topics.

The conclusion?. Coffee grown in high shade, with 30% or more canopy cover, results in greater biodiversity and reduced agriculture-driven deforestation.

Our regenerative agroforestry reforestation program has kicked off on a 4 ha (of 20) experimental site in South west Ethiopia.

Where Moyee coffee purchased deforested arable land and is converting it to a model site to test out optimised agroforestry to ensure economic and social sustainability of a system geared towards larger scale carbon capture.



# BIO COMPOST KENYA PROGRAM - 109 TON CO2 REMOVAL



1 TOKEN =



60 KG COMPOST =



16.2KGC02EQ REMOVAL=



€1.41

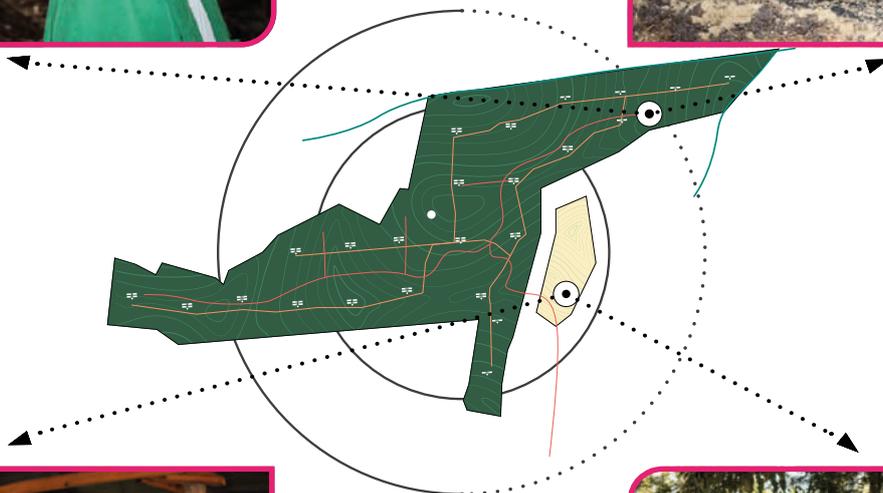
*\*PRICE BASED ON EU ETS OF 87 EURO PER TON*

The Bio Compost Kenya Program is dedicated to improving soil health and carbon sequestration by replacing synthetic fertilizers with organic compost in Kenya. This initiative targets smallholder farmers, helping them enhance soil organic carbon (SOC) levels and reduce their reliance on chemical inputs. The use of bio compost not only sequesters CO2 by increasing SOC but also lowers emissions associated with the production and use of synthetic fertilizers.

This program is crucial for improving soil fertility, reducing costs for farmers, and contributing to Moyee Coffee's broader carbon reduction efforts.



Source : Developing a low-carbon coffee value-chain in Kenya | Project Database CMS



# OUTGROWERS FOREST SEQUESTRATION PROGRAM - 417 TON/YR CO2 REMOVAL



1 TOKEN = 
 100 M<sup>2</sup> FOREST OUTGROWERS = 
 37KGCO<sub>2</sub>EQ REMOVAL = 
 €3.57

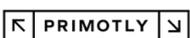
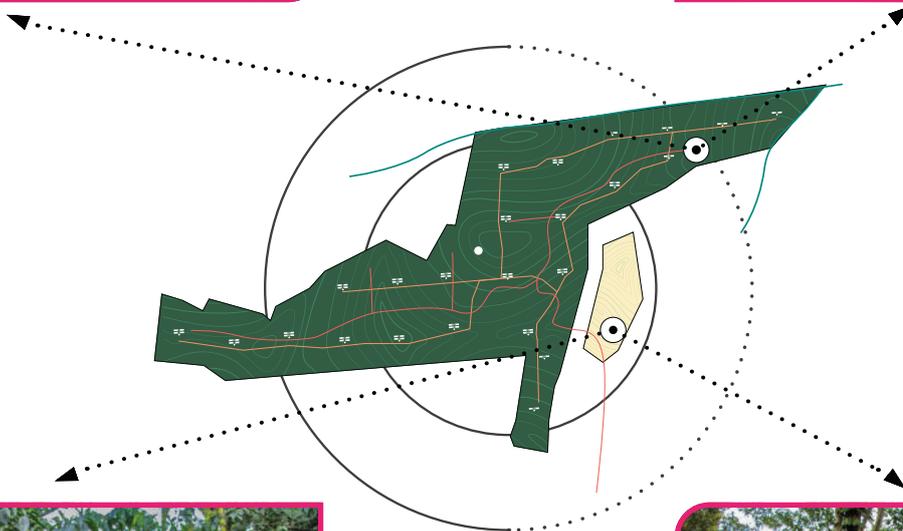
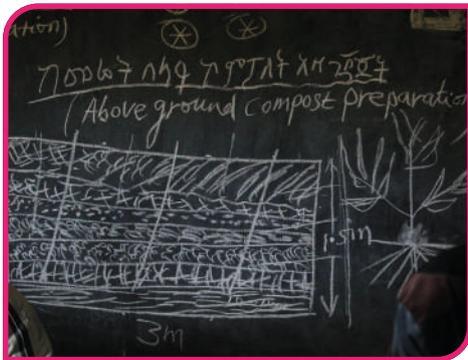
*\*PRICE BASED ON EU ETS OF 87 EURO PER TON*

The Outgrowers Forest Sequestration Program focuses on smallholder farmers, helping them manage their forests sustainably to increase carbon storage and farm productivity.

This program supports smallholders in maintaining and improving the productivity of their forests, which are vital for sequestering CO<sub>2</sub>.

By preventing deforestation and promoting better forest management, the program not only contributes to long-term carbon sequestration but also enhances the livelihoods of smallholder farmers.

The carbon benefits are scientifically measured using remote sensing technology and ground assessments, making this program an integral part of Moyee Coffee's sustainability initiatives.



# BIOCHAR PROGRAM - 2.57 TON CO2 REMOVAL



1 TOKEN =



10 KG BIOCHAR =



32.2 KG CO<sub>2</sub>EQ REMOVAL =



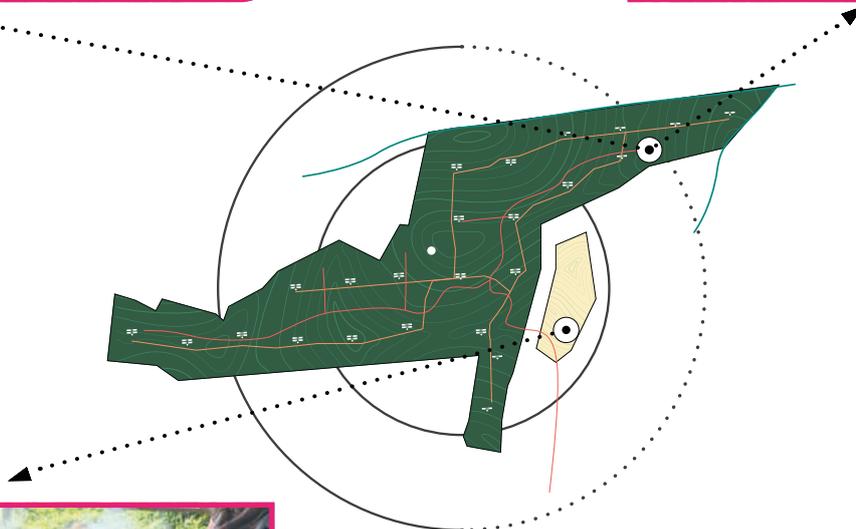
€2.80

*\*PRICE BASED ON EU ETS OF 87 EURO PER TON*

The Biochar Program enhances soil fertility and long-term carbon sequestration by incorporating biochar, a stable form of carbon, into the soil. Biochar resists decomposition, effectively locking carbon in the soil for extended periods.

This program also improves soil structure, water retention, and nutrient availability, leading to higher crop yields and reduced reliance on chemical fertilisers.

The carbon sequestration benefits are scientifically validated through soil sampling and conversion factors, making this program a vital contributor to both agricultural productivity and environmental sustainability.



# PERENNIAL COVER CROP PROGRAM - CALCULATIONS COMING SOON



The Perennial Cover Crop Program utilises nitrogen-fixing cover crops, such as creeping peanuts, to improve soil fertility, reduce manual weeding, and increase carbon sequestration.

These crops enhance soil organic carbon (SOC) and soil structure while also minimising erosion.

By decreasing the need for manual labour and chemical inputs, this program significantly boosts farmer profitability and supports long-term soil health.

The carbon sequestration benefits are measured through soil sampling and conversion factors, ensuring that the program's impact is scientifically validated and aligned with Moyee Coffee's sustainability goals.



# MULCH PROGRAM - CALCULATIONS COMING SOON



The Mulch Program sequesters CO<sub>2</sub> by applying green and woody mulch to the soil, which decomposes and increases soil organic carbon (SOC). This program enhances soil structure, reduces erosion, and improves nutrient cycling, leading to increased carbon storage in the soil.

Additionally, it reduces the need for chemical fertilizers, offering both environmental and economic benefits.

The program's impact on carbon sequestration is scientifically measured through soil sampling, making it a valuable component of Moyee Coffee's overall carbon reduction strategy, although its role is more supplementary compared to the other initiatives.



# ARE YOU READY FOR A DEEPDIVE INTO INSETTING?



Back in 2015, the Paris Agreement brought the world together with a clear goal: keep global temperatures from rising more than 2°C (and aim for just 1.5°C!) above pre-industrial levels. Then in 2018, scientists threw us a curveball—going above 1.5°C could unleash a climate catastrophe. No pressure, right?

To avoid this, we need to cut global emissions in half by 2030 and hit net zero by 2050. And who's key to making this happen? Businesses! Many companies are already crushing it with science-based goals, slashing emissions left and right. Now, it's time for everyone else to jump on board—because together, we can make a real difference!

And the best way to do it? A NetZero business focus based on insetting.

Unlike conventional offsets, which are disconnected from coffee operations, insetting creates measurable benefits within the coffee value chain. It offers companies an opportunity to align their climate investments with operational impacts, ultimately transforming their supply chains while contributing directly to Scope 3 emissions reduction targets and supporting local communities.

Definition from the International Platform for Insetting (IPI):

***“INSETTING PROJECTS are interventions along a company's value chain that are designed to generate GHG emissions reductions and carbon storage, and at the same time create positive impacts for communities, landscapes and ecosystems.”***

While traditional carbon offsetting involves compensating for emissions by investing in external projects, carbon insetting represents a forward-thinking approach that addresses emissions directly within a company's supply chain. Moyee Coffee leads the way in this innovative strategy, using advanced technology and impactful projects to drive real change.



In the fight against climate change, “carbon neutral” and “net zero” are terms you may have heard often. While they sound similar, they represent very different approaches to reducing emissions and tackling global warming. So, what exactly is the difference between the two, and why is “net zero” the approach that organisations like the Science-Based Targets Initiative (SBTi) and the Paris Agreement are rallying behind?

Let’s break down these concepts in a way that’s both straightforward and inspiring—and explore why aiming for net zero can drive true climate leadership.

## CARBON NEUTRAL: A GOOD START BUT NOT THE WHOLE SOLUTION

Carbon neutrality means that a company promises to offset the emissions it generates by removing an equivalent amount of carbon from the atmosphere, typically through carbon offsets. These offsets might come from projects like tree planting, reforestation, or renewable energy investments elsewhere. For instance, a company could continue its usual operations but offset the CO<sub>2</sub> it emits by investing in a renewable energy project that reduces emissions in another part of the world.

Usually, when a company claims carbon neutrality, it mainly addresses its “Scope 1” and “Scope 2” emissions. Scope 1 emissions come directly from the company’s owned or controlled sources, like its own factories or vehicles. Scope 2 emissions result from the electricity a company purchases. However, carbon neutrality goals rarely consider Scope 3 emissions, which include indirect emissions generated across the company’s entire value chain—from raw materials and product manufacturing to end-user disposal.

One problem with carbon neutrality is that it doesn’t necessarily push companies to reduce their emissions actively. Some companies may do little to actually lower their emissions and simply purchase offsets instead. While this may help the company reach a carbon-neutral status, it doesn’t drive the deep changes needed to keep global temperatures from rising.

Net zero, on the other hand, is a bolder and more comprehensive approach. According to the IPCC (Intergovernmental Panel on Climate Change), net zero emissions are achieved when the amount of greenhouse gases emitted is balanced by the amount removed from the atmosphere, reaching a level of zero net emissions over time.

A company that commits to net zero pledges to reduce all three scopes of emissions—Scope 1, Scope 2, and Scope 3—as close to zero as possible. Only once they have reduced emissions to the lowest possible level will they offset any remaining emissions that cannot be eliminated, through methods like carbon capture or reforestation projects.

Organisations like SBTi endorse net zero because it focuses on emission reduction first, only relying on offsets for emissions that are truly unavoidable. This approach aligns with scientific recommendations to keep global temperature rise to 1.5°C or less. Net zero sets out a clear roadmap for how companies can make meaningful changes that prevent additional CO<sub>2</sub> from entering the atmosphere, rather than just compensating for it.

## WHY NET ZERO IS THE RIGHT CHOICE

Choosing net zero over carbon neutrality **shows a serious commitment to tackling climate change**. While carbon neutrality can be a helpful stepping stone, net zero offers a real, science-backed approach that drives genuine environmental impact. Companies striving for net zero become role models in climate action, sending a strong message that they're dedicated to reducing their carbon footprint through lasting change.

Furthermore, net zero resonates with consumers, investors, and partners who care deeply about environmental issues. By working towards net zero, companies can create a more sustainable business model, protect ecosystems, and even unlock long-term cost savings. After all, by reducing energy consumption and emissions, they also reduce the expenses associated with those resources.

In a world where climate change is one of our greatest challenges, the difference between carbon neutrality and net zero matters. Net zero is a guiding light, representing not only a robust climate strategy but also a commitment to future generations and the health of our planet.

**So, as companies evaluate their climate goals, those choosing net zero are stepping up as true climate champions, proving that meaningful change is not only possible but achievable.**

# THE CHEATING DAYS ARE OVER. YES TO STORYPROVING!



In 2026, new EU regulations (ECGT) are tightening the screws on CO<sub>2</sub> compensation claims. The new Directive on Empowering Consumers for the Green Transition (ECGT) aims to curtail a series of unfair company tactics that prevent consumers from making sustainable choices.

Once enforced, the Directive will ban a series of greenwashing tactics, including climate neutral claims, which are among the most misleading green claims on the market.

Our calculations are based on the standards, tools and guidance of the SBTi which allow us to help you to set greenhouse gas (GHG) emissions reductions targets in line with what is needed to keep global heating below catastrophic levels and reach net-zero by 2050 at latest.

## DATA COLLECTION, VERIFICATION, AND ACCOUNTING PRINCIPLES

To ensure the credibility and integrity of our insetting program, Moyee Coffee incorporates rigorous accounting principles throughout the process. These principles ensure transparency, accuracy, and reliability in measuring and reporting carbon benefits. Key accounting elements include:

**Additionality:** Moyee Coffee rigorously evaluates additionality to confirm that each project delivers environmental benefits beyond what would occur under a business-as-usual scenario.

This assessment leverages **GIS analysis of historical satellite imagery and data**, combined with **baseline surveys** that capture initial environmental and social conditions.

By comparing this baseline with historical land use and vegetation data, we establish a clear, measurable framework for carbon projects, ensuring that the carbon sequestered, or emissions reduced, are directly attributed to Moyee's initiatives.

- **Leakage Prevention:** To ensure that emissions reductions in one area do not inadvertently increase emissions elsewhere, Moyee employs **GIS analysis on a regional level** alongside **field surveys**. GIS tools allow us to monitor land use patterns surrounding project sites, while field surveys provide on-the-ground insights into activities and changes that may impact emissions or sequestration elsewhere. By integrating these approaches, we gain a comprehensive view of each project's broader environmental impact, allowing us to design projects that enhance positive outcomes without shifting emissions elsewhere.
- **Double Counting Prevention:** Double counting is avoided through meticulous verification protocols and the use of blockchain technology. **Tokenization on our blockchain platform** plays a critical role here by generating unique, traceable tokens for each quantified environmental benefit, whether it's carbon sequestration or biodiversity improvement. Each token is stored on a secure and immutable blockchain ledger, ensuring that environmental benefits are attributed exclusively to a single project or client. This process not only prevents double counting but also increases transparency and builds trust by offering verifiable, tamper-proof records of each benefit generated by our insetting projects.
- **Co-Benefits:** At Moyee, 100% of our projects are designed with a primary focus on **people and socio-economic development**. Beyond environmental benefits, our insetting initiatives prioritize positive impacts for local communities, including improved livelihoods, job creation, and access to resources. Whether through employment in tree-planting initiatives, training in sustainable farming practices, or enhanced local ecosystem services, each project is evaluated for its potential to deliver broader social and economic benefits, aligning with our commitment to equitable and inclusive sustainability.
- **Accounting Method:** Our insetting calculations follow internationally recognized standards, including ISO 14064 and the CO<sub>2</sub> Performance Ladder. By adhering to these standards, Moyee ensures that the data supporting each project's impact meets the highest requirements for greenhouse gas (GHG) accounting, creating consistency and reliability in our environmental benefit reporting.



## PROJECT IMPLEMENTATION AND DATA RECORDING



Our insetting process begins with the implementation of various impact projects, such as tree planting, forest management, and soil improvement initiatives. Each project involves precise data collection, including geographic coordinates, planting or intervention dates, and photographic evidence. This meticulous documentation ensures accurate tracking of environmental benefits across different projects and aligns with our commitment to rigorous accounting standards.

## DATA SYNCHRONISATION AND STORAGE

The collected data is synchronised with a central cloud-based system and stored in a robust database. This system allows for comprehensive tracking and monitoring of each project's progress and impact over time, ensuring that all environmental benefits are accurately recorded and managed with transparency and accountability.

## IMPACT CALCULATIONS

Each project's environmental impact is calculated based on its specific parameters, such as CO2 sequestration rates, soil health improvements, or biodiversity enhancements. For example, in a tree-planting project, the carbon sequestration potential of each tree is estimated using predictive models and verified following ISO standards. These calculation methods are validated and comply with ISO 14064 and CO2 Performance Ladder standards, guaranteeing a high degree of accuracy and reliability. Levels and reach net-zero by 2050 at latest.

## STORY PROVING DATA DRIVEN

The annual pool of sequestration includes forest sequestration and agroforestry. However, the forest sequestration of our suppliers is not included in these figures since we do only want to make a strong claim on our direct activities. We are developing a methodology t

Moyee Coffee's CO2 projects are measured in two ways: annual sequestration and units produced. Annual CO2 sequestration provides a stable, recurring accumulation of CO2 removal over a longer period, ensuring consistent impact year after year. On the other hand, unit-based projects, like our compost initiative, depend directly on the number of units we create in a given year. For example, the CO2 sequestered through compost is measured by the kilos produced, which can fluctuate based on coffee purchasing patterns and demand from impact buyers in Europe. This flexible approach allows us to scale impact as demand grows.



The Science Based Targets initiative (SBTi) is a corporate climate action organization that enables companies and financial institutions worldwide to play their part in combating the climate crisis.



## CARBON INSETTING FOR THE COFFEE SECTOR

In recent months it was all over the news this month, prime-time TV, even. Journalists and pundits predicting the dramatic collapse of coffee. That's right, The Coffee Apocalypse. And it's all because of climate change.

Yes, climate change affects coffee, but the root cause is different!

We agree that The Coffee Apocalypse awaits if humanity fails to take action, but we have been hammering in another narrative: Poverty causes deforestation, causes climate change.

In previous chapters we have dived into our optimistic, wildly successful solutions, but its also important to address the real root of poverty and climate change: inequality and power imbalances.

These factors are at the heart of many of the world's social, economic, and ecological problems. The unequal distribution of wealth is particularly devastating in coffee-growing countries, where a handful of planetary-plundering coffee oligarchs dominate the trade. Their relentless pursuit of profit has resulted in poverty, deforestation, and aid dependency.

So, what's the solution? Stop drinking coffee? Hell no!

Outlawing coffee might seem the best thing we could do for the planet. But when grown properly, coffee can be a catalyst for positive change as we proved with the two radical, innovative agroforestry models we have launched.

Both concepts focus on transforming impoverished farms and farmers into profitable ones, making them partners in reforestation and biodiversity enhancement. Not because of some do-gooder company's impact ambitions in Holland, but because it makes perfect business sense.

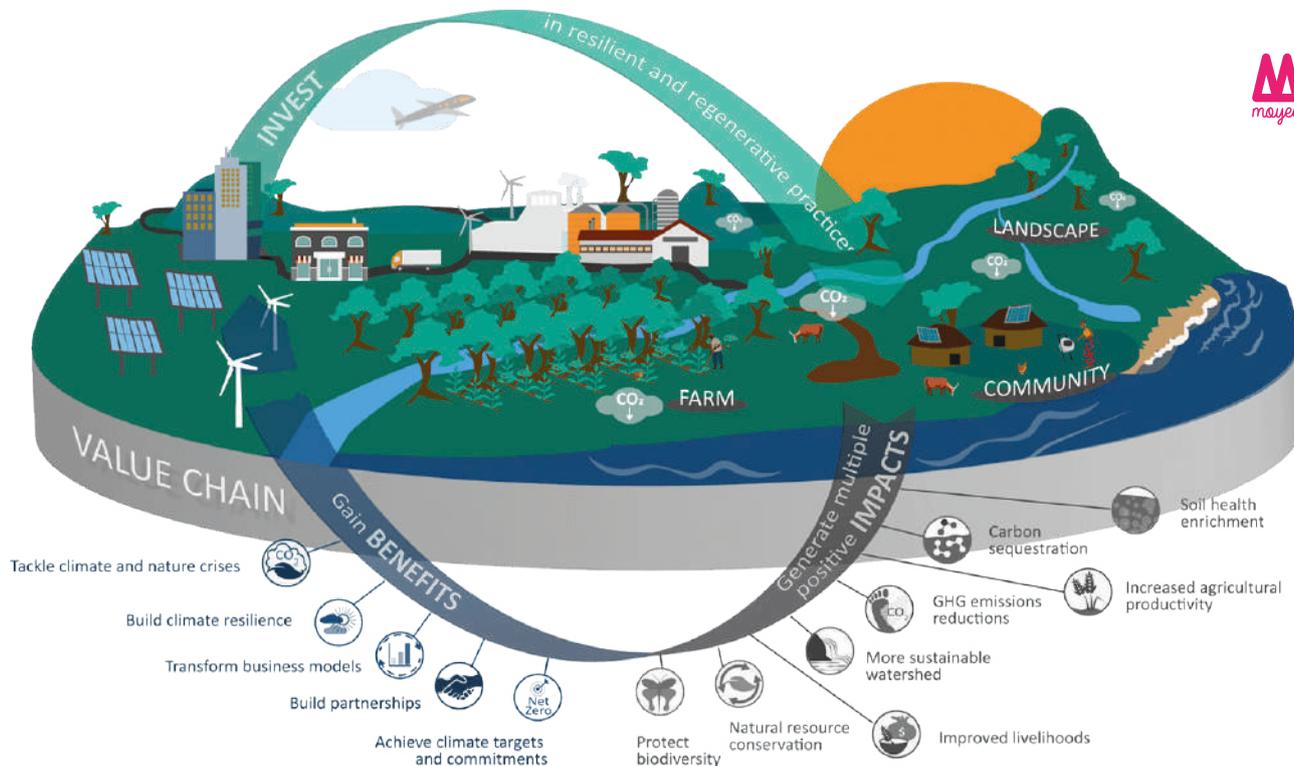
Poverty causes deforestation, which causes climate change. So let's stop beating around the bush—any climate intervention that doesn't focus on transforming impoverished farmers into profitable ones doesn't make business sense and is thus unsustainable.

So the coffee industry, with millions of smallholder farmers and extensive supply chains spanning the globe, faces a formidable challenge: how can we achieve climate goals while sustaining the livelihoods of coffee-growing communities and meeting the demand of billions of coffee drinkers worldwide?

As coffee production often relies on traditional farming practices and long-distance transport networks, the sector generates emissions at multiple points across the value chain.

Current offset strategies like reforestation and renewable energy projects, while valuable, often lack direct impact on emissions within the coffee supply chain itself. Carbon insetting presents a unique opportunity to address this gap by investing in initiatives within coffee-growing regions that yield both environmental and socio-economic benefits.





## THE OPPORTUNITY FOR A GREEN COFFEE SUPPLY CHAIN

Insetting represents a holistic approach to sustainability, targeting emissions reductions at the heart of coffee production. By aligning sustainability investments directly with the coffee supply chain, carbon insetting can drive essential improvements such as regenerative agricultural practices, soil health enhancement, and carbon sequestration through agroforestry.

These efforts not only mitigate emissions but also foster resilience for farmers by improving soil productivity, preserving biodiversity, and increasing crop yields.

### DID YOU KNOW?

Unlike conventional offsets, which may be disconnected from coffee operations, insetting creates measurable benefits within the coffee value chain. It offers companies an opportunity to align their climate investments with operational impacts, ultimately transforming their supply chains while contributing directly to Scope 3 emissions reduction targets and supporting local communities.

## CARBON INSETTING AS A KEY TO RESILIENCE

While coffee is particularly vulnerable to climate change, carbon insets offer a sustainable pathway to resilience. Projects such as tree intercropping and soil carbon sequestration improve ecosystem health, helping coffee plants adapt to climate pressures. These initiatives not only contribute to meeting global climate goals, such as the Paris Agreement, but also foster long-term benefits by supporting UN Sustainable Development Goals around poverty alleviation, sustainable agriculture, and ecosystem restoration.

## AN INDUSTRY-WIDE OPPORTUNITY

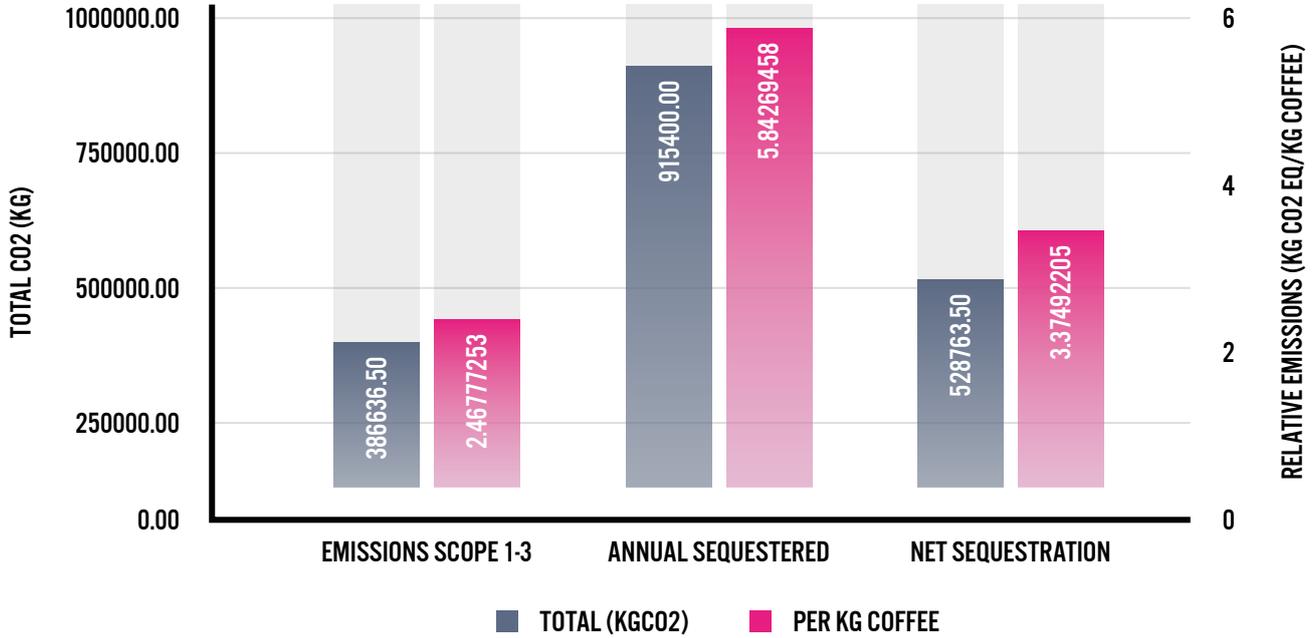
As the global demand for coffee grows, there is vast potential for industry collaboration on carbon insetting, ensuring a scalable and impactful approach to sustainability. An industry-wide push toward carbon insetting could be transformative, creating a more resilient, sustainable coffee sector that is truly aligned with climate goals. This white paper introduces the concept of insetting for the coffee sector, exploring practical applications and encouraging industry stakeholders to join in reshaping the coffee supply chain for a low-carbon future.

# ANNUAL POOL



The annual pool of sequestration includes forest sequestration and agroforestry. However, the forest sequestration of our suppliers is not included in these figures since we do only want to make a strong claim on our direct activities. We are developing a methodology that properly accounts for this carbon and avoids any chance of double counting.

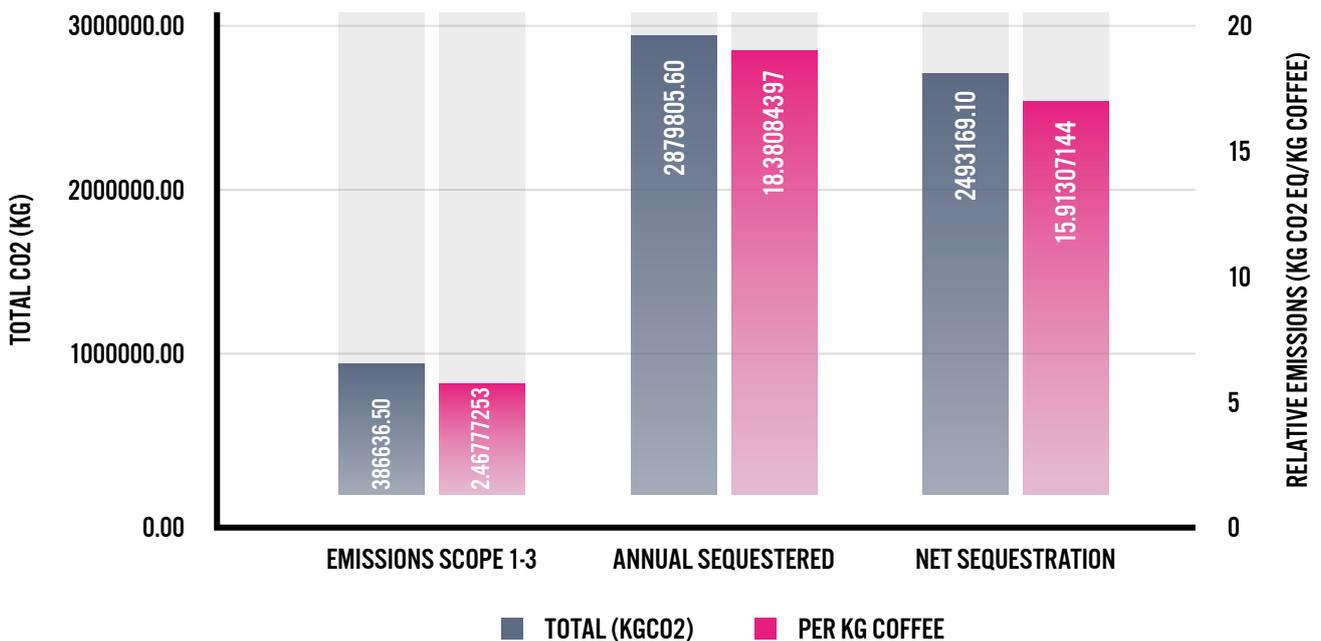
## ANNUAL EMISSIONS VS SEQUESTRATION



# FIXED POOL

Our fixed pool of carbon consists of projects such as tree planting, compost and biochar. The fixed pool has the advantage of being scalable and easily accounted for. Currently only our fixed carbon sequestration pool is tokenized using block chain since they can more easily be treated as assets.

## CUMULATIVE SEQUESTRATION PROJECTS VS ANNUAL EMISSIONS



# TOKENIZATION ON THE BLOCKCHAIN PLATFORM

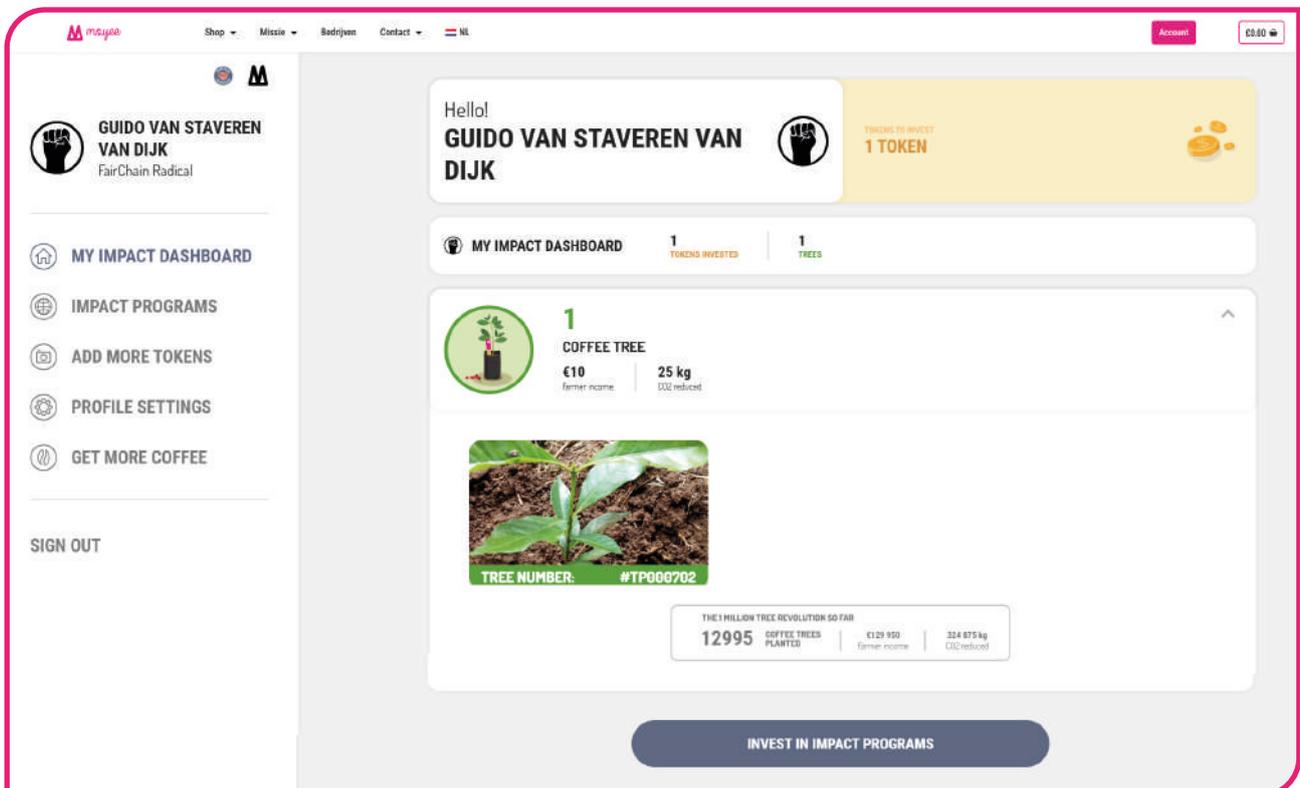


## CREATION OF ASSET TOKENS

Verified data from our impact projects is converted into digital asset tokens on a blockchain platform. These tokens represent specific environmental benefits, such as sequestered carbon or improved soil health, creating a tradable form of credits that clients can purchase. This system safeguards against double counting by assigning a unique token to each quantifiable environmental benefit.

## BLOCKCHAIN TRANSPARENCY

Using blockchain technology, we ensure each token's secure, immutable record, providing clients with transparent and verifiable data. This transparency enhances the credibility of our investing program and ensures that clients can trust the environmental benefits associated with their purchases.



## B2B AND B2C OPPORTUNITIES

Our environmental tokens are available for purchase by both businesses and consumers. This flexibility allows various stakeholders to contribute to meaningful environmental initiatives within their supply chains, regardless of their specific sustainability goals.

## SCOPE 3 EMISSION REDUCTION

We priced our carbon tokens based on the ETS. The emissions-weighted carbon price in emissions trading systems (ETS) is calculated for the whole economy by multiplying each sector's (e.g. electricity, or road transport) carbon price by its contribution to a country's carbon dioxide emissions.

PROGRAM	TOKEN UNIT (M2/KG.NO)	KGCO2 PER TOKEN	TCO2 ETS PRICE	CO2 PRICE PER TOKEN
AGROFORESTRY	100.00	41.00	68.00	€2.79
COMPOST	60.00	16.20	68.00	€1.10
FOREST FARMS	100.00	37.00	68.00	€2.52
TREE PLANTING	1.00	36.00	68.00	€2.45
FOREST OUTGROWERS	100.00	37.00	68.00	€2.52
BIOCHAR	10.00	32.20	68.00	€2.19

The ETS trading price can be found here: <https://tradingeconomics.com/commodity/carbon>



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## QUANTIFIABLE BENEFITS

Each token purchased represents a specific amount of environmental benefit, whether it's CO2 sequestration, soil improvement, or biodiversity enhancement. This direct link allows clients to see the tangible impact of their contributions.

## TRANSPARENT REPORTING

Clients receive detailed reports on the impact of their token purchases, including the environmental and social benefits achieved. These reports adhere to strict accounting standards, enhancing clients' ability to communicate their sustainability efforts clearly to stakeholders and customers, and reinforcing their commitment to environmental responsibility.



**FROM CARBON  
FOOTPRINT TO  
CARBON HANDPRINT**

