

 Tchibo

Coffee2Stay

The Tchibo Coffee Programme



Behind our daily coffee enjoyment lies the hard work of countless farmers. In this brochure, we outline what we do to protect the people, the environment, and the climate along our coffee supply chains.



The Tchibo Coffee Programme

Coffee will only remain available in the long term if the people who grow it can make a living from it. Only once a stable economic foundation is in place will there be room for investment – in sustainable cultivation, environmental protection, and improved living conditions.



This is exactly where the Tchibo Coffee Programme, Coffee2Stay comes in. In our most important growing countries, we work directly with farmers – tailoring to local conditions, on an equal footing, and through concrete projects aimed at improving incomes, protecting the climate, and preserving the environment along the entire supply chain.

Our goal

Responsibly sourced coffee

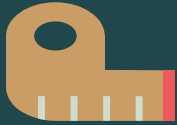
Responsible sourcing is not a one-off achievement for us, but a continuous process of improvement towards sustainable coffee cultivation. This means we actively promote economically viable, socially responsible, and environmentally friendly coffee cultivation through training and other targeted measures.

We do this in proportion to our purchasing volume in each respective region. To maximise impact, we involve partners and farmers in the planning and implementation of our programmes – always on an equal footing.



Three pillars of our work

Our improvement processes within the Tchibo Coffee Programme are guided by three recurring pillars. On this basis, we implement targeted solutions that strengthen incomes, promote sustainable cultivation, and improve the living conditions of coffee-farming families.



Tailored

Every country is unique, with its own distinct challenges. To achieve the greatest possible impact, we develop country-specific programmes.

Collaborative

We work hand in hand with local farmers and partner organisations on the ground – always with mutual respect and on an equal footing.



Transparent

Enveritas supports us with data analysis to understand local challenges, respond effectively, and measure progress – so we always know where we stand.

Our approaches



Increasing crop yields

Training in productivity and quality, combined with the replanting of resilient coffee varieties, helps farmers achieve better harvests and increase their incomes.



Regenerative agriculture

Through training in regenerative practices – such as reforestation, soil health management, and the use of organic fertilisers – we promote a more sustainable approach to coffee cultivation.



Shade trees

The planting of native shade and fruit trees protects soils, improves the local microclimate, and creates additional sources of income.



Childcare

Childcare provision during the harvest season offers a safe environment for children and provides much-needed relief for the families.



Empowering women

Training programmes and participatory approaches strengthen the role of women in coffee cultivation and promote their economic participation.



Income security and diversification

Our measures improve coffee quality and prices whilst creating additional income streams, for example through the sale of fruit.



Where the Tchibo Coffee Programme is active



More information
about the Tchibo
Coffee Programme

■ active ■ in planning



Example projects from our country programmes

Vietnam



Project goal
Environmental and climate protection, income growth

Period
2022 – 2030

Project partners
Neumann Gruppe Vietnam Limited, Sustainable Solution Switzerland (DSS), Olam Vietnam



Central Highlands

In Vietnam, we provide farmers with training to increase income and protect the environment. In addition, we carry out research projects. For instance, we are piloting the use of pyrolysis ovens on coffee farms. Using these ovens, farmers are able to **produce their own biochar** from organic waste – such as coffee husks and tree trimmings. This biochar can subsequently be incorporated into the soil as a carrier for fertilisers or compost, contributing significantly to soil improvement.

In addition, we are conducting a study to explore how the **high irrigation requirements of Robusta coffee can be reduced** without compromising quality or yield.

Kenya



Project goal
Climate change adaptation, income diversification, gender and youth inclusion

Period
2025 – 2028

Project partners
Rainforest Alliance, Ibero (NKG) Kenya, Inoi Farmers Cooperative Society Limited

Kirinyaga/ Mount Kenya

Kenyan coffee cultivation faces considerable challenges as a result of climate change. In response, we are training 100 **“Lead Farmers”** in the Mount Kenya region on the principles of sustainable and regenerative agriculture. Topics covered include **soil health, heat protection** through shade trees, and responsible **irrigation** management. These trained farmers then pass on their knowledge to their neighbours, becoming experts and advocates within their own communities.

We are also supporting the Inoi Cooperative in establishing and maintaining **nurseries** for coffee and shade or fruit tree seedlings. The cooperative’s site already hosts **demonstration farms**, which we are developing further using regenerative practices, allowing farmers to witness the effectiveness of sustainable coffee cultivation first-hand.



Guatemala



Project goal

Income growth, climate change adaptation

Period

2024 – 2029

Project partner

Coffee Care



Santa Barbara

More knowledge leads to more income – this is the guiding principle behind our work with partner organisation Coffee Care, supporting farmers in Guatemala to **increase their productivity** and develop **alternative income streams**.

Through **training sessions**, farmers gain practical knowledge on topics such as the use of fertilisers, the right soil treatment, and climate adaptation techniques. This enables them to improve both the productivity and quality of their coffee, and ultimately to earn more. In addition, we support them in developing alternative agricultural projects – for example through hydroponics, which allows farmers to produce additional food crops for personal use or resale, using minimal water and space.



Commitment along the entire supply chain

Our commitment to sustainable coffee spans the entire supply chain. Our goal: responsibly sourced coffee from farm to cup. On the following pages, we will show you the different supply chain steps and corresponding projects our commitment involves.



Coffee cultivation

In addition to our coffee programme, we participate in **sector-wide initiatives**, collaborate with **certification organisations**, and support research projects aimed at securing the future of coffee.



Transport

The longest part of a coffee bean's journey is by sea. Through the "Zero Emission Maritime Buyers Alliance" (ZEMBA), we have launched a pilot project for **climate-neutral sea freight**. We are also reducing emissions in land-based transport by maximising the use of rail and transitioning to **electric vehicles** for road haulage.



Packaging

Using as little material as possible whilst achieving the highest possible recyclability – that is our goal for our coffee packaging. This is no straightforward task, as product safety must not be compromised. In recent years, we have developed **a recyclable, mono-material packaging film** to replace the previously standard multi-material composite. We are continuously working on improving our packaging.

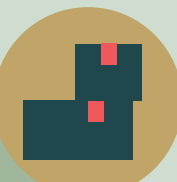


Roasting plants

Since 2008, all three of our coffee roasting plants have been powered exclusively by certified **electricity from 100% renewable energy sources**. We have also implemented an energy management system certified in accordance with ISO 50001.

Transport packaging

For the distribution of our coffees to shops, supermarkets, and warehouses, we increasingly rely on **reusable transport packaging** and lightweight, reusable big bags. This reduces packaging waste and improves resource efficiency across our logistics processes.



Retail & trade

In many Tchibo shops, customers can **purchase coffee unpackaged** and have it filled into their own tins and containers. All German shops with coffee bars offer a **reusable cup deposit system**, and customers are welcome to bring their own cups to be filled.



Preparation

To support long-lasting enjoyment of coffee at home, we offer a **spare parts and repair service** for all Tchibo coffee machines. Should a machine develop a fault, our repair experts conduct a **video inspection** to assist with fault diagnosis. Machines that cannot be fully refurbished and returned to customers are used as **a source of spare parts**. Furthermore, all Tchibo coffee machines are equipped with an automatic shut-off function that activates after several minutes of inactivity – helping to save energy and reduce running costs.



**More information about our
Tchibo Coffee Programme**



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