

# THE POSITIVE CUP (2014-2020)

## COFFEE CAN BE A FORCE FOR GOOD

"It is our conviction that coffee can be a force for good because it can shape communities and preserve landscapes for the better, leaving a positive impact on the lives of people and nature."

Guillaume Le Cunff, CEO Nespresso

#### INITIATE SYSTEMIC TRANSFORMATION TO DRIVE POSITIVE IMPACT ACROSS OUR VALUE CHAIN

- Committing to long-term relationships with farmers cultivating sustainable quality coffee
- Building climate resilience on farms and surrounding landscapes through agroforestry
- Enabling the circular use of aluminium from sourcing to post use
- Working in partnership to drive innovations and amplifying impact

#### **OUR COMPANY**

2020 STATUS







13,916

PERMANENT COFFEES

COUNTRIES

57%

WOMEN

**3 RANGES** ORIGINAL, VERTUO, PROFESSIONAL

816 **BOUTIQUES** 

34%

**UNDER 30** 

7 **REVIVING ORIGINS\*** 

3 PRODUCTION CENTRES IN SWITZERLAND

CHF 585

MILLION INVESTED IN THE POSITIVE CUP (2014-2020)

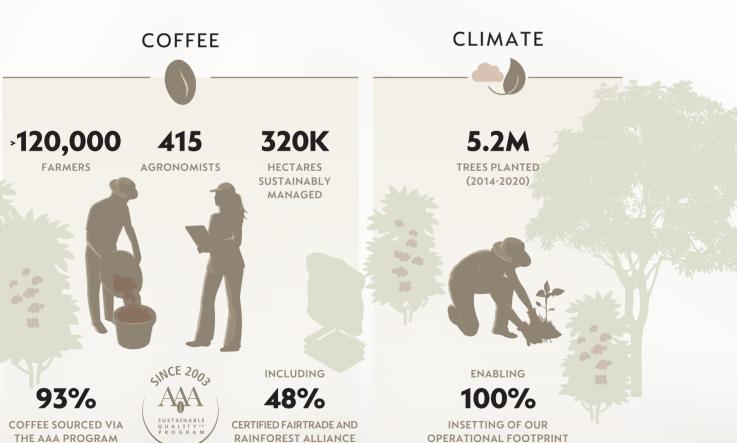
COFFEE | CLIMATE | ALUMINIUM | COMPANY

### GROWTH WITH POSITIVE IMPACT

2020

#### **OUR EXTERNAL GOVERNANCE:** THE NESPRESSO SUSTAINABILITY ADVISORY BOARD (NSAB)







ALUMINIUM

90%

RECYCLING CAPACITY

GLOBALLY

ALLOWING

32%

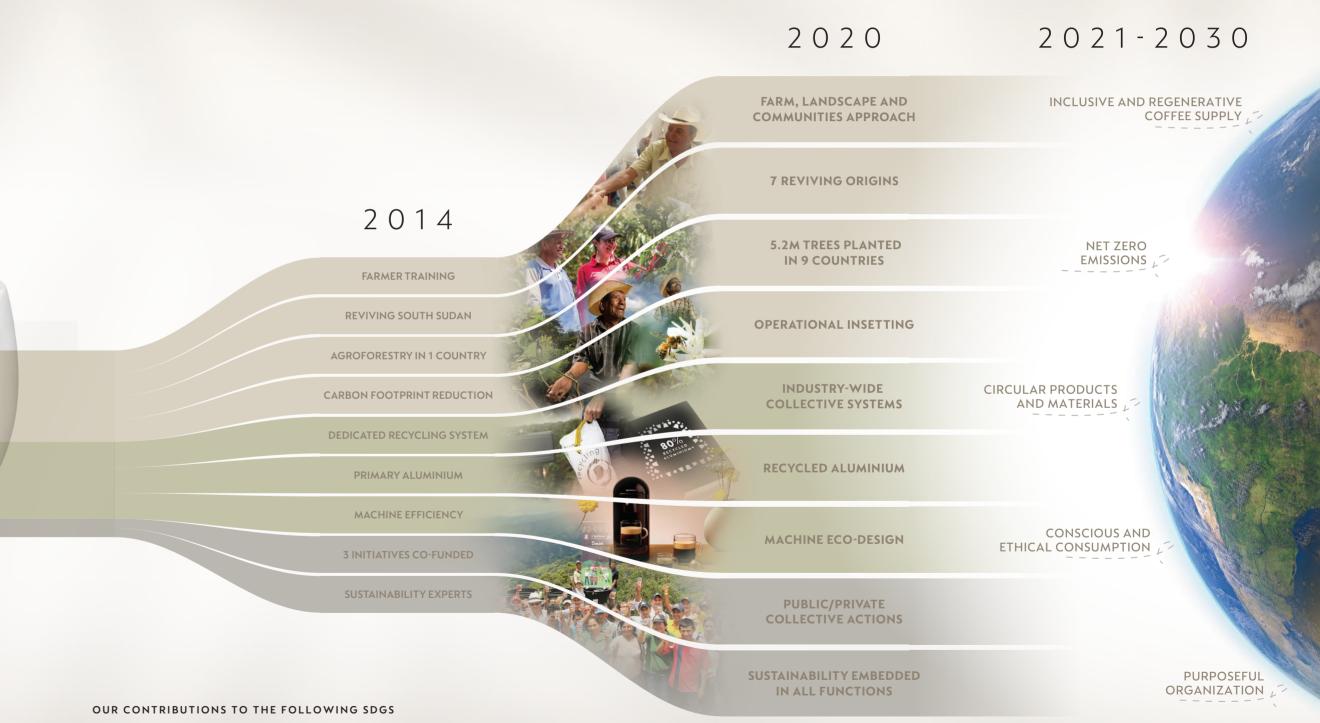
RECYCLING RATE



#### CATALYSTS OF CHANGE

DRIVING INNOVATION AND AMPLIFYING IMPACT

# TOWARDS REGENERATION



























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