

# Brewing a common, sustainable future

A Joint Commitment to Digitally Empower Africa's  
Coffee Value Chain for Climate-Resilient and Sustainable Growth



“Together, we envision a climate-resilient, transparent, and sustainable coffee value chain in Africa, positioning the continent as a global leader in eco-friendly and ethical coffee production. By leveraging digital transformation technologies such as pioneering artificial intelligence (AI), geospatial data and analytics, cloud and open-source solutions, we are committed to empowering farmers, cooperatives, producers, distributors and roasters with accessible data-driven insights that optimize productivity while safeguarding ecosystems. This collaborative effort, led by UNIDO, the International Coffee Organization, illycaffè SpA, Lavazza, Google Cloud, and NGIS, enables compliance with current and future regulations like the EU Deforestation Regulation (EUDR), while setting a higher standard for sustainability, transparency and traceability across global markets.

Through this joint effort, we aim to build foundational capabilities and open-source infrastructure that will future-proof global coffee production, focussing initially on the African continent. Our focus extends beyond regulatory compliance to include sustainable agricultural practices, value-added services, and climate finance solutions that mobilize public and private investments. By democratizing data access across the entire supply chain and recognizing farmers as central stakeholders, we will enable equitable growth, reduce climate risks (such as deforestation), enable greater transparency for the consumer as to the origin of their brew and support fair value distribution throughout the value chain, fostering long-term resilience for Africa's, and the global, coffee industry.”