

CleverCoffee
Transparency Report 2024



WELCOME

44% of smallholder coffee farmers live in poverty - 22% live in extreme poverty. That is more than five million people living below the international poverty line.

Meanwhile, the big Western coffee companies are making huge profits year after year.

That is wrong - and we will not participate in the exploitation.

So we made a decision to build our coffee company in a different way. We want a company that lasts for a very long time while creating positive impact and great tasting coffee.

But that requires rethinking the whole business model.

Having a more equitable distribution of resources has so many advantages. An obvious example is how a farmer with a surplus - more than just what he needs to survive - can invest in himself and his business.

In our experience, these investments are more often than not investments in more sustainable production practices. Reducing water waste, reducing the use of fertilizer and pesticides, reforestation and biodiversity programs. Even financing social projects like kindergarten renovations, education programs and inclusivity projects.

That is why we are people first.

We believe that people need to be able to eat and provide for their families before they can look towards environmental investments.

We want to be measured by our actions - not the promises we make. This report is our way of being as transparent as possible about the work we do. Hopefully, this will help you make an informed decision about the coffee you drink.

Every year we push towards a better coffee industry. But there is a long way to go - and we still have a lot of work to do.

Thanks for tagging along, please enjoy the reading.



TABLE OF CONTENTS

Why Are We Here?	9
CleverCoffee in a Nutshell	10
Impact Highlights	12
Double Materiality Assessment	14
ESG Performance: ESRS Benchmarks & Targets	18
Action Plan & Progress	20

Prosperity

Coffee World Map	24
Coffee Prices Have Exploded	26
Full Transparency: This is What We Paid Farmers	30
Fairtrade is Not Ambitious Enough	34
Direct Trade	36

Emissions

Our Emissions	42
SBTi: Science Based Targets	50
Innovative Coffee Roasting	52
One Customer Saved 200 Tonnes of CO2e in 2024	54
Third Party Verification: FORCE Technology Verification Report	55
Dreaming of: Fossil Fuel Free Roastery	55

Impact at Origin

Growing Forests	58
Certified Organic	62
Coffee Supporting Female Producers	67
EUDR	70
Mellow x CleverCoffee	72
Code of Conduct	74

Impact at Home

The CleverCoffee Board	78
Why Digital Security Matters: Our New Certification	80
Whistle Blower	82
Online Transparency	83
Life Cycle Assessment	84
10th Anniversary	86
Making Our Recycled Packaging More Efficient	88

B Corp

Proud to Be On the B Team	92
The World's Best Certification	94
Recertification	95

About This Report

Sources	96
Colophon	99

44% of the world's smallholder coffee farmers live in poverty, with 22% living in extreme poverty.

(Enveritas 2018)

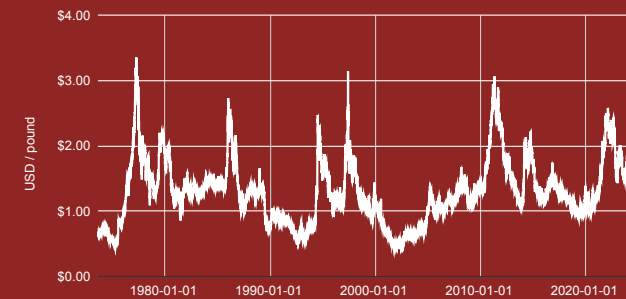
At least 5.5 million coffee farmers live below the international poverty line of \$3.20 per day.

(Sachs et al. 2019)

In 8 of 10 countries, the average coffee income is at or below the poverty line.

(Cordes, Sagan, Kennedy 2021)

Historical price of green coffee beans



While expenses and cost of living have increased dramatically, the price of coffee has remained the same for 50 years. The price might temporarily go up - but it always comes back at the same low level.



WHY ARE WE HERE?

We are not a coffee company that cares about responsibility.
We are a responsible company that cares about coffee.

Our purpose as a company is to eliminate poverty and end exploitation in the coffee industry.

The rest is secondary.

Yes, we are passionate about flavour, great customer service and we still get giddy when a new exciting coffee machine arrives.

And as you will see in this report, we put a lot of effort into minimizing our environmental impact.

But all of this has to take the backseat when we are working in an industry with so much poverty and exploitation.

At the moment, we dream of being able to say that everyone in the coffee sector earns a living wage. But is that enough? Why are we only talking about living wages - we should be aiming for prosperity.

Poverty → Living Wage → Prosperity

CleverCoffee In a Nutshell



10 employees



55,000 KG
COFFEE
FROM 6
COUNTRIES
ROASTED FOR
100+ BUSINESSES
AND
2500+ CONSUMERS



Certifications and partnerships

B Corp is verification that we are alleviating poverty and improving biodiversity in coffee producing countries.



Member of **Ethical Trade Denmark** working towards more responsible and sustainable trade.



Certified with the **D-seal** for taking responsibility in digital security and ethical use of data.



digital trust

Expecting **SBTi's** approval of our carbon accounting and **Net-Zero** target in first half of 2025. We currently absorb more CO₂e than we emit.

NET
ZERO | 20
30

Our Code of Conduct is based on the principles of the **UN Global Compact** and is followed by all coffee farm partners.



Impact Highlights

PLANTING 6,500 TREES IN HONDURAS INCLUDING 650 FRUIT TREES



WE PAID FARMERS 40.2% MORE THAN MARKET PRICE TOTALING A PREMIUM OF \$96,423

For that amount we could pay 24 people in rural Honduras a living wage for a full year!!

98.8% OF OUR COFFEE WAS DIRECT TRADE WITH NO MIDDLEMAN



OUR GREEN HOUSE GAS BALANCE (SBTI) WAS -989 TONNES OF CO₂e

(Yes, that is a minus! Thanks to climate action initiatives by the coffee farmers we work with.)

100% OF OUR BEANS ARE:



TRACEABLE TO FARM



DEFORESTATION FREE



BOUGHT AT A HIGHER PRICE

4.9 STARS ON TRUSTPILOT



Double Materiality Assessment

The EU has introduced new regulations on how (large) companies must report on sustainability. The first step for companies is to conduct an assessment—a so-called double materiality assessment—to determine which sustainability areas are most relevant to them. This assessment considers both the company's impact on the world and the world's impact on the company, hence the "double" perspective (Erhvervsstyrelsen 2025).

Why?

As the knowledgeable reader might have guessed, CleverCoffee is not subject to the new EU directive, CSRD, which right now only applies to much larger companies.

However, we are not ones to shy away from an ambitious responsibility initiative, which is why we have conducted our first double materiality assessment as part of this year's Transparency Report.

We had several reasons for doing this, but the two most important are:

1. Speaking the same language

As a supplier to many companies subject to CSRD, we will inevitably need to navigate these requirements. Ideally, the reporting standards (ESRS) will become a shared language.

2. Challenging our own assumptions

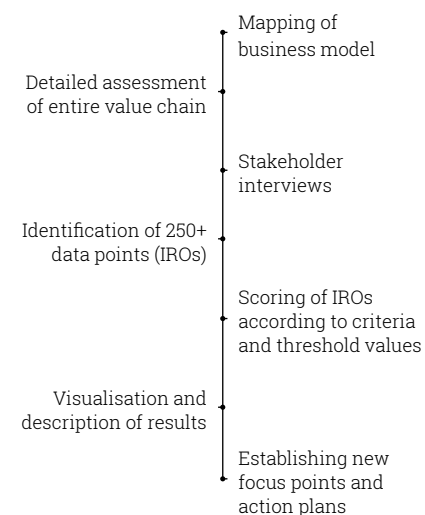
We know our own business well, but sometimes it is valuable to take a step back and scrutinize ourselves. We hoped this process would help us prioritize our efforts.

We found the process both exciting and eye-opening, and we are looking forward to sharing our insights with you.

How Did We Do It?

Our double materiality assessment follows the guidance outlined in the new European Sustainability Reporting Standards (ESRS). We were fortunate to receive valuable input from knowledgeable partners along the way, helping us refine our process and methodology.

As the framework dictates (Europakommissionen 2023), we examined our material impact from the inside out (impact materiality) and from the outside in (financial materiality). This allowed us to map impacts, risks and opportunities effectively. The process followed this timeline:



We scored data points for both material and financial impact using a 1–5 scale, based on qualitative and quantitative criteria defined in collaboration with company management. Although we set a threshold value of 3.0, we applied weighted adjustments, meaning that certain data points were considered significant even if their average score was below the threshold.

Continues >>

Quick Guide to Terms and Methods

Impact materiality: How your company affects the world. This includes assessing both positive and negative impacts.

Financial materiality: How external factors affect your company. This focuses on risks and opportunities.

Scoring and scale: Companies define their own scoring range (e.g., 1–5 or 5–10) with clear values. Then they score their impacts, risks and opportunities based on scale, scope, probability and irreversibility (depending on whether they are positive or negative, actual or potential).

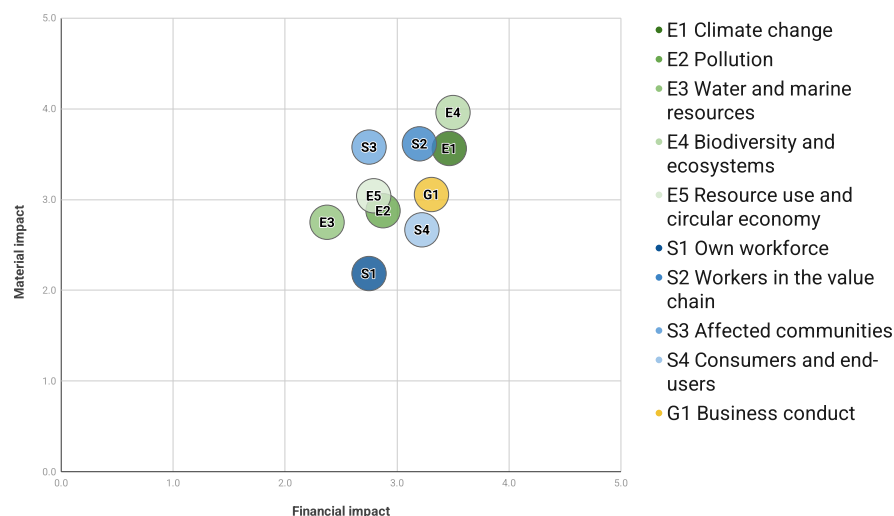
Weighted adjustments: Some factors may be given extra weight if they are deemed particularly important—even if they score lower overall.

Threshold value: Companies define a minimum score for data points. If a data point exceeds this threshold, the associated ESRS topic qualifies for reporting.

(Virksomhedsguiden.dk 2024)



The Results: What Matters Most for CleverCoffee?



Four General Takeaways

- 1. We are ambitious.** We generally score highly across the board. This is because our actual impact is meaningful, and we thoroughly assess our potential impact and take it seriously.
- 2. We are not a global organization.** This means our scope scores relatively small, because we have applied a wide range. Some high-scoring initiatives appear less significant because of the fact that their reach is limited.
- 3. We are knowledgeable about our coffee.** We need to transfer that same level of insight to our partnerships related to coffee machines.
- 4. We have a balanced impact.** No single aspect of our business is overwhelmingly more important than the others.

At first glance, the results of our analysis were not particularly surprising. That said, the process revealed important nuances that cannot be captured in a simple chart. Here are five key areas identified as most significant:

S2 – Workers in the value chain & S3 – Affected communities

This assessment reinforces our focus on the people in our value chain. Those involved in our business—directly or indirectly—are our most important priority.

We already have strong initiatives in place, such as direct trade, premium payments and close farmer relationships - and these must be maintained. At the same time, we identified areas for improvement, particularly concerning sub-suppliers of our coffee machines. People are central to our business model and will remain a key focus moving forward.

E1 – Climate change

Climate change is a major concern for our business. It poses significant risks to coffee farmers, and at the other end of the value chain, our production and end-users have high energy consumption (see Our Emissions page 42-48). We have to do something about this imbalance.

Although we have impactful climate projects, their overall significance appears lower due to their limited scope. We are making a meaningful impact relative to our size. Now it is time to extend that impact as we scale.

E4 – Biodiversity and ecosystems

This is where we see the strength of focusing on a few, but highly effective, initiatives. Our projects with shade trees in Honduras, nature reserves in Brazil - and a potential local biodiversity initiative have significantly boosted our impact score for E4.

However, biodiversity risks still exist—such as with transportation by large container ships—which remain challenging for us to mitigate.

G1 – Business conduct

Corporate behavior underpins all other areas of impact. The way we operate is just as important as our product—if not

more. This is reflected in our certifications, company culture and stakeholder feedback.

For us, responsible business conduct is not an optional add-on—it is embedded in everything we do.

Not Everything Can Be Measured

While we value the structured, data-driven insights from this assessment, we are also reminded of an important principle: not everything can be quantified.

How do you put a number on long-term relationships or knowledge-sharing between producers? Some things are best left as stories and lived experiences, without trying to fit them into a framework.

The Future of Double Materiality at CleverCoffee

We will continue conducting double materiality assessments to ensure we focus on the most relevant areas of responsibility.

Next time, we want to involve external experts and industry peers to bring in new perspectives. We also plan to develop even more detailed scoring models to make our evaluations more transparent and precise.

Three Concrete Actions We Are Taking:

- 1. Strengthening supplier involvement.** We have close relationships with some of our suppliers, but others remain more distant. We want to increase engagement and gain deeper insight into their operations.
- 2. Setting measurable ESG targets.** To improve how we track our progress, we have developed a list of key data points that we aim to improve before our next report. (See next page)
- 3. Expanding our reach.** Many of our initiatives score high in terms of scale, but their overall scope is limited. We want to involve more partners, stakeholders and extend our impact further.

ESG Performance: ESRS Benchmarks & Targets

After completing our double materiality assessment, these are the quantitative ESG parameters that we have decided to evaluate ourselves on, as they are most relevant to our impact.

ESRS Standard	Unit	2023	2024	2025 target	
Climate Change	Scope 1 (kg CO ₂ e)*	5,680	7,079	<10,000	Environment
	- pr kg coffee*	0.17	0.17	<0.17	
	Scope 2 (kg CO ₂ e)*	0	0	0	
	- pr kg coffee*	0	0	0	
	Scope 3 (kg CO ₂ e)*	17,339	-996,373	<0	
	- pr kg coffee*	0.52	-24	<0	
	SBTi	N/A	N/A	Target approved	
	Electric transportation for meetings and events (% of total km)	42%	91%	>90%	
	Share of customers using green power	N/A	~50%	>60%	
	Share of primary suppliers using green power	29%	25%	>25%	
Biodiversity	Number of trees planted	50	1000	6,500	Social
	Share of coffee imported with biodiversity projects (must cover >40% of area)	57%	88%	>88%	
Pollution	Organic coffee (kg)	4968	14352	>15000	
Circular Economy	Waste for incineration (kg)	221	276	<250	
	Waste for recycling (kg)	782	977	<1100	
	Circular Packaging (# of RE-ZIP bags)	50	600	>600	

* CO₂e numbers are in accordance with SBTi Standards and a market-based approach

ESRS Standard	Unit	2023	2024	2025 target	
Own Workforce	Gender distribution of full-time employees (% M/F)	100/0	66/33	50/50	Social
	Gender distribution of part-time employees (% M/F)	50/50	66/33	50/50	
	Gender distribution of board members (% M/F)	N/A	40/60	min. 50% female	
Workers in value chain	Number of full-time living wages covered by premium paid above market price	N/A	24	>25	
	Share of primary suppliers who have signed Code of Conduct	50%	50%	70%	
	Share of primary suppliers with certification of worker conditions	29%	38%	>50%	
	Average duration of partnership with primary suppliers (years)	3.5	4	5	
	Share of primary supplier visited/met physically	63%	75%	min. 75%	
	Amount of purchase data donated to SCTG	100%	100%	100%	
Affected Communities	Number of voluntary social projects in DK	0	0	1	
	Certified with D-seal (yearly recertification)	-	Yes	Yes	
Consumers and end-users	Share of total coffee from direct trade	89%	98%	98%	Governance
	Weighted avg. above market price paid to farmers	53%	40%	>40%	
	Certified B Corp	Yes	Yes	Yes	
	Whistle blower cases	-	1	0	

Action Plan & Progress

Environment

CleverCoffee absorbs more CO₂e than we emit, according to The SBTi Standard following GHG protocol.

100%

We can offer all our wholesale customers energy-efficient coffee brewing equipment, reducing the carbon footprint of the brewing process significantly (70-90%)

100%

All our coffee is deforestation free

100%

Support regenerative agriculture directly by continually financing new trees at a coffee producing country in a reasonable amount according to company scale

100%

All our coffee is GPS-mapped

95%

All transport for meetings and events in electric vehicles

91%

Develop a net-zero strategy in line with SBTi

90%

CleverCoffee is a net-zero company (SBTi Corporate Net-Zero Standard)

66%

Social

All our coffee help alleviate poverty by purchasing green beans at a higher price

100%

Our purchase prices are above the median level when comparing our purchase prices in the Specialty Coffee Transaction Guide.

100%

All our coffee is traded directly with the coffee farmer

98%

All primary suppliers have signed our Code of Conduct

50%

All primary suppliers have certification of working conditions

38%

We will have developed a model to more accurately and equitably determine our purchase price based on quality, ESG initiative and Living Wage

30%

Governance

Complete Double Materiality Assessment to assess where to put our focus with ESG

100%

Every year we publicize all our data of purchase and donate it to Specialty Coffee Transaction Guide to improve transparency in the coffee trade

100%

Certified for digital security and ethical data use

100%

Establish a competent and diverse board

100%

GHG emissions will be visible on our coffee bags and online for all our coffees

50%

PROSPERITY



Costa Rica

La Catarata Natural
El Desafío
El Mango

Honduras

IMPACT No. 02
Hernandez Pacas
Santos Natural

Colombia

Misiones Castillo
Misiones Bourbon
Misiones Java Natural

Brazil

IMPACT No. 01
IMPACT No. 03
Samambaia
Paulo Afonso

Ethiopia

Weessi Tima

Indonesia

Wildan Mustofa
Frinsa Funk

2024 COFFEE WORLD MAP

An overview of CleverCoffee's assortment from the past year



Coffee Prices Have Exploded

...the Good News and the Bad News.

The price of coffee has just hit its highest point in 47 years.

Since CleverCoffee was established, we have advocated for coffee farmers to be paid more for their coffee. But there are challenges across the industry when such an increase occurs in just one year.

The problem is not that the price of coffee has increased by 70%. The problem is that the price has not increased in 50 years and that this sudden price increase has been so explosive. The market has not had time to adjust.

Unfortunately, we can also expect that prices will fall again, so that coffee farmers around the world will once again have to operate at a deficit.

So what is going on? And how will it affect coffee farmers, coffee roasters and coffee drinkers?

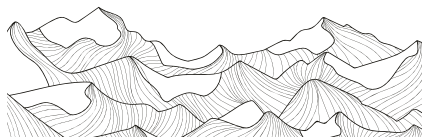
Four Reasons for the Sudden Price Increase

1. Climate change is creating problems with heat, drought and unstable weather. This is creating uncertainty about next year's harvest, especially in Brazil and Vietnam, the world's largest producers of coffee. Many experts predict that the harvest of 2025 will be historically poor (Maximiliano 2024).

2. You may know that the EU has passed a new law to ensure that products (such as coffee) do not cause deforestation. The law - called the EUDR - was supposed to come into force in early 2025, but has been postponed by at least a year. The uncertainty about when and what consequences the upcoming EUDR regulation will have is causing the price to rise further. At the same time, there has been a hoarding of coffee ahead of the upcoming legislation, which means that coffee reserves are much lower than they have been before (26.4% lower than in 2023) (Maximiliano 2024).

3. Uncertainty about access to prefinancing among producers, as well as increasing interest costs (our partners report interest rates on new loans of 15-16%)

4. Since 2021, world coffee consumption has actually been higher than world coffee production. This is primarily due to the significant growth of Asian markets in particular. At the same time, climate change is reducing the usable coffee growing areas.



Consequences and Future Prospects

For those farmers who have not been affected by the poor harvest, the rising price is a good thing. They earn more than usual because they can get a higher price per kilo.

For those who have less coffee to sell due to a poor harvest, the rising price means status quo at best.

For small cooperatives, that means a significantly greater need for liquidity for prefinancing (the amount they must pay their farmers upfront has increased by 50-60% compared to 2023, according to our partner). The cooperatives I am talking with are experiencing sky-high interest costs and are having more difficulty accessing new loans.

We must also remember that even though this price increase is high, it does not mean that coffee farmers will have more money in their hands and that they will no longer live in poverty.

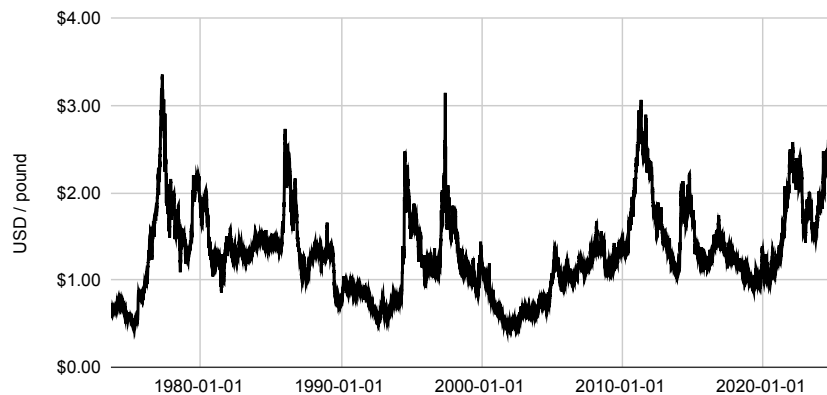
In many cases, this increase will simply mean that their economy will come into balance with the other price developments.

Some will likely have a small surplus, but at the same time they have decades of backlogs that will not be offset by a single harvest at a higher price.

Continues >>



Historical price of green coffee beans



As you can see from the graph above, coffee prices have risen and fallen for short periods over time - but unfortunately there is no precedent where the price stayed up. On the contrary, history shows time and time again that the price always falls to its same low level again. We can of course hope that this is not the case this time, but that is probably unlikely.

What Does This Mean for CleverCoffee and You?

Since the price we pay for coffee is significantly above the market price, our purchase prices do not increase as significantly as if we bought the coffee at the market price. As it stands now, our purchase prices have increased by 30-40%, compared to market prices that have increased by 70-80%.

But a price increase of 40% is still noticeable. We generally operate with smaller volumes than most of our competitors, so we are also less able to absorb parts of the price increase in our margins. Therefore,

we also expect that we will have to raise our prices in 2025 in line with the rest of the coffee industry.

However, there is a small possibility of minimizing price increases. Namely, by eliminating the need for our partners to borrow money for prefinancing. The coffee cooperatives that we work with are currently forced to take out loans with sky-high interest rates from financial companies and local banks.

If we can, in collaboration with our Danish partners and customers, make an advance payment for the coffees we are going to purchase, then the cooperatives' lower interest costs can mean a lower price for coffee. The farmers still get the same - the only ones we are bypassing with this model are the foreign banks, which are currently charging 15-16% interest. And that is if they are willing to lend at all.



Full Transparency: This is What We Paid Farmers

Last year, we imported a total of 55,614 kg green coffee beans from 6 different countries. Every year we publicize how much we paid for our coffee in this report and in the Specialty Coffee Transaction Guide. Because the SCTG covers data from October 1st until September 30th, this overview follows the same period. So these numbers are our imports from October 1st 2023 to September 30th 2024.

A few things to keep in mind:

"Market price": The price of green coffee on the international C Market at the time we signed the final contract for that coffee - unless the price is marked with an asterix, in which case we compare the price we paid with the ICO price list for Brazilian naturals.

"We paid": Shows the price we paid "FOB" - meaning the price of the beans including transportation to the harbour. But not including shipping costs from the harbour to us.

"Increase": A comparison of the price we paid and the market price, so we can track our economic impact. You might notice, that all prices to Brazil are lower than the rest. This is because the farming practices in Brazil are mechanized and therefore the poverty rates of Brazilian coffee farmers are much lower than in the rest of the world. Therefore, the need for additional pay is less critical.

Key Takeaways:

Total coffee imported:

55,614 kg

Imported from:

6 countries

How much was direct trade:

98.8%

Weighted avg. price paid:

\$6.41/kg

Weighted avg. paid above market price:

40.2%

Total amount paid to farmers (FOB):

\$356,633

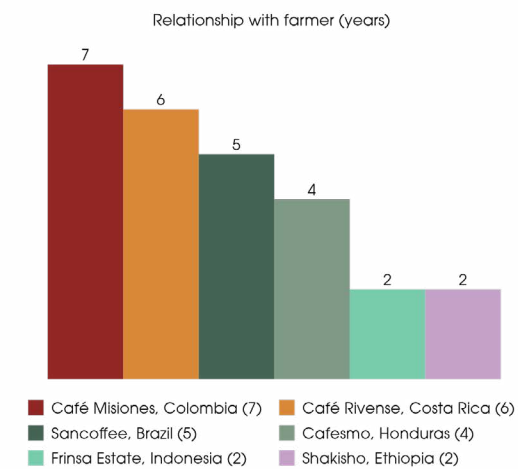
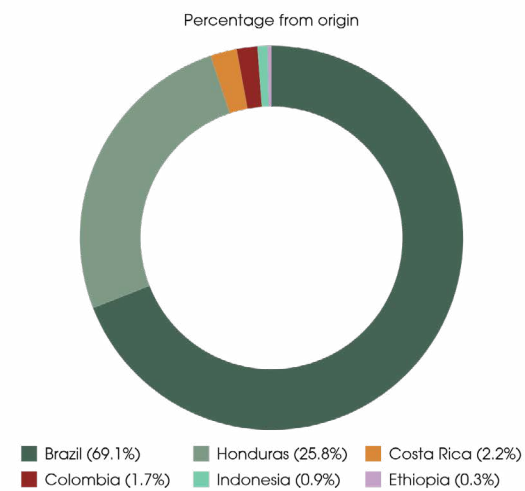
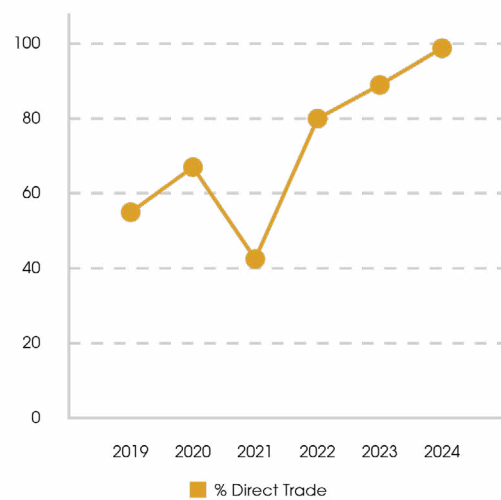
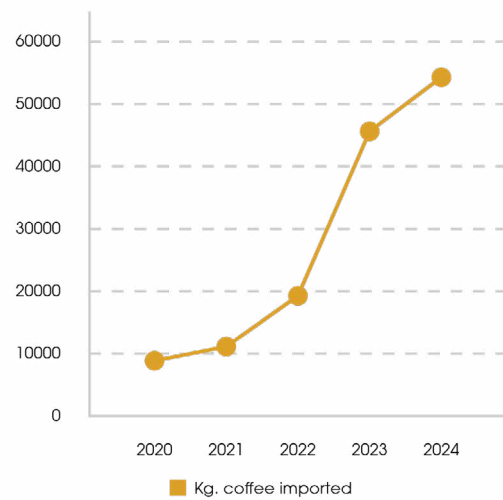
Total premium paid above market price:

\$96,423

For that amount we could pay 24 people in rural Honduras a living wage for a full year.

Coffee	Producer	Amount	Market price	We paid	Increase
<i>Impact No. 01</i>	Sancoffee, Brazil	17,820 kg	* \$4.1/kg	\$5.4/kg	31%
<i>Impact No. 01 (#2)</i>	Sancoffee, Brazil	16,620 kg	* \$5.6/kg	\$6.5/kg	15%
<i>Impact No. 02</i>	Cafesmo, Honduras	13,800 kg	\$4.3/kg	\$6.5/kg	52%
<i>Impact No. 03</i>	Sancoffee, Brazil	1,200 kg	* \$4.1/kg	\$5.4/kg	31%
<i>Impact No. 03 (#2)</i>	Sancoffee, Brazil	2,400 kg	* \$5.6/kg	\$6.8/kg	21%
<i>Paulo Afonso</i>	Sancoffee, Brazil	180 kg	\$4.4/kg	\$8.6/kg	95%
<i>Samambaia</i>	Sancoffee, Brazil	180 kg	\$5.6/kg	\$10.8/kg	95%
<i>Wildan Mustofa</i>	Frinsa, Indonesia	300 kg	\$3.4/kg	\$9.6/kg	182%
<i>Frinsa Funk</i>	Frinsa, Indonesia	180 kg	\$3.4/kg	\$12.6/kg	272%
<i>El Desafio</i>	Rivense, Costa Rica	414 kg	\$4.3/kg	\$9.4/kg	116%
<i>La Catarata</i>	Rivense, Costa Rica	414 kg	\$4.3/kg	\$9.4/kg	116%
<i>El Mango</i>	Rivense, Costa Rica	414 kg	\$4.3/kg	\$9.4/kg	116%
<i>Hernandez Pacas</i>	Cafesmo, Honduras	345 kg	\$4.3/kg	\$10.8/kg	152%
<i>Santos Natural</i>	Cafesmo, Honduras	207 kg	\$4.3/kg	\$9.9/kg	130%
<i>Misiones Castillo</i>	Misiones, Colombia	700 kg	\$3.3/kg	\$12.9/kg	295%
<i>Misiones Bourbon</i>	Misiones, Colombia	120 kg	\$3.3/kg	\$8.0/kg	145%
<i>Misiones Java</i>	Misiones, Colombia	140 kg	\$5.4/kg	\$10.5/kg	93%
<i>Weessi Tima</i>	Shakisho, Ethiopia	180 kg	\$5.0/kg	\$12.8/kg	157%

* ICO Indicator Price for Brazilian naturals



Fairtrade is Not Ambitious Enough



What is Fair?

Fairtrade is a certification that promises better conditions for smallholder farmers of coffee, cocoa, bananas, sugar and others. The certification guarantees that the farmer has been paid a certain minimum amount for their product and an additional fixed amount for social projects or business development.

Sounds great, right? To a certain extent, the idea is there - but the problem is the level of ambition and the unrealistic expectation it gives consumers.

When you purchase a Fairtrade certified product as a consumer you would expect that the certification is contributing to improving the living standard of farmers. However, studies show that certifications like Fairtrade and Rainforest Alliance make a significantly smaller difference than you would expect - if any at all (Cordes et. al. 2021).

When consumers buy Fairtrade products believing they are making a bigger difference than they are, that is very problematic.

A Numbers Game

On the graphs to the left, you can see a comparison between the market price (C Market) of coffee at the time of contract, the Fairtrade Minimum (+ a fixed premium of \$0.44/kg) for that kind of coffee, and then the price we paid the farmers we work with.

As you can tell, the difference between the market price and the Fairtrade Mini-

mum price is negligible. In most cases in 2024, the Fairtrade Minimum was even below the market price, because the market price has been high this year. In those cases the farmers have simply been paid the market price.

And it is important to remember that having your coffee certified is not free. There are costs for farmers to have their coffee certified and all companies using the Fairtrade Mark have to pay a license fee.

What is the Alternative?

Unfortunately, there are no shortcuts. What makes the biggest difference to farmers is the payment they receive for their primary product; coffee.

We see a lot of coffee companies advocating for helping farmers increase productivity, having secondary crops and all kinds of acrobatics to increase their income. Anything but paying them more for their primary product.

And that is because then the coffee companies have to take on some of the costs and responsibility of fixing the farmers' situation at the expense of their profit. And they do not want to do that. The idea of all these initiatives are great, but they should not be done to mask the underpayment of coffee.

When you pay farmers more for their product, they have the opportunity to invest in themselves and their businesses. In our experience, most even prioritize making their production less damaging to the environment, bettering conditions

for workers, increasing the quality of their products and planting more trees. Win-win.

In a couple of situations, we have experienced Fairtrade blocking us from being able to buy coffee from a farm or cooperative because we would not be paying the premium for using the Fairtrade logo. So in these cases, they are blocking the farmers' opportunity to sell more coffee even though we are willing to pay a higher premium for the coffee than what the Fairtrade certificate dictates.

And That is Why...

... our coffees are not Fairtrade certified.

We will continue to pay farmers more so they can earn a living wage and the opportunity to invest in themselves.

We love coffee, and the beans we import are well worth the extra cost. Hopefully, the true value of coffee beans will be more normalized, as consumers unfortunately have gotten used to prices that are just not fair to producers.

This is our recommendation: Drink a bit less coffee at a slightly higher price knowing that it will help coffee farmers out of poverty.

And do not pay too much attention to which stickers are on the bag. Transparency is more important. Any coffee company that publicizes its purchase prices is likely to be a good pick.

Direct Trade

98,8% of our coffee is 'direct trade', which means it has been bought straight from the coffee farmer or the farmer-owned cooperatives. We establish an open and honest dialogue with the farmers to be fully transparent with the farmers and our customers. In the dialogue, we gain insights from the farmer that is impossible to get in any other way. We are not trying to change their ways of working - we merely try to support them in any way we can.

Empowering Farmers

Why trade directly? To us, the farmers are the most important part of the value chain from bean to cup. Without their work, we would not have the opportunity to roast the fantastic coffees that find their way to our roastery. When we trade coffee directly, it also means that we receive valuable knowledge about the farm and the people working on the farm.

We get to know more about the specific harvest, the varieties and details about the processing as well as their opportunities to scale their business based on the price we pay for the coffee. One of our core values is to scale our business in collaboration with the coffee farmers and not at the expense of the coffee farmers.

It is imperative for us that the farmers receive fair payment and work under proper conditions. If it is not financially sustainable for the farmer to grow and develop high-quality beans, the farmers will not have the capacity to develop their business in a more responsible direction or heighten the quality of their product.

This is our way of empowering the coffee farmers we collaborate with and the reason why we always have and will prioritise trading directly.

Honduran Cooperative and IMPACT No. 02

Worth mentioning is our collaborative relationship with the Honduran cooperative Cafesmo, one of our direct trade partners.

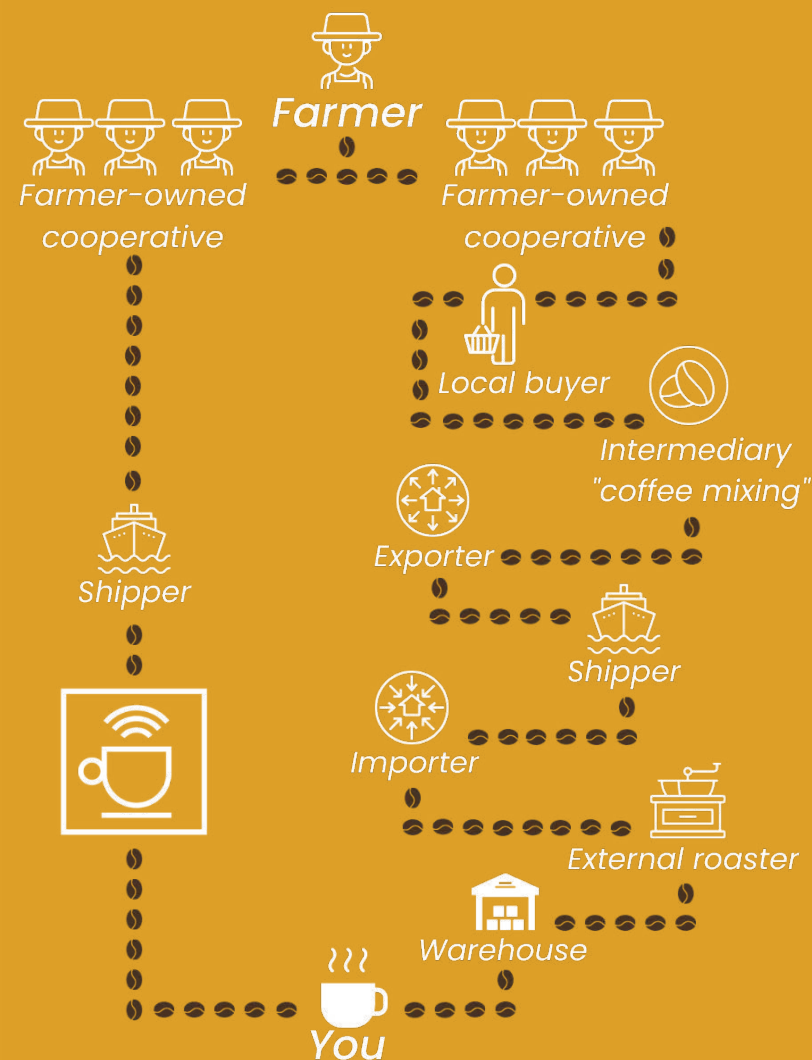
The cooperative consists of 250+ local members and is managed by two local farmers, Hidardo and Carlos, who are also a part of the cooperative as growers. All coffees from the cooperative are organically grown with consideration and care for the surrounding nature.

Through Cafesmo and in collaboration with CleverCoffee and other responsible roasteries, the farmers stand stronger in terms of economic security.

Apart from economic security, the cooperative supports the farmers with certifications, education and training as well as quality development and improvement of various environmental issues such as water pollution, biodiversity and pollination.

These developments are only possible if the farmers yield a profit and have the resources to continuously work to improve themselves and their surroundings - both in terms of coffee quality, environment and lifting each other as farmers.

Continues >>





And therefore, positive advances especially show through direct trade. The close relationship provides us and you with a gem such as the very popular coffee IMPACT No. 02.

Digitalisation Enables Direct Trade

As a coffee roastery in Denmark, we are physically far away from the coffee farmers that we work closely together with. Purchasing coffee directly often starts with a physical meet-up, like at World of Coffee, which is the case for our relationship with Misiones and Café Rivense. In other situations, the relationship starts with Algrano.

Algrano is an online platform that connects small coffee farmers with specialty coffee roasteries like ours.

When purchasing coffee, we always taste a pre-shipment sample of the coffee. Algrano helps by sending a sample of each of the coffees before agreeing to place an order. After this, Algrano takes care of the transportation and they even help with the intermediate financing so the farmers can get paid as early in the process as possible.

Except for dealing with samples, transportation and financing, Algrano is a transparent intermediary, which gives us the best opportunity to gather information about how the payments are distributed on each of the farms where we purchase coffee. Algrano is, like CleverCoffee, a data donor to Specialty Coffee Transaction Guide.

The Pledge Ensures Transparency

In 2019 we signed The Pledge and we deliver pricing data for our directly traded coffees to the Specialty Coffee Transaction Guide (SCTG). Each year we expect our importers to donate data to SCTG as well. We are transparent about all parts of our business. By having a third-party verification from The Pledge, we can continuously guarantee that we are actively promoting transparency.

When we signed The Pledge in 2019, we committed ourselves to accept the requirement to publish data about the following for at least one of our coffees:

- The producers/producer organisation the coffee was purchased from.
- The Free On Board (FOB) price paid for the coffee.
- The quality of the coffee, for instance, using the SCA score to indicate cup quality.
- The lot size (volume) of the coffee purchased.
- The length of the relationship between the producer/producer organisation and the buyer.
- The percentage of transparent coffees in relation to the total volume of coffee sold in the stated year.

In line with The Pledge, we provide full transparency on all of our coffees and you

can always access this information on our website and in our annual transparency report.

Specialty Coffee Transaction Guide

When you purchase any bag of coffee, you usually have no idea how much of the price goes directly back to the farmer. It can be marked with all sorts of praising certifications, but how much the farmer has been paid is kept secret.

With our directly traded coffees, we have made it easier to identify this exact element of transparency. On all our coffee bags, you can see how much above C marked we paid for each coffee.

By registering the coffee and the pricing in the Specialty Coffee Transaction Guide by Transparent Trade Coffee, a not-for-profit and impartial project run by Emory University in Atlanta.

The Specialty Coffee Transaction Guide provides a more robust informational foundation for both sellers and buyers as well as supports short-term equity and longer-term sustainability.

EMISSIONS





Our Emissions

Before We Dive Into the Numbers...

CO₂e is a hot topic these years. Words like emissions, targets, reductions and accounting are thrown around in the industry. As always, we strive to keep it simple in the easiest way possible: by being transparent about our actual figures and our methodology.

This is our fourth CO₂e accounting, and each year we improve, refine and become more skilled in both methodology and data collection. Once again, we have added more fields, now covering a complete scope 3 with all relevant categories (Greenhouse Gas Protocol 2023).

Mapping our entire scope 1, 2 and 3 has not been easy and we have extended our frame of scope 3 significantly this year. On the benefit side, moving forward, we should be able to compare our reports more easily. In recent years, the total emissions have increased due to the expanded scope of our calculations—yet, our CO₂e emissions per kilo of coffee continue to decline due to our intensified efforts across all scopes.

Methodology

Our CO₂e report has always followed the GHG Protocol Standard and this year is no exception.

Our scope 1 includes roasting and heating from our own pellet furnace. Scope 2 consists solely of our purchased green electricity. Scope 3 now includes purchased goods and services, upstream and downstream transportation and distribution,

waste, business travels, employee commuting and use of sold goods - all relevant for our business operation.

This year, we have decided to divide our reporting into two parts: CO₂e emissions and CO₂e removals. We have done this to create maximum transparency regarding our CO₂e impact, especially after new major factors, such as our coffee and machine purchases, have been added to the equation.

Of course, we have also compiled the overall calculation into a balanced total, which follows the SBTi Standard and therefore does not include compensations. (World Resources Institute 2004).

Our final total for 2024 is -989.29 tCO₂e, meaning we have removed more carbon than we have emitted.

Something to Consider

Farming Green Beans:

When looking at our CO₂e emissions and removals in a chart, it can be difficult to see anything beyond the fact that coffee dominates—in both sections. There are two reasons for this:

1. **Farming coffee is CO₂e-intensive.** This is a fact being recognized worldwide, and it applies to almost all types of agriculture. Machinery, fertilizers and energy are used—often in large amounts.

2. **A lot can be done to balance this impact.** This is exactly what we see with our coffee farmers. They cultivate their crops in agroforestry systems, use natural fertilizers (such as compost) and set aside portions of their land for wild nature. All these efforts mean that their production absorbs significantly more CO₂e than it emits. These efforts can materialize, when farmers have enough (economic) resources - hence our fight for a better payment.

Brewing Techniques:

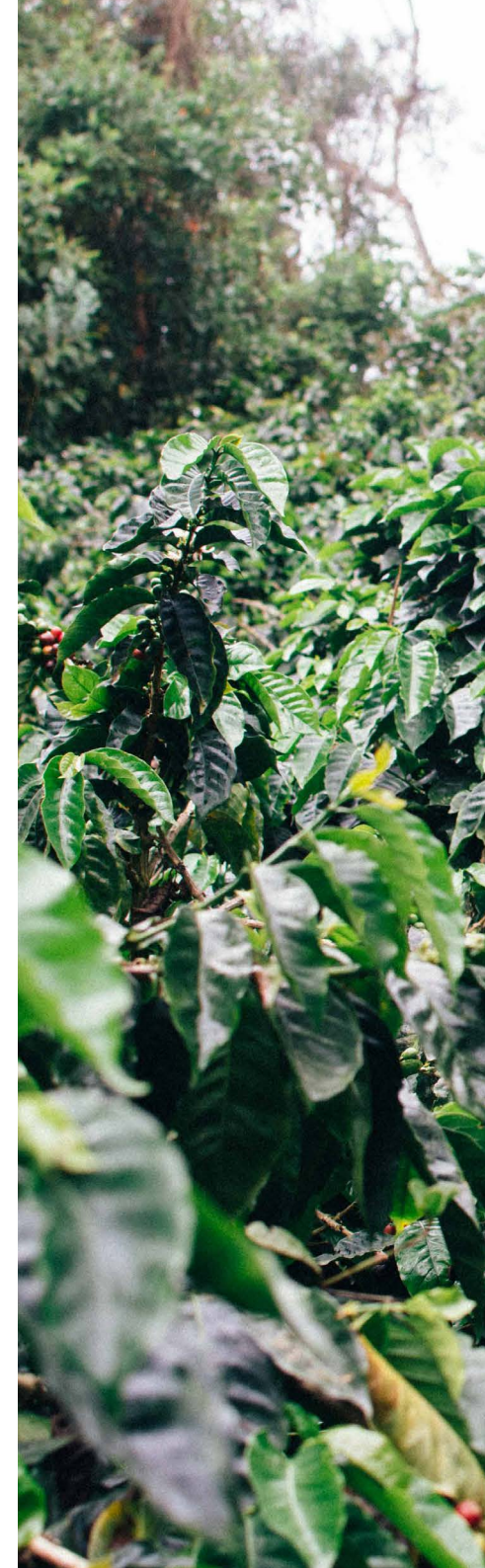
Another new and significant factor in our report is the usage phase of our products. The machines, in particular, produce a substantial amount of direct emissions due to their electricity consumption. If you want a more CO₂e-friendly coffee solution - and already have a well-produced and responsible coffee -, a good boilerless coffee machine is the best choice, as it requires considerably less energy per cup.

Looking Ahead:

Even though our scopes have extended, we continue to work with the close elements such as waste, our transportation, electricity, roasting, etc.

Our total CO₂e numbers are currently increasing because our company and team are growing rapidly. Nevertheless, our CO₂e emissions per kilo of coffee are decreasing, and we will continue to put more effort in lowering emissions in every aspect possible.

Now, we could have published a big fat zero and declared that we have below no emissions in total. We would not be the first to cover up emissions. However, that is not really our style. Having a bottom line below zero, will not stop us from working with the last emissions from the roastery towards the goal: Net-Zero 2030.



Emissions

Scope	Emissions	2024 Kg CO ₂ e	2024 tCO ₂ e
1	Coffee roasting	6,227.45	6.23
1	Heating	851.63	0.85
2	Electricity (renewable)	2,879.51	2.88
3	Purchased goods - coffee	531,327.44	531.33
3	Purchased goods - machines	16,052.00	16.05
3	Purchased goods - packaging	4,650.89	4.65
3	Coffee transportation	5,514.16	5.51
3	Machine transportation	85.28	0.09
3	Distribution to customers	2,508.03	2.51
3	Employee commute	4,806.13	4.81
3	Business travel in own car	986.64	0.99
3	Business travel by train	65.5	0.07
3	Business travel by plane	6268	6.27
3	Waste	297.33	0.30
3	Use of sold goods	58,361.62	58.36
	TOTAL	640,881.59	640.88
	Total Scope 1	7,079.08	7.08
	Total Scope 2	2,879.51	2.88
	Total Scope 3	630,923.00	630.92

Emissions Visualisation

■ Purchased goods - coffee
 ■ Use of sold goods
 ■ Purchased goods - machines
 ■ Business travel by plane
 ■ Coffee roasting
 ■ Coffee transportation
 ■ Employee commute
 ■ Purchased goods - packaging
 ■ Electricity* (renewable)
 ■ Distribution to customers
 ■ Business travel in own car
 ■ Heating
 ■ Waste
 ■ Machine transportation



Emissions Visualisation (excluding "Purchased goods - coffee")

■ Use of sold goods
 ■ Purchased goods - machines
 ■ Business travel by plane
 ■ Coffee roasting
 ■ Coffee transportation
 ■ Employee commute
 ■ Purchased goods - packaging
 ■ Electricity* (renewable)
 ■ Distribution to customers
 ■ Business travel in own car
 ■ Heating
 ■ Waste
 ■ Machine transportation



Emissions Visualisation (simplified)

■ Green coffee
 ■ Coffee machines
 ■ Manufacturing
 ■ Business Travel & Employee Commute
 ■ Distribution to customers

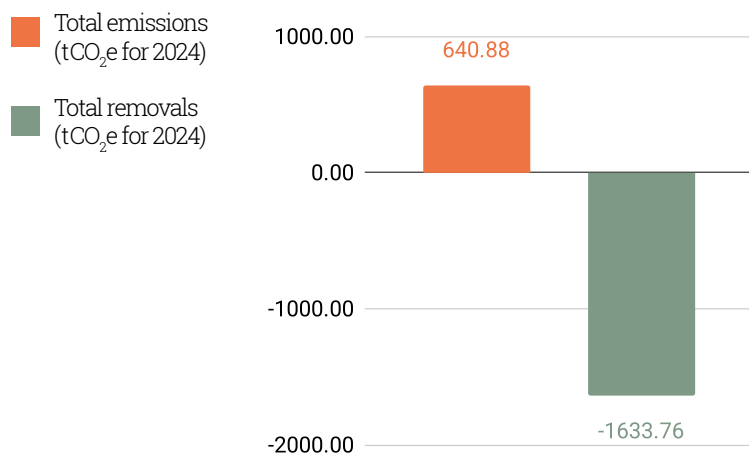


Removals

Scope	Emissions	2024 Kg CO ₂ e	Method
1	Heating*	851.63	Compensated
2	Electricity	2,879.51	Energy attribute certificates
3	Purchased goods - coffee	1,627,296.00	Sequestering
3	Purchased goods - packaging*	2728.2	Compensated
	TOTAL	1,633,755.34	

* Not allowed as a removal by the SBTi - and not included in our GHG Accounting - yet included here for transparency as it is compensated before reaching us.

Total Emissions & Removals



GHG Accounting

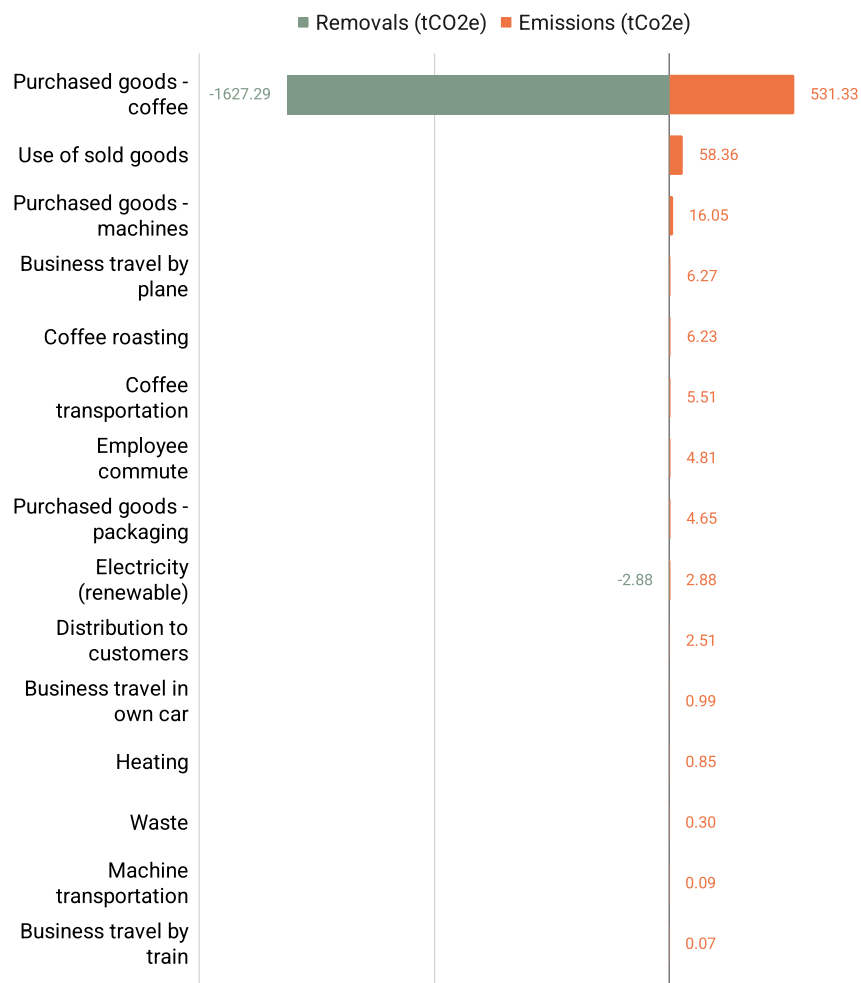
Following SBTi standards, these are our final emissions after subtracting removals.

Scope	Emissions	2024 Kg CO ₂ e	2024 tCO ₂ e
1	Coffee roasting	6227.45	6.23
1	Heating	851.63	0.85
2	Electricity (renewable) **	0.00	0.00
3	Purchased goods - coffee	-1,095,968.56	-1,095.97
3	Purchased goods - machines	16,052.00	16.05
3	Purchased goods - packaging	4,650.89	4.65
3	Coffee transportation	5,514.16	5.51
3	Machine transportation	85.28	0.09
3	Distribution to customers	2,508.03	2.51
3	Employee commute	4,806.13	4.81
3	Business travel	7320.13	7.32
3	Waste	297.33	0.30
3	Use of sold goods	58,361.62	58.36
	TOTAL	-989,293.92	-989.29
	Total Scope 1	7,079.08	7.08
	Total Scope 2	0.00	0.00
	Total Scope 3	-996,373.00	-996.37

** Market-based approach which allows the inclusion of energy attribute certificates.



GHG Accounting Visualised





SBTi: Science Based Targets

The Method and the Certification

Why Now?

Net-Zero 2030 has been an official goal for us since 2020, when we first started looking into our CO₂e emissions. SBTi has existed since 2015, and the standard as well as the organization's recognition have steadily grown since then.

So why did we not get our Net-Zero target verified back in 2020?

Of course, there are some boring formal reasons (money, resources, capacity in a micro-business), but the main reason is more fundamental: it is a verification of intentions.

SBTi Targets focus on a future goal, a promise, an ambition, an intention—call it what you will. And it is not difficult to set a target for 2050. The change necessary to achieve that target is the tricky part.

So that is where we started. We wanted to go straight into the action before worrying too much about making promises and setting long-term goals. We switched our electricity supply to renewable sources. We optimized our operations. We sorted our trash better. We changed our packaging. We made better decisions about how we run our core business. And as always, we prefer to talk about the things we have done rather than making grand promises that lie 30 years into the future.

Now, we have reached a point where it makes sense to verify that goal, primarily for our current and potential customers. It makes it easier and more trustworthy to understand exactly where we are headed: Towards Net-Zero.

Thoughts on SBTi

The SBTi standard is a globally recognized framework helping companies set ambitious targets for their CO₂e emissions (ScienceBasedTargets.org 2024). And we need that—or rather, our planet does. SBTi requires documentation, methodology and verification, all of which help bring quality into the process. The targets are verified by an independent body—SBTi Services. This is, in our opinion, a great way to ensure compliance.

To make the process easier for SMEs, which do not always have the same resources available, SBTi has simplified certain parts. This means that SMEs can skip some steps and set their targets directly in SBTi's portal. (SBTi 2024b) It also means that SMEs are not required to set a separate FLAG (emissions from Forest, Land and Agriculture) target, which large companies is required to do. This allows us—and many other SMEs—to calculate these emissions and absorption within a single comprehensive report.

This is our dilemma:

Is it fair? Is it fair that we can offset our production emissions with the absorption from our coffee farmers' practices? And then there is the second part of the dilemma: How else could we ever realistically reach zero? Is it even possible for a production company to have no emissions at all?

SBTi encourages companies not to measure their improvements through intensity targets (i.e., CO₂e per produced unit) (SBTi 2024c) but rather through absolute numbers, because only then will we truly move toward Net-Zero. No matter the method or approach, we will continue to work actively with our emissions, lowering them everywhere possible.

What Happens Next?

We will continue measuring our CO₂e footprint, improving our data and making progress wherever we can. We will keep publishing our CO₂e data, and we will keep moving steadily toward Net-Zero 2030.

We are still awaiting SBTi review by the time this Transparency Report was sent to the press.



Innovative Coffee Roasting

How we cut CO₂e emissions from roasting by 70.6%

At CleverCoffee, we have developed a structured approach to reducing CO₂e emissions in coffee roasting. By investing in an energy-efficient Loring coffee roaster and by optimizing our roasting processes, we have lowered CO₂e emissions from roasting by 70.6% compared to the industry standard and 65.8% compared to our previous setup.

Our environmental management system (EMS) provides a framework for monitoring and reducing resource consumption, including gas, electricity and water. Since gas accounts for 91.88% of roasting-related CO₂e emissions, we have focused on efficiency improvements that significantly lower its usage. Through targeted reductions across the supply chain, from farm to packaging, we now offer coffee with an overall CO₂e reduction of more than 95%. The remaining 5% is offset. Our methods and calculations are third-party verified by FORCE Technology.

With our current roasting setup, emissions are limited to 151 grams of CO₂e per kilogram of roasted coffee. Previously, using a conventional drum roaster (Giesen W15A), this figure was 441 grams per kilogram, marking a 65.8% reduction. The industry average is 544 grams of CO₂e per kilogram, meaning our current approach reduces emissions by 70.6% compared to standard practices.

Comparisons with other roasters also highlight the impact of process opti-

mization. For instance, another Danish B Corp-certified roastery, reports CO₂e emissions of 366 grams per kilogram of roasted coffee. We both use the energy-efficient Loring roaster, which indicates that the difference in emissions is due to process optimizations rather than equipment alone. Their calculations are also third-party verified, ensuring a valid comparison.

Copy Our Method

Our model is scalable and can be adopted by other businesses. Transparency is a priority for us, and we openly share our methods so others can implement similar improvements. Some of the key improvements we have made in our roasting process, which should be applicable for other companies are:

- **No downtime between batches.** When the roaster is on, it is always roasting the next batch.
- **Short roasts.** We have made specialised roast profiles for each of our coffees with relatively short durations. An added bonus is that if you have quality beans, this burst method of roasting really brings out the flavour complexity of the beans.
- **Optimal amount per batch.** We push the boundaries of how much coffee we can roast per batch.

- **Planning is key.** We never roast for half a day, only full days. It is very resource intensive to start up the roasting process - make it count.

There are many other tweaks and optimizations in our approach, but these are a good place to start. Some tweaks will be applicable for other companies, and some are unique to our product. For instance, if you only make dark roast coffee, you will naturally be using much more energy for roasting.

Results

Transitioning to this approach required significant adjustments to our production setup, taking years of development and refinement. Implementing new roasting technology came with a learning curve, requiring ongoing training and process optimization. Ensuring third-party verifi-

cation and thorough documentation has been resource-intensive, but collaborations with organizations such as FORCE Technology have strengthened credibility.

By continuously refining our approach, we aim to further minimize our environmental impact while making verified, data-driven improvements available to others in the industry.

Our coffee is already being used by a number of Danish businesses aiming to reduce their environmental impact. One client, a major financial institution, has cut approximately 200 tons of CO₂e annually by switching to our coffee.



One customer saved 200 tonnes of CO₂e in 2024 - just by drinking CleverCoffee

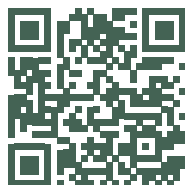
Can your hot drink solution impact your carbon accounting? Oh yes.

One of our customers saved more than 200 tCO₂e in 2024 just on their coffee footprint. These saving happened after upgrading from a conventional coffee to our coffee IMPACT No. 01.

A comparable conventional coffee emits:
10.19 kg CO₂e per kg.

IMPACT No. 01 emits only:
0.38 kg CO₂e per kg.

The remaining emissions are offset using verified offsets.



Scan to find out more about
IMPACT No. 01

Third Party Verification: **FORCE Technology Verification Report**

It's very important to us that we are not grading our own homework - we must have an extra set of eyes on our work. So in 2023 we had our methods, standards and GHG accounting verified by the GTS Institute FORCE Technology.



Scan to read Verification Report
by FORCE Technology

Dreaming of: **Fossil Fuel Free Roastery**

We dream of becoming a fossil fuel free roastery.

Stepping away from fossil fuels like natural gas in our production would not only mean a symbolic break with the old ways - it would also result in substantial carbon reductions.

We do not want to be stuck in that day-dream forever. BUT we cannot say much more at the moment - just know that we are working on making this dream come true and hopefully, we can tell you more very soon.

IMPACT

at origin



Growing Forests

Our Reforestation Project in Honduras

Since 1990, it is estimated that 420 million hectares of forest have been cut down. Although the rate of deforestation has decreased in recent decades, a lot of forests are still being cut down. Every year, around 10 million hectares of forest are cut down - an area the size of Iceland (UNRIC 2024).

That is why we need to do something.

At CleverCoffee, we believe coffee production should be part of the solution to environmental and social challenges, not a contributor to them. That is why we have partnered with Cafesmo in Honduras to launch a reforestation project directly linked to our coffee sales.

For every kilo of IMPACT No. 02 coffee we sell, we plant a shade tree on Cafesmo coffee farms in Honduras. These trees do not just sequester carbon emissions—they support farmers, improve biodiversity and help make coffee farming more resilient in a changing climate.

To understand the impact of this project, we spoke with Jaime Urias from Cafesmo. Jaime owns a coffee farm but also works as an agronomist for USAID and Cafesmo, and he has worked with agroforestry and regenerative coffee farming for years.

Why Shade Trees Matter for Coffee Farming

Already, Honduras is experiencing the effects of climate change. Rising tem-

peratures, unpredictable rainfall and longer dry seasons put coffee crops under pressure. While coffee naturally thrives in shaded environments, many farms have been cleared of trees in an attempt to maximize short-term yields. But this approach comes with long-term consequences.

"One of the biggest challenges we face is keeping coffee plants healthy in a changing climate," Jaime explains.

"Without shade, the plants are exposed to higher temperatures, and the soil dries out faster. This leads to lower yields, lower quality and more financial instability for farmers."

The benefits of shade trees:

- Regulating temperature and reducing heat stress
- Retaining moisture in the soil, making farms more resistant to drought
- Protecting plants from wind damage
- Providing habitats for birds and insects that contribute to a balanced ecosystem
- Soil regeneration – Adding organic material and preventing erosion
- Diversified income – 10% of the trees we plant bear fruit which farmers can sell alongside their coffee
- Carbon sequestration – Capturing CO₂ and helping mitigate climate change

According to Jaime, the return of wildlife is one of the first signs that a farm is regaining its natural balance:



Jaime Urias and his mother

"When there are no trees, we see fewer birds, insects and small mammals. But as soon as we introduce more trees, biodiversity comes back almost immediately."

With 500 seedlings we can create approximately 50% shade on one hectare. This is the ideal proportion of shade on most of the farms in Cafesmo. However, the ideal amount of shade depends on the direction of the hillside, the altitude and other factors.

Certified Bird Friendly

A certification not very well known in Denmark, but which is actually the closest we get to a certification of agroforestry.

The three primary requirements for the Bird Friendly certification are:

- Minimum 40% shade coverage
- At least 10 different local varieties of shade tree varieties

- The coffee farms must be certified organic

Therefore, it is safe to say that agroforestry is not new territory for Cafesmo – yet they still have areas that need many more shade trees.

Selecting the Right Trees

Not all trees are suitable for coffee farms. A well-designed agroforestry system requires species that complement coffee plants rather than compete with them.

"We don't just plant trees randomly," says Jaime. "We carefully choose species based on altitude, soil conditions and climate."

"At lower altitudes, we need dense shade to cool the plants. At higher elevations, we use a mix of species to balance sunlight and protection. Every farm needs a different approach."

Continues >>

Jaime adds: "Farmers often think short-term because they have to survive season by season. But when we integrate shade trees that also produce fruit, they get an additional income source, which gives them a little more long-term security."

What are we planting?

- Spanish Cedar
- Honduran Mahogany
- Spanish Elm
- Silky Oak
- And six other local species with no English names

Fruit Trees (approx. 10%):

- Lime
- Banana
- Plantain
- Orange
- Mandarin
- Mango

By taking this approach, Cafesmo ensures that each farm benefits not just from more trees, but from the right trees in the right places.

What is the timeline?

In the beginning of 2024, we purchased our first 1,000 trees as a pilot project funded in part by our Green Friday initiative (our alternative to the global Black Friday consumer free-for-all).

The seeds, sourced from a certified supplier in Honduras, are first cultivated in Cafesmo's nursery, where they grow for about three months before being ready for transplantation.

The planting season is carefully timed to take place between May and July—any later, and the seedlings risk not surviving due to unfavourable conditions.

Farmers who need shade on their coffee farms the most are prioritized, particularly those at lower altitudes, where the impact of climate change is most severe.

Within 5-8 years, the trees will have reached a height where they form shade for the coffee plants. How fast the trees grow depends on their species, as well as soil conditions, altitude and how much sun the area gets.

How This Project is Funded

Every kilo of IMPACT No. 02 coffee sold contributes directly to tree planting in Honduras.

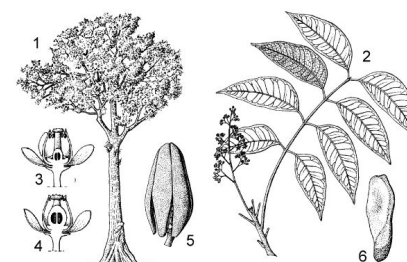
By choosing IMPACT No. 02, you are:

- Supporting coffee farmers in Honduras
- Helping restore biodiversity and soil health
- Contributing to a more resilient coffee supply chain

Thanks to all of you who enjoyed IMPACT No. 02 in 2024...

... It is finally official:

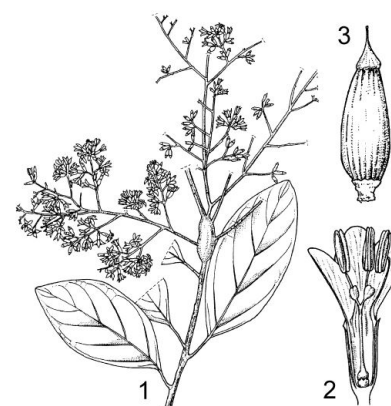
In 2025
we are planting
6,500 trees
including
650 fruit trees
on coffee farms
in Honduras



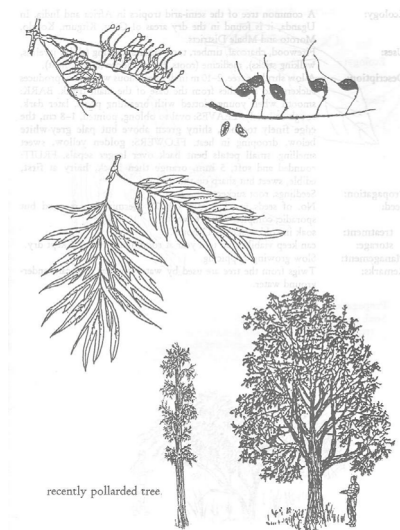
Honduran Mahogany



Orange



Spanish Elm



Silky Oak



Mango



Certified Organic

The Dilemma We Do Not Talk About

Aurthor: Lindy Brogaard, Head of Coffee

I have discussed my concerns about certified organic coffee before, but I would like to share some insights directly from the coffee farmers I visited in Honduras earlier this year.

Let me start by saying that growing coffee with minimal environmental impact has always been the goal for us at CleverCoffee. The same goes for our partners at Cafesmo in Honduras.

Growing organically is a great way of minimising the impact of production on the immediate environment on and around the farms.

However, there is a significant issue, which we need to address: The Certification.

Dedicated Farmers

I have never met such dedicated people as the coffee farmers I met in Honduras. Despite having so little, they are eager to continuously learn and improve their balance with nature.

The coffee they grow is not only organic but also nurtured in agroforestry systems. They care about their yield and quality, as well as biodiversity, soil impact and water quality.

This commitment is remarkable, especially considering that their income barely

covers production costs and is nowhere near what an illegal immigrant can earn in the US. In fact, an illegal immigrant in the US can earn 3-4 times the income of a small coffee farmer.

So why do they continue?

They depend on a balanced, functioning environment and understand the long-term impact of their immediate surroundings.

They take significant responsibility for mitigating the effects of climate change, caused by our way of living.

The Certification Challenge

Certified organic cooperatives and coffee farmers face a massive administrative burden to document that they meet all requirements. They must continuously run tests, pay for lab results and be prepared for unannounced audits.

On top of this, they must pay a fee for certification. For a small cooperative like Cafesmo, this is a comprehensive task, requiring more than a full-time employee and costing several thousand dollars a year.

But is it not worth it because they get higher payments for their coffee? Unfortunately, it is not that simple. Although all their coffee is certified organic, only about 10% is sold as such.

This pattern is consistent across the coffee industry, supported by a report from Columbia University from 2021 "Responsible Coffee Sourcing: Towards a Living Income for Producers", which concludes that less than 50% of certified coffee is sold as certified.

The demand for certified organic coffee exists, but there is a reluctance to pay a profitable premium. Often, coffee is sold as organically grown without certification, bought from farmers at lower prices, leaving them without coverage for the certification expenses. Importers and roasters demand certification but are not willing to pay for it.

I have been told by farmers, that in worse cases, they are offered the higher organic premium but are then asked to return the payment to a different account. If they refuse, they will not get to sell their coffee.

The Currency of Organic

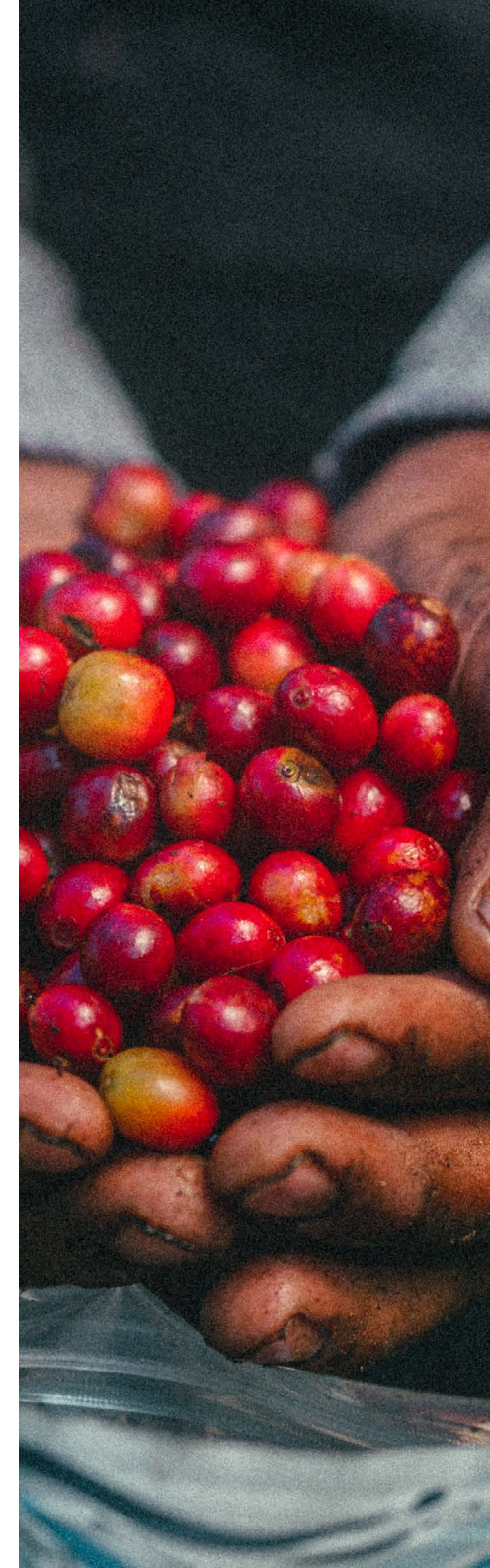
The Fairtrade organic minimum price is only \$0.88 more per kilo than a non-organic coffee. (Fairtrade.net 2024)

Considering coffee prices are almost the same as 45 years ago, and that this extra payment only applies to 10-50% of the coffee sold, the certification's value is significantly diminished for farmers.

We were able to order our first full container of certified organic coffee this year, and it makes me very happy that the demand for IMPACT No. 02 has grown to this point.

This means we will go from purchasing from 16 small farmers to around 80 small-holder farmers, who will now receive extra payments for their coffee, whereas they previously received only a smaller payment.

Continues >>



How CleverCoffee Pays

Price breakdown for IMPACT No. 02

\$6.50/kg: The total price CleverCoffee paid for IMPACT No. 02 (FOB).

\$0.82: For the exporter (milling, bagging, grain pro bags, warehousing, admin fee, transport from facility to port etc.)

\$1.16: For Cafesmo (local transport, drying, selection, warehousing, quality control, sample shipment, organic certification + admin, Cafesmo employee incomes etc.)

\$0.44: For financing

\$4.08: Farmgate price. This is how much of the total is going to the farmer and his employees.

Price breakdown if the same coffee was sold by Cafesmo on the market

\$4.45/kg: The average total price during the weeks that the farmers brought their coffees to Cafesmo. (FOB)

\$0.82: For the exporter

\$1.05: For Cafesmo

\$0.30: For financing

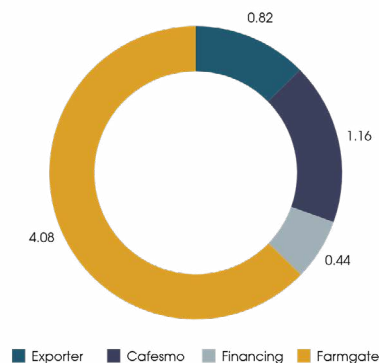
\$2.28: Farmgate price. This is how much of the total is going to the farmer and his employees.

Moving Forward

The challenges faced by coffee farmers in obtaining and maintaining organic certification are significant. Despite their dedication to sustainable farming practices and their crucial role in preserving the environment, the economic returns often do not justify the substantial efforts and costs involved. This reality undermines the value of certification for those who need it the most.

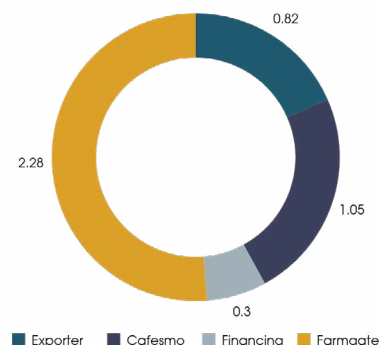
Bought by CleverCoffee

Breakdown of total (FOB): \$6.50/kg



Sold on the market

Breakdown of total (FOB): \$4.45/kg



Broader Implications

The broader implications of this situation are troubling. If the certification system continues to place disproportionate burdens on farmers without adequate compensation, it risks discouraging sustainable practices. The integrity and purpose of organic certification are called into question when only a fraction of certified coffee is sold as such. This situation can further deepen the cycle of poverty

among smallholder farmers and hinder global efforts to promote sustainable agriculture.

My Proposition for a Better Solution

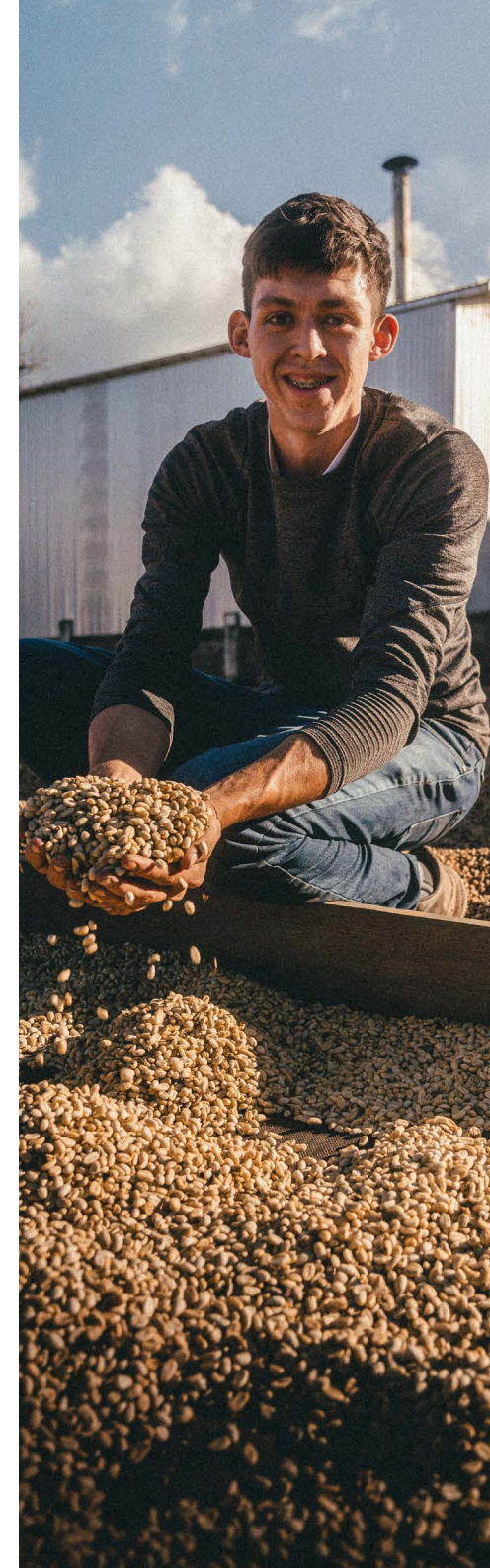
Organic agriculture is great - under the right circumstances. But we have to ensure that we are not taking advantage of anyone to satisfy our own conscience.

When you are looking to find a new supplier of organic coffee, we recommend you consider the following:

1. Buy directly: Whenever possible, purchase coffee from roasters who import directly with farmers. This can help ensure that more of your money goes directly to the producers.

2. Advocate for transparency: Encourage your favourite coffee brands to be transparent about their sourcing practices and the premiums they pay for certified organic coffee.

3. Be willing to pay more: Understand that higher prices for certified organic coffee can mean more fair compensation for the farmers. Consider it an investment in sustainable agriculture and the well-being of farming communities.





Coffee Supporting Female Producers

April 2024, we launched IMPACT No. 03. It is the newest addition to our series of coffees creating positive impact in the world. No. 03 has several beneficial impacts, but we want to talk to you about a very specific one: It is produced by women.

The Nascentes Project

This coffee is brought to you from our direct trade partners in Brazil, Sancoffee. In 2021, they launched a project called Nascentes. It is a project led by women with the goal of empowering women in coffee production by supporting the female producers in the area, Campo das Vertentes.

The Nascentes project supports the female producers in many ways: Besides visibility and recognition for their product, the project offers education and assistance in improving the quality of their coffee. Nascentes is born out of a desire for equal opportunities between the genders in the coffee industry.

Lack of Recognition and Financial Reward

According to a report from the International Coffee Organisation, 70% of labor in coffee production is provided by women. At the same time, the report states that only 20-30% of coffee farms are female operated and that women from the industry have "systematically lower access to resources, such as land, bank credit and information, than men" (ICO 2018).

These inequalities do not only result in the lack of recognition but also have an economic cost. Because of the difference in access to resources, the revenue for female-headed households is significantly lower than male-headed households – with up to 44%.

How to Retire with Nothing

Retirement funding in Brazil is one of the very concrete examples of the consequences of inequality. Something that Ana Claudia – one of the leading women behind Nascentes – has highlighted about the project. Let us paint the picture:

Brazil has a fairly good public retirement system, where you can earn the right to a retirement pension based on your participation on the labour market. Brazil is aware of the inequality between men and women, therefore women need to contribute a shorter period of time than men.

This means that a woman can retire with a pension when they have worked and paid taxes for 30 years. If they are above 60, it is lowered to 15 years (OECD.org 2024). This is all good and offers fairly good opportunities. So why is retirement still a problem in the coffee industry?

Most coffee farmers are registered as a personal company in the husband's name. Therefore all the income is registered to him, even though a lot of the work is carried out by the wife. Because the women are not registered and do not have an official income, they are not pay-

ing taxes in their own name and therefore not earning access to the pension system.

If the women for any reason split up with their husband or if he dies before them, they are left with no access to or earnings from the pension system.

This is one of the reasons why the Nascentes project is important in Brazil and a very concrete example of why we also need to support the female coffee producers.

This is Luiza



One of the women in the project is Luiza, who is only 25 years old and a university graduate. She was introduced to coffee production by her father and after his death, she, her mother and her sister took over the business, despite all having a different education.

Luiza is an ambitious coffee producer and wants to showcase her coffee internationally. As a woman in a man's world, it is not always an easy aim:

"Being a woman in a male-dominated industry presents challenges, especially in dealing with suppliers and producers from different generations. I believe in promoting women's roles in

coffee growing, emphasizing the quality of our work. The Nascentes project caught my interest as it amplifies the impact of women in both production and leadership, addressing the gender disparity prevalent in agribusiness."

Why IMPACT No. 03 is Important to Us

Supporting women's growth in the industry is an impact we want to be a driving force behind. Every drop of water that you and I can add to the stream created by Nascentes is one step closer to a more equal industry.

Coming from Sancoffee, our well-established B Corp certified partner, the coffee is also direct trade and absorbs more carbon than it emits. It is a coffee, which in many different ways leaves a positive footprint on both people and planet.



EUDR:

EU Deforestation-Free Regulation

By the end of 2024, a new EU regulation - EUDR - should have taken effect. It has since been postponed.

The goal of the regulation is to stop products linked to deforestation from entering the European market. It covers seven product categories, including coffee.

Protecting forests through law is vital if we want to fight climate change. But the way this regulation is being rolled out puts too much pressure on small-holder farmers instead of European importers.

Many coffee farmers already struggle to make ends meet. Expecting them to create digital maps and provide traceability data is unrealistic—and without it, they can't sell to Europe.

At CleverCoffee, we're working to handle EUDR in a more responsible way. Our coffee meets the regulation, but we've done our best to reduce the burden on farmers. We've used available data and worked closely with producers to find the simplest, most respectful solutions.

All compliance data and risk assessments are shared with the farmers, so they can use it freely. No data grabbing—just transparency.

Most importantly, farmers should be paid for their contribution to protecting the environment. That's why we continue to pay higher, fairer prices. You can see what we paid for coffee in 2024 in our price overview.

Award-Winning Partners!

In 2024, we were very proud to celebrate with our Brazilian partners Sancofee as they were awarded the SCA Sustainability Award at the World of Coffee expo in Copenhagen. This award is a big deal in the specialty coffee industry!

We have been close partners with Sancofee since 2020 and we have seen first-hand the impact they make for both people and the planet. We have learned a lot from them, and we consider them a prime example of what a modern responsible coffee cooperative looks like.

Sancofee produces the green coffee beans for our coffees IMPACT No. 01 and IMPACT No. 03. Because of their tireless efforts - both of those coffees absorb more carbon than they emit.

Our partnership with Sancofee was also nominated for the award Reboot Partnerships.



Fabricio Andrade (CEO, Sancofee)



Mario Ureña and Lindy enjoying the view at Café Rivense in Costa Rica

Visiting Overseas

It is important for us to build genuine relationships with our business partners.

We want to recognize the people we work with - not just exchange numbers and move boxes.

We are lucky to have great relationships with a number of coffee cooperatives and farmers around the world, and in 2024 we had the opportunity to visit many of them.

These visits are great for building trust - but also for sharing knowledge and building a better understanding of each others challenges and opportunities. Head of Coffee Lindy visited our partners in Honduras, Costa Rica and Brazil.

Mellow x CleverCoffee

Partnering up with Like-Minded Businesses

In 2024, we launched CleverCoffee's very first cocoa powder for hot chocolate. We call it IMPACT Chocolate Powder, and it is made in collaboration with Mellow Chocolate.

Mellow is deeply committed to driving positive change in the cocoa industry. They focus on ethical sourcing, fair working conditions, reducing environmental harm and delivering pure, delicious chocolate – a perfect partner, if you ask us!

Mellow Chocolate was founded four years ago. After a visit to a cocoa plantation in Panama, Jacob Kaya became deeply fascinated by cocoa production. With a 12-meter extension cord, an old Indian spice grinder and a Behmor coffee roaster, Jacob began his chocolate adventure. On a single square meter, he built what might be the world's smallest chocolate factory.

Mellow has come a long way since then and is now a chocolate company with deep roots in sustainability, quality and direct trade.

Production Under Proper Conditions

Mellow Chocolate stands out in the industry by practicing direct trade and working closely with cocoa farmers. They work directly with the farmers and handle the entire process from cocoa sack to finished chocolate. This means they work with the best quality cocoa beans but also support small producers, guaranteeing fair working conditions and equitable prices.

CleverCoffee and Mellow share a passion for raw materials that are produced with care. Just like our coffee, Mellow's cocoa comes from cooperatives and small family farms that cultivate cocoa in harmony with nature – forest-grown cocoa, cultivated wild among other crops and plants, promoting biodiversity and benefiting the environment.

Mellow and CleverCoffee have a like-minded approach to the production of both cocoa and coffee, as well as the people behind them.

“The philosophy behind both companies aligns incredibly well, both when it comes to quality and sustainability.”

Jacob Kaya, Founder of Mellow Chocolate

In the beginning of 2025, Mellow certified as B Corp.

Chocolate with Clear Guidelines

Both Mellow Chocolate and CleverCoffee are strongly opposed to any form of child exploitation, whether in the workplace or at home – even if it takes place in a family business. Any work a child participates in must never interfere with their education, involve coercion or expose them to unsafe conditions. To ensure ethical practices, Mellow has developed clear guidelines

that their suppliers must follow.

Another key value Mellow Chocolate and CleverCoffee share is fair payment to farmers. At Mellow, ensuring that farmers receive fair compensation for their hard work is a top priority. By working directly with the farmers, Mellow helps secure proper payment, which contributes to reducing poverty and creating more just and ethical conditions that support the farmers' livelihoods.

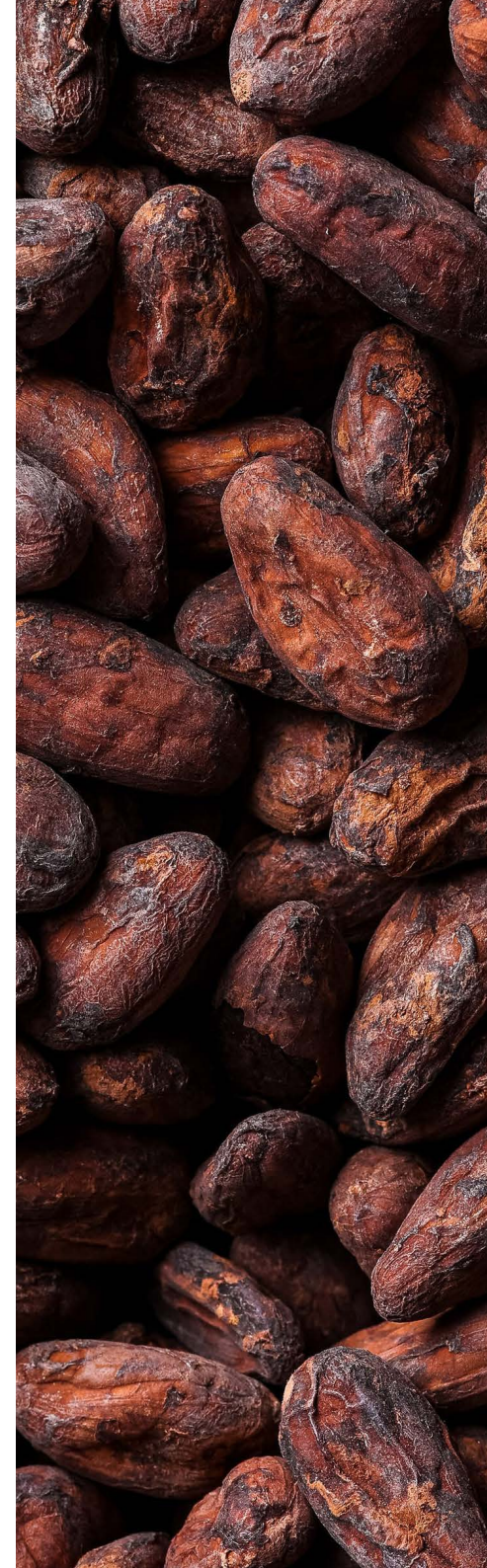
A prime example

Together, we have created our brand-new IMPACT Chocolate Powder – a cocoa powder that combines our shared passion for responsible products with an exquisite flavor profile.

The cacao is a prime example of how to combine biodiversity, animal protection, local engagement and agriculture. Grown in the shades of a gigantic natural reserve, Zorzal Reserve, this cacao supports the natural habitat of the endangered Bicknell's Thrush (Zorzal in Spanish). To ensure compliance and optimal conditions for every one involved, the reserve is certified Bird Friendly and Fair for Life, as well as the cacao is certified organic. Last but not least, Mellow pays the farmers 82% above market price for their cacao to ensure prosperity, quality and fair living wage.

The best things are simple. Our hot chocolate powder contains only three high-quality ingredients:

- Organic Barrancoli cacao from Zorzal
- Organic cane sugar
- Kattegat sea salt



Code of Conduct

When we enter a partnership with a new coffee farmer or importer we are fully aware of our responsibility in areas such as human rights, labour, environment and anti-corruption. We request all importers to sign our code of conduct in which a commitment from their suppliers and subcontractors is included.

Every direct trade partner has signed the CleverCoffee Supply Chain Code of Conduct. A CleverCoffee trusted supplier is committed to having a positive impact on the world. Our direct trade partners work with us to ensure the highest possible compliance with the 10 Principles of the United Nations Global Compact. At CleverCoffee we commit to help as much as we can. We commit to share the risk and take responsibility.

We all want the same thing, now we have it in writing. We find that this is the best way to continuously secure the best conditions for the coffee farmer and so we enable our business to be used as a force for good.

At the same time we also know that many coffee farmers have been underpaid and struggling for years. In some cases they might not be able to comply with every aspect of 10 principles in our code of conduct. Instead of turning our backs on farmers who are committed to improvement, we open a dialogue and the farmer commits to sharing any information needed to set mutual goals. Transparency, commitment and action is crucial - and we work toward solving these issues together within a two year period.

Our Supply Chain Code of Conduct

The 10 principles of the United Nations Global Compact

HUMAN RIGHTS

PRINCIPLE 1

We support and respect the protection of internationally proclaimed human rights.

PRINCIPLE 2

We are not complicit in human rights abuses.

LABOUR

PRINCIPLE 3

We uphold the freedom of association and the effective recognition of the right to collective bargaining.

PRINCIPLE 4

The elimination of all forms of forced and compulsory labour.

PRINCIPLE 5

The effective abolition of child labour.

PRINCIPLE 6

The elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

PRINCIPLE 7

We support a precautionary approach to environmental challenges.

PRINCIPLE 8

We undertake initiatives to promote greater environmental responsibility.

PRINCIPLE 9

We encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

PRINCIPLE 10

We work against corruption in all its forms, including extortion and bribery.

IMPACT

at home





The CleverCoffee Board

We want to create the best and most responsible coffee company in the world. We are doing what we can, but everyone needs support. That is why we decided to put together a strong, diverse and ambitious board. The process was overwhelming due to the enormous amount of interest. We are so thankful and very excited about our new board that will help us take the next big steps towards our goals.



Anja Egede Mikkelsen

With a strong commercial mindset and experience from an impressive journey of growth in her last employment, Anja is ready to help CleverCoffee scale.



Michael Stenderup

Marketing and digitalizing at the fingertips! Michael has great experience with growth in both smaller and larger companies. Newly appointed CMO at Landfolk.



Sisse Fisker

Journalist and tv-host with an enormous drive. She has - among other things - founded SMIL-fonden which supports children with severe and chronic illnesses.



Christian Hingelberg Hangaard

Chairman of the CleverCoffee board and CFO at DKI Group. Christian can automate, streamline and digitalize anything.



Line Gordon Errebo

Partner of AGENDA law firm with a strong sense of justice. With her huge knowledge of anything judicial, Line is a fantastic asset for CleverCoffee.

Why Digital Security Matters: Our New Certification

CleverCoffee Is Now Certified with the D-seal

During fall of 2024, CleverCoffee was awarded the D-seal certification. If that sounds like yet another certification you have never heard of, stay with us—this one matters.

D-seal is Denmark's official certification for IT security and responsible data management. What makes it unique is the combination of these two areas, based on international standards. The certification was developed by Industriens Fond in collaboration with Dansk Erhverv, Dansk Industri, SMVdanmark and Forbrugerrådet Tænk, with additional support from the Danish Business Authority.

With our new D-seal certification, CleverCoffee can add an entirely new layer of value to our company and the solutions we offer. It allows us to assure both existing and future customers that we maintain a high level of digital security and have strengthened the reliability of our supply chain.

"CleverCoffee is more than just coffee - we are a production company where digital systems and platforms play an increasingly important role. Our digital operations must be just as responsible as the rest of our business." Says Johanne Thygesen, Development Coordinator at CleverCoffee

Technology has always played a key role at CleverCoffee. That is why a Wi-Fi signal is part of our logo - it reflects our commitment to digital innovation. From customer management and purchasing

to production and finance, digital tools have been integrated into our business from day one.

NIS-2 Compliant

IT security is about far more than complex passwords and firewalls. As our daily lives become increasingly digital, both at home and in the workplace, the need to protect data and digital systems grows.

Just as we lock the doors to our warehouse, monitor our buildings with surveillance cameras and insure our products, we must also secure the digital side of our business.

Today, companies must take IT seriously - not just as an opportunity, but also as a potential risk. Denmark's Center for Cybersecurity recently raised the national threat level, highlighting an increased risk of cyberattacks that could disrupt business operations (CFCS 2024).

That is why it is essential for us to manage our digital infrastructure responsibly. By obtaining the D-seal, we have taken the next step in IT security, demonstrating digital responsibility and efficiency to our customers while ensuring compliance with regulations.

"With the D-seal, we also ensure compliance with current and future IT and data security laws, such as NIS2. This is essential, whether you are a directly affected business or a supplier." Says Johanne

Joining the 'D-Team'

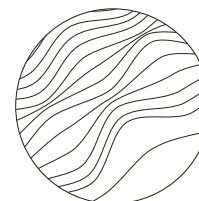
For years, we have been part of the B-Team as a certified B Corp. Beyond the obvious benefits, D-seal gives us the opportunity to join a new and prominent group, allowing us to further stand out in the market.

"How many coffee roasteries do you know that are certified for digital security? IT and data security have a practical value, but we also see it as a competitive advantage - another way to differentiate ourselves in the market." Says Johanne

A Thorough but Valuable Certification Process

Earning the D-seal was a structured and in-depth process. From April to July 2024, we conducted a thorough self-evaluation and began the inspection process, which involved documentation and audits by the D-seal team. As part of this, we reviewed our IT systems, security procedures and data management.

This certification is a step toward ensuring that we remain a trusted partner for our customers, not just in terms of great coffee, but in how we handle data, security and business operations. We see D-seal as an investment in both our own resilience and in setting a higher standard for responsibility in our industry.



digital trust

Whistleblower

To stay on the right path, we need clear procedures that hold us accountable. That is why we have created a free and anonymous channel for anyone we work with to voice their concerns.

In 2024, we launched our whistleblower system. This allows both employees and external partners to report any issues anonymously, ensuring that potential problems are addressed properly.

Having a whistleblower policy is required by EU law if you have more than 50 employees. While we are not quite there yet - we want to make sure that we stay ahead of the curve.



Scan to access
our anonymous
whistleblower
platform

Online Transparency

To promote transparency and make the documentation that supports our claims readily available, we have made some changes to our online product pages.

For most of our coffees you can now access in depth information and documentation about impact claims for specific coffees. This includes certifications, documentation about payment, insight to the value chain etc.

By adding QR-codes to our coffee bags, all documentation is readily available on the products themselves as long as you have internet access.



Scan to access
product page

Life Cycle Assessment

Pros & Cons

Heading into 2024, we were excited about working with our first coffee LCA-project. Looking at things through a more comprehensive lens is something that very much appeals to us and the LCA might give us a better and more holistic overview of the differences between our coffees.

During the spring, a very talented group of students from Aalborg University in Copenhagen worked with our team to create an LCA on IMPACT No. 02. The results showed us that this coffee performs exceptionally well at the farming stage.

The students August, Hannibal and Mathias were outstanding - here are a few key takeaways they were able to make through their reserach:

- The absolute largest carbon footprint according to this LCA lies in the brewing phase. When using a fully automatic espresso machine, the energy consumption takes up about 55% of the total resources from cradle to grave.
- Switching from fully automatic espresso to filter coffee (like a 3TEMP PULS) can reduce that resource consumption from the brewing phase with up to 59%.
- Looking only at farming level, the most resource heavy processes are things like compost and driving their diesel truck.

These results align with our carbon accounting for 2024 and have given us a lot to think about.

Is it fair that we are so concerned about

the emissions from farm level, when the brewing phase is so resource heavy?

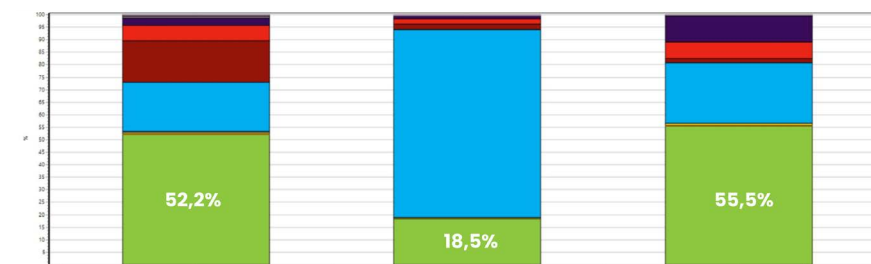
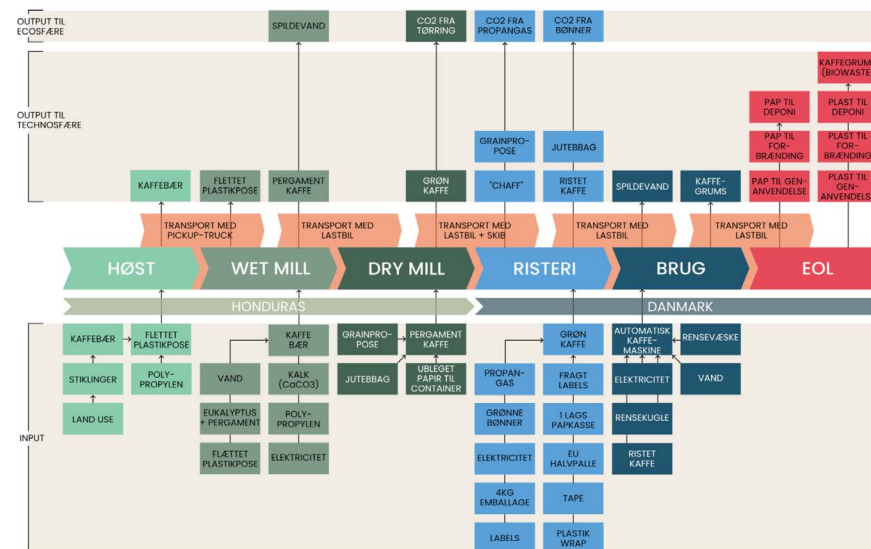
When working with such a carefully crafted coffee as IMPACT No. 02, it makes very little sense to hunt the last few emissions from a diesel truck, when we can make a much bigger difference by looking at our own - or our customers' - part of the chain.

The Future of LCAs for CleverCoffee

Another dilemma is how we are going to work with LCAs in the future. Ideally we would love to make an LCA for every one of our coffees. But is it realistic? And is it a good use of our resources?

It took three people a complete semester to make a single LCA, they even had access to specialised (and very expensive) software, making the process smoother. Furthermore, we have learned that LCAs are more fluffy than anticipated. It is good for investigating something very specific - this coffee, this frame, with this angle. However, it is not good for comparison, since the premises and scope often differ from one LCA to another.

While we are very happy with the process and results of the student LCA of IMPACT No. 02, we have realized that making LCAs for every one of our coffees at the moment is not the right priority for us. At the moment we are going to invest those resources in creating lasting impact instead.



Method: ReCiPe 2016 Endpoint (H1, V1.02) / Impact (2016) H1A / Damage assessment / Allocation: 100% to 'Roast' / Impact (2016) H1A / Damage assessment

Lilla Ristning og forsendelse: Primært propangas og plastikemballage, pap, og wrap
Rød Dry mill: Primært skibstransport og transport ved lastbil
Bordeaux Wet mill: Primært afbrænding af træ og strømforbrug
Blå Dyrkning og høst af kaffebær: Dieselbil, land use (fylder kun i ecosystems) og stiklingproduktion
Grøn Energiforbrug fra kaffemaskinen: Eversys Cameo energiforbrug

LCA Model and Endpoints-results from the student LCA-project



10th Anniversary

Celebrating with friends

10 years is a long time. But on the human scale, we are not even a teenager yet. Since our infancy we have developed a whole lot - but there is a lot of development and maturing still to come.

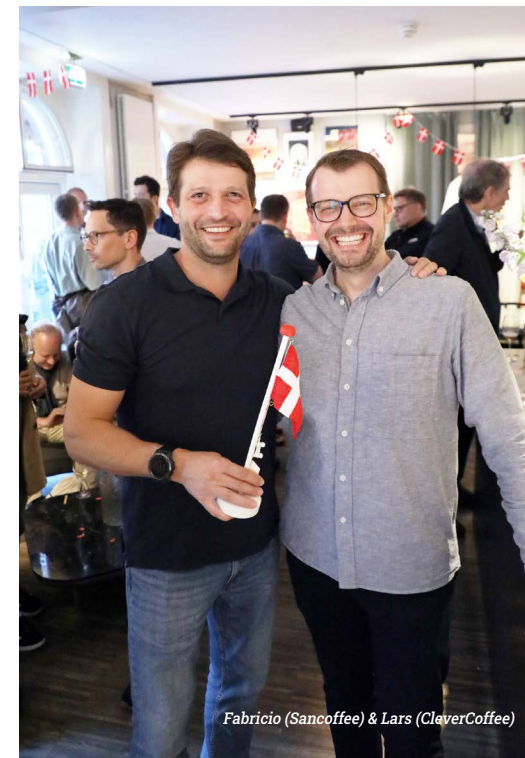
Thanks to all our friends, business partners and family members who turned up to our 10 year anniversary party. It was a blast filled with laughter, coffee-infused cocktails and sweet tunes.



Charlie, Sofie & Sebastian



Hidardo (Cafesmo) & Johanne (CleverCoffee)



Fabricio (Sancoffee) & Lars (CleverCoffee)



August, Hannibal & Mathias (Sustainable Design at AAU)



Lindy (CleverCoffee) & Michael (Café Misiones)



Mario & Ricardo (Café Rivense)

Making Our Recycled Packaging More Efficient

We have used recyclable packaging for many years. Most of our shipping and packaging material are also made from recycled materials, creating a relatively good loop. This year we have made another great step in that direction.

As we ship more and more coffee on pallets, we have looked to optimize that part of our distribution. Therefore, we have had our recycled cardboard boxes custom made in size, so they fit exactly 6 x 4 kg coffee in each box. Now, why does that matter?

1. We do not waste carbon, shipping air. There is no empty space in our boxes, as every inch is fully utilized.
2. We can stack more boxes. As there is no empty space creating instability, we can stack more boxes on each pallet. This means that we can send more coffee per shipment, reducing the distribution emissions per kilo of coffee.

We are still looking to find a perfect circular solution for transporting our coffee. There is a lot to keep in mind: Durability, production, food approved, costs, cleaning and handling for our customers. It is a work in progress and we are working on finding a solution that is right for both people and the planet.

Sharing ESG Data

Transparency is key. Words you have probably heard from us before.

Providing our customers and stakeholders with information and data is a core element of our business. We do not do it just to ensure compliance (though it is a neat side effect), but because we believe that the stories of coffee are worth telling. They add a meaningful layer to the experience for anyone drinking a cup who are curious to know what impact they are actually creating.

By being digital to the bone, we can relatively easily gather and share a lot of information with our customers - and for many of them, that is worth a lot in this time of increasing demands for CSR and ESG reporting and documentation.



RE-ZIP

An initiative we love is the circular distribution packaging, RE-ZIP. We have partnered with them for some years now and they keep optimizing the packaging and their platform. In 2024, they launched a new and significantly cheaper option, which we have implemented with great success. Now you can get your order shipped with RE-ZIP packaging for only 5 DKK - we are happy to reward customers for that with a voucher of 30 DKK for every time.

RE-ZIP is a loop: A customer adds the packaging option in the webshop. We ship your order in a RE-ZIP bag or box. You return it to a drop-point with the RE-ZIP app. Then RE-ZIP picks it up, cleans and prepares it for another round, before bringing it back to a RE-ZIP webshop partner.

B CORP



PROUD TO BE ON THE B TEAM

We are a certified B Corp.

That means we are proud members of the B Team - a diverse team of the 9,500 most responsible companies in the world. And the team is growing fast. In 2021, we were only the 30th certified B Corp in Denmark. Now we are more than 100.

The B Corp certification is great because it takes a holistic approach to being a more responsible company - rather than certifying specifics on individual products. It is not enough to use recycled plastic on some of your packagings or that one of your products is organic. To achieve the B Corp certification the company as a whole must be investigated and scored in 5 categories: Environment, Community, Workers, Governance and Customers.

The B Corp certification is fantastic for another reason. It is not simply a trophy or a final achievement in itself. It is also a toolbox and a method to work continuously with your own impact. More than 150,000 companies have used the B Impact Assessment tool - only 9,500 companies have achieved the certification, but that kind of volume speaks to the usefulness of the tool.

B IMPACT SCORE: 88.2

GOVERNANCE

Score: 15.7

Mission & Engagement 1.9
Ethics & Transparency 3.8
+ Mission Locked 10

WORKERS

Score: 20.0

Financial Security 1.4
Health, Wellness, & Safety 7.5
Career Development 1.6
Engagement & Satisfaction 5.6
+ N/A Score 3.7

COMMUNITY

Score: 27.2

Diversity, Equity, & Inclusion 2.2
Economic Impact 5.8
Civic Engagement & Giving 1.6
Supply Chain Management 3.9
+ Supply Chain Poverty Alleviation 10.8
+ N/A Score 2.7

ENVIRONMENT

Score: 25.2

Environmental Management 6.0
Air & Climate 5.5
Water 0.6
Land & Life 6.7
+ Land/wildlife Conservation 4.7
+ N/A Score 1.4

CUSTOMER

Score: 0

(Our evaluation is based on our processes in 2019. At that time we did not have formalised policies for our work in this area.)



SCAN TO SEE OUR
B IMPACT ASSESSMENT

THE WORLD'S BEST CERTIFICATION

Is it good enough?

The core of our company is quality, transparency and responsibility. And not only in our own court but through our entire value chain. This has followed us since the beginning of CleverCoffee. Our first focus was the social aspect and making sure coffee farmers we collaborate with are paid above the living wage.

We have expanded our focus on environmental issues and reducing our emissions.

Research shows that, in the field of social impact, the B Impact Assessment stands out as it seeks to generate a positive impact in all areas: people, planet and profit.

The fact that we are B Corp certified does not change the ways we do business. It is documentation of the fact that a third party has been evaluating our practice and philosophy and we are proud of being a part of the movement.

Not only is the certification an evaluation of our practice so far, but it is also a great tool to keep improving ourselves. However, there are aspects we need to be specifically aware of being part of the coffee industry.

The B Corp community covers a wide range of companies, navigating in different industries and each has its significant issues to work on. This is where we need to stay sharp and make sure that being a part of the B Corp movement is not an end destination. It is a part of us, but we also need to keep ourselves on our toes and stay focused on the areas that are most impactful in our industry.

Certified



Corporation

RECERTIFICATION

Good things take time. Our first B Corp assessment took 1.5 years from beginning to certification. Now it is time for our recertification, as every B Corp needs to recertify every three years.

October 2024 marked a date for us: 3 years as certified B Corp. In order to ensure that B Corps continue to move forward, they must undergo re-certification every 3 years. For us, it was an exciting opportunity to demonstrate all the improvement we have been fiddling with over the last years. Some improvements you have probably heard of. Some are more hidden in our internal production. The shared aspect is that they all contribute to making our business a stronger force for good.

We are still in process with B Lab concerning the recertification and therefore cannot tell you anything more than the fact that we have very big expectations for our new B Corp score. Stay tuned!

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Scan to access
GRON Verification
Report of Sancoffee

Colophon

ORGANIZATION

Name	CleverCoffee ApS
Ownership	Frello Holding ApS (60 %) Nordentoft Holding ApS (40%)

LOCATIONS

Headquarters	Fillerupvej 27, 8300 Odder
Website	Clevercoffee.dk

PRODUCTION

Responsible	Lars Frello Lindy Nordentoft Brogaard Kristian Thomassen Johanne Fangel Thygesen
Text production	Kristian Thomassen Johanne Fangel Thygesen Lindy Nordentoft Brogaard Lars Frello
Graphic & layout	Kristian Thomassen
Images	Hacienda de Misiones, SanCoffee, Café Rivense del Chirripó, Cafesmo, Kristoffer Loft (Impuls Film), CleverCoffee ApS, Jacob Bonde, Unsplash, Adobe Stock
Editing	Kristian Thomassen, Lars Frello, Johanne Fangel Thygesen
Printing company	Lasertryk.dk A/S

REPORTING

Period	1/1-2024 - 31/12-2024
Reporting cycle	The following reports will include previous year and will be presented yearly.
Report upload	You can access the report here: https://clevercoffee.dk/pages/transparency-report-1 →



GOVERNANCE

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