



# C20: GLOBAL COFFEE SUSTAINABILITY SUMMIT

23-24 June 2026  
King's Cross, London

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A high-profile gathering of global coffee leaders, collaborating across the entire value chain, to drive a sustainable future for coffee.

# A Platform for Transformation.

Coffee connects over a billion people every day, representing one of the most interconnected value chains on Earth. While our industry faces significant environmental and social challenges, it also possesses an unparalleled capacity for global influence. We have reached a turning point where the strength of our future depends on the depth of our unity.

C20 is not about claiming to have all the answers; it is about building the definitive institution for sustainability within the coffee sector. We are creating a pragmatic, non-profit framework where global leaders can move toward a shared, coordinated architecture for a sustainable future.

By addressing the critical pillars of economic resilience, environmental regeneration, and operational efficiency, C20 provides a platform for the real-world investment and systemic innovation required to build a truly sustainable global coffee trade. By engaging with the entire supply chain, C20 will aid in identifying the points of leverage where technology, finance, and fairer supply chain models can create lasting impact.

Our industry has a unique opportunity to lead by example. By pioneering a new standard for collective action, we can safeguard the world of coffee and provide a powerful blueprint for other global industries to follow. This is an invitation to help build a legacy of long-term prosperity and ensure our industry thrives for generations to come.



# The Industry's Leading Voices.

C20 brings together the collective power of our global industry's key decision makers and thought leaders - from agricultural innovators to CEOs, from disruptive visionaries to world barista champions, from talented farmers to major coffee enthusiasts.

The jam-packed agenda:

- Two days of keynote speakers
- Interactive talks
- Collaborative roundtables
- Sector-specialist best-practice workshops
- Exclusive networking opportunities

Knowledge sharing is fundamental to the DNA of C20, connecting senior leaders and decision makers across the entire value chain.

C20 is an action-oriented movement driving meaningful change and measurable outcomes for the industry as a whole, where thought-provoking debates and open, honest discussion are central.

Join C20 to collaborate with leading producers, agricultural scientists, academic and research specialists, green coffee companies, equipment manufacturers, roasteries, retailers, coffee operators and a wide array of critical suppliers across the coffee industry.



# Who is this event for?

Stakeholders across every stage of the coffee ecosystem are called to action. From farm to cup, C20 takes a comprehensive, value-chain-wide approach, driving meaningful change.



**Origin:** Coffee growers, cooperatives, certification and sustainability NGOs, government bodies, agricultural service providers

**Post-Harvest Processing:** Milling, sorting & washing stations, quality control teams & community leaders

**Export:** Green coffee suppliers, exporters, importers and trading companies, logistics & shipping, certification bodies

**Roasting:** Roasters, roasting equipment, packaging & technology

**Key industry suppliers:** Including espresso and brewing equipment, water filtration, food suppliers, ingredients, dairy & alternative milk, technology partners, energy, waste management, senior coffee professionals and others

**Coffee / hospitality operators / retailers:** Including branded coffee chains, boutique & independent operators, hotel groups, contract caterers, supermarkets, specialty retailers, e-commerce platforms, and others

# Key Questions & Themes.

C20 is a forum for radical honesty and systemic inquiry. We move beyond standard dialogue to address the fundamental questions that will determine the survival and prosperity of our industry.

## Key Questions to Address:

- How will climate change and environmental damage shape the future of coffee at origin and in consuming markets?
- What are the imminent consequences of inaction i.e. for coffee supply, coffee communities, and the industry at large?
- What does sustainability mean for different stakeholders?
- Where does the ultimate responsibility lie within the coffee industry?
- What business opportunities will emerge from the transition to a greener future?
- What are the critical skills required to capitalise on these opportunities?
- What can be learned from science-based solutions and breakthroughs from other industries, to accelerate coffee's path towards sustainability?
- Which technologies and financial solutions will enable greater transparency and more equitable outcomes across the value chain?
- How will the next generation of consumers shape global coffee buying behaviour?
- How important will ethical and sustainable practices be in driving the choices of future coffee consumers and, those working within the industry?

## Strategic Themes Include:

- Economic Resilience & Epistemic Justice
- Regenerative Agriculture & Soil Intelligence
- The Circular & Low-Carbon Café
- Systemic Finance,
- Decarbonised Logistics
- Biodiversity & Deforestation
- Technology for Transparency
- Science-based Innovations
- Water Pollution at Origin
- Water and Filtration
- Waste Management and Circularity
- Plastics Pollution and Micro-Plastics
- Stakeholder livelihoods from Farmers to Baristas.

# Turning Conversation into Commitment.

The C20 mission is to drive sustainable transformation across the global coffee industry. This requires impact far beyond dialogue. C20 is not a platform for greenwashing, but a catalyst for essential, measurable change—addressing urgent social and environmental challenges at origin and across consuming regions.

While 2026 marks our inaugural summit, C20 is built for the long term. We are establishing a permanent institutional framework that will evolve and strengthen year-on-year.

To ensure the momentum generated in London translates into year-round progress, C20 will leverage the full reach of the Allegra Group and World Coffee Portal. Between annual summits, we will maintain a rigorous schedule of:

- Executive Webinars & Roundtables: Deep-dives into specific policy hurdles and technical innovations.
- The Sustainability 5<sup>th</sup> Wave Podcast Series: Featuring the voices of pioneers and challengers who are redefining the value chain.
- Strategic Research: Ongoing content that tracks industry progress against our collective goals.
- Interim Progress Meetings: Facilitating continued collaboration

Our program is designed to gain real commitment from organisations—inspiring industry peers to take bold action and ensuring that C20 remains a constant, driving force for a resilient coffee future.



# Leaving Behind a Legacy.

Each year, the C20 Summit will fund and champion one project that delivers real-world impact.

All net proceeds from C20 Summits will be invested into flagship legacy projects delivering tangible, community-led solutions, co-created with trusted partners.

Net proceeds from inaugural C20 2026 Summit will fund vital research into pollution reduction and water sustainability in coffee growing communities, thus improving livelihoods and safeguarding the future of coffee at origin.

Our Partners in Action:



## Project Waterfall

- Project Waterfall is a UK registered charity, which provides universal access to safe water in coffee communities at origin
- To date, Project Waterfall has raised over £1.7m supporting more than 80,000 people across 34 projects in 7 countries



## Earthfest:

- Earthfest is a major, sustainability event, inspiring positive climate action through 6 industry Summits and a B2C weekend.
- C20 is an important pillar of the Earthfest Leader Summits, taking place in King's Cross during London Climate Action Week, June 2026



# The Global Coffee Sustainability Awards.

Expected: 23 June 2026 | St. Pancras Renaissance Hotel, London

C20 will host the inaugural Global Coffee Sustainability Awards—the world’s first peer-nominated honours dedicated to those driving radical impact across the coffee value chain.

Modelled on the visionary spirit of the Earthshot Prize, these awards move beyond standard recognition. They are designed to spotlight the trailblazers setting bold new benchmarks for environmental regeneration, social equity, and long-term economic resilience. This is a celebration of the leaders and innovators who are not just discussing change, but delivering it.

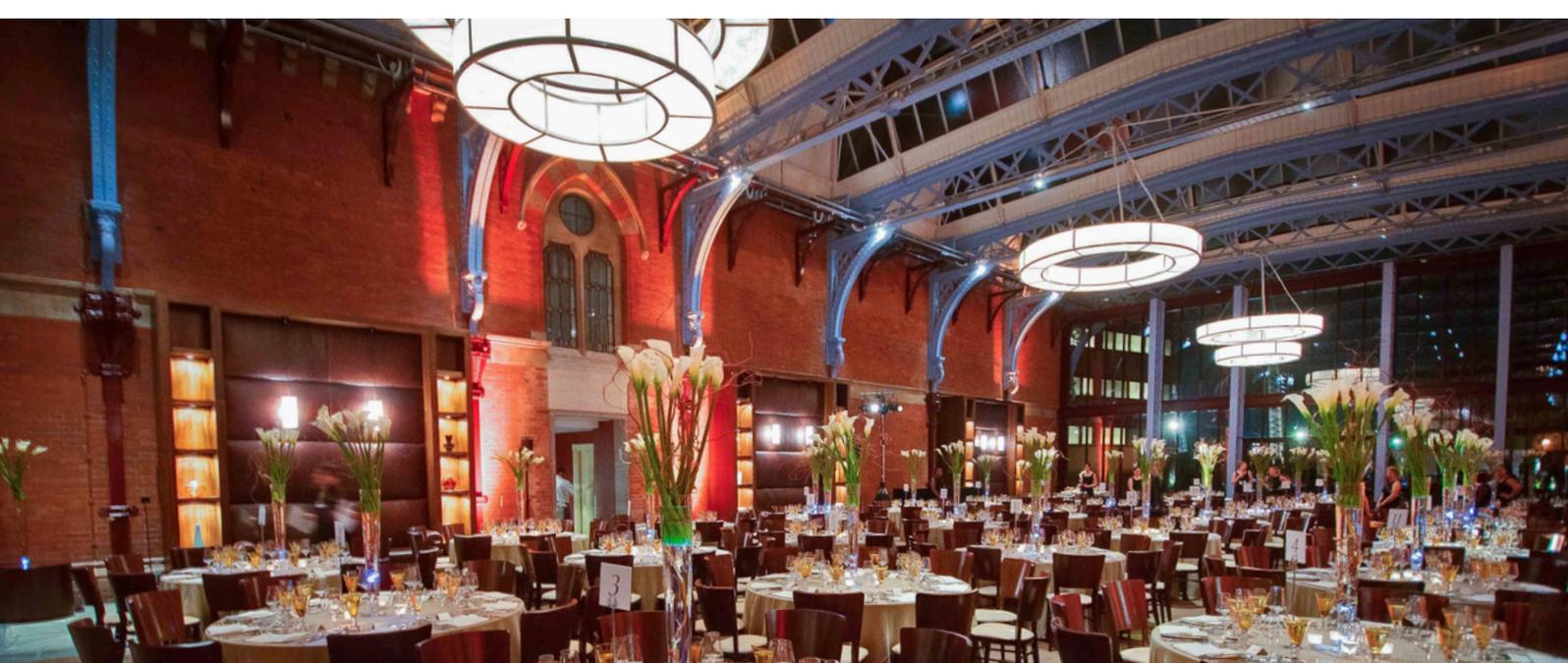
Awards will be nominated through peer recognition from within the global coffee community. We are looking for those making a true difference—from individual pioneers to collaborative teams and visionary companies.

Categories include:

- Individual Contribution: Recognising personal leadership and lifelong dedication.
- Team Excellence: Celebrating the collaborative power of project groups.
- Organisational Impact: Honouring companies that have fundamentally reshaped their business models for the better.

**Sponsorship & Nominations:** The Gala offers a limited number of opportunities for organisations to align their brand with specific award categories, positioning themselves as patrons of global sustainable progress.

Nominations will open imminently. We invite you to begin identifying the people and organisations you believe deserve this global platform.



# Join us in Shaping the Future of Coffee.

No matter the size of your organisation, now is the time to work towards measurable, regenerative change.

C20 provides a valuable opportunity for you or your organisation to get involved and:

- **Participate** in shaping the agenda for C20
- **Engage** with a global community of leading decision-makers and visionaries
- **Amplify** your organisation's role as a catalyst for positive impact
- **Showcase** your commitment to shaping the future of responsible growth
- **Build** a bright, sustainable future for coffee, together



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