

CONNECTING ACTORS ACROSS THE VALUE CHAIN

Drive innovation and improve collaborations within the industry by facilitating meetings between different actors.

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As part of the congress, the Specialty Coffee Association developed Green Coffee Connect (a dedicated area of the congress) to match international coffee producers with Danish coffee professionals (e.g., hotels, venues, and restaurants). The aim of Green Coffee Connect was to foster new and responsible trading relationships to contribute to building a more sustainable coffee sector both locally and globally.

Partners: Specialty Coffee Association (SCA), Ethical Trade Denmark (Etisk Handel), Meetingplace Wonderful Copenhagen, and Copenhagen Legacy Lab.

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