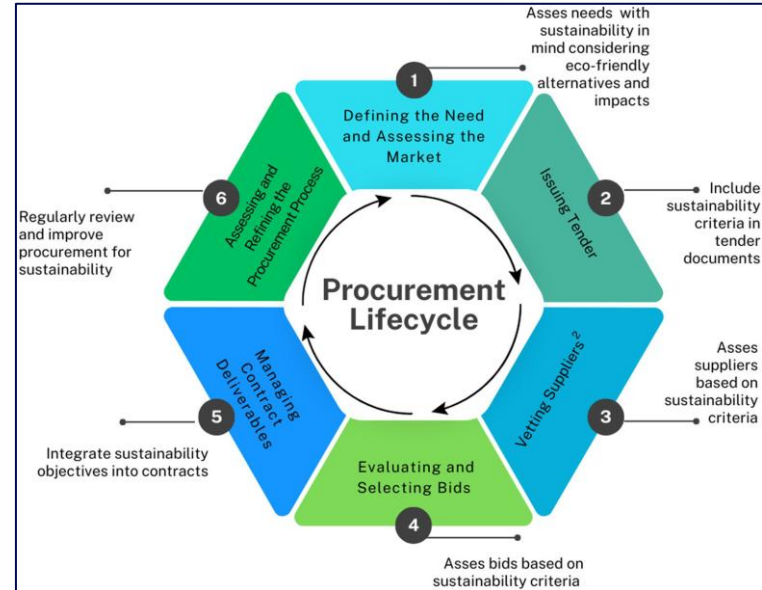


**Assessing green supply chain strategies for mitigating scope 3
emissions in consumer goods industries**

Project Overview

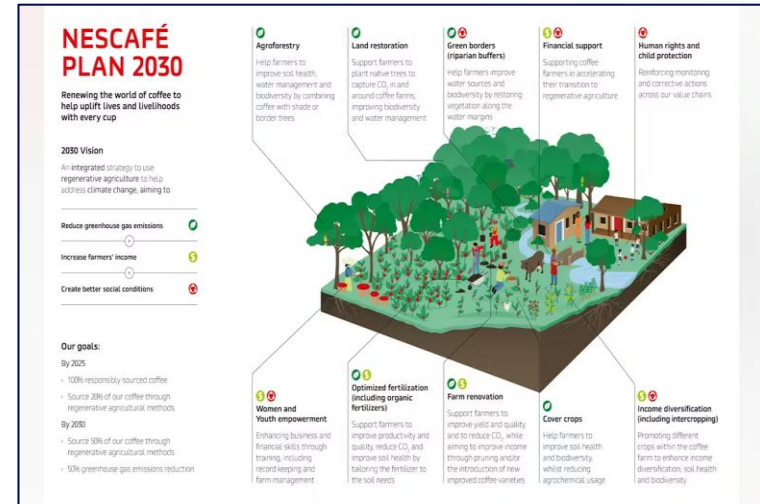
- Focus: The Nescafé Plan 2030 (Nestle.com, 2022)
- Context: Scope 3 emissions in the coffee category
- Company: Nestlé (Nescafé brand)
- Question: How does procurement drive decarbonisation in coffee?
- Problem: Fertiliser use and land change drive emissions
- Risk: Climate change threatens coffee suitability



https://www.frontiersin.org/files/Articles/1603214/frsus-06-1603214-HTML-r1/image_m/frsus-06-1603214-g001.jpg

Data Sources Used

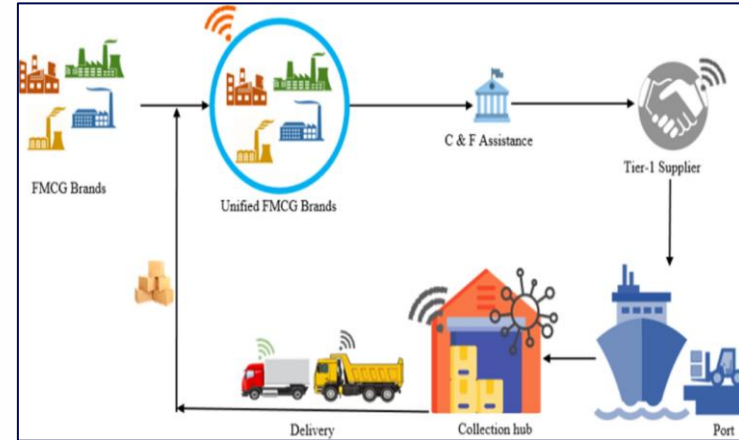
- Primary: Nescafé Plan 2030 strategy document (Nestle.com, 2022)
- Corporate: Nestlé Net Zero Roadmap
- External: The Coffee Barometer (Critical industry view)



https://img.vendingmarketwatch.com/files/base/cygnus/vmw/image/2022/10/Nescafe_Plan_2030_Infographic_en.63403911c9fad.png?auto=format,compress&fit=fill&fill=blur&w=1200&h=630

Coffee Supply Chain

- Structure: 80% from smallholders
(fragmented)
- Process: Cultivation is the emission hotspot
(Darko and Vlachos, 2022)
- Challenge: Logistics and processing complexity.



https://media.springernature.com/lw1200/springer-static/image/art%3A10.1007%2Fs40032-023-00923-2/MediaObjects/40032_2023_923_Fig5_HTML.png

The Nescafé Plan 2030

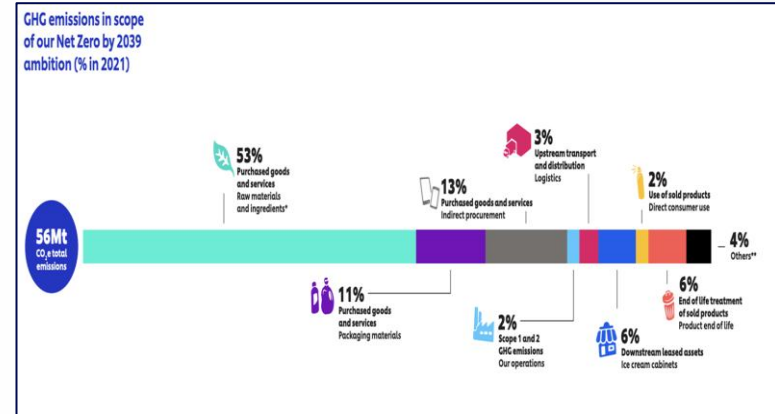
- Investment: CHF 1 Billion
- Goal: 50% regenerative by 2030
- Pillars: Soil, Fertiliser, Income



https://www.nestleprofessional.com/sites/default/files/styles/np_article_big/public/2025-06/Nescaf%C3%A9%20Plan%202030%20Progress%20Report.png?itok=NUbYkZph

Supplier Management Strategy

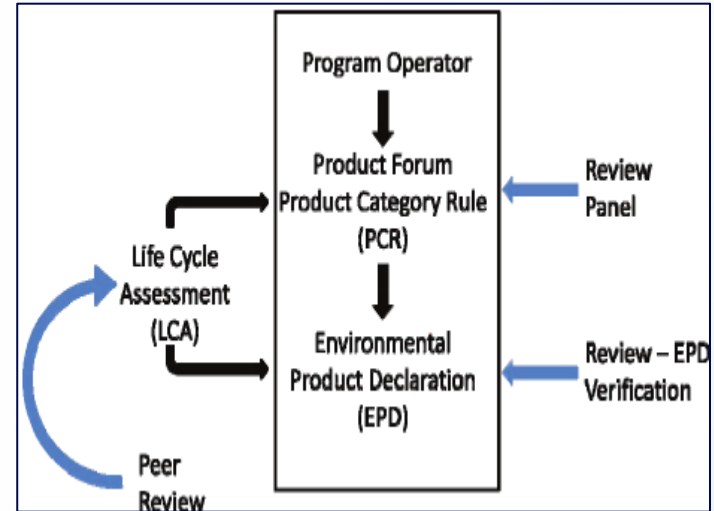
- Plantlets: Rejuvenating farms with better trees (Ngure and Watanabe, 2024)
- Cash: Paying for ecosystem services
- Training: Hands-on agronomy



<https://www.csolfutures.com/content/images/2024/03/Screenshot-2024-03-08-at-11.10.35.png>

Comparative Overview

- Nescafé: Direct agronomy focus
- Starbucks: Certification focus (C.A.F.E.)
- JDE Peet's: Partnership focus



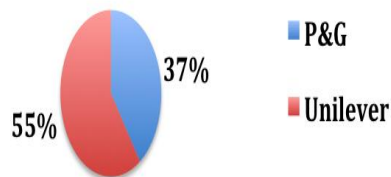
<https://www.researchgate.net/publication/258244171/figure/fig1/AS:297576059424778@1447959069322/The-basic-steps-in-developing-an-EPD-Peer-review-of-the-LCA-is-required-for-a.png>

Category Levers

- Cover Crops: Protect soil
- Agroforestry: Shade trees capture carbon
- Fertiliser: Reducing nitrogen input

(Dissanayaka et al. 2024)

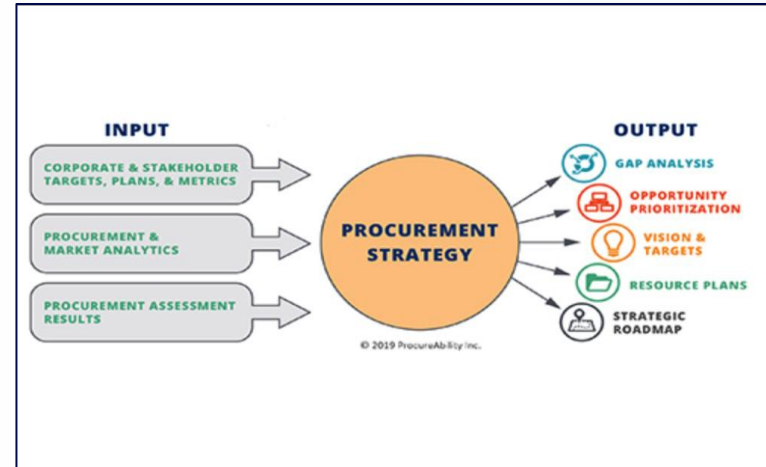
Percentage of Sales in Emerging Markets



https://static.seekingalpha.com/uploads/2013/3/12/5495771-13631269421888185-David-Forward_origin.png

Opportunities & Challenges

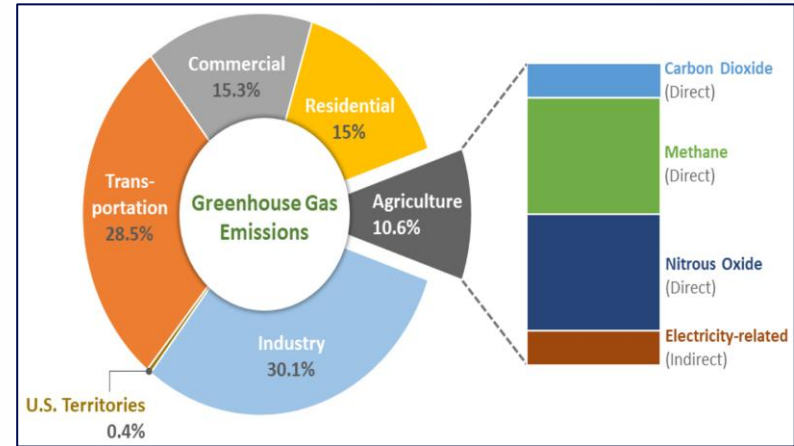
- Opportunity: Long-term supply security
- Risk: Heat stress on Arabica
- Risk: Yield gaps during transition



<https://lh3.googleusercontent.com/VQwyCCvZr0nzB2ZbPkQFL4XitA4wpgwdISKt5VxfRKfdrXUGIpNIDQYxq02j95FjppX46tFAO2s2pMUdpUfysnQGqrJhTphNZyhG6DX1rfqzdT67AOFqcXrXHbaYmXtFankSKY aY>

Data & Traceability

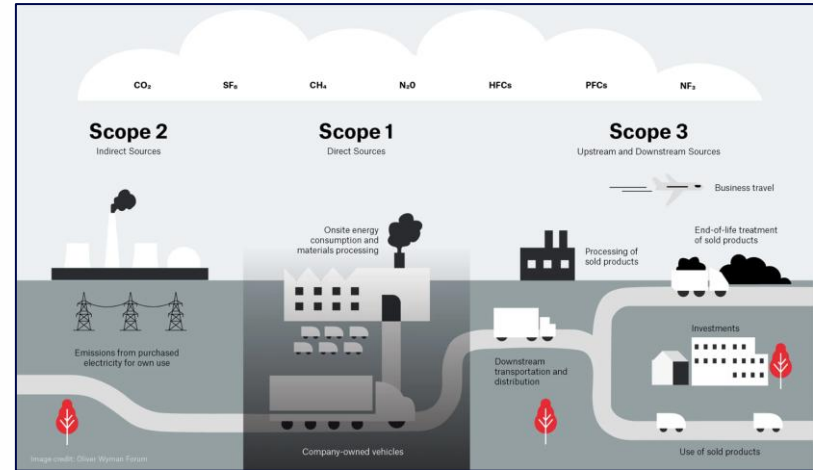
- Tech: Satellite weather monitoring
- Finance: Weather insurance payouts
- Traceability: Validating the chain



https://www.mdpi.com/electronics/electronics-13-01480/article_deploy/html/images/electronics-13-01480-g001.png

Recommendations

- Living Income: Expand beyond pilots
- Resilience: Research new varieties
- Communication: Tell the story to consumers.



<https://20662219.fs1.hubspotusercontent-na1.net/hubfs/20662219/GHG%20Emissions-Scope-1-2-3-Infographic.jpg>

References

- Darko, E.O. and Vlachos, I., 2022. Creating valuable relationships with third-party logistics (3PL) providers: a multiple-case study. *Logistics*, 6(2), p.38.
- Dissanayaka, D.M.N.S., Udumann, S.S. and Atapattu, A.J., 2024. Synergies between tree crops and ecosystems in tropical agroforestry. *Agroforestry*, pp.49-87.
- Nestle.com, 2022. *Nestlé launches Nescafé Plan 2030*. Available at: <https://www.nestle.com/media/pressreleases/allpressreleases/sustainable-coffee-nescafe-plan-2030> [Accessed on: 27.11.2025]
- Ngure, G.M. and Watanabe, K.N., 2024. Coffee sustainability: leveraging collaborative breeding for variety improvement. *Frontiers in Sustainable Food Systems*, 8, p.1431849.