

# How a Coffee Company measured their Impact with Maanch





## Case study

# Caffé Carlito

Caffé Carlito is a second-generation family run coffee roasting business located in Switzerland. Wanting to take an innovative approach to improving their sustainability, they started working with us in May, 2020.

## Company Background

Caffé Carlito wanted to become more sustainable. But they didn't have the expertise to put this into practice. Unlike many companies that have rushed out their sustainability agenda, making sweeping, bold claims about their aims & plans, Caffé Carlito has been careful not to make sweeping statements without a plan & genuine intention to back these up. This is connected to their ethos, which is authentic & transparent.

### Problem Statement

Caffé Carlito wanted their supply chain to be more transparent & highlight the positive outcomes from sourcing their coffee directly from the coffee farmer.

### Maanch Solution

Obviously, it's not possible to grow coffee in Switzerland. Their product comes from different countries, different continents, & it's important to Caffé Carlito to offer their clients a clear picture of where products come from & the different touch points in the product journey. By using blockchain Caffé Carlito is taking an innovative approach to increase the transparency of their supply chain. Maanch supported the business in implementing the system & finding the right goals, KPIs to show to customers & stakeholders. Our role focused around due diligence & industry best practice research as well as helping align their sustainable coffee offering to the UN SDGs.



### Problem Statement

Caffé Carlito wanted to source their product more transparently & ensure farmers received a fair price.

### Maanch Solution

Supporting them to increase supply chain transparency allowed Caffé Carlito to gain a better understanding of their product journey. This in turn enabled them to source their product more transparently & directly. This allowed them to ensure that farmers in Brazil received better prices for their efforts. We also supported them in establishing partnerships for local community upliftment, for example, Daterra Coffee, the sustainable coffee farmer from whom Caffé Carlito bought directly.

Every time a customer purchases a bag of Caffé Carlito sustainable coffee sourced directly from Daterra they give 1 CHF through their foundation to a project creating educational initiatives for kids in the cities around the farm aged 6 to 12 years. Through the project they learn about their environment & regeneration of the land. It's a way to give back to the community supplying the business with its produce & to encourage the community to continue their sustainable practices for many generations to come.



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**Problem Statement**

Caffé Carlito wanted to produce a sustainability policy that embedded impact in strategy & decision making.

**Maanch Solution**

We supported them in understanding how impact fit into each of their business areas & helped create a bespoke process to embed it. Working closely with the team, we drafted & agreed on their sustainability policy. Appropriate KPIs, that would allow them to achieve their sustainability goals, were set & prioritised as part of their strategy. Plus, automating impact tracking ensured ease of carrying this process forward.



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**Problem Statement**

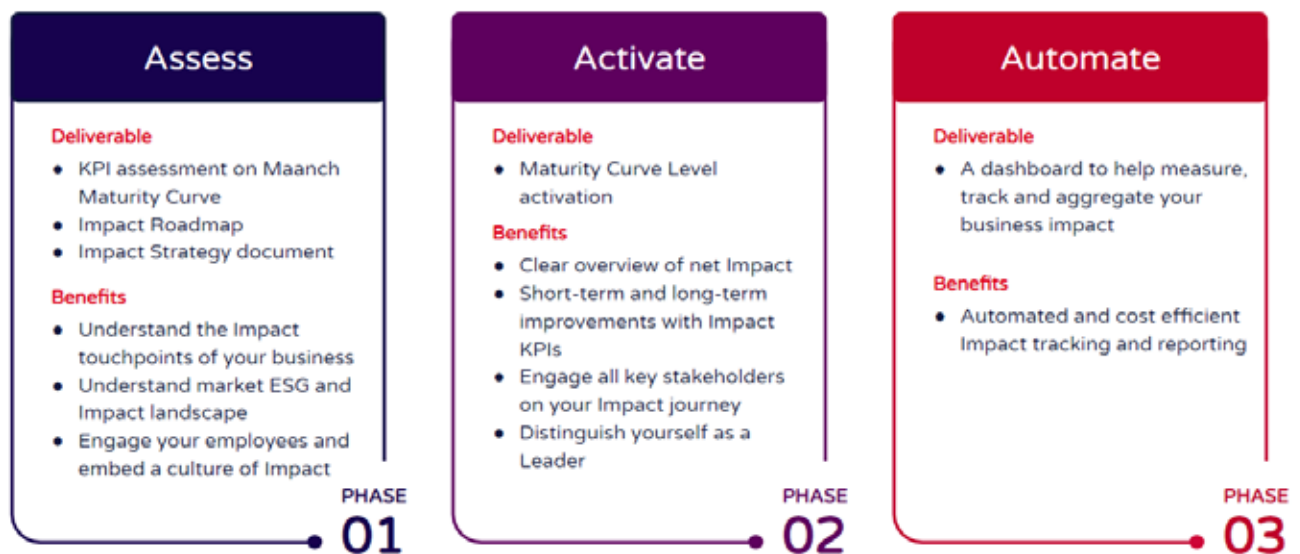
Caffé Carlito wanted to communicate their impact effectively.

**Maanch Solution**

We helped them communicate their impact, using the UN Sustainable Development Goals as a framework. Aligning their business to the SDGs ensured credibility in sustainability messaging. There has been criticism of many companies that have cherry picked SDGs to focus on, where they feel they're already making a positive impact. We helped Caffé Carlito take a more holistic approach, obtaining an overview of their core business functions, obtaining a realistic measure & working towards a positive Net Societal Impact.

## What Next?

Caffé Carlito are currently in phase two out of three of our Net Societal Impact consulting & advisory services.



## Key Takeaways

- 1) Caffé Carlito commits to creating shared community value, facilitating opportunities & delivering sustainable returns.
- 2) Caffé Carlito is taking a holistic approach & reviewing different parts of the business one at a time: evaluating more sustainable packaging for their product, creating a framework to evaluate suppliers on their impact, reviewing hiring policies to become more inclusive & diverse & continuing to develop community partnership with their local communities.

We at Maanch provide advisory services to organisations wanting to integrate sustainability into their core business practices. To know more, [get in touch](#).