

credit360 Launches START platform for World's Largest Coffee Trade Association

August 2011

The Specialty Coffee Association of America (SCAA) is the world's largest coffee trade association, with members representing more than 40 countries and every segment of the specialty coffee industry, from growers to roasters and retailers and with over 3,000 members.

At the SCAA annual gathering, "The Event" this year, the association's Sustainability team launched the START platform, developed by credit360. The START platform is already being used and supported by such member companies as Portland Coffee Roasters, Starbucks, Coffee Bean International, and Green Mountain Coffee and organizations including Fair Trade USA and Anacafe, the union of coffee farmers in Guatemala.

The Sustainability Tracking & Reporting Tool (START) is a first of its kind data tracking and reporting system built specifically for the association's member companies and organizations to highlight their many efforts towards a more sustainable future for all of earth's inhabitants.

Inspired by the United Nation's Millennium Development Goals (MDGs), this system tracks and stores users' information on their company's sustainability efforts. Each user enters metrics specific to the kind of work they do. Information on contributions to local causes, volunteer hours, recycling and reducing waste, energy used from renewal sources, and reduction of carbon emissions can show that even small steps add up.

START also gives users the opportunity to report their efforts via the system or on their own website with specialized reports ready to drop into website code. Furthermore, the collection of this type of data will enable the SCAA to report on the activities, achievements, and the progress that the coffee industry is making towards seeing these goals realized.



measure your impact.
show your progress.



The SCAA explains **"What does it all mean?"**

"The most exciting thing about START is that, for the first time, the coffee industry is coming together to track and report these sustainability efforts and work towards the Millennium Development Goals as set forth by the UN. While we know that one person or company can only do so much - it has been proven that collaboration can achieve great things."

"To this end, START will allow users to post MDG related program needs in coffee-growing communities and users will be able to access information on ongoing community development projects." This online community will be able to share information on startup costs, find NGOs working in the region, and coordinate to address issues that improve quality of life. Being able to determine the greatest needs in the communities where we source coffee will allow the industry to work toward future partnerships that improve health care, give access to education, provide opportunities and raise the standard of living for those in need."

You can learn more about START, including how to get involved, here <http://www.scaa.org/?page=start>.

If you want to find out how credit360 can work in your membership network or even within your own company, please contact us at sales@credit360.com.