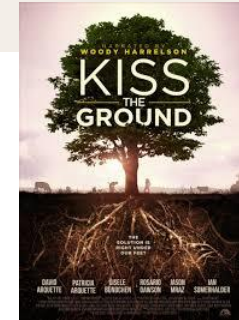




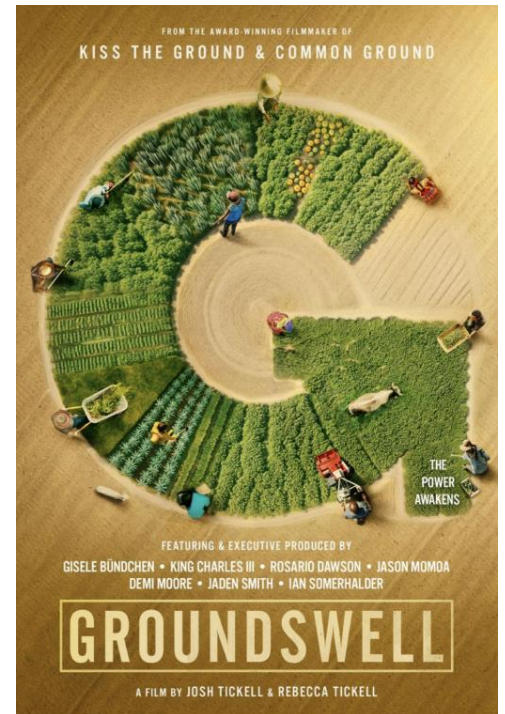
**GROUNDSWELL**

# GROUNDWELL: ABOUT THE MOVIE

- Climate documentary: will premiere at Cannes 2026 then stream on Amazon (June 2026)
- Third in an award-winning trilogy directed by **Josh and Rebecca Tickell**
  - Kiss the Ground (2020): 10 million+ views
  - Common ground (2023): 350+ theatre screenings, top 10 best performing documentaries
- The documentaries incorporate narration from celebrities
- **Groundswell features segment filmed on Nespresso coffee farms in Colombia**
- Nespresso will help to promote the documentary



COMING 2026



Josh and Rebecca Tickell's award-winning work focuses on solutions to big environmental problems.



"In a few decades, you may literally be *thanking the ground you walk on for saving the planet*. And then you can think back and realize that directors Josh Tickell and Rebecca Tickell gave you a glimpse of hope during a dark time." - LA Times



**DISCOVER THE  
NESPRESSO  
SUSTAINABLE  
QUALITY PLAN**

# BUT FIRST... COFFEE



Colombia's diverse geography, with its mountainous regions and varying altitudes, provides ideal conditions for coffee cultivation. It has a tropical climate with moderate temperatures, consistent rainfall, and rich volcanic soils, all of which are conducive to growing high-quality Arabica coffee.

The country's emphasis on quality has established its coffee as some of the best in the world, often recognized for its mild flavor, balanced acidity, and fruity notes.



## There are two main coffee species:



### Arabica

Smooth, aromatic, and complex with fruity or floral notes and lower acidity

Thrives at high altitudes with cooler nights, which slows cherry development and enhances flavor

60–70% of the world's coffee production

Approximately 1.5% caffeine.



### Robusta

Stronger, bolder, and more bitter, often with nutty or earthy notes

More resistant to disease and pests (more *robust...*), able to grow at lower altitudes

30–40% of global production

Approximately 2.7% caffeine

## DID YOU KNOW?

Colombia is the third-largest coffee producer and exporter globally, after Brazil and Vietnam. **It is the top producer of Arabica beans**

We often refer to coffee ready for export as **green coffee**. This is because the raw (unroasted) bean in its natural state has a slightly green colour

**Coffee is vital to the Colombian economy**, supporting over 600,000 people, with most of the coffee grown on small, family-run farms

# THE NESPRESSO SUSTAINABLE QUALITY PLAN

The **Nespresso Sustainable Quality Plan** is our unique approach to sourcing coffee.

It started with one clear goal: to ensure the continued supply of high-quality coffee on which our business depends. This means making coffee farming economically and financially sustainable.

The Plan was co-created between Nespresso and Rainforest Alliance and launched in 2003. We took the Rainforest Alliance standard but added an additional aspect: quality. After all, it's what we're known for.

A team of 600+ Nespresso agronomists provide technical support and training to farmers, encouraging them to adopt and improve regenerative agricultural practices. We reward their investment in nature through premium prices, as well as providing co-investment on equipment and infrastructure.

Along the way, we have discovered many ways to improve the livelihoods of farming communities and protect the environment and our practices are constantly evolving as we learn, measure, adapt and grow.

But our goal has not changed. More than 20 years later, we're working hand-in-hand with farmers to protect the future of coffee, building a low-carbon and inclusive future in which everyone can thrive.



# THE NESPRESSO SUSTAINABLE QUALITY PLAN PROVIDES A PLATFORM FOR THE REGEN AG TRANSITION



**COFFEE QUALITY**



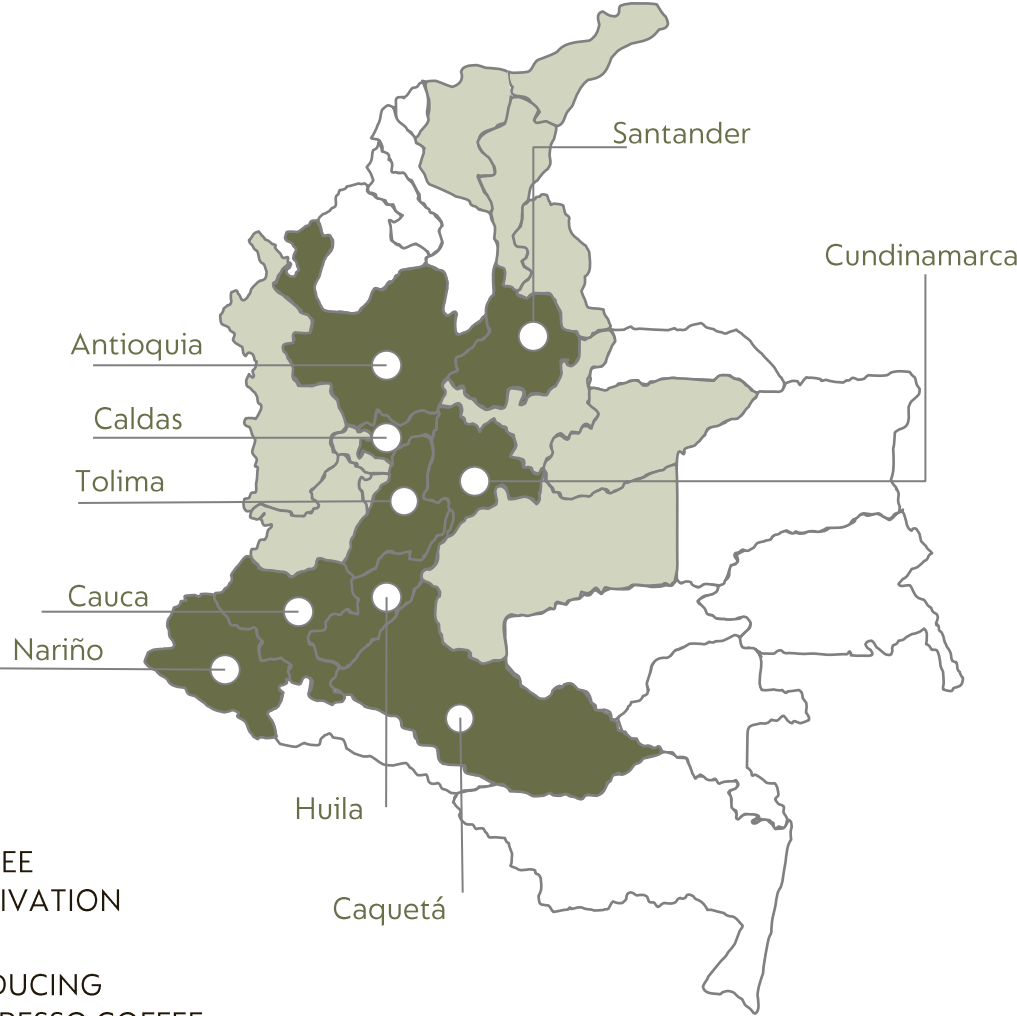
**REGENERATIVE**



**INCLUSIVE**

# THE NESPRESSO PLAN IN COLOMBIA

NESPRESSO HAS BEEN WORKING IN COLOMBIA SINCE 2004



1 of 19 countries where we source coffee

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Over 41'000 farms

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190 agronomists

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8 Clusters - with specific coffee profiles

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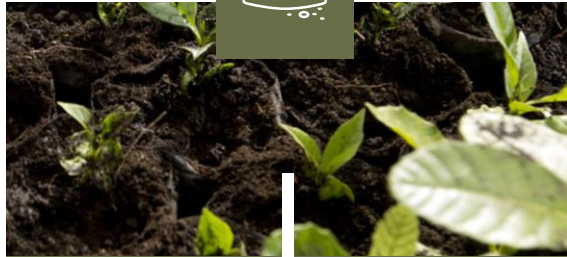


# REGENERATIVE AGRICULTURE

IT'S ALL ABOUT SOIL HEALTH



Regenerative agriculture uses nature-based practices to nurture the health of the ecosystem, focused on soil restoration: this reduces the need for inputs, boosts productivity, and improves farm and landscape resilience against the impacts of climate change.



## NATURE-BASED FARMING

Practices based on nature that allow for resource protection and soil health improvement, such as composting and mulching, cover cropping and inter-cropping.



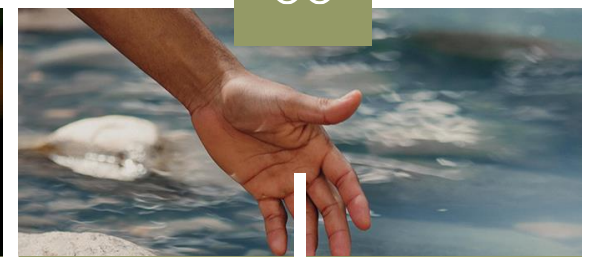
## AGROFORESTRY

Planting native trees in and around coffee farms that enable carbon sequestration, provide habitat for biodiversity, as well as income diversification for farming communities.



## RENOVATION

Promoting the renovation of old coffee trees and resistant coffee tree variants that enhance farmer profitability while being more resilient to harsher weather conditions.



## LANDSCAPE PRACTICE

Supporting agriculture that is mindful of the natural ecosystems around coffee farms and that protect the habitats of species whilst conserving biodiversity and water sources.

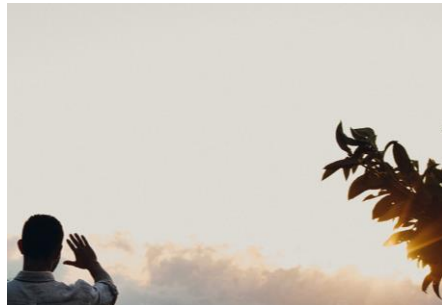
# WHICH LEAD TO **POSITIVE IMPACTS OF REGENERATIVE AGRICULTURE** IN COFFEE FARMS



## CLIMATE

Reducing emissions from farming, building resilience to weather impacts while creating capacity for carbon draw-down

- Practices aimed at lowering the emissions of coffee production, sequestering atmospheric carbon and adapting communities to climate change



## BIODIVERSITY

Increase plant and animal biodiversity above and below the ground promotes ecosystem health

- Practices aimed at conserving and increasing the genetic diversity in the landscape, protecting and restoring natural habitats



## WATER

Reduce chemical farm inputs, optimize organic fertilization, biological pest control and irrigation techniques

- Practices aimed at protecting and/or improving water quality and replenishing water tables



## SOIL

Scale up farm practices that protect soil health and increase soil organic matter

- Practices aimed at maintaining the soil health, i.e. restoring and replenishing the biological, chemical and physical composition of the soil, so that coffee cultivation can be produced sustainably



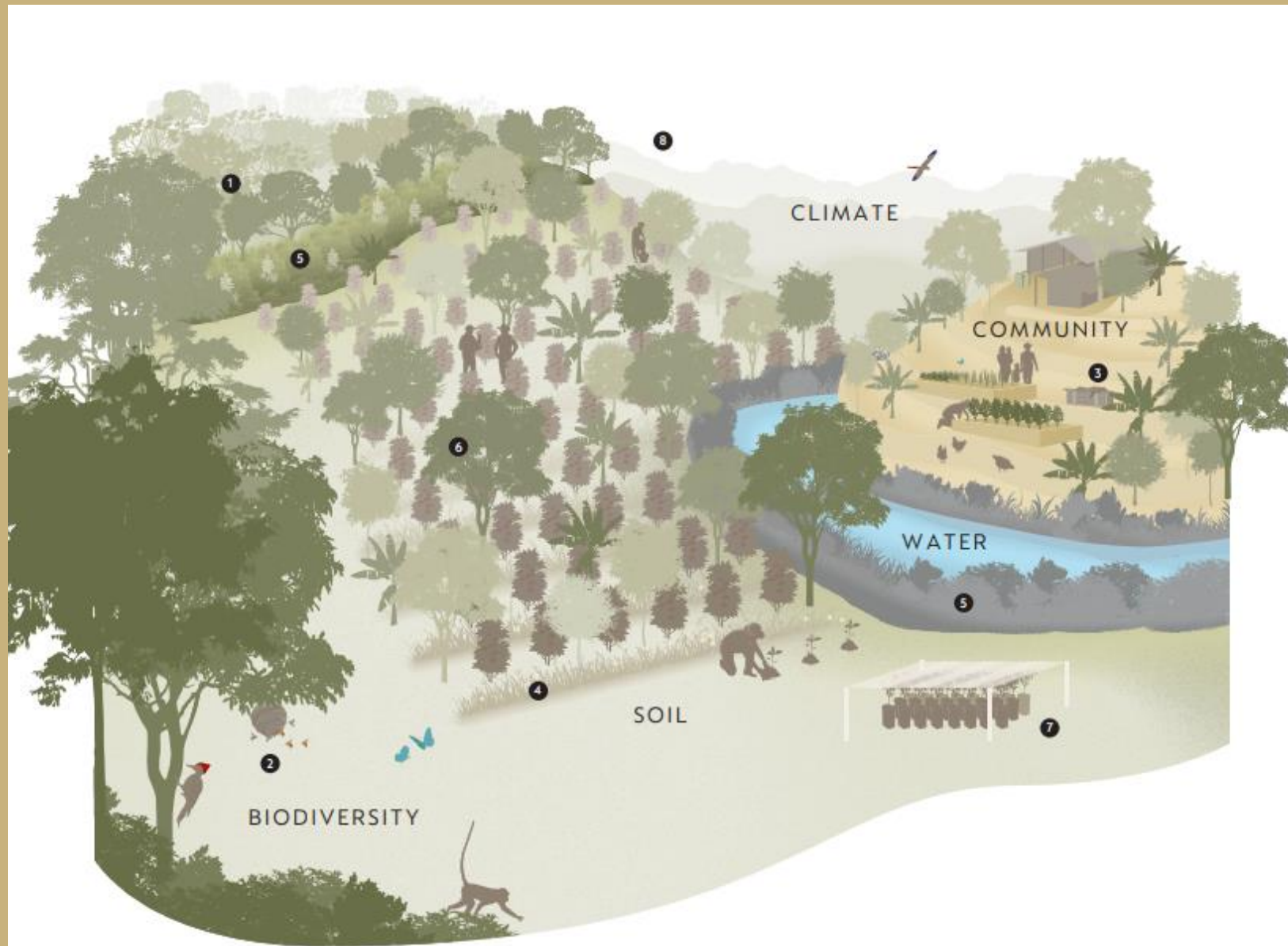
## COMMUNITY

Improve farmers livelihood and communities

- Practices aimed at adapting communities to extreme weather patterns, ensuring consistent coffee productivity and quality and providing communities a diversified source of income

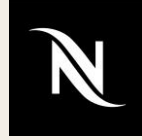
# REGEN AG ON A COFFEE FARM

WHAT TO LOOK FOR  G YOUR TIME ON FARMS



## PRACTICES

- 1 AGROFORESTRY**  
Planting fruit, nut and timber trees brings multiple benefits: enriches the soil, provides habitats for insects and birds, captures carbon from the atmosphere, and provides an additional income for farmers
- 2 BEES**  
Bees support coffee flower pollination thus participating in the production of high-quality yields
- 3 COMPOST**  
Compost provides a source of organic soil matter
- 4 SOIL PROTECTION**  
Cover crops between coffee trees help retain moisture while improving soil quality
- 5 BIODIVERSITY**  
Buffer zones and vegetated areas provide habitats for birds, insects and wildlife and protect the aquatic ecosystem
- 6 SHADE TREES**  
Tall native trees in coffee plantations help prevent soil erosion and protect coffee trees from harsh weather
- 7 FARM RENOVATION**  
Old non-productive coffee trees are replaced by pest-resistant coffee plantlets more adapted to new climate conditions
- 8 FARMER RESILIENCE**  
Training farmers on regenerative practices will help improve coffee yields as well as giving them potential diversified incomes



**THANK YOU & SEE YOU SOON!**