



SUSTAINABILITY REPORT 2024

Changing the world from coffee



Índice

Introduction	01	Coffee for Good	31
		What it is and how it works	
Our key figures	03	Testimonials	
Our coffee	07	Climate change and coffee	34
Origins of our coffee		When the climate changes, coffee changes too	
Climate change and rising prices		“Show Your Stripes”: when coffee turns red	
Transparency		What can we do together?	
What is the real impact of a cup of coffee?		Circular economy and packaging	38
What is the real impact of our coffee machines?		Our packaging	
What is the real footprint of a cup of coffee?		Turning waste around	
Certifications and Standards that define us	22	Refurbished coffee machines	
We are B Corp		Renueva Project	
ISO 14001		Our carbon footprint	44
Farms and coffee growers	26	Measuring is the first step toward change	
SanCoffee		Our footprint	
Sucafina		Our team	47
Eptah Coffee		We care for our team - and not just on paper	
Bea’s trips		Equality plan and internal actions	
		From origin to cup	51
		Sustainability in the product and in the process	
		Design and development phases of a new INCAPTO product	
		Code of conduct	



LETTER FROM THE CEOS

The coffee world is changing fast — climate change, labor shortages, rising demand. This year, 2024, has pushed us to sharpen our focus, consolidate, and **keep asking how we can do better.**

At INCAPTO, we work every day to put an end to capsules and show there's a better way to enjoy coffee. But we don't do it alone. You're part of this mission every time you choose better coffee.

Our goal is to **make specialty coffee accessible to everyone while staying true to the planet and to coffee growers.** That means traceable coffees, farms with strong agricultural practices, transparency in what we do, and circular projects that cut environmental impact.

We've also learned from our mistakes. **Moving forward with purpose means questioning even what once felt certain.**

We believe in fairer coffee. This report is just a glimpse into the shared mission we're building with you.

Thanks for being part of the journey.



What is INCAPTO and why were we created?

INCAPTO was born to put an end to capsules and torrefacto coffee, and to prove there's a better way to enjoy it.

For years, homes and offices around the world got used to convenient coffee that's unsustainable. Every capsule leaves behind waste that's hard to recycle, an unfair price for growers, and a lost connection to where coffee comes from.

We chose to change the rules. **We believe it's possible to enjoy high-quality coffee that's sustainable and fair to the people who grow it.**

That's why we created **a true alternative to capsules**: specialty whole-bean coffee paired with super-automatic machines that grind on the spot, delivering convenience and quality without the waste.

At INCAPTO, we **keep working every day to build a better coffee world**—for the planet, for growers, and for you.

THE IMPACT OF CAPSULES IN NUMBERS

1
capsule

14 g
OF WASTE

Based on measurements of different capsule types, compostable, aluminum, and plastic, from various household brands brewed at home. Inédit Innova, 2023



01

Our Key figures



Our key
figures

OUR CAUSE

83,6
B Corp Score

84,74
SCA Score
(-0,47% vs 2023)

10
Origins

18.564.117
Capsules saved
(+48,82% vs 2023)

OUR SALES

10.5 M€
REVENUE
(+43,84% vs 2023)

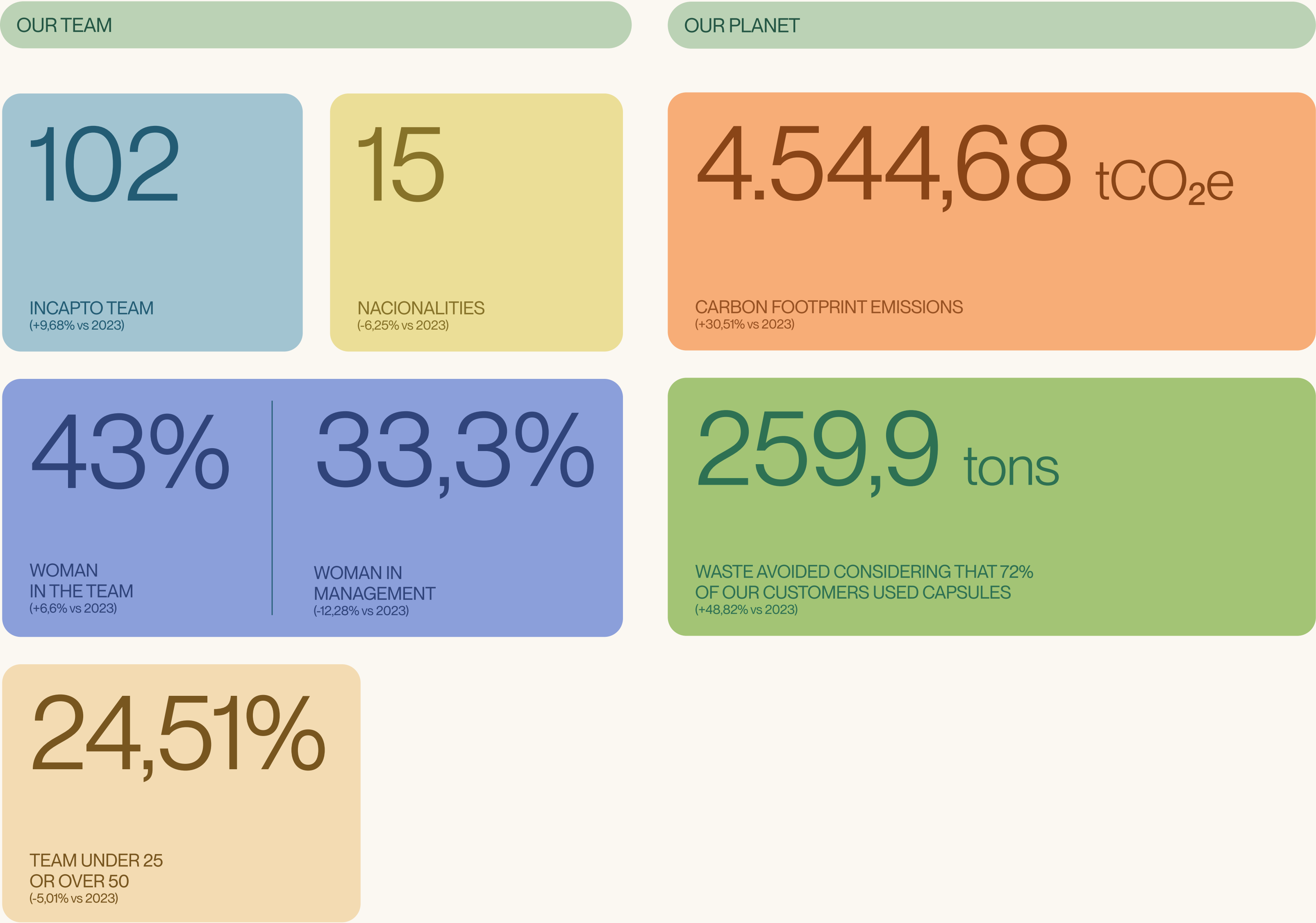
2.300
B2B CLIENTS
(+41,36% vs 2023)

17.711
SUBSCRIBERS
(+30,81% vs 2023)

6
COUNTRIES WE OPERATE IN
(+2 vs 2023)

240.756 kg
COFFEE SOLD
(+49,02% vs 2023)

Our key
figures



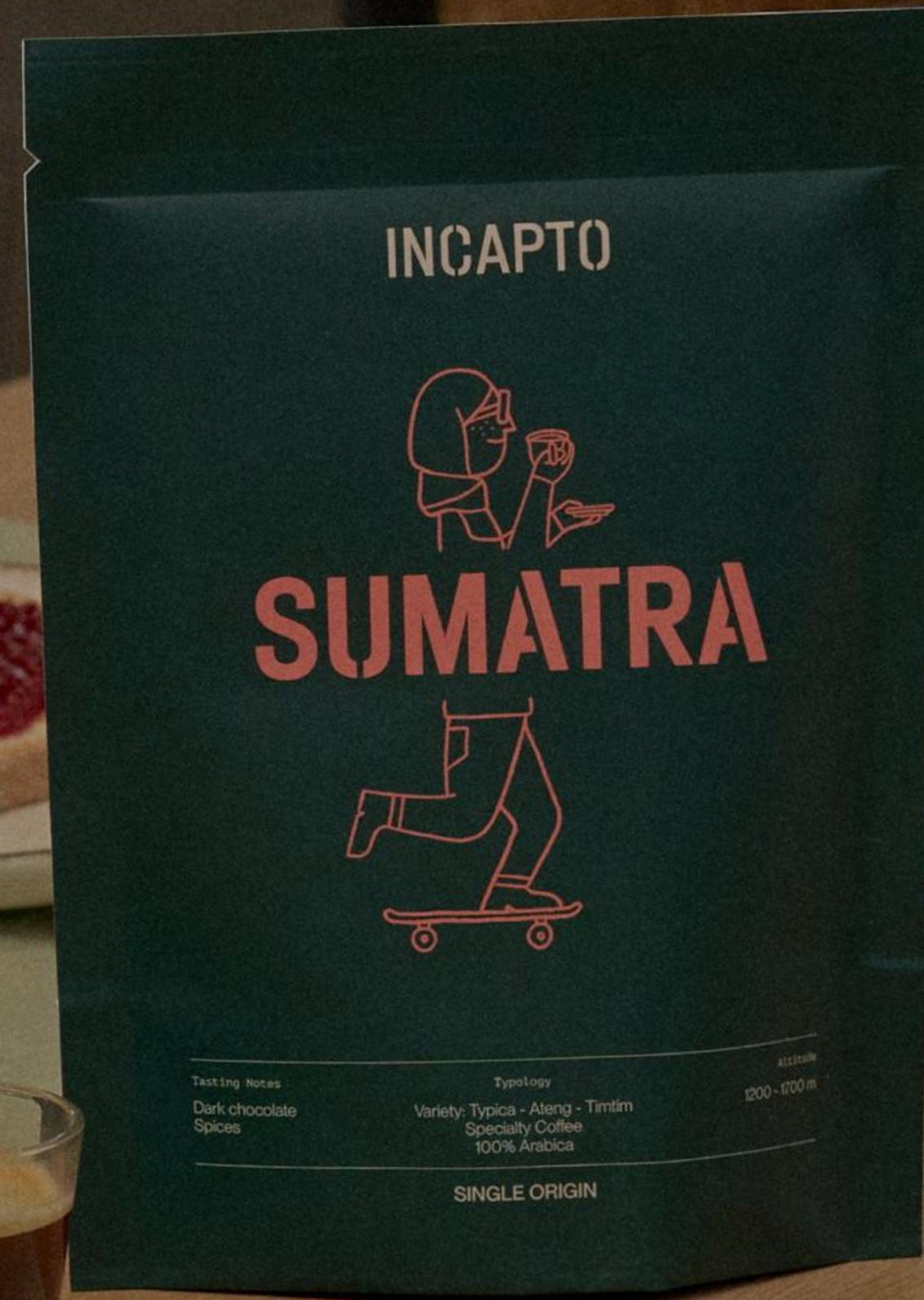


IN 2024, THE CAPSULES WE SAVED
ADD UP TO THE EQUIVALENT OF

7,82% of the Moon's circumference

After five years, we've already made it 16.91% of the way back to the Moon





02

Our coffee



Origins of Our Coffee





Climate change and rising prices

When the climate changes, coffee changes too.

Climate change isn't a future problem; it's already affecting coffee. **Higher temperatures, shifting rainfall, and spreading pests are reducing bean quality**, cutting yields, and forcing many farmers to move to higher ground or stop growing coffee altogether.



Shrinking farmland

By 2050, up to half of today's Arabica-growing land could be lost (World Coffee Research)



Rising pests and diseases

Coffee leaf rust and the coffee borer beetle are appearing in more places and with greater frequency.



Unstable harvests

Unpredictable rainfall disrupts flowering, leading to irregular and less reliable harvests.

How does climate change affect coffee prices?

All of these challenges make coffee more expensive, not because farmers earn more, but **because producing it is becoming riskier and costlier**.



Smaller harvests = less to export.



Higher adaptation costs (shade, fertilizers, insurance, resistant varieties).



More speculation on international markets.

On the international C-Market, coffee prices have climbed above \$2.40/lb in the past two years, after decades below \$1.50/lb. But higher prices don't always translate into fair incomes for farmers.

At INCAPTO, we commit to paying above both the C-Market rate and the Fairtrade minimum, adjusting to each coffee's quality and the reality of every farm.

OUR ROLE AS PART OF THE SOLUTION

- 01

We build long-term relationships with coffee growers, helping reduce their dependence on volatile markets.
- 02

We invest in high-altitude coffees, which are more resilient to climate change.
- 03

We support regenerative agriculture projects that enrich soil, capture carbon, and boost biodiversity.
- 04

We raise awareness about coffee's true impact—on the planet and on the people who grow it.
- 05

We raise awareness about coffee's true impact—on the planet and on the people who grow it.
- 06

Every informed choice brings us closer to a fairer, more sustainable model.



Transparency

Information about paid prices

Sustainability begins with recognizing and valuing the work done at origin. **That’s why we openly share where each coffee comes from and the quantities we buy, reinforcing our commitment to traceability and transparency with our community.**

The table includes detailed information about the coffees we source: farm, cooperative, or washing station; processing method; variety; price per kilo (€); volume purchased (kg); SCA score; and certifications, if any.

We don’t engage in speculative pricing. In every case, we pay above the base market price (C-Market) and the Fairtrade minimum, **adjusting payments according to coffee quality, local production conditions, and the relationships we build with each grower.** This level of traceability helps us move beyond one-off purchases. It allows us to build long-term partnerships, support greater professionalism at origin, and move toward a fairer, more conscious, and more resilient coffee value chain.

OUR PRICES

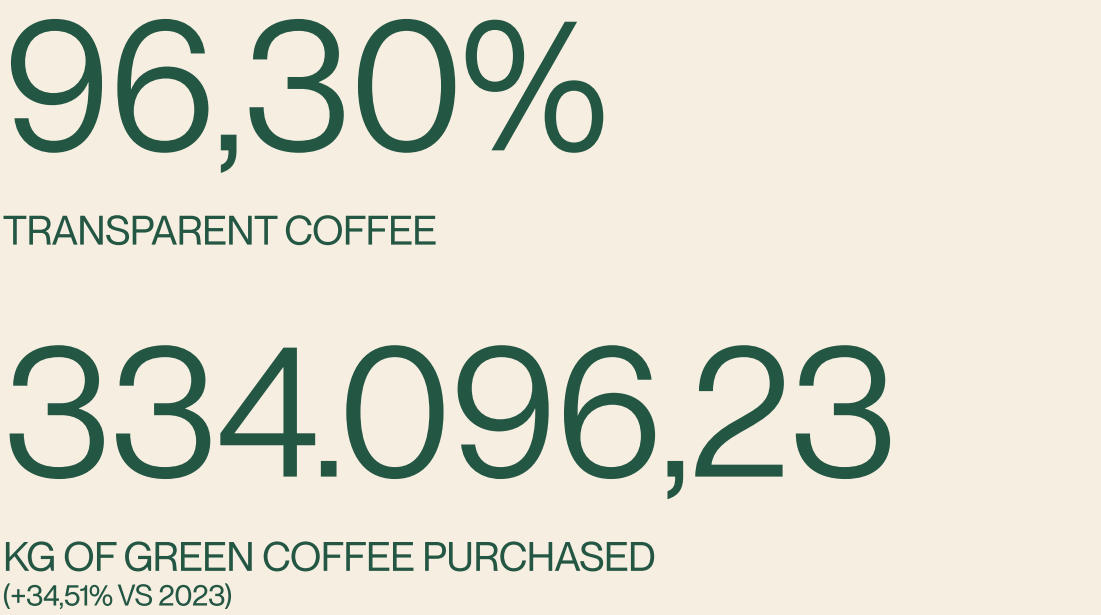
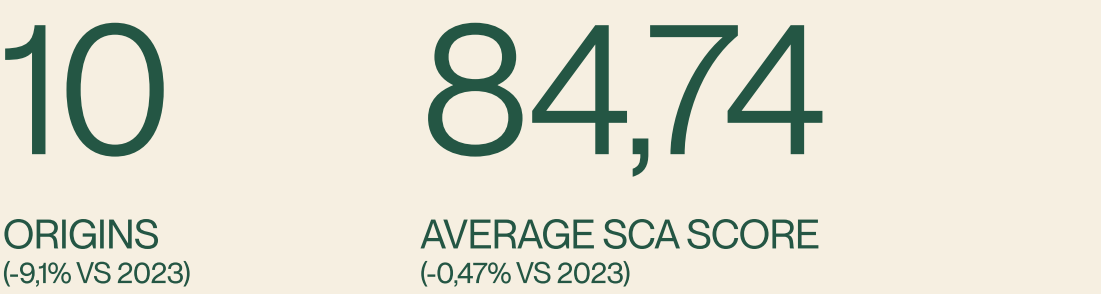
Unlike many players in the market, we don’t base our purchases on the C-Market (coffee futures). Instead, **we prioritize quality, strong relationships, and sustainability.**

Alongside economic analysis, we also consider social and environmental factors, such as the participation of women producers (8.28%), sustainability certifications, and the length of our relationships with each farm or cooperative.

TRANSPARENCY AT ORIGIN

At INCAPTO, we’re committed not only to high-quality coffee but also to transparent relationships and true traceability.

In 2024, 96.3% of the coffee we purchased came with full information on origin, volume, price, and quality. For us, this isn’t just an internal practice, it’s a way to stay transparent with our customers and to strengthen our partnerships with producers.



SPECIALTY COFFEE TRANSACTION GUIDE PRICE COMPARISON

Transparency also means showing how our prices compare to the international specialty coffee market. That’s why we analyzed how much INCAPTO paid in 2024 per pound of green coffee (FOB) in each SCA quality range, compared to the average prices published by the 2024 Specialty Coffee Transaction Guide (SCTG), one of the most trusted sources in the industry.

	INCAPTO 2024	SPECIALTY COFFEE TRANSACTION GUIDE	% VARIATION
Average \$/lb from 80 to 81,90	1,94	2,29	-15,24%
Average \$/lb from 82 to 83,90	3,12	2,65	17,67%
Average \$/lb from 84 to 84,90	3,08	3,02	2,01%
Average \$/lb from 85 to 85,90	3,74	3,61	3,70%
Average \$/lb from 86 to 87,90	3,97	4,38	-9,26%

WHAT DO THESE FIGURES MEAN?

For mid-quality coffees (82–84.9 points), we paid above the market average, showing our commitment even in categories that tend to be undervalued.

For coffees above 85 points, our prices stayed in line with the specialty market.

In the highest range (86–87.9 points), our average price was slightly lower, mainly because we focus on volume purchases rather than highly exclusive micro-lots.

Distribution of origins and volume purchased in 2024 vs 2023

In 2024, we purchased 334,096 kg of green coffee, up 34.9% from 2023, sourced from 10 origins.

This growth reflects not only a larger volume of beans but also stronger, more stable relationships with growers and a greater positive impact overall



DISTRIBUTION OF ORIGINS AND
VOLUME PURCHASED IN 2024

In 2024, INCAPTO purchased 334,096 kg of green coffee, spread across 54 lots from 10 different origins. These figures highlight how our purchases are distributed, **giving us insight not only into where our coffee comes from but also into how our relationships and buying priorities are evolving.**

Data insights

- 01

Brazil remains our main origin, with 17 lots making up 45.44% of total purchases. Its consistency, quality, and broad network of partner farms make it a cornerstone of our model.
- 02

Peru ranks second at 14.41%, thanks to its strong base of small producers and our growing partnerships with local cooperatives.
- 03

Colombia (10.97%) and Guatemala (9.48%) remain strategic origins, valued for both their cup quality and the traceability offered by farms and cooperatives.
- 04

Laos (8.49%) is emerging as a key origin in our supply chain, with high-quality robusta and innovative practices aligned with our regenerative approach
- 05

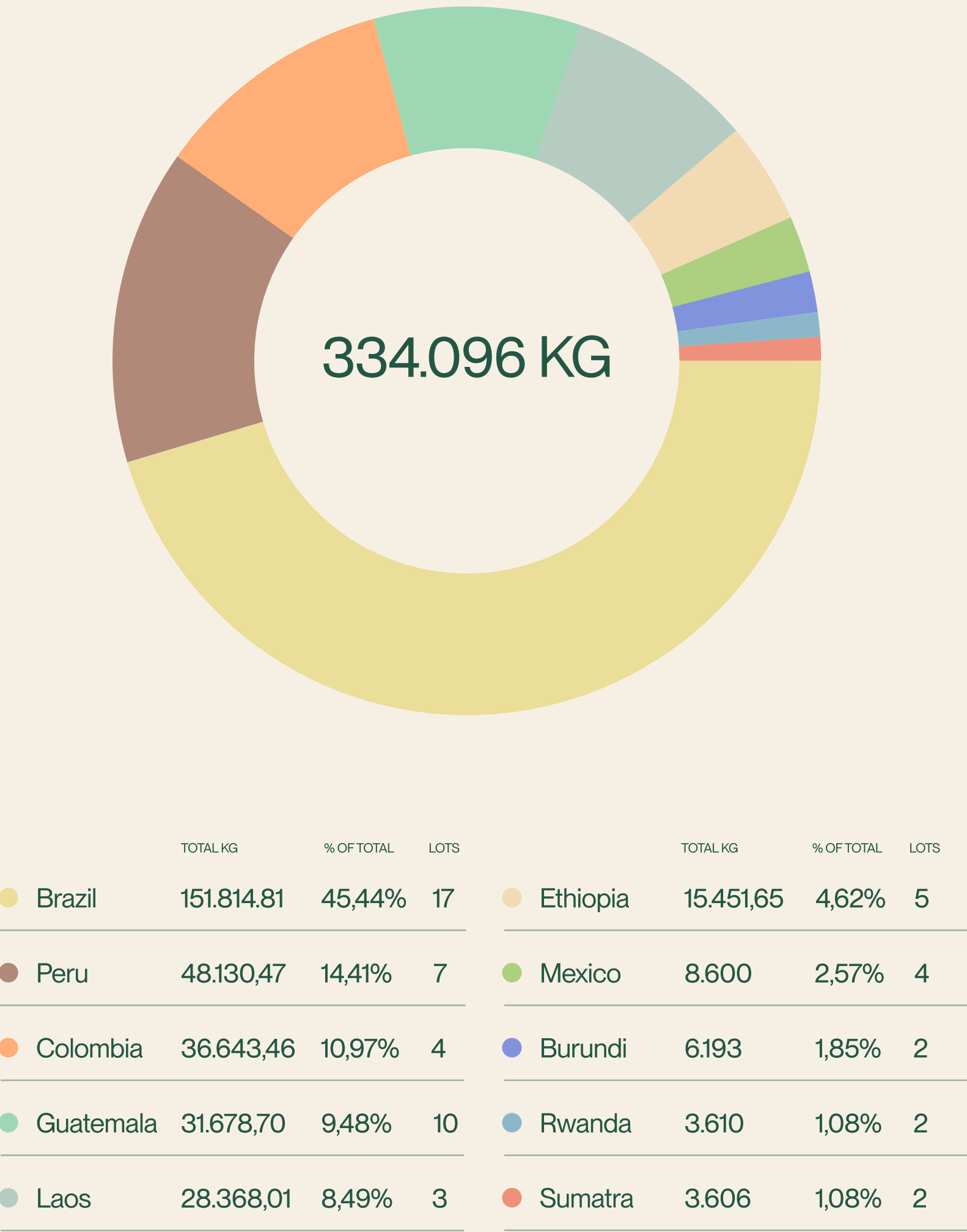
Ethiopia (4.62%), Mexico (2.57%), Burundi, Rwanda, and Indonesia (all under 2%) contribute unique and complementary profiles that, while smaller in volume, add diversity to our offering.

A DIVERSE AND CONSCIOUS
ORIGIN NETWORK

Our sourcing strategy goes beyond commercial criteria. It reflects our commitment to:

- Building long-term relationships with producers in Latin America and Africa.
- Diversifying origins to respond to climate change.
- Balancing high-volume coffees with distinctive micro-lots.
- Supporting new origins with transformative potential, such as Laos.

Each origin tells a story—a context, a relationship—and together they form the foundation of **a coffee model that is fairer, regenerative, and fully traceable.**



COUNTRY	REGION	ORIGIN	NAME	PRODUCER	SPECIES	VARIETY	PROCESS	KG PURCHASED	SCA SCORE	CERTIFICATIONS	PRODUCERS INFORMATION
Brazil	Cerrado - Araxa	Farm	Fazenda Vargem	Antonio Eduardo Flor Alves and others	Arabica	Catuai Amarillo	Natural	3.603,00	83,25		
Brazil	Cerrado - Araxa	Farm	Fazenda Vargem	Antonio Eduardo Flor Alves and others	Arabica	Catuai Amarillo	Natural decaffeinated	3.145,50	83		
Brazil	Cerrado - Araxa	Farm	Fazenda Vargem and Fazenda Sitio Dona Sinha	Antonio Eduardo Flor Alves and others	Arabica	Catuai Amarillo	Natural	19.289,00	84		
Brazil	Cerrado - Guimarania	Farm	Fazenda Serrote	Arthur Pontes García	Arabica	Catuai Vermelho	Natural	1.799,00	83		
Brazil	Cerrado - Ibia	Farm	Fazenda Malhada	Reinaldo Olini Rocha	Arabica	Acaua	Natural	9.648,00	84		
Brazil	Cerrado - Ibia	Farm	Fazenda Malhada	Reinaldo Olini Rocha	Arabica	Acaua	Natural	1.802,00	84		
Brazil	Cerrado Mineiro	Farm	Blend Cerrado	Various producers	Arabica	Catuai	Natural	10.823,00	84		
Brazil	Cerrado Mineiro	Farm	Blend Cerrado	Various producers	Arabica	Catuai	Natural	9.619,00	83,75		
Brazil	Cerrado Mineiro	Farm	Fazenda Santa Tereza/Sao Paulo	Pedro Melo/ Rodrigo Guina	Arabica	Catuai vermelho - Mundo Novo	Natural	9.615,00	83		
Brazil	Cerrado Mineiro - Araxa y Tapira	Farm	Fazenda Sitio Dona Sinhá/Fazenda Nossa Senhora da Aparecida/Fazenda Córrego Fundo	José Ribeiro Filho / João Raimundo Batista / José Alberto Caretá	Arabica	Catuai rojo IAC - 144 . Arara Topázio	Natural	19.249,00	82,25		
Brazil	Cerrado Mineiro - Formoso	Farm	Fazenda Campo Verde	Augusto Lemes Olini Rocha	Arabica	Catuai 144	Natural	11.563,38	83		
Brazil	Cerrado Mineiro - Ibia	Farm	Blend Cerrado	Various coffee growers	Arabica	Bourbon	Natural	9.637,00	84		
Brazil	Cerrado Mineiro - Ibia	Farm	Fazenda São Matheus	Reinaldo Olini Rocha	Arabica	Topazio MG 1190	Natural	15.663,00	82,5	Rainforest Alliance	
Brazil	Minas Gerais	Cooperative	SanCoffee	20 coffee growers	Arabica	Mundo Novo, Catuai Vermelho, Catucaí Amarelo	Natural	1.200,00	83,25	BCorp	
Brazil	Mogiana Alta	Farm	Agropecuária JC	Agropecuária JC	Arabica	Catuai - Mundo novo	Natural	2.401,00	82		
Brazil	Sur de Minas	Cooperative	Coop. Reg. de Cafeteros de Guaxupe	20.000 coffee growers	Arabica	Bourbon - Mundo Novo - Acaia Catuai - Catucaí	Natural decaffeinated	20.359,73	82,25		97% smallholder coffee growers
Brazil	Sur de Minas	Cooperative	Coop. Reg. de Cafeteros de Guaxupe	20.000 coffee growers	Arabica	Bourbon - Mundo Novo - Acaia Catuai - Catucaí	Natural decaffeinated	2.398,20	82,25		97% smallholder coffee growers
Burundi	Rumonge	Washing station	Nyagashiha	83 coffee growers	Arabica	Red Bourbon	Natural	4.081,00	86		They work with Washed SUCCAM stations

COUNTRY	REGION	ORIGIN	NAME	PRODUCER	SPECIES	VARIETY	PROCESS	KG PURCHASED	SCA SCORE	CERTIFICATIONS	PRODUCERS INFORMATION
Burundi	Runyoni	Washing station	Blend Runyoni	+930 coffee growers	Arabica	Bourbon	Natural	2.112,00	87		Work with RWACOF
Colombia	Huila	Farm	Excelso	Various coffee growers	Arabica	Colombia - Caturra - Castillo	Natural	1.967,00	87		
Colombia	Huila - Pitalito	Cooperative	Cadefihuila	3.500 coffee growers	Arabica	Castillo - Colombia - Caturra	Washed	11.884,52	84,75		
Colombia	Huila - Pitalito	Cooperative	Cadefihuila	3.500 coffee growers	Arabica	Castillo - Colombia - Caturra	Washed	11.884,52	84,75		
Colombia	Huila - Pitalito	Cooperative	Cadefihuila	3.500 coffee growers	Arabica	Castillo - Colombia - Caturra	Washed	17.936,29	84,75		
Ethiopia	Jimma	Washing station	Moplaco	20 coffee growers	Arabica	Heirloom	Washed	4.817,00	86		Smallholder growers, women-led
Ethiopia	Limu	Washing station	Cheka Fahem	20 coffee growers	Arabica	Heirloom	Washed	3.611,09	84,75		Cultivated by women
Ethiopia	Limu - Gera	Washing station	Limu Unión	20 coffee growers	Arabica	Heirloom	Washed	2.406,00	87,25		
Ethiopia	Limu - Jimma	Washing station	Limu Unión	20 coffee growers	Arabica	Heirloom	Washed	4.617,56	83,75		Cultivated by women
Guatemala	Huehuetenango	Cooperative	FECCEG	9.000 coffee growers	Arabica	Bourbon - Caturra - Catuai	Washed	1.740,17	84		
Guatemala	Huehuetenango	Cooperative	FECCEG	9.000 coffee growers	Arabica	Bourbon - Caturra - Catuai	Washed	2.051,20	83,5		
Guatemala	Huehuetenango	Cooperative	FECCEG	9.000 coffee growers	Arabica	Bourbon - Caturra - Catuai	Washed	2.765,60	85		
Guatemala	Huehuetenango	Cooperative	FECCEG	9.000 coffee growers	Arabica	Bourbon - Caturra - Catuai	Washed	9.336,58	85		
Guatemala	Jutapia	Cooperative	Coop Renacimiento	26 coffee growers	Arabica	Caturra, catuai, bourbon	Washed	2.794,00	84	Fair Trade Organic	Cultivated by women
Guatemala	Quetzaltenango - Colomba	Farm	Comunidad Magnolia Miramar	Mujeres del Chuva	Arabica	Catimor - Bourbon	Washed	3.450,40	85,25	Fair Trade Organic	40 smallholder growers, women-led
Guatemala	Quetzaltenango - Colomba	Farm	Comunidad Magnolia Miramar	Mujeres del Chuva	Arabica	Catimor - Bourbon	Washed	6.164,60	85,25	Fair Trade Organic	40 smallholder growers, women-led
Guatemala	Quetzaltenango - Colomba	Farm	Comunidad Magnolia Miramar	Mujeres del Chuva	Arabica	Catimor - Bourbon	Washed	691,40	85,25	Fair Trade Organic	40 smallholder growers, women-led
Guatemala	San Rafael	Farm	El Vergel, FECCEG	9.000 coffee growers, experimental farm	Arabica	Catuai, Anacafe 14	Washed	1.191,75	87	Organic	9.000 smallholder coffee growers
Guatemala	San Rafael	Farm	El Vergel, FECCEG	9.000 coffee growers, experimental farm	Arabica	Catuai, Anacafe 14	Washed	1.493,00	87	Organic	9.000 smallholder coffee growers
Indonesia	Aceh, Sumatra, Kerinci, West Java, Flores & Sulawesi	Cooperative	Trenggiling Sucafina	Various coffee growers	Arabica	Andung Sari, Ateng, Linie S-795/Jember, Tintim, Typica	Washed	2.406,13	85	Sucafina Originals	Coffee growers partnered with Sucafina Indonesia

COUNTRY	REGION	ORIGIN	NAME	PRODUCER	SPECIES	VARIETY	PROCESS	KG PURCHASED	SCA SCORE	CERTIFICATIONS	PRODUCERS INFORMATION
Indonesia	Tapanuli	Cooperative	Mandheling	Various coffee growers	Arabica	Bourbon	Washed	1.200,00	85,75		
Laos	Laos - Paksong - Champasak	Farm	Xekatam	Xekatam Estate	Robusta	TR4	Washed	15.692,01	80		
Laos	Laos - Paksong - Champasak	Farm	Xekatam	Xekatam Estate	Robusta	TR4	Washed	12.676,00	82		
Mexico	Chiapas	Cooperative	La Tribu	Network of smallholder coffee growers	Robusta	Bourbon, Typica, Caturra	Washed	4.600,00	83,5		
Mexico	Chiapas	Cooperative	Tacaná / Sonocusco	Network of smallholder coffee growers	Arabica	Bourbon, Costa Rica, Typica, Caturra, Catimor	Natural	920,00	84		
Mexico	Chiapas	Farm	Artemio Matías	Artemio Matías	Arabica	Bourbon, Typica, Caturra	Natural	1.562,00	84		
Mexico	Chiapas	Farm	Bellaneyra Gálvez	Bellaneyra Gálvez	Arabica	Bourbon, Typica, Caturra	Natural	1.518,00	84		
Peru	San Martín	Cooperative	Cooperativa Altomayo	15 coffee growers	Arabica	S/D	Washed	18.993,01	83,5		
Peru	Puno	Farm	Yanacocha	Alejandrina Mamani	Arabica	S/D	Washed	2.764,00	87,25		
Peru	Cajamarca - Jaén	Farm	Jaén Selva Andina	57 coffee growers	Arabica	Catimor - Bourbon - Típica	Washed	4.162,92	85		57 smallholder coffee growers
Peru	Calca - Yanatile - Estrella	Farm	Estrella	Various coffee growers	Arabica	Typica - Bourbon	Washed	5.864,50	85	Organic	Smallholder coffee growers
Peru	Calca - Yanatile - Lacco Yavero	Farm	Yavero Valleinca	Various coffee growers	Arabica	Typica - Bourbon	Washed	2.070,00	83,75	Organic	Smallholder coffee growers
Peru	Jaén	Farm	Origin	Various coffee growers	Arabica	Caturra - Catuai - Citamos	Washed	4.123,18	86,75	Organic	Smallholder coffee growers
Peru	San Martín	Cooperative	Cooperativa Altomayo	15 coffee growers	Arabica	Caturra - Pache -Typica - Bourbon- Mundonovo	Washed	10.152,86	85,75		15 cmallholder coffee growers
Rwanda	Nyamagabe	Cooperative	Rwanda Cr. 15 Ingagi	Various coffee growers	Arabica	Bourbon	Washed	610,00	86		
Rwanda	Varias Regiones	Farm	Isimbi washed Sucafina Originals IMPACT 2023/24	Smallholder coffee growers	Arabica	Bourbon	Washed	3.000,00	87	Sucafina IMPACT	Work with RWACOF

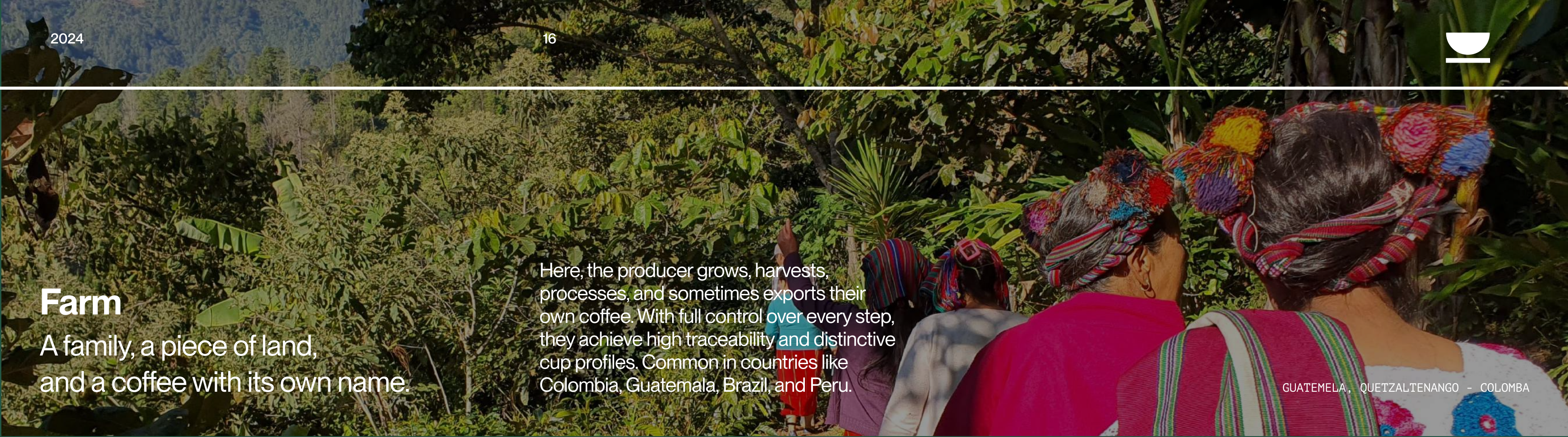


Farm, Cooperative or Washing Station: three ways of cultivating

Coffee doesn't come from capsules, it comes from the hands of growers around the world: on family farms, in rural communities, and at shared washing stations. **Each model has its own context, challenges, and value.** Understanding these differences helps us consume more consciously. At INCAPTO, we work with three main origin structures: farms, cooperatives, and washing stations. None is better than the others. Together, they form a chain that we aim to make fairer, more transparent, and more sustainable.

WHY DOES THIS MATTER?

Each model brings differences in traceability, fair pricing, quality, and grower empowerment. That's why at INCAPTO we look beyond the country of origin: **we seek to understand the structure, the people, and the context behind every cup.** Our goal is to ensure that the relationship is transparent, sustainable, and respectful, no matter the path the coffee takes.

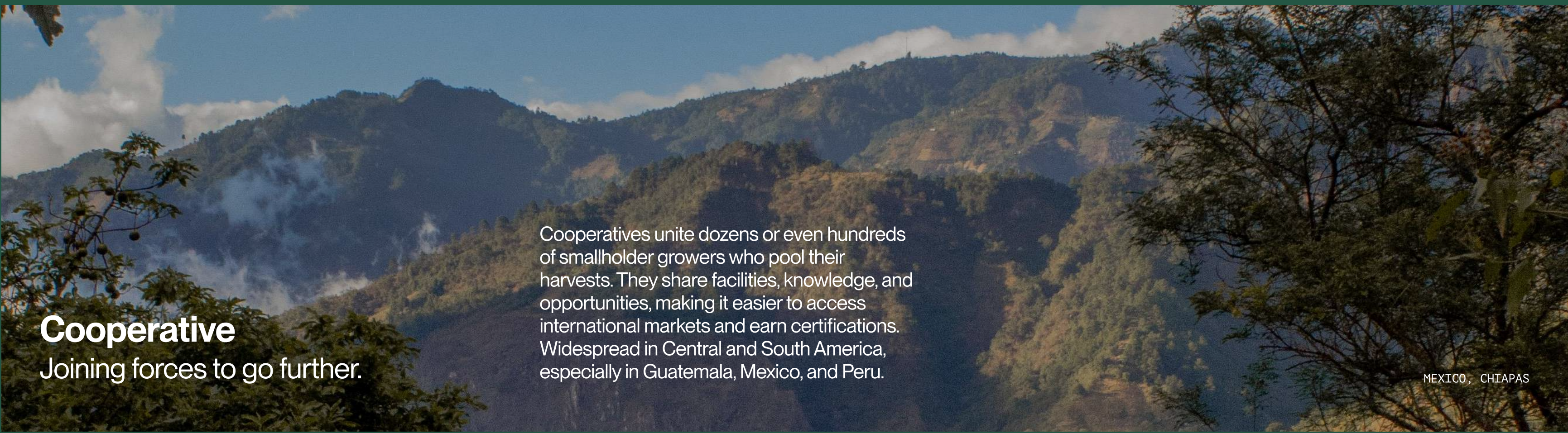


Farm

A family, a piece of land, and a coffee with its own name.

Here, the producer grows, harvests, processes, and sometimes exports their own coffee. With full control over every step, they achieve high traceability and distinctive cup profiles. Common in countries like Colombia, Guatemala, Brazil, and Peru.

GUATEMALA, QUETZALTENANGO - COLOMBIA



Cooperative

Joining forces to go further.

Cooperatives unite dozens or even hundreds of smallholder growers who pool their harvests. They share facilities, knowledge, and opportunities, making it easier to access international markets and earn certifications. Widespread in Central and South America, especially in Guatemala, Mexico, and Peru.

MEXICO, CHIAPAS



Washing Station

The meeting point for smallholders.

In countries like Ethiopia, Rwanda, and Kenya, where coffee is grown on small plots, washing stations provide centralized processing with consistent quality. Coffee is fermented, washed, dried, and prepared for export. They are vital for enabling thousands of small producers to reach the specialty coffee market.

KENIA, MONTE KENIA

What is the real impact of a cup of coffee?

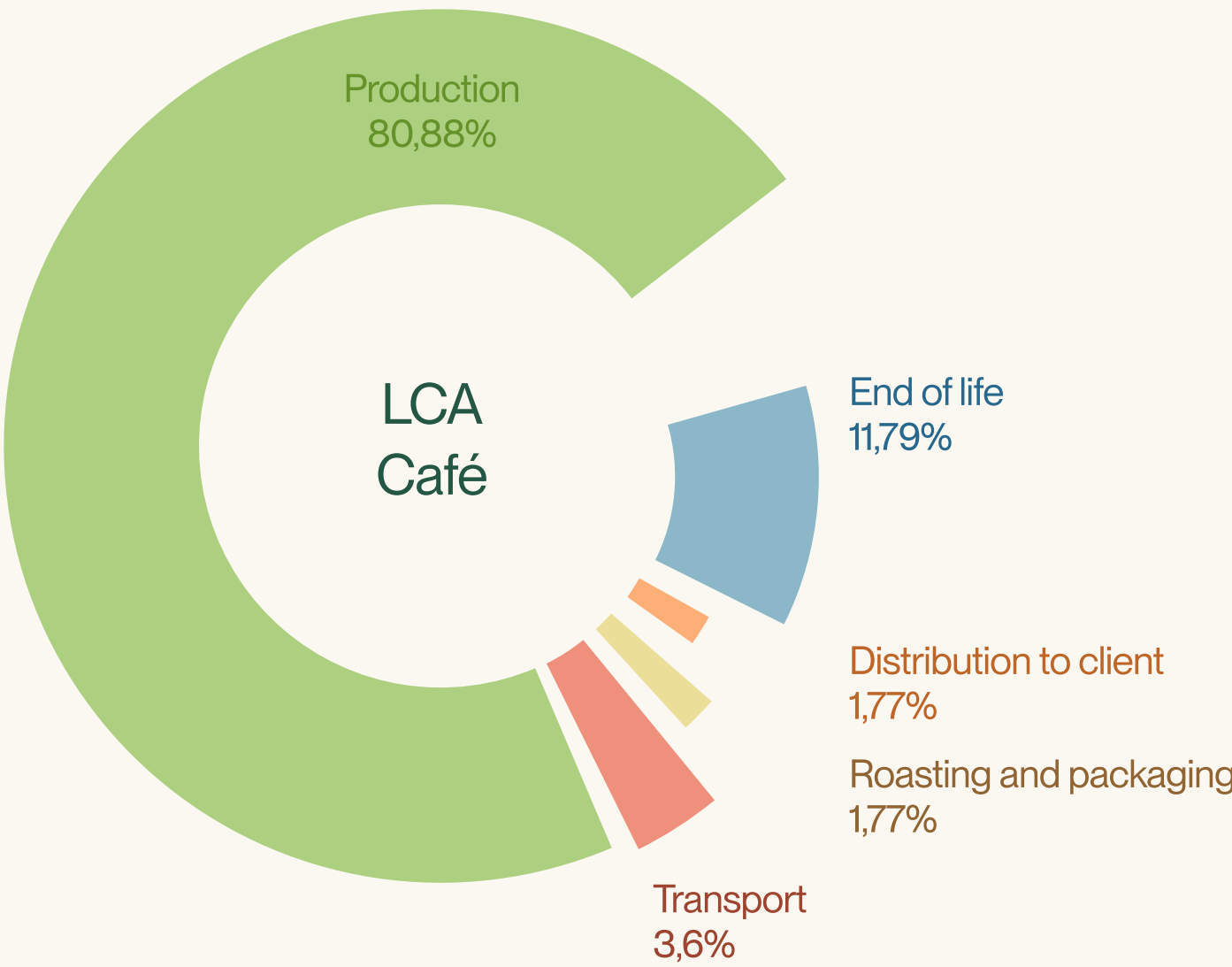
A complete analysis without refills

At INCAPTO, we don't just want coffee to taste good, we want it to be responsibly made.

That's why we've carefully and transparently measured the real impact of what we do: from how coffee is grown, to how one of our machines is manufactured, used, and eventually recycled. We carried out this work using a tool called Life Cycle Assessment (LCA), following international standards ISO 14040 and 14044.

The LCA looks at every stage of a product: how it's produced, transported, consumed, and what happens at the end of its life. We applied this method to five coffee origins and to our best-selling coffee machines. This isn't guesswork or vague promises. It's a technical analysis that shows us exactly what contributes most to our environmental footprint. More importantly, it helps us set priorities, make better decisions, and focus on what truly creates positive impact.

Because it's not enough to say we're sustainable. We have to measure it, share it, and keep improving it



STAGE	DESCRIPTION	%	OBSERVATIONS
Production	This is the most critical stage, covering cultivation, harvesting, processing at the farm, and drying. Fertilizer use, water consumption, energy sources, and soil management are the biggest factors.	80,88%	The more regenerative and efficient the cultivation, the lower the footprint.
Transport	Covers transport from the farm to our facilities, including ports, ships, and road logistics. While not the largest contributor, distance does make a difference between nearby and faraway origins.	3,6%	
Roasting and packaging	The impact of roasting is relatively small but still relevant. Energy type and process efficiency directly affect the footprint. In packaging, format matters: larger bags (500 g or 1 kg) generate less waste than smaller ones (100 g).	1,77%	More coffee per package = less waste, fewer emissions. Simple as that.
Distribution to client	Covers transport from our warehouse to customers, both B2C and B2B.	1,96%	This takes into account transport from the warehouse to the consumer, both B2C and B2B.
End of life: coffee & packaging	Covers the waste management of coffee grounds, packaging, and wrapping. A large share of this can be reduced through composting, reuse, or systems like Rebox.	11,79%	



What do these figures tell us?

Our analysis shows that 85% of the total footprint of a cup of coffee comes from just two stages: production and end-of-life (waste).

This isn't just data, it's direction. These insights shape our priorities as a brand:

- 01

Sourcing coffee grown with sustainable, regenerative, and traceable practices.
- 02

Promoting larger pack sizes and reusable packaging to cut waste.
- 03

Promoting circular systems, such as collecting coffee grounds for new projects or using recycled packaging in our warehouses.
- 04

Continuously improving our materials and processes; for example, replacing EPS packaging with molded cellulose fiber, a more sustainable option aligned with our circular commitment.

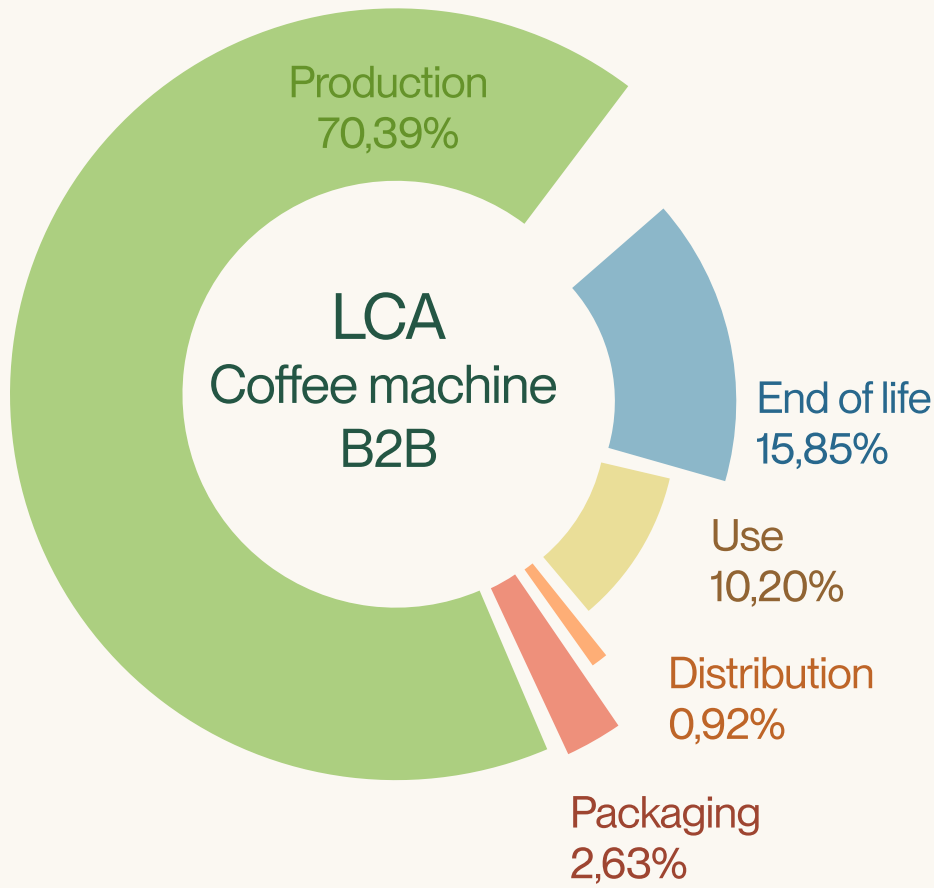
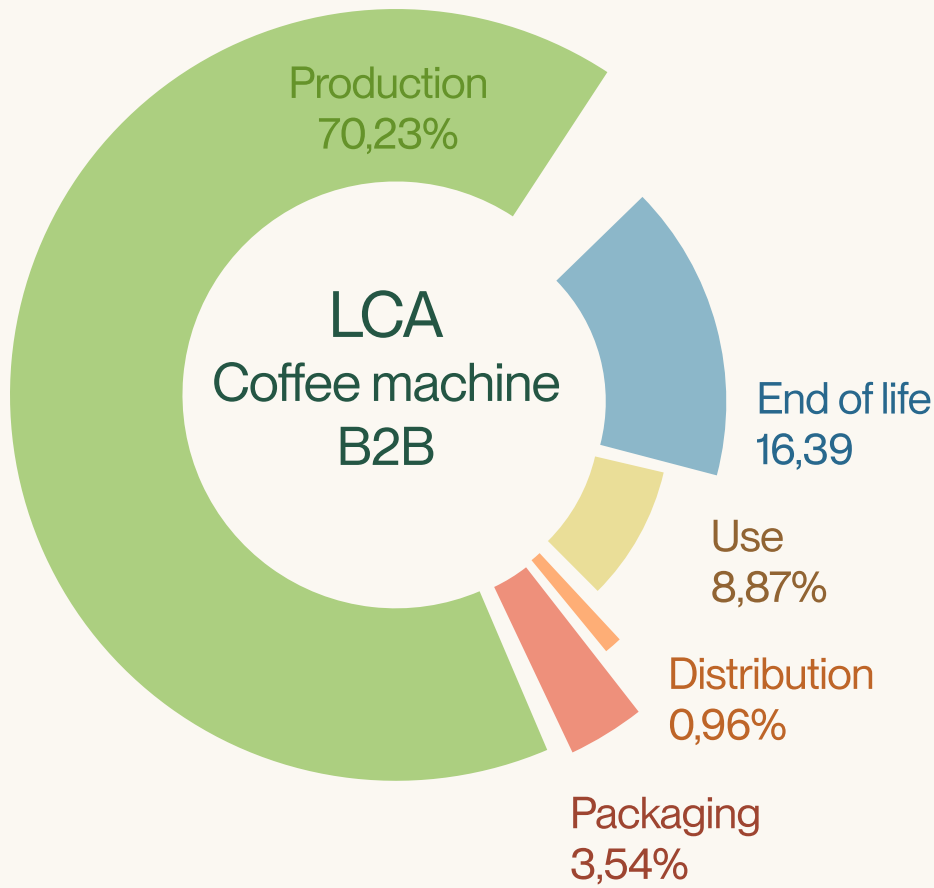
Every decision we make, from the coffee we source to the way we deliver it, helps reduce that 85%. And that's the change we aim to lead.

kg CO₂e/kg of coffee



What is the real impact of our coffee machines?

We analyzed our two most representative machines — the B2C (Black model) and the B2B (Coffee Break) — to understand their impact across their entire life cycle. These are the key stages highlighted in the study:



STAGE	DESCRIPTION	% B2B	% B2C	OBSERVATIONS
Production	Most of the footprint comes from the machine's production. Electrical components, plastics, metals, and the energy needed for assembly are the main contributors.	70,23%	70,39%	That's why we design our machines to have a long lifespan and to be refurbishable.
Packaging	This measures the impact of producing all packaging materials for the machine: boxes, protective plastics, and more.	3,54%	2,63%	While the impact is relatively low, choosing recyclable materials and minimizing packaging makes a difference.
Distribution to client	Covers transport from our warehouse to the final customer, including both online orders and business deliveries. Factors include transport type, distance, and product weight.	0,96%	0,92%	
Machine use	Measures the energy used to prepare 10,000 cups (B2C) or 30,000 cups (B2B). Automatic and efficient machines perform much better than other technologies.	8,87%	10,20%	The more cups brewed, the lower the impact per cup.
End of life: machine and packaging	Covers recycling, transport to recycling points, or disposal of components. The more modular and refurbishable the machine, the fewer emissions it generates.	16,39%	15,85%	



What do these figures tell us?

Our analysis shows that over 70% of a coffee machine’s environmental impact comes from manufacturing, followed by its end of life (recycling and component disposal).

This isn’t just data; it points us forward. These results shape our priorities as a brand::

- 01 Designing durable, modular, and repairable machines that can serve many lives before becoming waste.
- 02 Offering refurbishment and spare parts to extend product life and reduce emissions, without compromising performance.
- 03 Cutting and reusing packaging, choosing recycled materials, and promoting systems like Rebox in our B2B shipments.

Because every design decision—from a single screw to the shipping box—has an impact. **Building products that last longer is also a way of being sustainable.**

IMPACT ANALYSED BY PRODUCT (kg CO₂e/of coffee machine)



WHAT DOES THIS TELL US?

Extending the lifespan of every machine is crucial: repair before replacing.

Our B2B machine, while larger, is more efficient per cup.

Durable, reusable machines are one of the most effective ways to lower the footprint of daily coffee.



What is the real footprint of a cup of coffee?

Coffee’s story doesn’t start in the cup, and it doesn’t end when you drink it. That’s why we calculated the full environmental footprint of a cup brewed with our INCAPTO machines, both the B2B (Coffee Break) and the B2C (Black).

This is where large-scale sustainability shows its strength. While producing a coffee machine has a high impact, the more it’s used, the more that impact is diluted per cup.

Our B2B machines, designed to brew up to 30,000 cups, prove the point: the more cups they serve, the more efficient they become. More coffee, less footprint. It’s that simple.

SUMMARY OF ANALYZED IMPACTS (g CO₂e/ coffee cup)

BEVERAGE
WITH COFFEE
MACHINE B2B -
COFFEE BREAK

55,42

gCO₂e/cup of coffee



BEVERAGE
WITH COFFEE
MACHINE B2C -
INCAPTO BLACK

58,38

gCO₂e/ cup of coffee



WHAT CAN WE DO?

- Buy coffee in larger formats to cut down on packaging and reduce emissions.
- Compost coffee grounds and reuse boxes or bags.
- Use your coffee machine efficiently and keep it well maintained.
- Choose durable, capsule-free products.





03

Certifications and standards that define us



Being a B Corp
means using
business as a
force for good.

The certification evaluates a company's performance across five areas of impact: environment, community, customers, workers, governance.

Since April 2023, INCAPTO has been a certified B Corp company. Being a B Corp company involves facing challenges, but we are determined to move forward. **Although we recognise that we still have a long way to go, we are committed to transparency in order to balance the interests of all parties involved.**

Overall B Corp
Impact Score

According to the B Impact Assessment, INCAPTO achieved an overall score of 83.6. By comparison, the average score for ordinary companies completing the assessment is 50.9.



How do we do it?

01

We work to create a fair and equitable workplace.

04

We contribute to the development of the communities we work with.

02

We reduce our environmental impact.

05

We support social causes.

03

We provide high-quality products while protecting customer rights.



PROJECT

Restore the Trail: rebuilding paths and strenghtening the community

At INCAPTO, we don’t see sustainability as a slogan—we see it as practice. Being part of the B Corp movement is about more than meeting standards; it’s about participating, sharing, and acting alongside other companies that believe in a different kind of economy.

In 2024, we joined “Restore the Trails”, an initiative led by the Kilian Jornet Foundation and the B Corp community of Catalonia. The event took place in Cap de Creus Natural Park, a fragile yet privileged environment that needs both protection and regeneration.

Together with other B Corps, we spent a day restoring a mountain trail using the traditional “pedra seca” technique, an ancestral dry-stone method that blends into the landscape, improves natural drainage, and prevents erosion.

It was a day of hard work, quiet moments, learning by doing, and reconnecting with the basics. Restoring trails was also a metaphor for our role as a B Corp: **building lasting structures that respect nature and bring people together with purpose.**

The experience reminded us why we do what we do:

- 01

Because fighting climate change also means restoring what’s been lost.
- 02

Because building community matters as much as building products.
- 03

Because sustainability is something you work on, sweat for, and share.



Joining “Restore the Trails” was our way of putting both our feet and our hands back on the ground.





ISO 14001, environmental commitment in our supply chain

IN 2024, WE TOOK AN IMPORTANT STEP

Building a solid system to measure, manage, and reduce our environmental impact

Good intentions alone aren't enough; **moving forward requires structure, rigor, and method.** That's why we began implementing an Environmental Management System with the goal of achieving ISO 14001 certification, the world's most recognized standard in operational sustainability. **And this goes beyond the environment: it also strengthens the quality of everything we do.**

We're not alone in this. Many of our key manufacturers are also ISO 14001 certified, which means we align with them on criteria, objectives, and requirements. The result: lower impact and better products.

For us, sustainability and quality aren't two separate paths; they go hand in hand. And at INCAPTO, we're walking that path with steady steps.

Why is this important?

01

It allows us to systematically identify and reduce environmental impacts.

04

It helps us manage waste and emissions responsibly, legally, and transparently.

02

It improves efficiency in how we use resources like energy, water, and materials.

05

It ensures controlled, repeatable, and auditable processes.

03

It drives something we take very seriously: continuous improvement.



04

Farms and coffee growers



The reality of coffee growers

Behind every cup of coffee, there are people. And behind those people, there are relationships.

In this section, we want to share what lies behind our coffees: faces, stories, and connections that matter.

Like the story of Wubit Bekele, founder of Ephthat Coffee in Ethiopia, who is transforming the role of women in coffee. Or that of SanCoffee, a cooperative in Brazil we've partnered with for years, built on shared purpose and real results. And they're not the only ones.

At INCAPTO, we believe the best coffee isn't defined only by scores or tasting notes. It's defined by trust, continuity, and the impact it generates at origin. That's why we work with long-term partners, building relationships that go far beyond a simple transaction.

We carefully choose who we collaborate with. **We value traceability, sustainability, community work, and above all, a human commitment to the land.** We don't switch origins season after season; we build strong, stable partnerships that create mutual value year after year.

We've also collaborated for years with initiatives we deeply admire, projects that go beyond the bean and share our vision of long-term impact and commitment.

Each brings something unique, but all share what matters most: coffees with values, roots, and a face. Because when coffee tells a story, it tastes better. And when there's continuity, it becomes a true force for impact

INITIATIVES

FECCEG, Guatemala

A cooperative leading the way in fair trade and organic farming.

EthicHub, Chiapas

Connects producers directly with responsible financing.

Cadefihuila, Colombia

A strong example of an organized and resilient coffee community.

Sucafina, Rwanda e Indonesia

A structural IMPACT-driven approach.

Flor de café, Brazil

A family farm where we personally know the people behind each cup.



COOPERATIVE SANCOFFEE, BRAZIL

SanCoffee

Brazil

A cooperative that creates real impact

Brazil is one of the world's most iconic coffee origins. But **behind every sack lies a story that reflects how we want to work with coffee: with commitment, traceability, and genuine transformation.** Our partnership with SanCoffee is exactly that.

For years, we've collaborated with this specialty cooperative in the Campo das Vertentes region, a collective initiative that has gone far beyond producing quality coffee since 2001. SanCoffee follows a regenerative, participatory model built on shared values, working with more than 500 local producers.

In 2024, **their work received international recognition: SanCoffee was awarded the Specialty Coffee Association (SCA) Sustainability Award in the For Profit category.** This achievement reflects years of consistent effort and sends a clear message to the industry: another model is not only possible, it's necessary..

“This award is a way to validate what we do. But above all, it motivates more producers to follow this path.”

– SANCOFFEE

Their impact can be seen in many ways:

- 01 Environmental regeneration: through their Bio Recovery project, they have planted more than 100,000 native trees, restoring water sources and promoting regenerative farming.
- 02 Measured and reduced carbon footprint: some of their farms are already carbon negative, even at medium and large scales.
- 03 Nascentes Program: a network of women producers leading their farms with autonomy, training, and visibility.
- 04 “Beyond Borders”: an initiative that helps small producers export their coffee for the first time, with full traceability, recognition, and fair conditions.

SanCoffee is B Corp certified and works closely with its local community, promoting social well-being, rural education, and technical training for farmers. Their model inspires not only coffee growers, but also everyone who believes sustainability must begin at the origin.

With SanCoffee, we share not only great coffee but also vision, values, and a future built together.

Sucafina

Rwanda and Indonesia

A relationship of trust and a program that makes a difference

With Sucafina we share more than exceptional coffee, we share history. **Since the very beginning, we’ve built a partnership with this family-owned company, rooted in more than a century of tradition and a vision for sustainability.** Today, they operate in over 30 countries and maintain a strong presence in origins like Rwanda and Indonesia.

Sucafina is more than an exporter. **Through its IMPACT program, it drives real change in producing communities.** This responsible sourcing model—based on the Coffee Sustainability Reference Code and recognized by the Global Coffee Platform—integrates environmental responsibility, human rights, and continuous improvement at the farm level.

Their approach is centered on five key impact goals that guide all their work:

- 01

Living income: closing the income gap and ensuring sustainable livelihoods.
- 02

Regenerative agriculture: restoring soils, protecting ecosystems, and improving coffee quality.
- 03

Carbon footprint: measuring and reducing emissions across the value chain with innovative solutions.
- 04

Human rights: safeguarding the rights of workers, women, and youth.
- 05

Forest conservation: implementing concrete strategies to fight deforestation and biodiversity loss.

These commitments go far beyond words. The IMPACT program is applied at origin with practical tools: supply chain mapping, training, direct producer premiums, external verification every three years, and continuous improvement systems. With full traceability from farm to cup, the program also ensures compliance with the EU Deforestation Regulation (EUDR).

In Rwanda and Indonesia, where we collaborate with farms under this program, sustainability is proving to be a true engine of progress for thousands of coffee growers.

Ephtah Coffee

Etiophia

Coffee with purpose and a relationship that matters

Our partnership with Ephtah Coffee is about more than great coffee; **we share a vision for meaningful impact.** For years, we’ve worked with this project founded and led by Wubit Bekele, a trailblazer in the Ethiopian coffee sector. **A certified Q grader with extensive experience in exports, Wubit created Ephtah with a clear mission: to build a sustainable, traceable, and people-centered supply chain.**

What inspires us most about Ephtah is its transformative vision:

- 01

Women’s empowerment
Ephtah champions the inclusion of women at every level of the coffee sector, from technical training and access to financing, to leadership in their communities. Today, most of Ephtah’s management team is made up of women.
- 02

Sustainable production
Farmers receive support in agronomy training, pre-financing, post-harvest techniques, and continuous quality improvement. This means higher incomes for families and better coffee for consumers.
- 03

Full traceability
Every lot we source from Ephtah is directly tied to specific farmers. We know who grew it, how it was processed, and the story behind it.

The Ama Commitment project: Coffee, women, and future in Gedeb

Ephtah also leads the Ama Commitment Project, which means The Mothers’ Commitment in the local language. This initiative connects partners like INCAPTO with concrete actions to improve the lives of women in rural Ethiopia.

The project focuses on two main areas:

- 01

Recognizing and rewarding women coffee growers, providing higher prices, training, and better tools such as drying beds and slow-drying nets.
- 02

Supporting the next generation, establishing community daycare centers in coffee-growing regions like Idido and Lalesa, giving children access to early education while their mothers work during harvest with greater stability.

Working with Ephtah means embracing a model where coffee represents more than taste; it creates opportunities. And that’s a story we want to keep writing, cup by cup.

“Ama Commitment is not just a program. It’s a way of rebalancing the value of coffee from its origin.”

– WUBIT BEKELE



Bea’s trips

Peru

In September 2023, PromPeru gave us a unique opportunity: to join a business roundtable in Cajamarca. That trip not only allowed us to discover exceptional coffees but also to reconnect with what matters most: the people behind them.

There, we met Pepe Rivera from Origen Coffee Lab, with whom we immediately shared a vision of quality and traceability that inspired us from the very beginning. We also connected with the Selva Andina Cooperative, a group of producers deeply committed to their land, and had long conversations about processes, challenges, and opportunities.

From Cajamarca, we traveled south to Cusco, where we visited Prudencio del Valle Inca. In this valley, surrounded by mountains and history, we met producers who carefully oversee every step, from the plant to the drying stage. Their approach to coffee moved us and made us feel part of something greater.

Many of the new lots we brought to INCAPTO in 2024 came from these visits. Each coffee that reaches our roastery is more than an origin or a flavor profile: it’s the result of a real connection, a shared story, and a journey that changes us too.

Traveling to origin is not just about buying coffee; it’s about looking growers in the eye, understanding their challenges, and building a common vision. After these visits, we return home with boots dusty from the fields, notebooks full of notes, and hearts full of stories we want to keep sharing.

Colombia

In October 2024, we traveled to Cadefihuila, Colombia, to take part in Taza Platino, a competition that celebrates producers’ quality and dedication. **The five best lots are auctioned, and the winner earns a scholarship to train as a Q Grader in Spain.**

At the award ceremony, the 2023 winner—a young producer who chose to stay in the countryside—shared a message that captured the true value of these competitions:

"Thanks to this opportunity, I stopped seeing myself only as a farmer and started seeing myself as an entrepreneur."

– Mauricio Urquina

A powerful reminder of how creating opportunities can spark generational renewal in coffee.

We also visited the farms El Diviso and Las Flores, two projects led by the new generation that is transforming coffee in their region. They are applying advanced techniques in fermentation, drying, and quality control—methods once reserved for championship microlots—to larger-scale coffees. Their vision, drive, and high standards left a lasting impression.

Both coffees will be part of our 2025 special editions. **And beyond their exceptional cup profiles, what stays with us is the conviction that the future of coffee is in good hands.**



BEA MESAS AT ABRA MÁLAGA, PERU



05

Coffee for Good



What It Is and How It Works

Our Coffee for Good varieties are coffees with purpose. **We believe coffee can be a force for transformation, and our special and limited editions are proof of that.**

Since 2021, we've allocated part of the sales from every Coffee for Good package to fund social and environmental projects in coffee-growing communities. This isn't a one-off campaign or storefront charity; it's part of our commitment to a fairer model, where the value created at the destination also flows back to origin.



Every euro has a clear destination and full traceability. We track it internally, document it with images, testimonials, and measurable results. Buying Coffee for Good isn't just about enjoying high-quality coffee; it's about being part of something bigger.

Each Coffee for Good variety also comes with exclusive, specially designed packaging, because every edition supports a different project and tells a unique story.

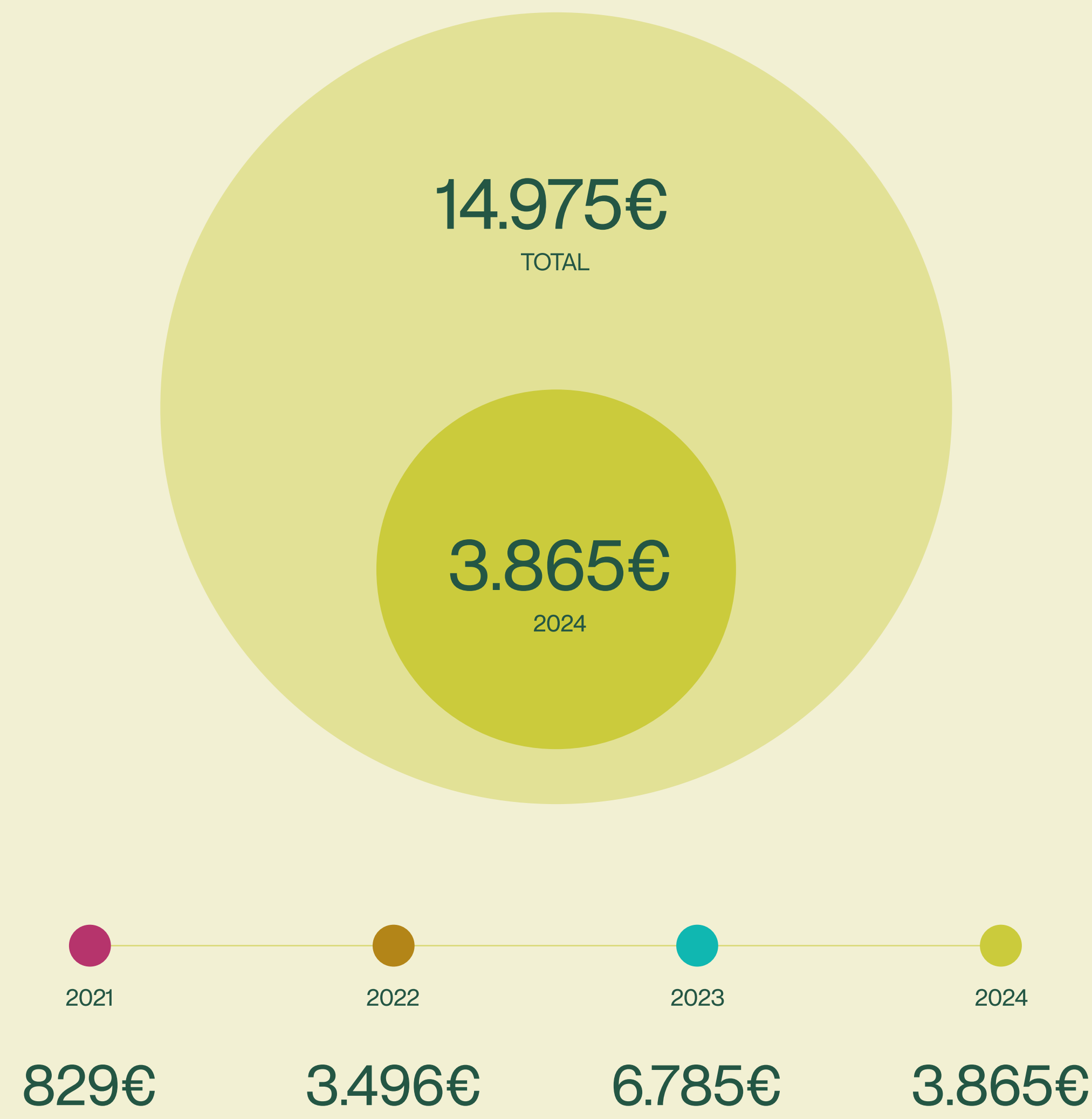
2024



2021-23



TOTAL AND ANNUAL FUNDS RAISED BY COFFEE FOR GOOD





Testimonials

When coffee opens paths,
it also changes futures.

Every Coffee for Good project has a name, a face, and a story. Take Evalyne Wanjiku, one of the young women who received a scholarship through a training program developed with The South Face in Kenya. Her journey shows the real impact a single, well-directed cup of coffee can make.

Evalyne's story isn't unique. In fact, five out of six scholarship recipients from this program have already found jobs in the coffee sector, a remarkable achievement in a country where youth unemployment exceeds 35%. These stories are exactly why Coffee for Good exists: they prove that coffee can create opportunities where they are needed most.

“I currently work in the Commercial Department of the Kenya Cooperative Coffee Exporters (KCCE). I'm responsible for analyzing coffee, roasting samples, conducting cuppings, and setting market prices.

I started as an intern last year and, thanks to my performance, I now have a renewable two-year contract. This opportunity has not only shaped my career but also changed how I see growth and possibilities in the coffee industry.”

— Evalyne Wanjiku, Coffee for Good
Scholarship Recipient, Kenia





06

Climate change and coffee



When the climate changes, coffee changes too.

Climate change is no longer a distant threat; it's a present reality disrupting the natural balance of coffee crops worldwide. We see its impact in every farm, every harvest, and in every conversation we have with producers.

According to the Intergovernmental Panel on Climate Change (IPCC), global average temperatures must not rise more than +1.5°C above pre-industrial levels. Crossing that threshold would dramatically increase risks for millions of people and ecosystems. **For the coffee sector, this is not a distant projection, it's already happening.**

What's happening to coffee?

Coffee is highly sensitive to climate shifts. Even small changes in temperature or humidity can trigger major effects:

Production

Up to 50% of land suitable for Arabica coffee could be lost.

Pests

Outbreaks of coffee leaf rust and the coffee borer beetle are increasing

Altitude

Rising temperatures are pushing coffee cultivation to higher elevations.

Biodiversity

Natural shade and pollinator species are disappearing.

Water

Shifting rainfall patterns are causing uncoordinated flowering and irregular harvests, with worsening water stress in already dry regions.

Economy

More than 12 million coffee-farming families worldwide are seeing their livelihoods threatened.

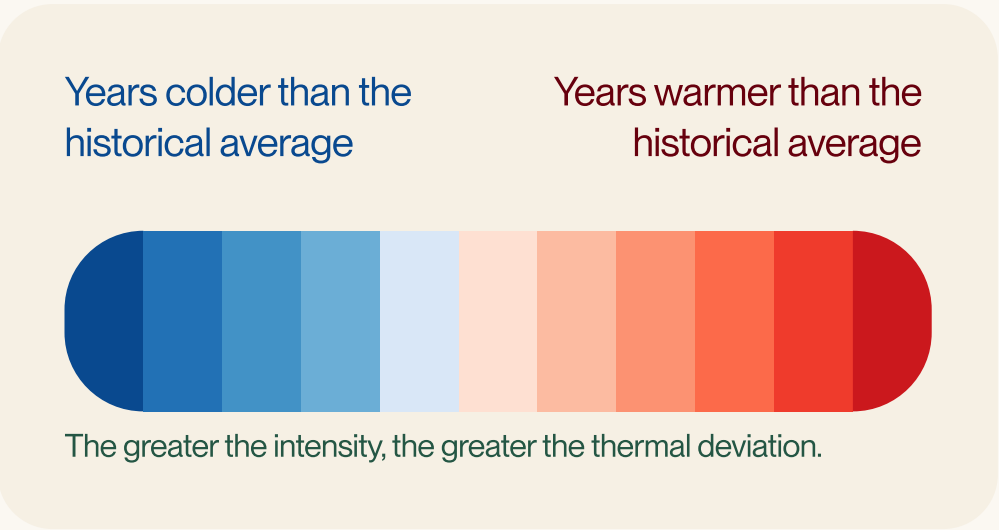
All of this directly affects the quality, availability, and price of coffee.

“Show Your Stripes”: when coffee turns red

To illustrate this phenomenon, we’ve included Ed Hawkins’ warming stripes graphics, which show the average annual temperature of each country from 1901 to today. These visuals give us a clear picture of how climate change is affecting coffee-producing regions. Most importantly, they provide scientific context for what coffee growers are already experiencing firsthand in their fields.

At first glance, the stripes reveal an undeniable truth: **in recent years, temperatures have been consistently warmer than in the entire previous century**

SHOW YOUR STRIPES DATA



In each origin highlighted below, rising temperatures are already causing more unpredictable rainfall, new pests, water stress, and increasing pressure on coffee-growing communities. **That’s why we don’t just look for quality coffee; we seek relationships that help us adapt and move forward together.**

At INCAPTO, we don’t select coffee only for its flavor. **We also value the stories behind it, the adaptability of the farms, the shared commitment to protecting this crop, and the people who make it possible.**

BRAZIL

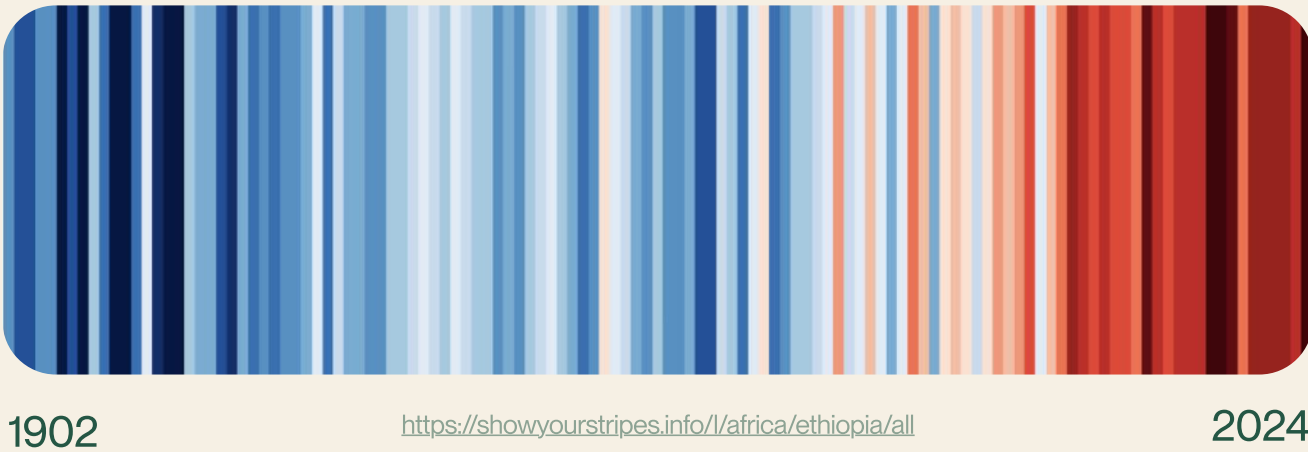
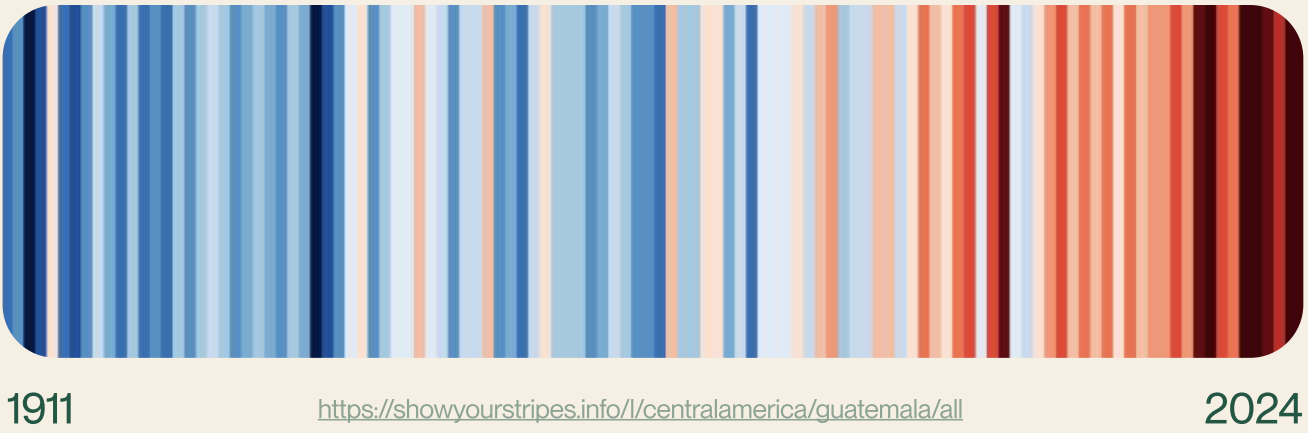
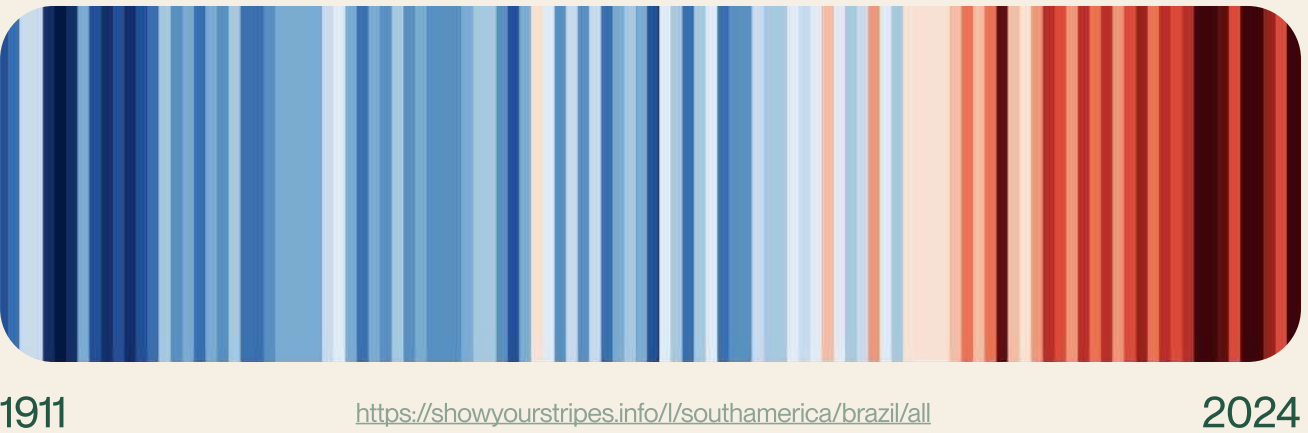
The heart of the coffee world is warming. Since 2000, the “red stripes” have dominated the charts. In the Cerrado Mineiro region, rising temperatures and declining rainfall have forced a rethinking of coffee production. Today, regenerative practices and environmental restoration are essential to ensuring coffee can continue to thrive here.

GUATEMALA

Historically, Guatemala has grown its coffee at high altitudes. But now, even in regions like Huehuetenango and Quetzaltenango, with mountains reaching 3,850 meters, pests and irregular weather patterns are already affecting thousands of smallholder growers. That’s why at INCAPTO, we support projects that restore stability, provide training, and help preserve traditions in the face of climate change.

ETHIOPIA

Ethiopia, the birthplace of Arabica coffee, is also one of the countries most vulnerable to climate change. Recent warming trends show desertification advancing rapidly, putting rural livelihoods at risk. Coffee-growing communities here urgently need support to adapt and protect their future.



What can we do together?

Climate change is not a distant threat, it's already impacting coffee-growing communities, the taste of coffee, and our shared future.

There's no single solution, but there are steps we can all take to make a difference. In the end, climate change is not fought only in the fields—it's also addressed through the choices we make with every cup.

Choose coffees with positive impact at origin

Support farms, cooperatives, and washing stations that are adapting their practices to climate realities. Every choice helps sustain them.

Pay a fair price

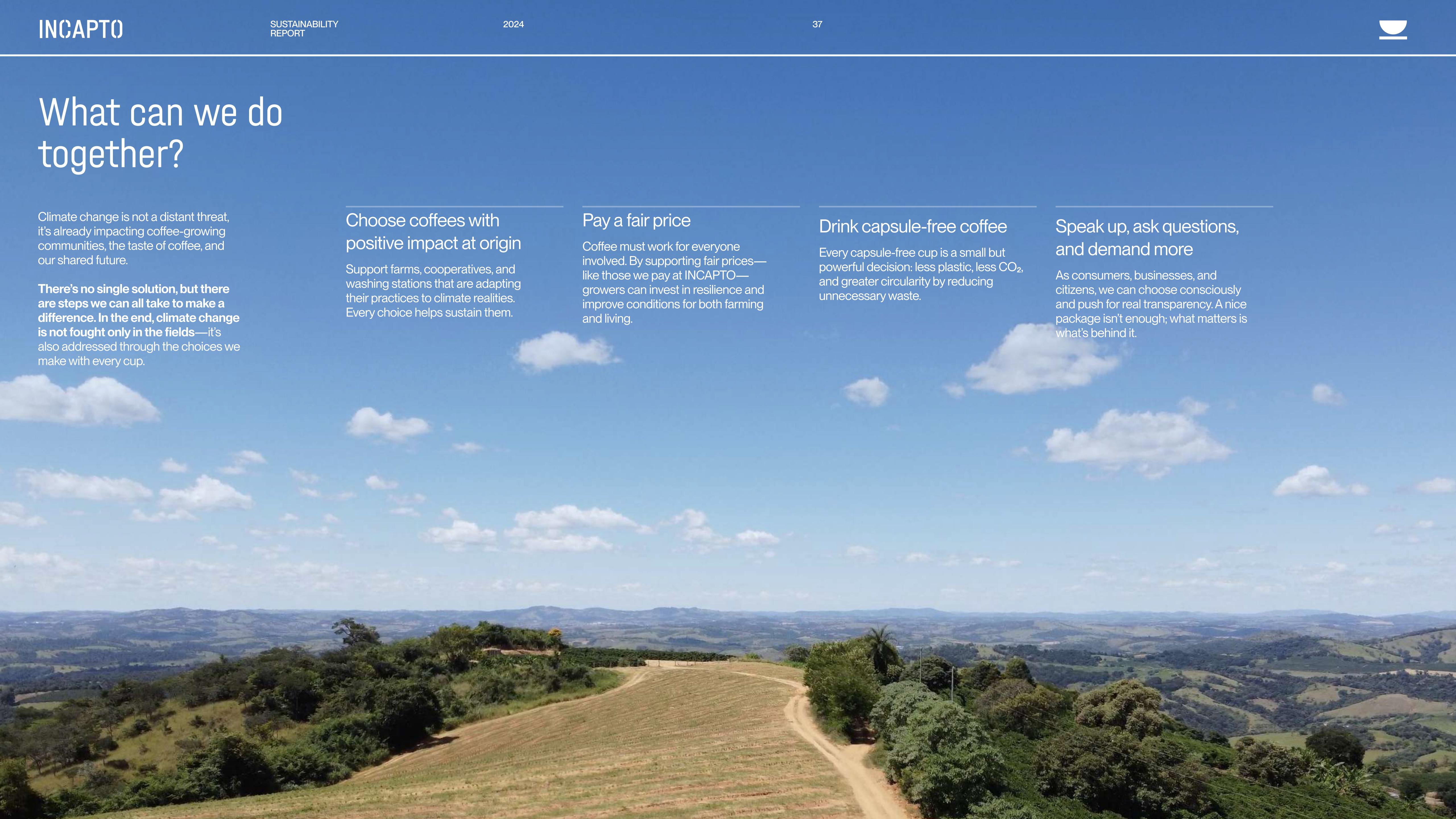
Coffee must work for everyone involved. By supporting fair prices—like those we pay at INCAPTO—growers can invest in resilience and improve conditions for both farming and living.

Drink capsule-free coffee

Every capsule-free cup is a small but powerful decision: less plastic, less CO₂, and greater circularity by reducing unnecessary waste.

Speak up, ask questions, and demand more

As consumers, businesses, and citizens, we can choose consciously and push for real transparency. A nice package isn't enough; what matters is what's behind it.





07

Circular Economy and Packaging



Our packaging

At INCAPTO, we know sustainability doesn't start or end with the product; it's also about everything around it: **how it's shipped, how it's reused, and how materials that no longer serve their purpose are transformed.**

That's why, in recent years, we've launched several circular economy projects, redesigned our packaging, and explored second lives for the waste we generate

Coffee machine packaging: from EPS to Cellulose fiber

Until 2023, our coffee machines were shipped protected with EPS (expanded polystyrene), a material that is difficult to recycle and has a high environmental footprint. In 2024, **we replaced EPS with molded cellulose fiber, a recycled, compostable, and biodegradable material.**

And this is just the beginning. We will continue phasing out plastic from all our packaging, increasing the use of recycled materials, and improving the recyclability of every component.

WHAT DO WE GAIN WITH THIS CHANGE?

Significant reduction of plastic waste

Every coffee machine now avoids the use of multiple EPS blocks that previously ended up in landfills or incinerators.

Better recyclability

All packaging materials can now be recycled or composted locally.

Closer alignment with our values

We want the material protecting your coffee machine to also protect the planet.

Logistical optimization

The new format is lighter and more compact, reducing transport-related emissions.



Re-Box: same coffee,
less plastic

Re-Box was created with a clear goal: to **eliminate single-use plastic bags in our B2B shipments and promote a more circular, efficient, and regenerative logistics model**. Available in 5 kg and 10 kg formats, Re-Box replaces disposable packaging with reusable buckets. Each cycle reduces waste and improves traceability.

WHAT DO WE ACHIEVE WITH RE-BOX?

- 01

For every 8 Re-Box buckets we use, we prevent 40 single-use bags from going to waste.
- 02

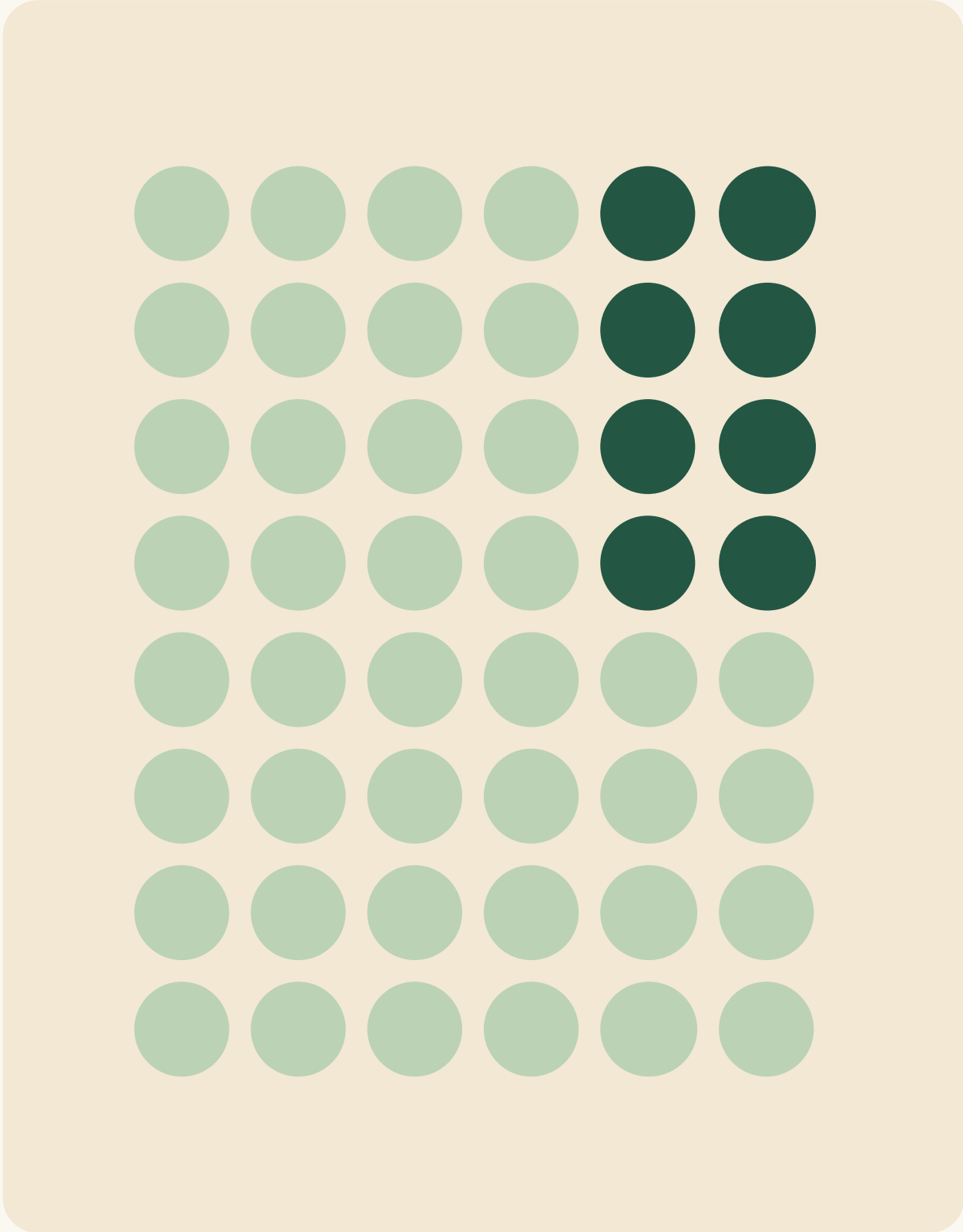
That equals 1 kg less plastic per client who reuses them.
- 03

The more we reuse, the greater the positive impact.

SOCIAL IMPACT

This system is carried out in collaboration with the Special Work Center TEB Sant Adrià, where people with disabilities manage the transport, cleaning, and maintenance of the buckets. In this way, **Re-Box not only reduces waste but also creates stable, inclusive jobs**.

Re-Box brings purpose to each delivery, and with INCAPTO Professional, every cup leaves a lighter footprint.



For every **8 Re-Box buckets** we use, we prevent **40 single-use bags** from going to waste.

That equals **1 kg less plastic** per client who reuses them.





Turning waste around

In 2024, we launched BioDCafé, an R&D project that **transforms used coffee grounds into a renewable source of biodiesel**. The goal: reduce emissions and move closer to a circular energy model.

The project is supported by the NUCLIS Green 2024 grant from the Government of Catalonia, under its climate change R&D program, and is being developed in partnership with the Universitat Rovira i Virgili (URV).

WHAT IS BIODCAFÉ?

- Collecting coffee grounds from offices and companies.
- Extracting residual oils from those grounds.
- Converting the oils into second-generation biodiesel through advanced chemical processes.
- Measuring performance and emissions compared with fossil fuels.

All of this is tracked through a life cycle assessment (LCA) to ensure realistic measurement of environmental and energy impact.

WHY IS IT IMPORTANT?

- 01 Coffee-based biodiesel avoids the use of first-generation vegetable oils.
- 02 It gives new value to a widely available urban waste stream that is mostly unused.
- 03 It can serve as a renewable fuel for transport and industrial machinery.
- 04 It directly contributes to reducing emissions in sectors that are difficult to electrify.

WHAT'S NEXT

In this first phase, we are running pilot tests for extraction, characterization, and energy conversion. **The goal is to validate a scalable technical and logistical model that can be integrated into the INCAPTO B2B client network.**





Refurbished coffee machines

Second lives with the same purpose

Sustainability isn't always about creating something new. **Sometimes, the most responsible choice is giving a second life to what already exists.**

That's why, through our Technical Service (SAT) team, we launched our coffee machine refurbishment program. We recover previously used machines and carefully inspect them. After a full technical check, we put them back into circulation through our Outlet, ready to brew the same great coffee with far less impact.

So far, this initiative has helped avoid more than 2,260 kg of electronic waste (WEEE), thanks to an average of 7 kg saved per machine. Every refurbished machine comes with at least a 1-year warranty, which is extended if the customer has an active coffee subscription. This ensures not only a fully functional machine but also a reliable and long-lasting experience.

For us, **extending a product's life cycle isn't just a technical solution; it's a matter of principle.**



REFURBISHED
COFFEE MACHINES

324

ELECTRONIC
WASTE AVOIDED

2.260
KG

WASTE AVOIDED
PER MACHINE

7
KG



Renueva Project

Capsule coffee leaves a heavy footprint—that’s why we created Renueva Project, a campaign where we collect used capsule machines and, in return, offer a €40 discount coupon for an INCAPTO coffee machine. **The goal is simple: stop these machines from becoming unmanaged electronic waste and make the switch to a more sustainable model easier.**

WHAT DID WE ACHIEVE IN 2024?

- 01

148 capsule machines were recycled (16% more than in 2023)
- 02

Hundreds of people switched to whole-bean coffee and left capsules behind, cutting out unnecessary single-use waste.
- 03

A significant reduction in household electronic waste.

This project is carried out with the Ecolec Foundation, specialists in recycling electrical and electronic devices. With their support, we guarantee responsible and traceable management of every collected coffee machine.

Changing machines shouldn’t harm the planet; with Renueva, it becomes an opportunity.





08

Our Carbon Footprint

Measuring is the first step toward change

At INCAPTO, we know good intentions aren't enough. **To build a truly responsible model, we need data, perspective, and real commitment.**

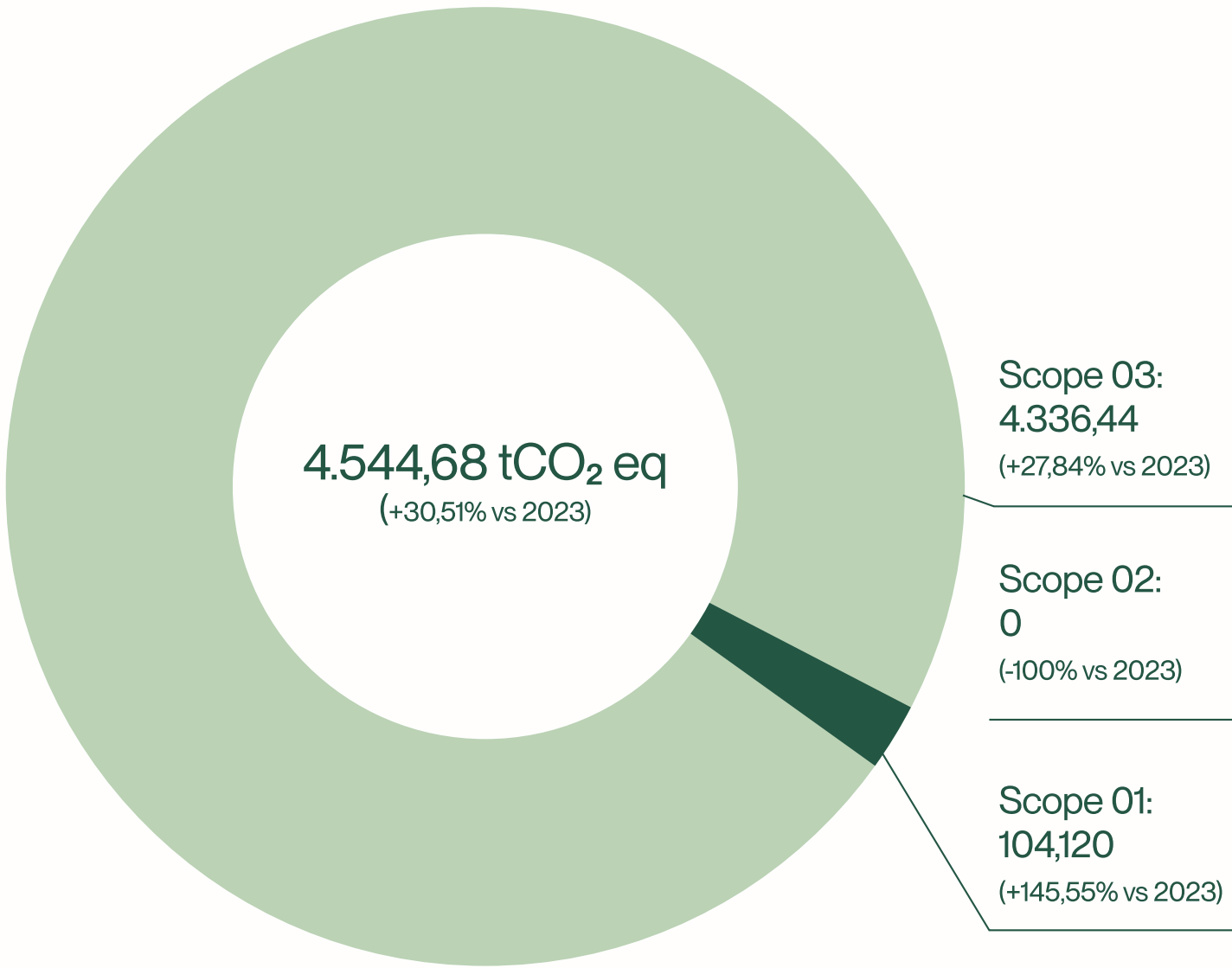
That's why in 2024 we measured our full carbon footprint again, using GHG Protocol standards to track the impact of everything we do, from coffee's origin to final delivery. **This isn't just about numbers; it's a tool that helps us make better choices, focus on what matters most, and set a clear path to decarbonization.**

This is something we work on together with our suppliers, partners, and customers.

Cutting our footprint isn't easy, but it's urgent. Every capsule-free coffee, every refurbished machine, and every reused coffee ground brings us closer. One of our biggest milestones in 2024 was a 13.39% reduction in carbon footprint per product. By improving control over the life cycle of our coffees and machines, optimizing logistics, and redesigning packaging, we made a real difference.

Lowering emissions per kilo of coffee sold isn't just a technical win; **it proves that every choice in product, logistics, or partnership has an impact on the planet. And that 13.39% cut isn't the finish line; it's our new starting point.**

Total INCAPTO Carbon footprint by scope



18,44kg CO₂e/kg
of coffee sold

(-13,39% vs 2023)

MEASUREMENT

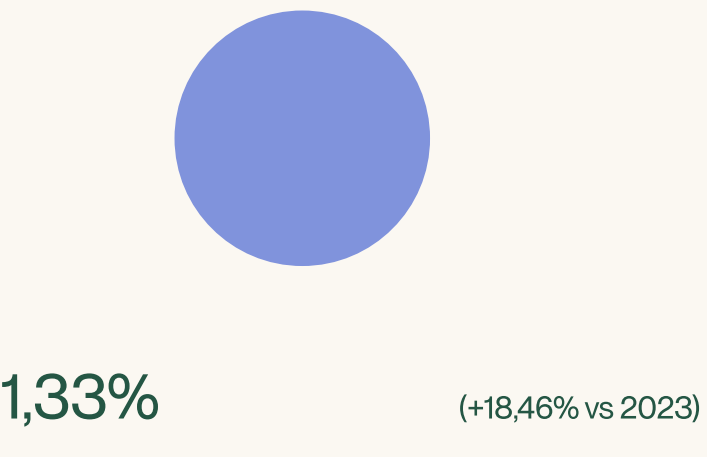
01
Direct emissions
Generated by our daily activities (combustion, transport, fire extinguishers).

02
Indirect emissions
From the energy we consume (100% renewable electricity).

03
Other indirect emissions
Related to distribution, employee transport, travel, purchases, services, and waste.

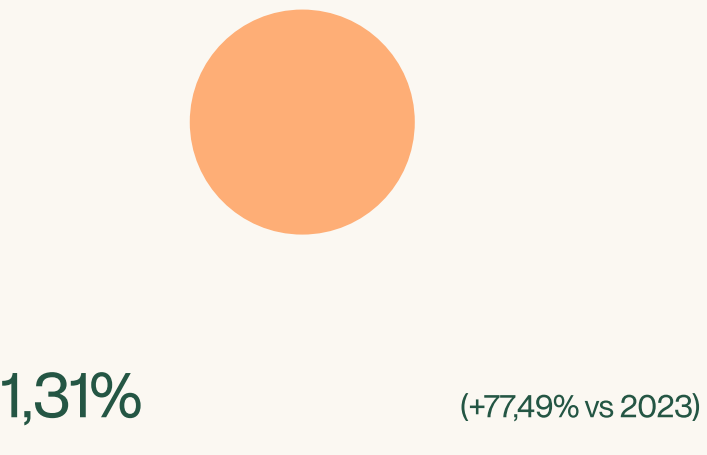
Our footprint

Measuring our carbon footprint in 2024 has given us a **clearer view of which activities generate the most impact and where we’re making progress**. The largest contributors to our footprint are still coffee purchasing, packaging, and services.



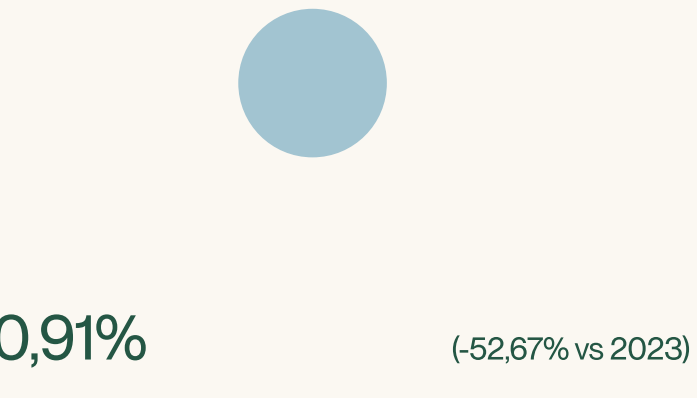
DOWNSTREAM TRANSPORT

What happens once the coffee leaves our hands—rose by 18.46%, driven by greater shipping volumes and geographic expansion.



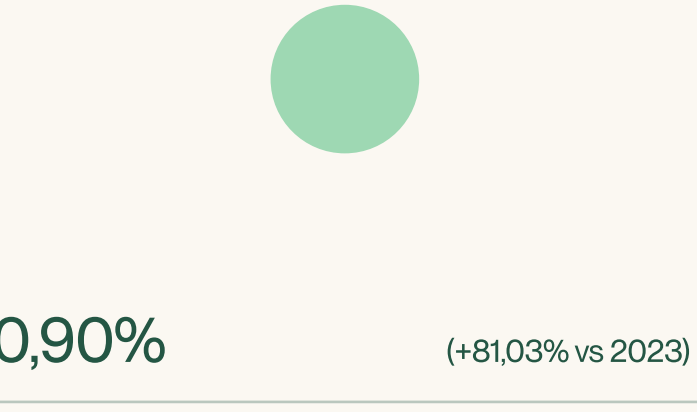
INTERNAL VEHICLE FLEET

Saw an increase of 77.49%, reflecting more in-house logistics activity. We plan to offset this in the coming years through more efficient measures



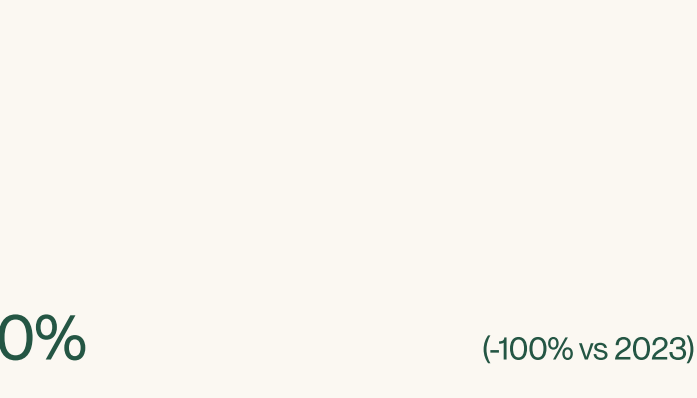
COMMUTING EMISSIONS

Employee travel to work have dropped by more than 50%, thanks to hybrid models, remote work, and the adoption of more sustainable mobility options.



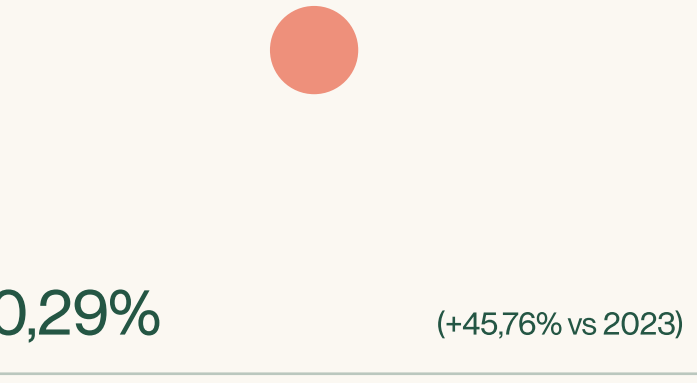
BUSINESS TRAVEL

Rose by 81.03%, largely due to visits to origin countries and the development of new partnerships. While these trips are vital for maintaining our direct-relationship model with producers, we remain committed to balancing them with impact-based criteria.



ELECTRICITY

Which made up just 0.17% of emissions in 2023, has now been fully offset thanks to our switch to 100% renewable energy.



WASTE

Increased due to better data tracking and higher volumes, but also because of our commitment to refurbished products and circular systems



COFFEE PURCHASING AND SERVICES

They account for more than 94% of the total. While their share has slightly decreased, overall emissions have increased by 21.91%, mainly due to higher activity.



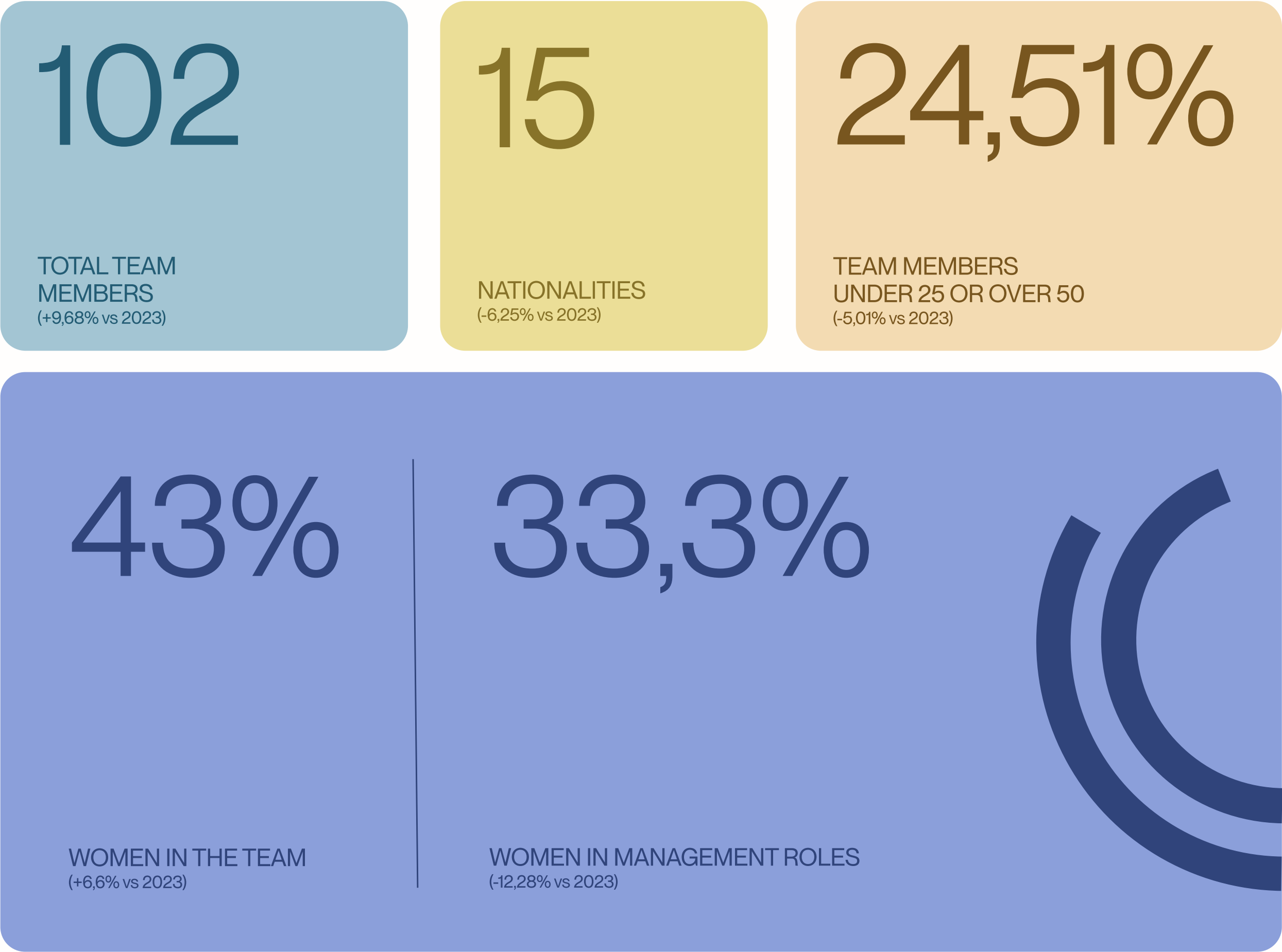
09

Our team

Our team

At INCAPTO, we believe that **diversity, equity, and team awareness are essential to driving innovation and creativity.** We value a wide range of perspectives and experiences, and we are committed to building an inclusive environment where every individual feels respected and valued.

By embracing our differences and promoting equal opportunities, **we unlock our full potential and contribute not only to the well-being of our team but also to creating a positive impact on society.**





We care for our team, and not just on paper

At INCAPTO, we know that impact begins from within. **Talking about sustainability without caring for our team would just be empty words.** That’s why we strive to create an environment where flexibility, equity, and real personal growth are lived every day, not just promised.

We believe in genuine flexibility, continuous learning, and a workplace that doesn’t feel like a corporate manual. Our values aren’t just written on the wall; they guide our decisions to make every day at work meaningful. **To achieve this, we nurture a culture built on three pillars: trust, responsibility, and growth.**

Flexibility

We work toward objectives, not by the clock. That’s why we offer a hybrid or remote model for much of the team, with flexible hours that allow results to be achieved without sacrificing work–life balance.

Diversity

Our team brings together people of different ages, nationalities, experiences, and backgrounds. We’re committed to building an inclusive, respectful, and open environment where everyone can contribute, no matter their origin or education

Learning

Talent grows when it’s nurtured, which is why we foster a strong culture of continuous learning:

- 01

A thoughtful onboarding process that goes beyond procedures: explaining the business, sharing our purpose, and connecting every new team member to INCAPTO’s culture from day one.
- 02

INCAPTO Talks: our monthly internal training program with sessions on sustainability, technical skills, soft skills, and personal growth.
- 03

Targeted training designed to align with strategic goals and the specific needs of each team.

Benefits

Beyond salary, we focus on the little things that make coming to work—or logging in—more enjoyable:

- 

Free specialty whole-bean coffee every day
- 

Fresh seasonal fruit every week
- 

Discounts on INCAPTO products
- 

Bonuses for sustainable mobility
- 

Flexible compensation tailored to each person
- 

Team-building activities and offsites

Real flexibility, continuous learning, and a workplace that doesn’t feel like a corporate manual.

Equality plan and internal actions

A balanced team is built through action

In 2024, we began designing and implementing our first Equality Plan not just to comply with the law, but because **we believe in creating an environment where everyone has equal opportunities to grow, contribute, and feel included.**

Our goal is to build a fair, inclusive, and conscious workplace where gender never defines your role, your opportunities, or your voice.

WHAT ARE WE DOING?

- 01

Applying equity criteria in recruitment, promotions, work-life balance, and access to training.
- 02

Monitoring key indicators such as the gender pay gap and women's representation in leadership roles.
- 03

Reviewing and refining our progress regularly, because equality is an ongoing process.

Today, 38% of leadership positions are held by women, and we're committed to increasing that figure driven by consistency and fairness, not quotas.

Ethics hotline and non-discrimination policy

A healthy workplace also means having a safe space to speak up when something isn't right. That's why we have a Confidential Ethics Hotline, available to the entire team, where **anyone can report inappropriate behavior, rights violations, or actions that go against our values.** Psychological safety is not a luxury, it's the foundation of any strong culture.

NON-DISCRIMINATION POLICY

We also uphold a strict non-discrimination policy, built into our internal anti-harassment protocols and reinforced across all people-management practices. **This isn't just a document; it's a daily commitment, from how we hire and promote talent to how we work together every day.**

CONTINUOUS REVIEW AND IMPROVEMENT

Our People team reviews these policies every year, updating them to meet new needs and ensuring they remain relevant in practice, not just words on paper. At INCAPTO, we want everyone to speak up, feel heard, and feel supported. Because **if something can't be said, it can't be improved.**

Psychosocial study

In 2024, we carried out our first psychosocial study with a clear goal: **to truly understand what it feels like to work at INCAPTO, not from the outside, but from within.**

Participation was high, and responses were sincere, giving us a true snapshot of the team's emotional well-being and organizational climate.

WHAT DID WE FIND?

- 01

Strongly positive feedback on team spirit, work environment, and decision-making autonomy.
- 02

Challenges mainly around change management and during periods of heavy workload in some teams.

WHAT'S NEXT?

Together with team managers, our People team is creating concrete plans to strengthen what already works and address the areas that need improvement.

For us, listening is the first step in caring. And caring is at the heart of how we understand sustainability.



10

From origin to cup



Sustainability in the Product and in the Process

Supplier validation: supplier scorecard

This year, we took another step to ensure that our coffees, components, and services come from partners who share our values. **To do this we created the Supplier Scorecard, a tool that allows us to objectively assess both current and potential suppliers.**

With this, we move toward greater traceability and set clear, demanding criteria for everyone we work with. Each evaluation follows a structured, weighted system based on five key areas:

● Product or service quality	30%	Consistency, performance, and order accuracy
● Delivery reliability & speed	25%	Meeting deadlines, flexibility, and proper documentation
● Financial strength	25%	Stability, pricing, and payment terms
● Communication & support	10%	Response time, professionalism, and communication
● Sustainability	10%	Certifications, use of clean energy, social impact, and packaging

WHY DO WE DO IT?

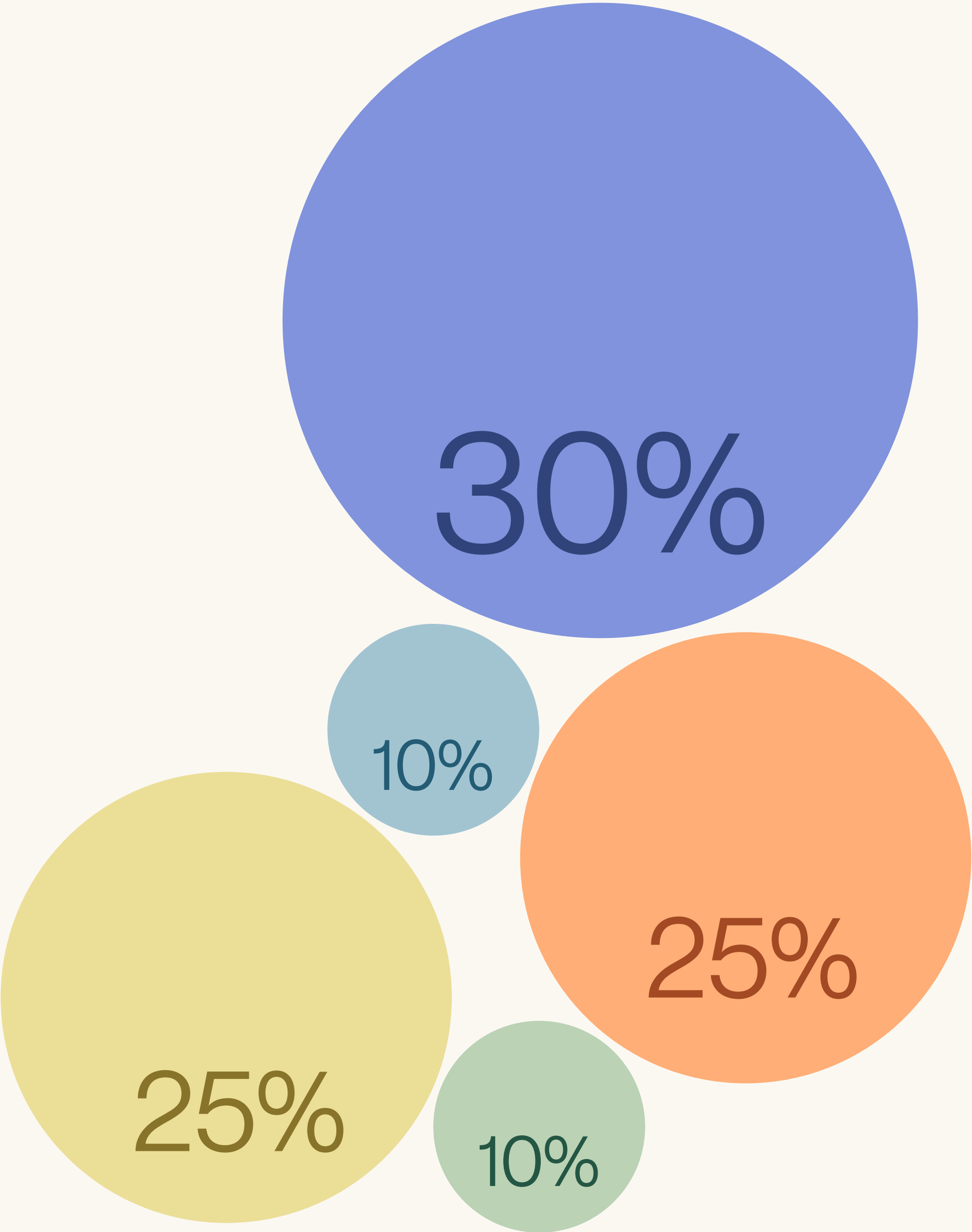
Behind every cup of coffee, there are countless hands and decisions. The Scorecard helps us to:

- 01Strengthen traceability and accountability at origin
- 02Base decisions on data, not assumptions
- 03Prioritize partners who follow sustainable practices
- 04Build stronger, more ethical, and lasting relationships

WHAT DO WE ACHIEVE?

All our key suppliers are approved in-house, which means they meet INCAPTO's standards for quality, traceability, and sustainability. **They go through a strict quality control process that includes incident monitoring, regular evaluations, and active feedback.**

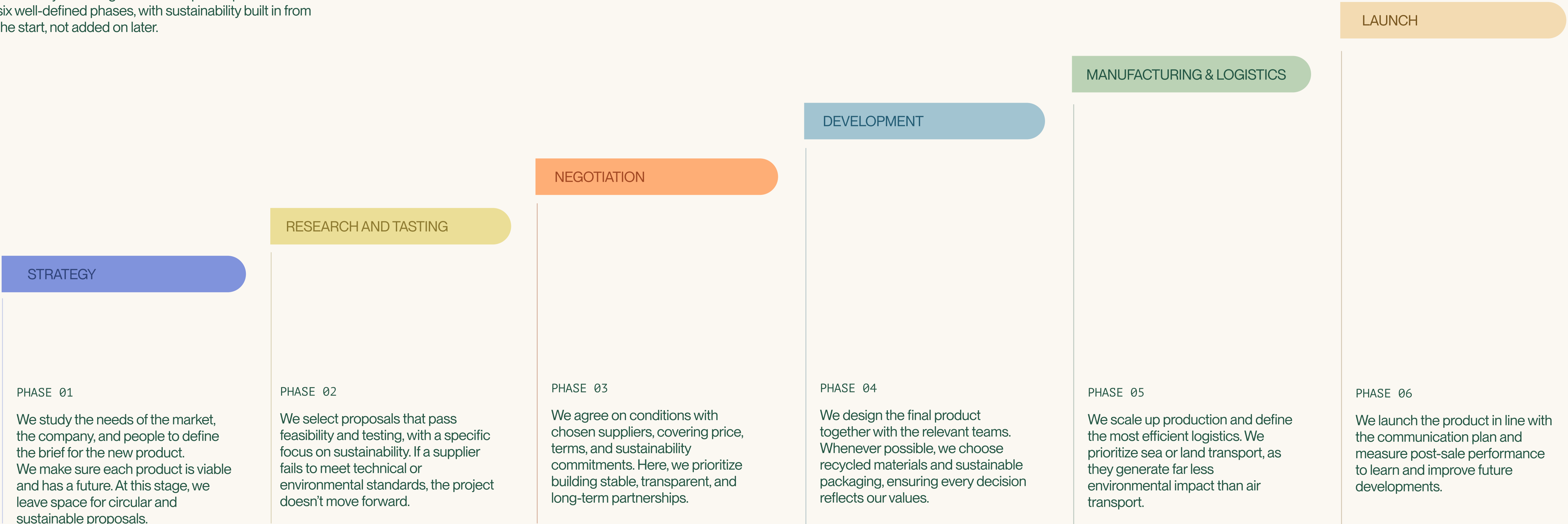
This helps us anticipate risks, improve processes, and strengthen our relationship with the supply chain.



Design and Development Phases of a New INCAPTO Product

At INCAPTO, new products don’t begin with a sketch; they begin with a question: Does this bring real value to our customers and to the planet?

That’s why our design and development process follows six well-defined phases, with sustainability built in from the start, not added on later.



Code of conduct

A supplier code of conduct is key to building a sustainable value chain. It sets out the principles our suppliers must follow: **respect for labor and human rights, environmental protection, and adherence to ethical business practices**. By working together to improve social and environmental performance, we can strengthen the value chain and move toward a more sustainable future.

Building a sustainable value chain is an ongoing effort that requires commitment from the entire company. **The long-term benefits, however, are significant and contribute directly to our success in an increasingly demanding market.**



Benefits of a sustainable value chain

- 

Improved reputation

Consumers increasingly value companies that commit to sustainability.
- 

Cost reduction

Environmental and social efficiency can generate significant long-term savings.
- 

Increased Resilience

A sustainable value chain is better able to withstand shocks and crises.
- 

Access to new markets

Consumers and businesses are seeking products made sustainably.



At INCAPTO, we don't measure impact only in numbers; we measure it in relationships, in conscious decisions, and in products that last longer and create less waste. This report reflects our journey through 2024, but more importantly, it sets a direction: to keep transforming how coffee is grown, consumed, and shared. We know there is still much to do. But we also know that every capsule-free cup, every refurbished coffee machine, every farm we work with, and every step we take toward a fairer supply chain makes a difference.

Thank you to all the people, companies, growers, partners, and customers who make this possible—helping us create a better way of consuming coffee, in every sense.



The good coffee revolution