

## Press Release

EMBARGOED to 0001 Hours BST Monday 28<sup>th</sup> September

### **Tea industry leaders launch Online Exchange to help tackle challenges in tea industry and to make world's favourite beverage a 'hero crop'**

As a part of their ongoing global commitment to delivering a sustainable future for tea, Tea 2030 members working with 2degrees, have come together to create the Tea 2030 Online Exchange.

Tea 2030 is a major global programme, bringing together the leading organisations across the sector. Its members include commercial businesses, NGOs and trade associations. The group is identifying the major challenges affecting tea and developing innovative solutions that will build a successful and sustainable industry across the world.

Recognising that the challenges facing tea are complex and require full collaborative action, Tea 2030 will use the new Online Exchange to improve problem solving through greater collective action and knowledge sharing between people across the world who are facing similar challenges, and ultimately leading to best practice becoming common practice.

The Exchange is open to any organisations working in the tea industry, as well as those beyond it with an interest in seeing a sustainable tea sector by 2030. It will explore issues as diverse as landscape management, employment concerns and consumer engagement – anything affecting the production, processing and purchase of tea.

The Online Exchange will further help Tea2030's ambition of making tea a 'hero crop' – one that doesn't just become a great product for years to come, but one that also helps to secure livelihoods and landscapes and that builds a deeper connection between producers and consumers. A hero crop will ensure every cup of tea betters the lives of the people who produce it, improves the environment where it is grown, and contributes to a thriving global industry.

Sally Uren, CEO of Forum for the Future, which leads Tea 2030, said: "Tea has a huge economic and social significance, supporting the lives and wellbeing of millions of people, and yet a number of challenges exist that means its future is uncertain. The launch of the Online Exchange with 2degrees is an exciting step forward for Tea 2030 and another important milestone in helping tea to become a hero crop. If you're part of the industry in any way, join the Online Exchange – you need to be involved in helping to secure a sustainable future for our favourite drink."

The Online Exchange goes live on 28<sup>h</sup> September. To join the Online Exchange please go to <http://2degreesnetwork.hs-sites.com/join-the-tea-2030-online-exchange> or contact Farah Najeeb, Community Manager for The Tea 2030 Online Exchange – [farahnajeeb@2degreesnetwork.com](mailto:farahnajeeb@2degreesnetwork.com)

## **Notes to editors**

### **About Tea 2030 ([www.forumforthefuture.org/project/tea-2030](http://www.forumforthefuture.org/project/tea-2030))**

Led and facilitated by Forum for the Future, Tea 2030 is a major collaborative programme, bringing together the leading organisations across the sector to help create a sustainable future for tea. Its members include commercial businesses, NGOs and trade associations. The group is identifying the major challenges affecting tea and developing innovative solutions that will build a successful and sustainable tea industry across the world. Tea 2030 has launched a global online platform to enable everyone in the sector and beyond to share knowledge and ideas to make sustainable tea a reality.

### **About Forum for the Future ([www.forumforthefuture.org](http://www.forumforthefuture.org))**

Forum for the Future is an independent non-profit that works globally with business, government and others to solve complex sustainability challenges. By advising and challenging individual organisations and bringing them together in powerful coalitions for change it aims to transform the systems we rely on to accelerate a shift towards a sustainable future.

### **About 2degrees ([www.2degreesnetwork.com](http://www.2degreesnetwork.com))**

2degrees is the world's leading collaboration platform and service for sustainable business with over 49,000 members from 178 countries. Our large scale programs and member services enable thousands of people to solve problems, share best practice and collaborate to procure solutions. As a result our members and clients are able to accelerate their sustainable business strategies to innovate and cut costs, risks and impacts, whilst at the same time driving shareholder value.

We work with clients such as Asda Walmart, Unilever, RBS, GSK, Kingfisher and many others to deliver supply chain engagement programs through our corporate solutions team.