

PRESS RELEASE



coffee&climate toolbox wins Red Dot “Best of the Best” Award 2025

Hamburg, November 24, 2025. The coffee&climate toolbox for coffee farmers has been honoured with the prestigious Best of the Best Award in the Digital Solutions category of the Red Dot Award 2025 — a recognition of outstanding design, usability, and impact. The coffee&climate toolbox is a digital training platform that helps smallholder coffee farmers worldwide adapt to climate change. It provides approved climate-smart agronomic and household-related practices, so-called "tools", in the form of easy-to-use step-by-step instructions.

A design win, a farmer win

At the award ceremony in Berlin, the jury emphasized the clear presentation and the different ways of conveying educational information to farmers through checklists, images, and videos. Also, they highlighted how the farmers’ particular constraints and needs are considered, and how best to reach them. **Jury member Alison Park Douglas: “The design was incredibly clear. Easy to follow. Clear navigation. It was really thoughtfully done, well researched, and understanding the audience.”** This helps coffee farmers identify the actions needed to adapt to climate change.

“We are proud of this recognition by an international expert jury, confirming that the c&c toolbox’ content presentation, design, and technical elaboration are outstanding,” says **Anika Nicolaudius, Project Manager of the coffee&climate toolbox.** The toolbox was developed by the initiative for coffee&climate and designed and coded by Melting Experience GmbH. It is constantly further developed in collaboration with farmers, agronomic experts, and researchers. Its goal is to foster global knowledge exchange and strengthen connections between coffee farming communities.

The c&c toolbox use is free of charge. It can be used in the browser and downloaded to the smartphone or computer at www.toolbox.coffee. A login function allows the user to comment and receive notifications.

Please find the photo of this press release [here](#).

About the initiative for coffee&climate

The initiative for coffee&climate (c&c) is a pre-competitive partnership of private and public actors. Working in seven regions worldwide, c&c strives to support smallholder coffee farming families and their communities to effectively respond to climate change, increase their resilience, and improve their livelihoods. More than 139,000 coffee farming households have been trained on climate-smart techniques to date.

c&c was founded in 2010 by the shareholders of International Coffee Partners (ICP) together with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and is coordinated and implemented by Hanns R. Neumann Stiftung (HRNS). Today it consists of the founding members Delta Cafés, Franck, Joh. Johansson, Lavazza Foundation, Löfbergs, Neumann Kaffee Gruppe, Paulig, and Tchibo, the associate members Julius Meinl, Smuckers, Tim Hortons, and Walter Matter as well as the Swedish International Development Cooperation Agency as public partner.

More about the initiative for coffee&climate:

<http://www.coffeeandclimate.org/>

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