

Puro served as the coffee of COP17 on biodiversity in Armenia, protecting 3000 hectares of valuable nature

Turnhout, 19 October 2026 - To demonstrate how commercial activity can contribute directly to positive environmental and social outcomes, Puro is partnering up with World Land Trust (WLT), and the Foundation for the Preservation of Wildlife and Cultural Assets (FPWC), by the long-term protection of 3000 hectares of high-biodiversity habitat in Armenia.

From 19 to 30 October 2026, the Seventeenth meeting of the Conference of the Parties to the UN Convention on Biological Diversity (CBD COP17) is taking place in Yerevan, Armenia. Around 25.000 stakeholders from around the world are coming together to conduct the first collective progress review on implementing the Kunming-Montreal Global Biodiversity Framework. Puro Coffee will be served as the coffee of COP17, with coffee available across conference zones throughout the event.

To demonstrating how everyday commercial activity can help create a lasting legacy beyond the conference itself, Puro is partnering up with WLT, and FPWC, one of Armenia's leading conservation organisations. At the heart of this partnership is a conservation initiative in Armenia's Caucasus Wildlife Refuge. The project will secure the long-term protection of 3,000 hectares of high-biodiversity habitat, connecting it to a wider landscape of approximately 30,000 hectares. This ecological connectivity is vital for wildlife, including the Persian Leopard, Syrian Brown Bear and Armenian Mouflon. It also helps maintain ecological connections between existing protected areas and future restoration sites across the wider landscape.

To secure sustainable, long-term financing, conservation is being linked with community-based renewable solar energy. This will generate revenue to support the long-term leasing and protection of biodiversity-rich land. Crucially, the solar infrastructure will be installed on village rooftops, rather than taking additional land from nature.

The partnership is founded on a shared belief that thriving businesses, resilient communities and healthy ecosystems are fundamentally connected. Businesses depend on healthy ecosystems, communities depend on resilient landscapes, and conservation depends on strong local partnerships and sustainable sources of support.

Puro Coffee and World Land Trust have been cooperating since 2005, where coffee sales are contributing to the protection of nature reserves. The Armenia project will become its 30th Nature Reserve, contributing to a global network spanning more than 100,000 hectares.

The significance of the partnership extends beyond a single project or a single COP. It reflects a broader ambition to "Protect the Best, Improve the Rest" - moving beyond traditional approaches in which environmental impacts are offset or forgotten once an event concludes.

Because the most successful events should not only change conversations. They should help change landscapes.

About Puro Coffee

Puro Fairtrade Coffee is the flagship brand by Miko, an international coffee service group with subsidiaries in 12 countries. Puro Fairtrade coffee was founded in 2005, on the belief that business can create positive impacts for people, wildlife and the environment. Puro supports rainforest conservation and community initiatives in coffee-growing regions around the world.

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About World Land Trust

Founded in 1989, World Land Trust is an international conservation charity that protects the world's most threatened habitats by working in partnership with local conservation organisations. Through its network of partners, World Land Trust supports the protection and restoration of habitats, the creation of wildlife corridors, and the sustainable management of land for the benefit of both people and nature. Since its founding, World Land Trust and its partners have helped protect millions of acres of biologically important habitat across the globe.

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About Foundation for the Preservation of Wildlife and Cultural Assets (FPWC)

Founded in 2002, the Foundation for the Preservation of Wildlife and Cultural Assets (FPWC) is one of Armenia's leading conservation organisations. FPWC works to conserve biodiversity, restore landscapes and promote sustainable development through community engagement, environmental education and innovative conservation initiatives. The organisation manages and supports conservation activities across Armenia, including the Caucasus Wildlife Refuge.

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