



Green
Commodities
Programme

*Empowered lives.
Resilient nations.*

Developing National Action Plans for sustainable agricultural commodities

122nd Session of the International Coffee Council
Charlie O'Malley, September 2018, London



Where do we work?

The Global Portfolio of the UNDP Green Commodities Programme



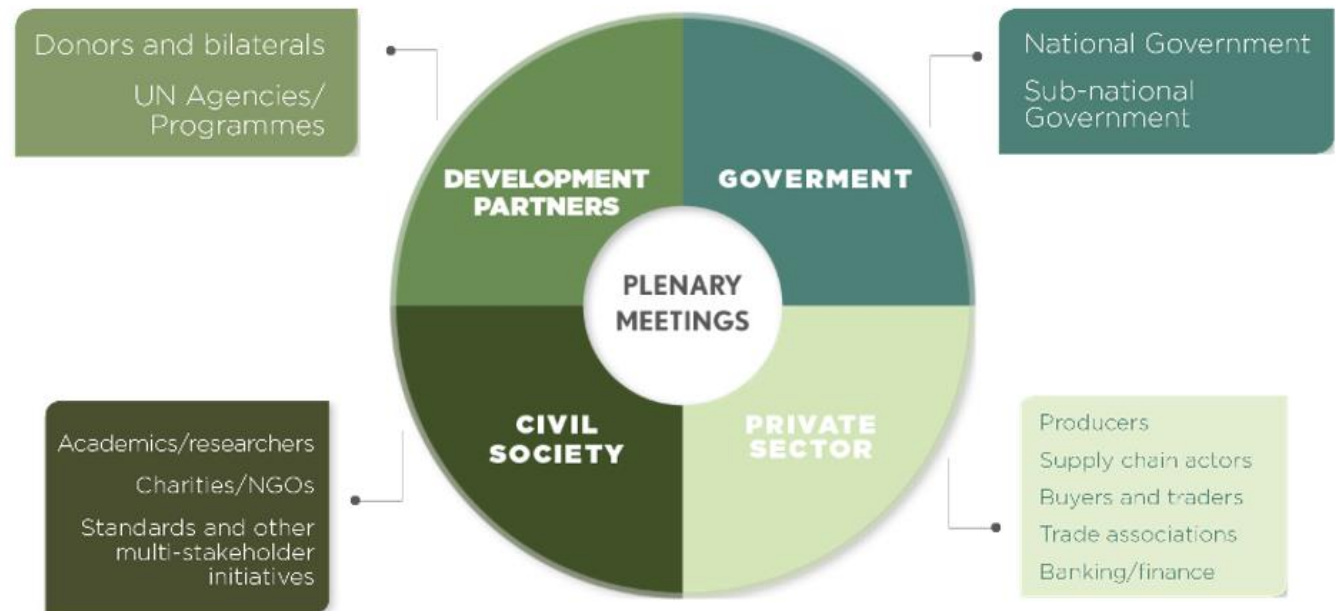


Typical challenges

- ❑ Low **productivity**
- ❑ Weak **extension systems** for small farmers
- ❑ Unclear **land tenure**
- ❑ Poor **land-use planning**
- ❑ Limited access to **financial services**
- ❑ **Policies** and **fiscal** incentives promoting negative impacts
- ❑ Projects working **in isolation**
- ❑ **Lack of alignment** and coordination between stakeholders

How do we work?

**National
Commodity
Platform**
multi-stakeholder
forum



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National Action Plan

- ❑ **Policy/legislation** reform and stronger enforcement
- ❑ Improved national and sub-national **farmer support** systems
- ❑ Improved **economic incentives** for sustainable production
- ❑ Effective **coordination** in and between sectors – public, private, community



**Public-Private
Partnerships
(PPPs)**



**Strategic and Technical
Support**

Why do we use a multi-stakeholder approach?



- ❑ Improve shared understanding of the issues
- ❑ Design better solutions
- ❑ Ensure co-ownership by key stakeholders
- ❑ Foster national leadership
- ❑ Increase likelihood of effective and efficient implementation

Coffee National Action Plan

PNA CAFÉ PERÚ



Coffee National Action Plan

Partners:

- Ministry of Agriculture
- National Coffee Council

*(Ministry of Agriculture
+ National Coffee Board
+ Peruvian Chamber of Coffee
and Cocoa)*



Plan development process

PROCESS

The plan is being prepared with the contributions of all the actors: Government, private sector, development partners and civil society, at the national, regional and local level.
This plan comprises:

1 Scope
Global
National
Regional/Local

2 Mission
Vision
Results
Goals

3 Measures in the
short-
medium- and
long-term

4 Budget and
financing

BEGINNING OF THE PROCESS



Plan development process

DESIGN AND PREPARATION

On June 16, 2017, the Peruvian Coffee National Action Plan (PNA) preparation process was made official and 6 technical groups were organized. They are meeting and generating valuable contributions. These groups have prioritized the problems in the sector. Next step will be to propose solutions, define concrete measures in the short-, medium-, and long-term, budget and financing.

Technical groups	Head of group	Technical Secretary
1 Quality and sustainable production Quality Sub-group	Ministry of Agriculture and Irrigation National Institute of Quality	National Coffee Board (JNC) MINAGRI Coffee plantation renovation programme
2 Phytosanitary Aspects	National Service of Agrarian Health	Inter-American Institute for Cooperation on Agriculture

Technical groups	Head of group	Technical Secretary
3 Financial Services	Ministry of Economy and Finances	MINAGRI Financing and Agriculture Department
4 Promotion y commercialization	Peruvian Export and Tourism Promotion Commission	Peruvian Chamber of Coffee and Cocoa
5 Social and Economic Development	Ministry of Development and Social Inclusion	National Commission for Development and Life Without Drugs
6 Institutionalilty	Council of Ministers Secretary of Decentralization	National Coffee Board

National Coffee Action Plan strategic objectives

Governance	Develop a model for sector governance that guarantees coffee's development and sustainability
Productivity	Increase levels of production, productivity and sustainability
Quality	Improve the quality level and consistency
Livelihoods	Improve the social, economic and environmental conditions for the producers and coffee-growing areas
Finance	Develop and provide timely, accessible, competitive and innovative financial mechanisms and services for coffee sector development
Positioning	Strengthen positioning of Peru coffee through country-wide branding and quality products differentiated for national and international markets



Plan development process

IMPLEMENTATION

The National Coffee Council, with the support of the heads of the technical groups and the UNDP Green Commodities Programme, will design a strategy for the negotiation, implementation and monitoring of the National Plan.



Identification of national funds

Registration of cooperation programs and projects

Identification of cooperation funds

Public - Private Partnerships

CHALLENGES

Achieve coffee sector sustainability, competitiveness

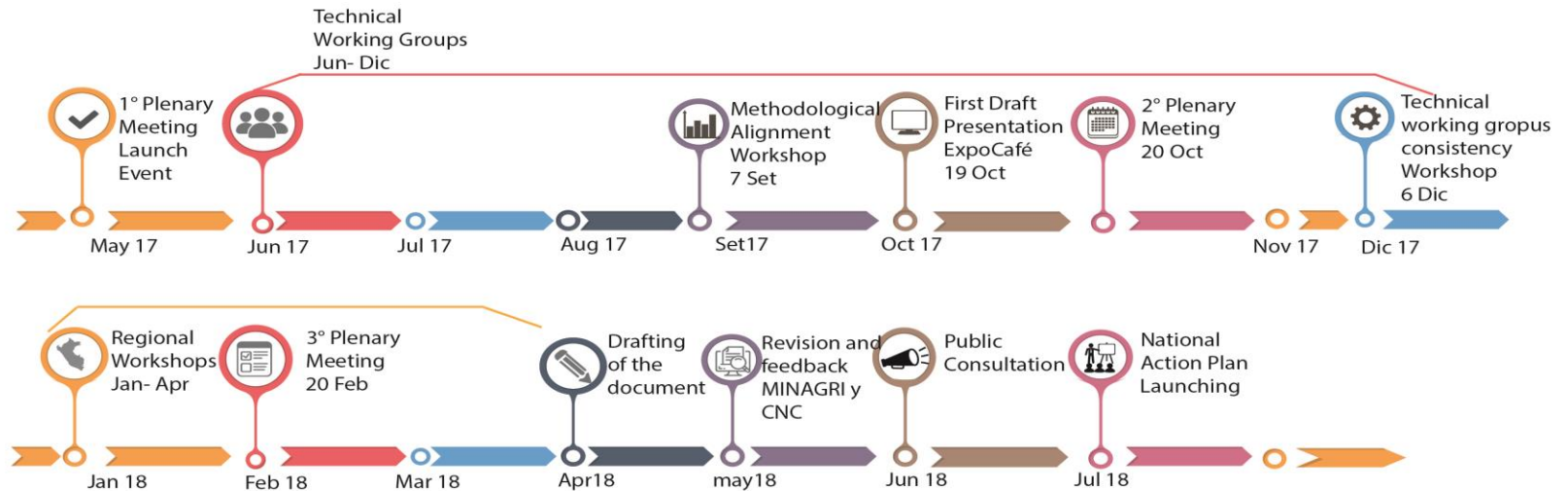
Propose an institutional model for the sector and governance for the Plan.

Promote national coffee consumption and exports by quality differentiation.

Engage the public and private sectors, development partners and civil society.

NATIONAL COFFEE ACTION PLAN TIMELINE

1. DESIGN PHASE



2. NEGOTIATION AND IMPLEMENTATION PHASE (2018-2019)

Public and Private Partnerships for coffee projects implementation: Public investment funds; Cooperation funds, Public works tax deduction

Where we work

- ❑ Agricultural commodities that are a key sector for the country
- ❑ Significant livelihood and environmental challenges
- ❑ National government leadership and support
- ❑ Support of other key sector stakeholders
- ❑ Donor support



Thank you!

Charlie O'Malley
Senior Partnerships Advisor
UNDP Green Commodities Programme

Contact: charles.omalley@undp.org

More about GCP: www.greencommodities.org

