

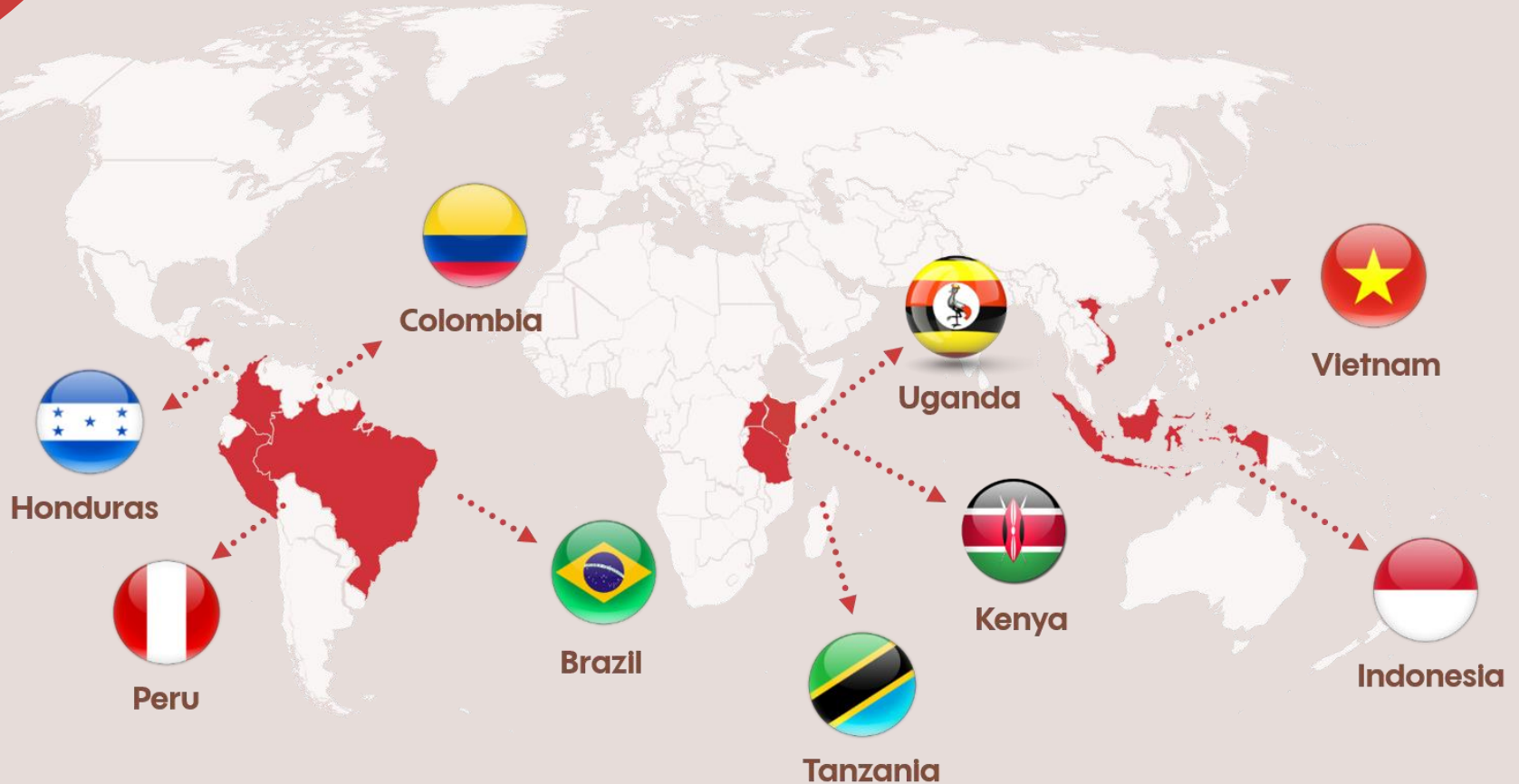


HOW GCP ENABLES IMPROVING BUSINESS ENVIRONMENTS: TOWARDS SUSTAINABLE COFFEE REGIONS

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Chairman of the Board of the Global Coffee Platform
ICO – September 2018



GCP - LOCAL ACTION FOR GLOBAL RESULTS: TOWARDS SUSTAINABLE COFFEE REGIONS





IMPLEMENTING SUSTAINABLE PRACTICES

- At first sight depends only on technology and standards
- Upon further analysis
 - technology and standards may be available
 - examples abound in many countries
 - usually large(r) farms
 - entrepreneurial (vs. family)
 - but are not widely used, especially by smaller growers
- Sustainability or its lack accommodates to access available: “vicious circle”



**THE EMPTY LIBRARY
SYNDROME**

HOW TO BREAK VICIOUS CIRCLE OF SUSTAINABILITY?



BREAKING VICIOUS CIRCLE OF SUSTAINABILITY



- Development of a National Sustainability Curriculum
- Dissemination and implementation of approaches and tools
- Training to disseminate Curriculum via extension services
 - public
 - grower groups, associations and/or cooperatives
 - traders
 - sustainability standards
 - other

ENABLING ENVIRONMENT



BREAKING VICIOUS CIRCLE OF SUSTAINABILITY

- Enabling use of Good Agricultural Practices (GAP)
National Sustainability Curriculum (NSC)
 - education
 - access to tools and approaches
 - evaluation
 - definition of gaps
 - access to inputs and equipment
 - financing
 - efficient markets
 - other



ENABLING ENVIRONMENT



THE KEY TO BREAK VICIOUS CIRCLE OF SUSTAINABILITY

- It is not within farm gate / under growers' control...
- ... but beyond farm gate / beyond growers' control
- It lies on the enabling environment
 - training and extension services
 - access to:
 - National Sustainability Curricula
 - evaluation systems
 - farmer organization
 - efficient supply chain and markets
 - financing
 - other

ROLE OF GOVERNMENT

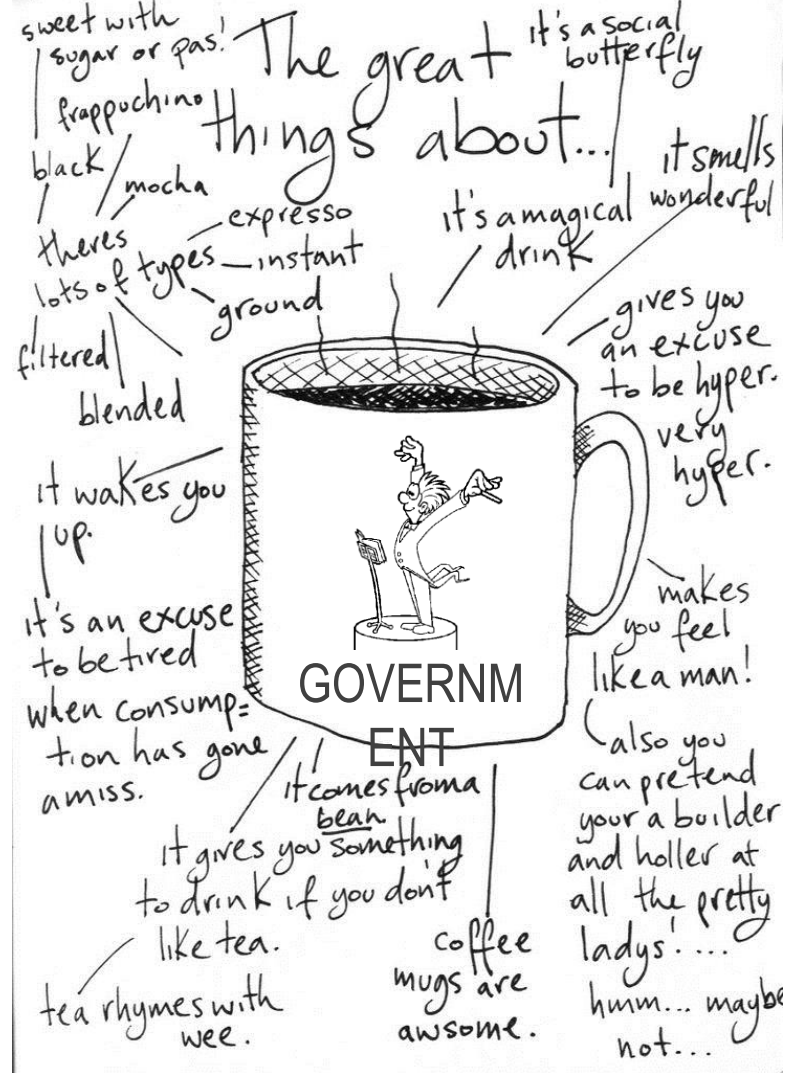




ROLE OF GOVERNMENT IN CREATION OF ENABLING ENVIRONMENT

- Do it mostly directly
- Develop means for others to do
 - incentives
 - legislation
 - concessions
 - Public Private Partnerships (PPP) (companies, NGOs, etc.)
 - other

COFFEE PLATFORM





RIGHT ENABLING ENVIRONMENT HELPED/PROMOTED BY COFFEE PLATFORM (stakeholders)

- Implementation of sustainable practices
- Greater transfer of export price to growers (more efficient coffee supply chain)
- Productivity growth
- Etc.

SEVERAL PROBLEMS SOLVED AT ONCE





ROADMAP TO CREATE A SUSTAINABLE COFFEE BUSINESS

- National Coffee Platforms
- National Sustainability Curricula

- Administrative decisions
- Smart legislation
- Sectorial programs
- Government investment
- Best use of existing structures/institutions

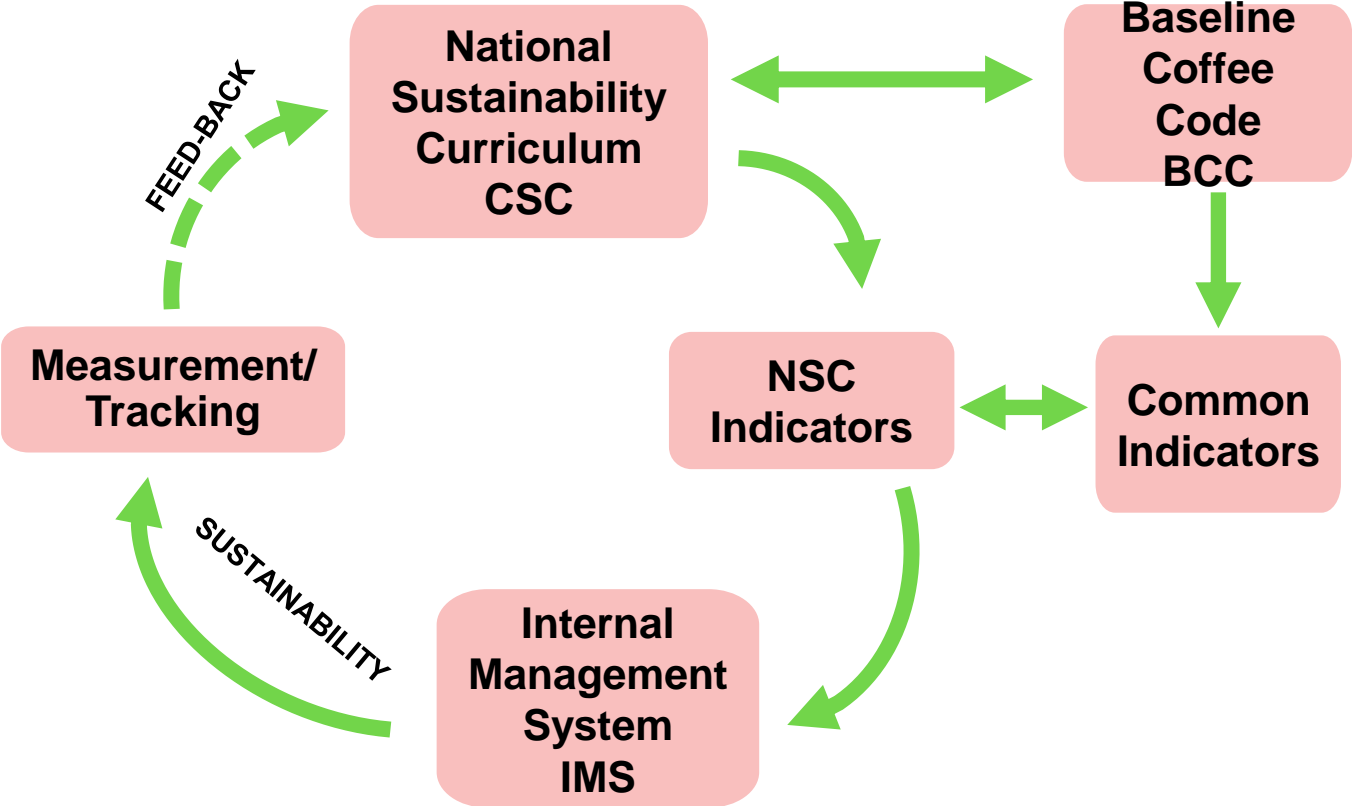


COFFEE
PLATFORM

GOVERNMENT AND POLITICAL WILL TO BREAK VICIOUS CIRCLE AND TO CREATE VIRTUOUS CIRCLE

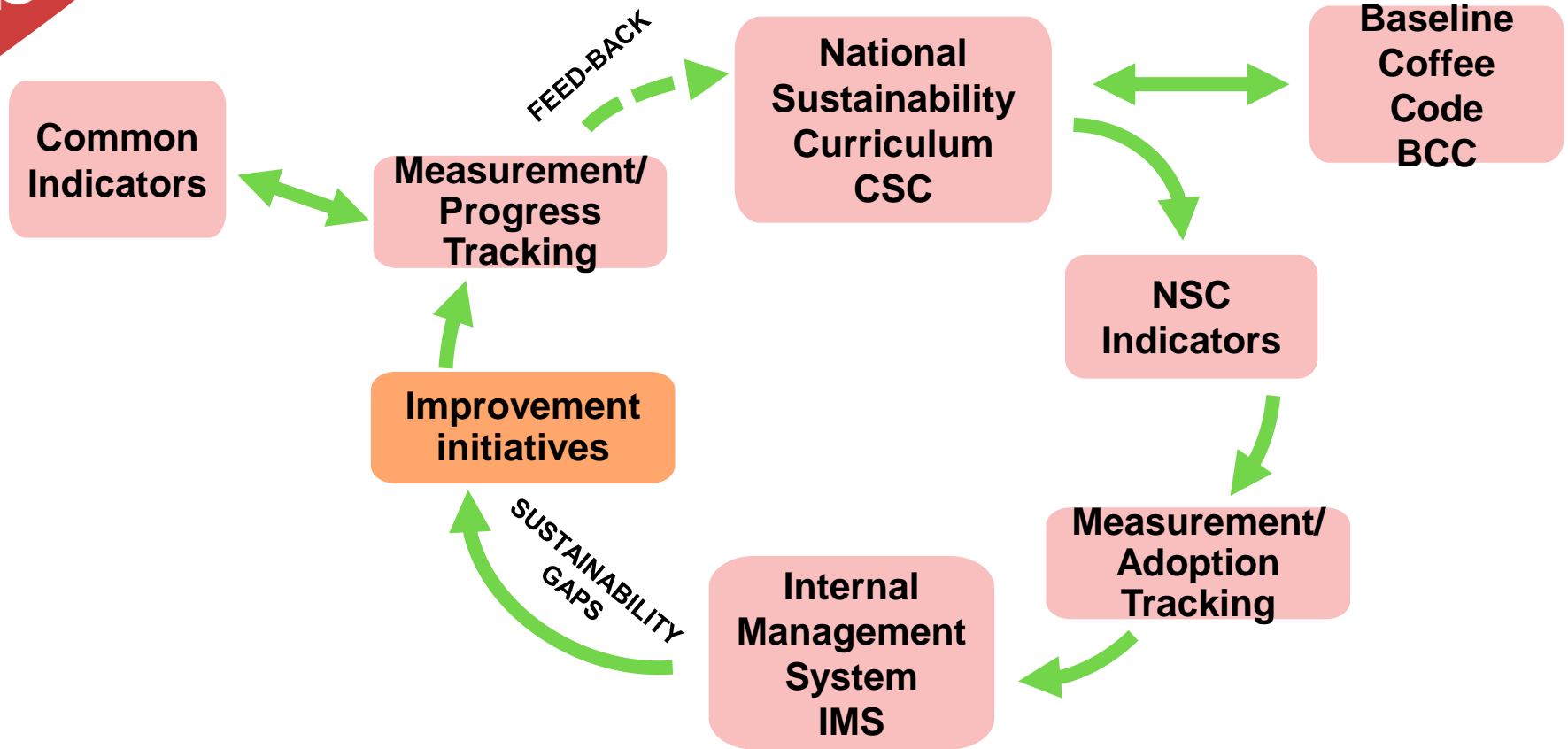


SYSTEM TO EVALUATE SUSTAINABILITY



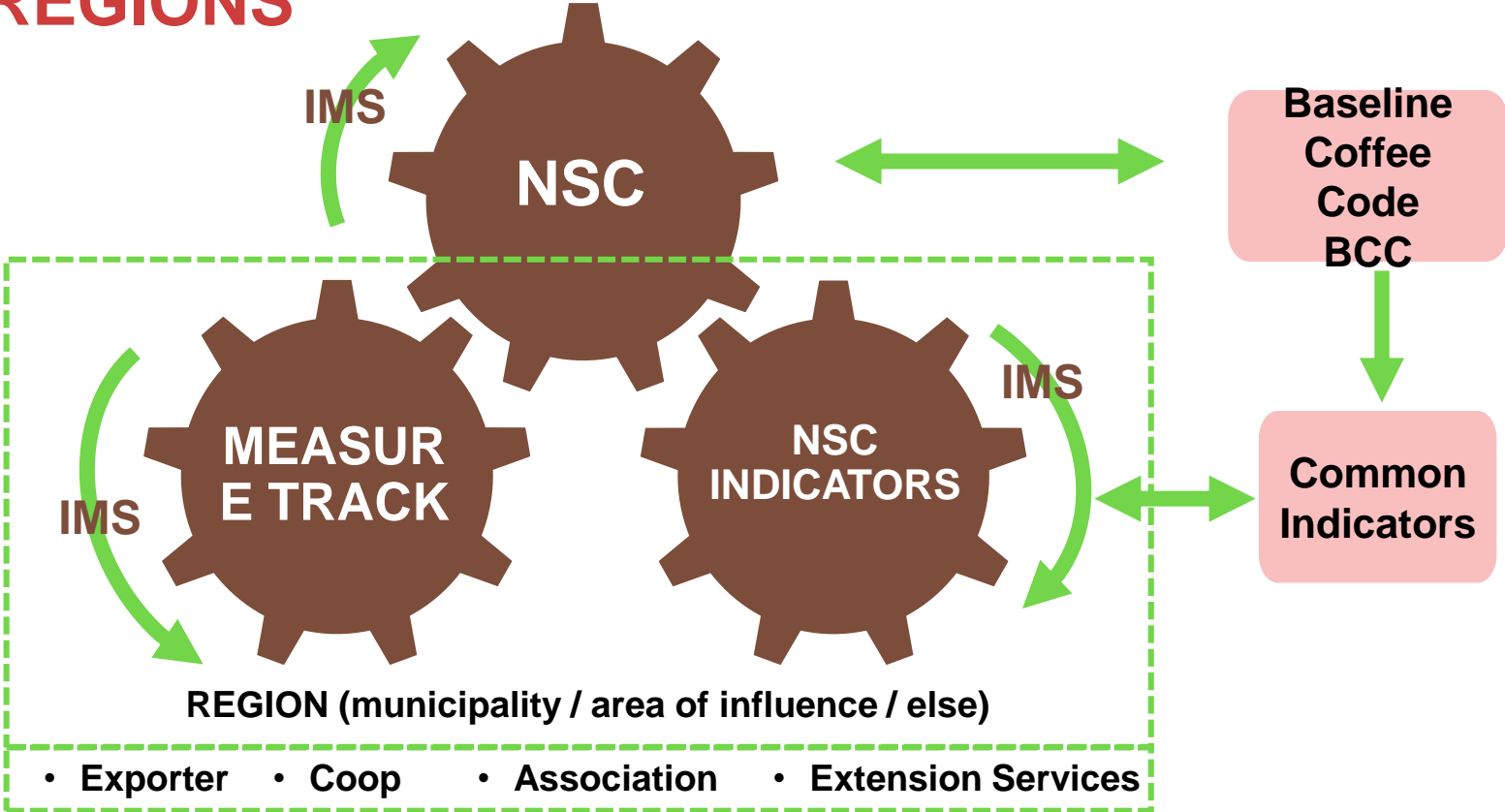


SYSTEM TO EVALUATE SUSTAINABILITY IMPROVEMENTS





DESCRIBING SUSTAINABLE COFFEE REGIONS





SUSTAINABLE COFFEE REGIONS

- ✓ Tools / Instruments:

- ✓ National Sustainability Curriculum NSC
- ✓ NSC Indicators
- ✓ Measure/track
- ✓ Internal Management System (IMS)

- ✓ Who does it?

- ✓ Exporters
- ✓ Coops
- ✓ Associations
- ✓ Extension Services

- ✓ IMS auditing (optional)

- ✓ Goals:

- ✓ Description
- ✓ Continuous improvement

DESCRIPTION OF SUSTAINABILITY OF EACH REGION
(flexible concept of region)



SUSTAINABLE COFFEE REGIONS - BENEFITS

For growers

- Step-by-step improvements focussing on economic viability first, combined with social & environmental improvements
- Aligned, more effective extension messages, more efficient support where extensionist in reach

For trade

- Local ownership of basic coffee sustainability curriculum, local priorities, local extension resources used more effectively leaves more resources for competitive supply chain programs
- “Coffee from sustainable regions” as offer to roasters; good foundation for trade-owned sustainability programs

For roasters

- Opportunity for long-term impact in key small holder sourcing regions
- Paves the way for verification & certification: improvements stories from small holder regions with adoption & progress measured



CURRENT STATUS OF PLATFORMS AND CURRICULA

COUNTRY	PLATFORM	CURRICULUM A	INDICATORS	MEASUREMENT
Brazil	X	X	X	X
Vietnam	X	X	X	X
Indonesia	X	X		
Colombia	X			
Kenya	X			
Honduras	Preparation			
Peru	Preparation			



INVITATION

8 and 9 November

Global Coffee Sustainability
Conference - GCSC 2018

9 November
Member
Assembly

10 November
Country Platform
Exchange

Belo Horizonte, MG, Brazil
International Coffee Week

#GCSC2018

Brazil. November.
Collective Action.
Save the Date for
#GCSC2018!

Don't miss out on the most important coffee sustainability event of the year. People, topics, trends, opportunities for local action – everything you need for sustainability in one beautiful place!



ICO AND GCP

- GCP provides tools and road map
 - experience in 9 countries
 - National Coffee Platforms (NCP)
 - Coffee Sustainability Curricula (CSC)
 - evaluation of sustainability
 - Member Initiatives (MI)
 - Sustainable Coffee Regions

- ICO replicates experiences and techniques in other countries
 - manual/guide
 - workshops
 - joint search for funding
 - other

**ENABLING ENVIRONMENT - SUSTAINABILITY EVALUATION AND GAPS
SUSTAINABLE COFFEE REGIONS**

Thank You

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Danke Merci Go Raibh Maith Agat Tingki
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