



Seminar on the economic, social and environmental impact of certification on the coffee supply chain

- Draft Programme
- Final terms of reference

London, 25 September 2012 (14:00 – 18:00)

1. The Executive Director presents his compliments and has the pleasure of inviting Members, Private Sector Consultative Board (PSCB) associations and observers to attend the ICO Seminar on the economic, social and environmental impact of certification on the coffee supply chain from 14:00 to 18.00 on Tuesday, 25 September 2012. The event will be chaired by Mr David Braun of Switzerland and will take place at the headquarters of the Organization at 22 Berners Street, London W1T 3DD, during the week of the 109th Session of the Council (information about these meetings is contained in document ED-2134/12). Simultaneous interpretation will be provided in English, French, Portuguese and Spanish.

2. The objective of the seminar is to provide information to Members on the economic, social and environmental impact of certification on the various levels of the supply chain from farm to cup. The seminar will identify the various impacts of certification, and will also attempt to formulate any relevant recommendations. A preliminary draft programme and the final terms of reference are attached as Annex I and II respectively. Both were developed in consultation with the working group established by the Council at its 108th Session in March 2012.

3. The event is free of charge and is open to ICO Members, representatives of PSCB associations and invited observers. For all other participants from interested institutions, there is a registration fee of £50 to help defray costs. The Executive Director wishes to recommend representation at the event by all ICO Member Governments, to ensure wide-ranging discussions on this important topic.

Registration

4. If you would like to attend, please complete and return the attached form to the ICO **by 17 September**, either by email: deschamp@ico.org, or by fax: +44 (0) 20 7612 0630. Members who have already sent their credentials do not need to complete the attendance form.

DRAFT PROGRAMME
SEMINAR ON THE ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACT
OF CERTIFICATION ON THE COFFEE SUPPLY CHAIN

Tuesday, 25 September 2012 (14:00 – 18:00)

- 13:00 – 14:00 **Registration**
- 14:00 – 14:05 **Welcome and opening remarks:** Executive Director, ICO – Mr Robério Oliveira Silva
- 14:05 – 14:10 **Outline of the problems/issues:** Chairperson – Mr David Braun, Second Secretary and Deputy Head of the Economic Section, Embassy of Switzerland
- INTRODUCTION TO KEY ISSUES**
- 14:10 – 14:40 **Mr Daniele Giovannucci, Head of the Committee on Sustainability Assessment (COSA):** Overview of certification issues, especially results of the comparative analysis undertaken by COSA on the relative impacts of different certification/verification schemes.
- PANEL 1** **PERSPECTIVES OF CERTIFICATION BODIES AND THE DEMAND SIDE**
- 14:40 – 15:00 **Ms Annemieke Wijn, Board Member, Rainforest Alliance:** Perspective of a leading certification body
- 15:00 – 15:20 **Ms Nathalie Ritchie, Head of Ethical Sourcing and Sustainable Agriculture, Kraft Foods, UK:** Perspective of a leading roaster
- 15:20 – 15:40 **Ms Karin Kreider, Scaling Up Director, ISEAL Alliance:** Scaling up and harmonization of voluntary standards.
- 15:40 – 15:55 Questions and answers
- PANEL 2** **PERSPECTIVES AND EXPERIENCES OF COFFEE PRODUCERS**
- 15:55 – 16:15 **Mr Filtone C. Sandando, Project Manager, African Fine Coffees Association (AFCA):** Activities of CFC/ICO project on building capacity in coffee certification and verification for speciality coffee farmers in AFCA countries, and lessons learnt about certification and verification in Africa
- 16:15 – 16:35 **Mr Carlos Ariel García, Senior Researcher at Centre for Regional, Coffee and Entrepreneurial Studies (CRECE), Colombia:** Evolution and outlook for sustainability initiatives, including results of the impact evaluation and highlights of research carried out in Colombia
- 16:35 – 16:55 **Mr Gabriel Ferreira Bartholo, General Manager, Empresa Brasileira de Pesquisa Agropecuária (EMBRAPA), Brazil:** Evolution and outlook for sustainability initiatives – experiences of obtaining certification and research carried out in Brazil
- 16:55 – 17:10 **Dr Misnawi Jati, Senior Researcher and Head of Post Harvest Technology Department, Indonesian Coffee and Cocoa Research Institute (ICCRI), Indonesia:** Challenges of sustainable coffee certification in Indonesia
- 17:10 – 17:50 **Discussion**
- 17:50 – 18:00 Concluding remarks by individual presenters/Summing up: Chairperson

**TERMS OF REFERENCE FOR A
SEMINAR ON THE ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACT
OF CERTIFICATION ON THE COFFEE SUPPLY CHAIN**

Objective

1. The objective of the seminar is to provide information to Members on the economic, social and environmental impact of certification on the various levels of the supply chain from farm to cup. The seminar will identify the various impacts of certification, and will also attempt to formulate any relevant recommendations.

Proposed structure

2. The seminar will cover issues related to the economic, social and environmental impact of certification and verification standards on the various levels of the supply chain, including but not limited to:

- costs, benefits and economic, social and environmental impacts of certification/verification schemes, especially for smallholder farmers;
- impact of certification on productivity, cost-management, incomes, health, education, farmer training, biodiversity and soil fertility;
- consumer and industry demand for certified/verified coffee and related demand drivers;
- access to credit and finance for certification/verification processes and the production and promotion of certified/verified coffee;
- impact of certification/verification on value at the various levels in the coffee supply chain, for example, price premiums for producers and other supply chain participants, and means to enhance transparency about such value/premiums;
- similarities and differences, as well as possible synergies, among certification/verification schemes;
- the relationship between certification/verification schemes and relevant international standards;
- certification/verification schemes and their impact on trade;
- traceability;
- impact of certifications/verifications on the volatility of coffee prices;
- the role of certifications in times of low coffee supply;

- certification/verifications as a marketing strategy;
- lessons learned on the impact of certification/verifications on improving long-term sustainability; and
- improving the efficiency and cost-effectiveness of certification/verifications.

Suggested speakers

3. Organizations from the following categories could be approached to provide speakers:

- Developers of certification/verification systems
- Certifying and accrediting entities
- Relevant governmental and non-governmental organizations
- Research institutions/universities/consultants with relevant expertise
- Coffee associations in exporting and consuming countries
- Entities financing these types of initiatives

Participants

4. The event will be open to ICO Members and observers, private sector representatives and other interested parties.



INTERNATIONAL COFFEE ORGANIZATION

22 Berners Street
London W1T 3DD
United Kingdom

**SEMINAR ON THE ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACT OF
CERTIFICATION ON THE COFFEE SUPPLY CHAIN**

25 SEPTEMBER 2012 (14:00 – 18.00)

ATTENDANCE FORM

I will/will not* attend the above event on 25 September 2012 (a separate form should be completed for each participant).

Name of ICO Member country/PSCB association/observer:

Name:

Position:

Organization/company:

Phone:

Fax:

Email:

The event is free of charge to ICO Members, representatives of the PSCB associations and invited observers. For all other participants, there is a registration fee of £50 payable in cash or by cheque.

To be completed by fee-paying participants only:

() I enclose a registration fee of £50 (N.B. cheques must be drawn on a UK bank payable to the International Coffee Organization)

** Please delete as appropriate*

Please return to:

The Executive Director
International Coffee Organization
22 Berners Street
London W1T 3DD
United Kingdom

Tel: +44 (0) 20 7612 0600
Fax: +44 (0) 20 7612 0630
Website: www.ico.org
Email: deschamp@ico.org