



The Global Platform for Sustainable Coffee: Uniting Forces for Sustainability

Council of the ICO, Belo Horizonte
12th September 2013



OUR VISION: To build a thriving, sustainable coffee sector for generations to come.

HOW? By uniting all relevant coffee stakeholders in working towards the improvement of the economic, social and environmental conditions of coffee production and processing.

WHY? To ensure sustainable livelihoods for all actors along the coffee value chain.

HOW TO ACHIEVE THIS?



OVER 280 MEMBERS WORLDWIDE



TOWARDS 100% SUSTAINABLY PRODUCED COFFEE

- Roasters & coffee chain actors committed to increase supply and demand of verified and certified sustainable coffee
- Public commitments, sustainability strategies



and many more

2012 Supply ~ 50 Mio bags production potential of sustainably produced coffee

Demand > 10 Mio bags purchased and received by roasters

- 2,5 Mio bags 4C Compliant Coffee in coffee year 2011/12
- 2,3 Mio bags Rainforest Alliance certified purchased
- 3,1 Mio bags Utz Certified purchased
- 2,1 Mio bags Fairtrade certified purchased

2015 • and others

Continued dynamic growth!



CONTINUING THE JOURNEY TOWARDS A VISION 2020!

Scaling up the achievements to date in a joint effort to address critical issues:

- Economic viability of coffee farmers
- Demonstrating impact
- Persistent cost issues
- Transparency and traceability
- Systems and structure of standards
- Effects of macro-economic factors at the global, regional and national level

Need for effective public-private collaboration

- 4C Association as a vehicle to interlink with private sector
- ICO to enable active participation of governments to address critical issues

→ Invitation for collaborative dialogue, benefitting from the mutual strengths



A woman with dark hair, wearing a light purple shirt, is speaking into a microphone. She is gesturing with her right hand. In the background, there is a flipchart with the word "GENDER" written in blue and "SUCCESS" written in red. The flipchart also has some other text that is partially obscured. The background is a wooden wall with a grid pattern.

4C ASSOCIATION

THE GLOBAL PLATFORM
TO ADDRESS
SUSTAINABILITY ISSUES
COLLABORATIVELY

THANK YOU FOR
YOUR ATTENTION!

Contact us:
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