



VISION 2020 AT THE GLOBAL COFFEE FORUM

REMARKS OF THE EXECUTIVE DIRECTOR INTERNATIONAL COFFEE ORGANIZATION

MILAN, 01 OCTOBER 2015

Ladies and gentlemen,

We get together here at the Global Coffee Forum to discuss the future of the coffee sector. The discussions show that, on the one hand, there is great potential for growth in the coffee market. On the other hand, many structural problems affecting coffee production remain while new challenges such as climate change arise.

Against this backdrop, it is vital that all stakeholders in the coffee sector – public and private – develop solutions and implement actions to address these challenges.

Indeed, it is heartening to see so many valuable initiatives being developed by both the industry and national governments, some of which have been presented over the last two days.

But we can still get better at creating synergies between the public sector and private sector through collective action.

Since its creation more than five decades ago, the idea of cooperation has been at the heart of the International Coffee Organization – it is ingrained in our DNA.

We want use this idea in order to continue to facilitate the way the public and the private sector work together in tackling the problems the coffee sector faces.

Hence, in March this year, the International Coffee Council at its 114th Meeting approved a Memorandum of Understanding with the 4C Association, a membership organisation of the private sector, and IDH, the Sustainable Trade Initiative, to enable the ICO to join “Vision 2020”, a global partnership for public-private collaboration.

Each organisation brings with it specific strengths.

The 4C Association is a membership platform uniting the private part of the coffee sector to address sustainability issues and offers an entry-level sustainability standard.

IDH co-funds and convenes public-private programmes such as the Sustainable Coffee Programme, which aim at promoting sustainable supply chains and capacity building for farmers.

IDH also works with the public sector in order to create an enabling environment for coffee farmers and the entire industry.

The ICO, as an intergovernmental organisation, plays a vital role in facilitating the dialogue and coordination between actors in the private sector and the public sector.

To this end, we collect and analyse data to increase market transparency and provide a forum for the exchange of views on the coffee sector.

The ultimate goal of Vision 2020 is to work together on initiatives to address the challenges in the coffee sector.

We aim to do this by improving the coordination of existing activities currently being carried out.

Using the momentum of the Global Coffee Forum here in Milan and looking ahead to the 4th World Conference in Ethiopia, I am looking forward enormously to moving into the next phase of collaboration under this Memorandum of Understanding

Thank you very much!