



**Draft Memorandum of Understanding  
between the International Coffee  
Organization and the Global Coffee Platform**

**Background**

1. Annex I of this document contains a draft Memorandum of Understanding (MoU) between the International Coffee Organization (ICO) and the Global Coffee Platform (GCP) to continue and expand public-private collaboration in the coffee sector towards a sustainable, thriving coffee community at the same time as contributing to the Sustainable Development Goals. This collaboration will be known as 'Cooperation for Vision 2030'.

2. This draft Memorandum of Understanding updates and replaces the MoU approved by the International Coffee Council at its 114<sup>th</sup> Session in March 2015 between the International Coffee Organization, the 4C Association and IDH The Sustainable Trade Initiative in view of the following developments:

- The creation in March 2016 of the **Global Coffee Platform**: a private sector multi-stakeholder membership platform to enable a sustainable coffee sector. Based on the approval of the 4C Membership, the 4C Association and the Sustainable Coffee Program (SCP) joined forces and co-created the Global Coffee Platform. The (commercial) verification operations of the 4C Entry-level Standard were spun off into a separate company, Coffee Assurance Services GmbH & Co. KG, while the competitive Field-Level Projects of SCP remained with IDH.
- The change from **Vision 2020** to **Vision 2030**, and **Action 2020**: Recommended by ICO Members during a consultative presentation on progress, the parties agreed to link the timeframe of the coffee sector's vision for a sustainable world coffee sector, as well as all strategic priorities addressed by the Sustainable Development Goals which were published in September 2016.

- The **Strategic Review of the ICO** – and the resulting draft **Five-Year Action Plan**, which defines the ICO’s overarching mission of promoting a sustainable world coffee sector to be accomplished by:
  - i. Delivering world-class data, analysis and information to the industry and policy-makers.
  - ii. Using the Organization’s convening power to provide a forum for dialogue between and within the public and private sectors.
  - iii. Facilitating the development of projects and promotion programmes through public-private partnerships.

3. A paper explaining in more detail the background to this collaboration is attached as Annex II.

#### **Action**

The Council is invited to consider the draft Memorandum of Understanding between the International Coffee Organization and the Global Coffee Platform and, if appropriate, to approve it.



**MEMORANDUM OF UNDERSTANDING  
BETWEEN THE  
THE INTERNATIONAL COFFEE ORGANIZATION  
AND THE GLOBAL COFFEE PLATFORM**

The International Coffee Organization,

and

The Global Coffee Platform, (hereinafter 'the Parties')

Recognizing the International Coffee Organization (ICO) as the main intergovernmental body responsible for addressing the challenges facing the world coffee sector with the mandate to alleviate poverty, promote rural development, encourage diversification, and develop a sustainable coffee economy;

Recognizing the role of the Global Coffee Platform<sup>1</sup> (GCP) as a private sector multi-stakeholder membership platform that: (i) unites the coffee community in shared responsibility for a sustainable coffee sector; (ii) enables alignment and expansion of activities of a diverse network of stakeholders and initiatives for greater impact; and (iii) enables measurement of individual and collective progress towards shared sustainability goals. These activities aim to address systemic sustainability issues in a pre-competitive manner, in order to improve the economic, social and environmental conditions of those men and women who make their living from coffee;

Confirming the commitment of the Parties to promote sustainable development as a means of achieving social and economic progress in coffee producing countries while protecting natural resources;

Recognizing that wide public-private cooperation has the greatest potential to promote economic growth, reduce inequalities and improve living standards in coffee-producing countries, and is aligned with Sustainable Development Goal 17, which calls for the development of partnerships to “strengthen the means of implementation and revitalize the global partnership for sustainable development”;

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<sup>1</sup> Based on the approval of the 4C Membership, the 4C Association and the Sustainable Coffee Program (SCP) joined forces and co-created the Global Coffee Platform in March 2016. The (commercial) verification operations of the 4C Entry-level Standard were spun off into a separate company, Coffee Assurance Services GmbH & Co. KG, while the competitive Field-Level Projects of SCP remained with IDH.

Acknowledging that systemic sustainability issues, such as climate change, access to finance for producers, productivity, ageing farmers and ageing coffee trees, require new forms of farmer-centric public-private cooperation at a pre-competitive level in coffee-producing countries;

Acknowledging the need to globally encourage greater empowerment of a large number of men and women who work in the coffee sector and to provide more incentives to attract youth participation for the long-term sustainability of the world coffee market;

Continuing the active collaboration between the Parties, started under the Vision 2020 dialogues which evolved into 'Action 2020' and 'Vision 2030' in order to synchronize the timeframe with all Sustainable Development Goals, with the aim of avoiding duplication of activities, scaling existing initiatives in a cost-efficient manner and working towards collective impact in the coffee sector;

Appreciating the opportunity and significant role that the Parties can play in facilitating public-private collaboration, co-responsibility and active contributions to increase resilience in coffee-producing countries and to assure the long-term viability of coffee production as required by the world market;

Recognizing the recent creation of the GCP to contribute to Vision 2030 goals through its members, partners and collaborating National Coffee Platforms; the establishment of the Sustainable Development Goals (SDGs); and the need for continued collaboration beyond the expiry of the current Memorandum of Understanding originally signed between the ICO, the 4C Association and IDH The Sustainable Coffee Program;

Taking into account the respective mandates, objectives and programmes of the ICO and the GCP

HEREBY agree:

## **ARTICLE 1**

### **PURPOSE**

1. To continue and expand the alliance for public-private collaboration in the coffee sector which will work towards a sustainable, thriving coffee community and at the same time enable the coffee sector to contribute to the Sustainable Development Goals. This collaboration will be known as 'Cooperation for Vision 2030'.

**ARTICLE 2**  
**IMPLEMENTATION**

1. The Parties shall – within the scope of their activities – continue:
  - i. To share current activities in their respective fields of work.
  - ii. Their active participation as stewards of the multi-stakeholder Vision 2030 dialogues.
  - iii. To enable further co-creation and ownership of public and private stakeholders for Vision 2030 as a shared sectoral vision.
  - iv. To support commitment by members and partners, and stakeholders in the coffee sector to contribute to agreed Vision 2030 goals and targets in line with individual and collective strategies and action plans.
  - v. To endeavour to offer the effective enabling of public-private dialogues amongst key coffee stakeholders in producing countries. These dialogues should lead to the prioritization of needs in coffee-farming communities at a national level as well as the definition of action plans and the identification of needs for funding for successful implementation and measurement. Where appropriate and deemed useful by local stakeholders, these dialogues can be established in the form of public-private National Coffee Platforms.
  - vi. To enable and encourage regular measurement of progress towards the shared vision.
  - vii. To share progress updates and learning in regular joint annual, international coffee sustainability workshops alongside one of the ICO meetings in order to accelerate collective impact on the coffee sector.
  
2. In order to further develop Vision 2030, the Parties, in close cooperation with key stakeholders and existing and new initiatives, such as the Sustainable Coffee Challenge and the World Coffee Producer Forum, shall take into account the progress made to date and shall seek advice, input and commitment from key public and private coffee stakeholders both on a national and international level.
  
3. All activities covered by this Memorandum of Understanding shall be aligned with and contribute to the Sustainable Development Goals.
  
4. When enabling the public-private dialogues on coffee sector sustainability at a global level the Parties should include funding agencies in order to foster understanding and financial support for the implementation of the agreed priority agendas and strategies at international, national and local levels. The identification of priority needs and action plans should include a focus on areas such as:

- i. The economic viability of coffee farming (including coffee-farming as a business), renovation and rehabilitation, farm labour, financial literacy and access to finance; value distribution along the coffee chain.
  - ii. Adaptation/mitigation and research and innovation in the field of climate change, including related tools.
  - iii. Gender.
  - iv. The next generation of coffee growers.
  - v. Increasing demand for sustainable coffee.
5. The specific objectives, commitments and contributions of the Parties under this Memorandum of Understanding, including the monitoring and evaluation arrangements, shall be further elaborated and agreed upon between the ICO and GCP.
6. Within their capabilities and in accordance with their regulations, the Parties agree to explore possibilities to dedicate staff time (in-kind) and/or other resources, such as meeting facilities, to Vision 2030 and related actions. Further details will be worked out and agreed between the Parties in writing.
7. Within their capabilities and in accordance with their regulations, the Parties shall endeavour to establish mechanisms to support stakeholders in the world coffee sector. This shall take the form of establishing relationships and collaboration for effective agenda-setting, offering services to members, including gathering of and access to knowledge and information, mobilizing resources from both public and private organizations to finance locally agreed and prioritized activities for the benefit of coffee farming communities.

### **ARTICLE 3**

#### **COORDINATION**

1. Under the previous Memorandum of Understanding, the Parties established a joint Secretariat. The Parties to this Memorandum of Understanding commit to continuing to serve the coffee sector through this Secretariat for Vision 2030 and to meet at least six times a year, in person or virtually, in order to ensure coordination with and in between the different partners, National Coffee Platforms, working groups or collective action networks, the facilitation of co-funding as well as the measurement of progress in the sector towards agreed sustainability goals as established by Vision 2030. The ICO will be represented by José Sette, as Executive Director, or the person he designates. The GCP will be represented by Annette Pensel, as Executive Director, or the person she designates.

**ARTICLE 4**  
**FINAL CONSIDERATIONS**

1. This Memorandum of Understanding does not imply any commitment to the transfer of financial resources between the Parties.
2. Intellectual property rights, in particular copyright, of material such as information, software and design, made available by the ICO and GCP to be used to carry out the activities under this Memorandum of Understanding shall remain unaffected.
3. This Memorandum of Understanding shall enter into force on 29 September 2017 and shall remain in force for a period of three (3) years. It may be renewed for equal periods of three (3) years upon written request of any of the Parties six (6) months before its expiration.
4. This Memorandum of Understanding may be terminated fully or in part by written notification from either of the Parties. Termination shall be effective ninety (90) days after the date of notification.
5. This Memorandum of Understanding may be modified by mutual consent agreed to in writing by duly authorized representatives of the Parties.
6. Any dispute regarding the interpretation or application of this Memorandum of Understanding shall be resolved exclusively through consultations and negotiations. In the event that a dispute cannot be solved amicably through consultations and negotiations, the Memorandum of Understanding shall terminate on a date agreed to between the Parties. The Parties hereby specifically agree not to engage in legal proceedings in court.

Signed in Yamoussoukro, on 29 September 2017 in English.

For the International Coffee Organization    José Sette, Executive Director		For the Global Coffee Platform    Annette Pensel, Executive Director
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**BACKGROUND PAPER ON COLLABORATION BETWEEN  
THE INTERNATIONAL COFFEE ORGANIZATION AND THE GLOBAL COFFEE PLATFORM**

**NEXT STEPS ON VISION 2030 AS A SHARED, PUBLIC-PRIVATE VISION  
FOR A SUSTAINABLE, THRIVING COFFEE SECTOR**

## **Background**

In March 2015, the International Coffee Council approved at its 114<sup>th</sup> Session a Memorandum of Understanding (MoU) between the International Coffee Organization (ICO), the 4C Association and IDH The Sustainable Trade Initiative to formalize collaboration on Vision 2020 – Collective Impact for Sustainable Coffee Communities, which started in 2013. This MoU was later circulated as ICC-114-8 and is valid until March 2018.

Key milestones and achievements of this collaboration include:

- Joint launch of Vision 2020 during the first Global Coffee Forum (September 2015, Milan, Italy).
- Increased awareness of coffee sector challenges and the need for public-private collaboration, confirmed in Vision 2020 – call for action early 2016, with has been subscribed to by key coffee sector companies.
- A joint Sustainability Workshop during the World Coffee Conference (March 2016, Ethiopia) with representatives from National Coffee Platforms in Uganda, Tanzania and Colombia presenting insights and progress of collaborative work.
- A joint workshop to refine the vision and identify key systemic sustainability challenges that need to be addressed, held in September 2016 at the ICO.

## **Global Coffee Platform**

The Global Coffee Platform (GCP) was formed in March 2016, at which time the 4C Membership, the 4C Association and the Sustainable Coffee Program (SCP) joined forces and co-created this new entity. At the same time, the (commercial) verification operations of the 4C Entry-level Standard were spun off into a separate company, Coffee Assurance Services GmbH & Co. KG, while the competitive Field-Level Projects of the SCP remained with IDH.

The GCP is a private sector multi-stakeholder membership platform that:

- i. Unites the coffee community in shared responsibility for a sustainable coffee sector.



- ii. Enables alignment and expansion of activities of a diverse network of stakeholders and initiatives for greater impact.
- iii. enables measurement of individual and collective progress towards shared sustainability goals.

In order to contribute to the achievement of these shared sustainability goals for the sector, embraced in Vision 2030, the Global Coffee Platform convenes its members and partners for joint agenda-setting and coordinated, innovative action on key sustainability challenges as identified by collaborating National Coffee Platforms. These National Coffee Platforms are formed by public and private stakeholders in producing countries to address key sector challenges – as prioritized at national level – in collaboration.

To reduce fragmentation and increase impact at a farm level, the GCP offers tools and engagement possibilities to increase private and public investments in coffee programmes, promotes the adoption of at least baseline sustainability practices, as well as facilitating learning and exchange.

Based on the MoU with the Sustainable Coffee Challenge (SCC) in February 2017, the GCP joined forces with the SCC in a joint working group with members and partners to advance the Sustainability Progress Framework (version 2.0 now available) which has been started by the SCC in an open, inclusive consultation process. This Sustainability Progress Framework advances the level of detail for Vision 2030 by proposing objectives, a definition of success, common impacts and outcomes, intervention pathways and a Theory of Change. To be able to collectively measure progress towards the shared vision, common indicators have been proposed and agreed. Currently, a reporting tool is being developed by GCP in order to enable GCP Members and others to contribute to first pilot reports on collective progress towards Vision 2030.

The GCP's current membership of 160 members includes a wide range of coffee stakeholders representing:

- Approximately 40% of the world's coffee trade volume (trade members include Neumann Kaffee Group, Olam, Volcafe, Louis Dreyfus Commodities and Ecom, as well as exporters in producing countries).
- Approximately 25% of the world coffee roasting and soluble industry (including Nestlé, JDE, Strauss and Tchibo).
- Important coffee producer organizations, such as the National Coffee Council (Brazil), National Federation of Coffee Growers of Colombia (FEDECAFÉ) and the African Fine Coffees Association (AFCA).

- Civil society organizations, such as Conservation International, Solidaridad, TechnoServe and all major coffee certification standards (Rainforest Alliance, 4C, Fairtrade International).
- Coffee associations, financial institutions, warehouses, research bodies, and individual coffee lovers.

Further information on the GCP can be found at [www.globalcoffeeplatform.org](http://www.globalcoffeeplatform.org)

### **Next steps**

In order to implement Vision 2030 and to enable the coffee sector to work towards the shared vision, goals and targets, and with different roles and contributions, the following steps are proposed:

- The ICO participates and contributes to the Global Coffee Sustainability Conference and attends the GCP Membership Assembly in October 2017 and the following ones as an observer.
- The ICO is invited to join the GCP Board as an observer.
- The ICO is invited to join the National Platform learning & exchange workshops enabled by GCP.
- GCP is invited to participate at relevant ICO meetings.
- Take work on Vision 2030 to the next level with essential input from the ICO and engaged governments, given that the ICO's new strategy embraces sustainability as an overarching mission.
- Key areas of the joint workplan between the ICO and the GCP include:
  - Definition of lines of cooperation and concrete work areas.
  - Further specification of Vision 2030 and enablement of commitment by Members and partners, as well as stakeholders in the coffee sector, to contribute to agreed Vision 2030 goals and targets in line with individual and collective strategies and action plans. This objective will be achieved by building on Sustainability Progress Framework version 2.0 and on the work of the Task Force of World Coffee Producers Forum.
  - Identification of opportunities for joint fundraising for programmes that prioritize key focus areas to achieve Vision 2030.
  - Co-leadership by the GCP and the ICO of the Working Group (Collective Action Network) on Economic Viability of Coffee Farming with various companies, organizations and initiatives participating.
  - Preparation and delivery of joint annual international coffee sustainability workshops alongside one of the ICO meetings.