International Coffee Council
130th Session
Virtual Session
9 and 10 September 2021
London, United Kingdom

Implementation of the Roadmap (a) list of potential target countries to undertake income and landscape assessment; (b) process and criteria for the selection of target countries and landscapes

Background

1.   The International Coffee Council at its 130th Session considered and adopted the attached proposal (Annex 1) submitted by the Task Force Technical Workstreams 1 and 4, based on the decisions of their meetings held, respectively, on 18 and 19 August 2021.

2.   Annex 2 contains the list of potential target countries, based on the results of the oureach, to undertake income and landscape assessment, as a basis to implement strategies, and build Public-Private-Partnership projects (PPPs) to deliver on the agreed Task Force commitments to close living income gaps.

3.   Annex 3 contains the process and criteria for the selection of target countries and landscapes for Technical Workstreams resilient landscape roadmap implementation.

PROPOSAL TW1 AND TW4

**TECHNICAL WORKSTREAMS (1) LIVING-PROSPEROUS INCOME AND
(4) RESILIENT COFFEE LANDSCAPES PROPOSAL:
IMPLEMENT ROADMAPS BY ESTABLISHING: REGIONAL SUPPORT AND KNOWLEDGE HUBS;
PPPs; AND ENABLING POLICY DEVELOPMENT**

1.0   Background

In 2020, the International Coffee Council confirmed its commitments and goals to realize Resolution 465 and the London Declaration by approving the CPPTF Roadmap, which outlines the long-term vision of prosperity across the sector that both the public and private sector have agreed upon. The operationalization of this Roadmap is supported by various Technical Workstreams. Specifically, the Technical Workstream on Living and Prosperous Income[1] (referred to as LPI TWS from here on) has been looking into measuring and collectively closing income gaps, while the Technical Workstream on Resilient Landscapes (referred to as RL TWS from here on) has been looking into establishing landscape approaches in coffee growing regions to comprehensively address the challenges facing those landscapes and the coffee communities.

In April 2021, the ICO Council approved a process presented by the CPPTF's LPI TWS "to map out the relevant situation in the ICO Member countries, to help prioritize activities to establish the required PPPs, identify the targets for the knowledge exchange pilot projects, and support the necessary resource mobilization." The approved process consisted of 3 main steps:

1.   ICO **information request** sent to exporting Member countries based on key criteria selected by the LPI TWS.
2.   **Identification of opportunities**, existing plans or strategies that can be built upon and;
3.   Mapping of **existing partner activities** that can be expanded (e.g. Private sector, Private Foundations, NGOs, Sustainable Coffee Challenge, Global Coffee Platform, FOLUR/World Bank, UNDP, European Commission, Cooperation Agencies, GEF, IFAD/EU Agribusiness Capital Fund (ABC Fund), etc.
etc.).

Throughout this process, close coordination was established with the other workstreams, particularly RL TWs. Leveraging the momentum as well as the opportunity to coordinate and complement efforts, the two workstreams have aligned efforts to maximize efficiency and impact.

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[1] *The LPI TWS is comprised of 12 ICO member s, 9 private sector companies and 11 supporting organizations.*

Having completed these three steps, this proposal provides recommendations for the next phase of work, to establish the foundations for delivery of the LPI and RSL roadmap commitments[2] by ICO Members. Building on the analysis of the rich information received over the past few months, the LPI and RSL TWSs recommend focusing on three further steps: (i) Building Regional Support & Knowledge Hubs; (ii) Development of PPPs for implementation; and (iii) Establishing knowledge exchange and sharing mechanisms.

A key enabling factor is resource mobilization which will be facilitated by the ICO together with ICO beneficiary members and engaged partners, and directed toward potential partners and donors based on their interests and opportunities identified through the outreach.

2.0   Key features of the proposal:

To advance reaching the ICC approved commitments to identify, close and supersede income gaps, and to establish landscape activities to achieve economic, social and environmental sustainability in coffee producing regions, the following next steps are proposed:

1.   Continue establishing LPI benchmarks and begin conducting landscape assessments (in line with the approved benchmarking implementation plan and to achieve the commitment of having LPI benchmarks in 50% of the ICO producing countries by 2025 and 100% by 2030 (Annex…); as well as resilient coffee landscape initiatives initiated in 4-6 ICO producing countries by 2025 and in 50% of ICO producing countries by 2030) – Main responsibility (TW 1 and TW 4).

2.   Endorse the list of potential target countries (Annex 2) based on the outreach results to undertake income analysis, as a basis to implement strategies and build PPPs to deliver on the agreed TW1 Task Force commitments. This list will also serve as a (non-exhaustive) starting point for TW4.

3.   To engage proactively in this process over next months through a formal expression of interest to the ICO Secretariat, to reiterate, reinforce and demonstrate interest and commitment in participating based on a set of 'principles' that aim to reinforce the importance of coordination and collaboration at national, regional and global level and joint fund mobilization (Annex 3 for process + criteria approved by TW4).

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[2] *CPPTF has approved time-bound commitments of the LPI TWS, including: LI Benchmarks in 100% of ICO Member countries by 2030; 4-6 knowledge exchange activities completed by 2027; 4-6 landscape initiatives initiated and implemented by 2025; 50% of ICO exporting countries having established landscape-level collaborative PPPs; 50% of ICO Member exporting countries having closed and are superseding the LI BM towards prosperity.*

4. <u>To facilitate the establishment of national and regional activities in line with the approved roadmaps of the TWSs</u>

- Further define knowledge exchange questions based on living-prosperous income and resilient coffee landscapes.
- Working closely with regional coffee platforms, establish activities to address knowledge exchange questions and initiate the development (and/or build upon) PPPs to achieve the CPPTF vision.
- Support ICO to prepare and present concept notes to engage with potential donors and partners as part of the ICO led resource mobilization process.

5. <u>Build national/regional capacity to use analysis and assessment tools to inform strategic planning, trading negotiations and national, regional and international policy.</u>

- To build capacity and provide technical and coordination support for analysis, design and implementation of strategies to advance on the commitments. CPPTF has established a strong coordination with both PROMECAFÉ and IACO who have committed to supporting this process and more recently, the ICO has reached out to the ASEAN Coffee Federation to establish a similar collaboration. In addition, GCP and UNDP have stated their interest in partnering through the national platforms they facilitate. Creation of Regional Support & Knowledge Hubs, to support their members to use Living-Prosperous Income and Landscape methodologies consistently and upon which to base their coffee sector strategies, trade negotiations and to develop enabling policy (in alignment with their own regional and national coffee strategies).

6. <u>Establish information sharing protocol to present the outputs and outcomes of the knowledge exchange and implementation activities for sector policy development and scaling efforts to reach the CPPTF 2030 vision:</u>

- To inform and support balanced national, regional and international sector policy to enable the CPPTF's vision and achieve the goal of sector transformation.

Potential target countries and/or regions for knowledge exchange actions and PPPs
(includes 25 countries that responded to Info Request, can and will be expanded as other exporting countries engage with process)

Since its formation, the LPI TW has based its actions on consultations with key CPPTF stakeholders and coffee sector experts. This engagement started in July 2020 with bilateral consultations (with 35 key stakeholders) and continued through an official ICO information request to ICO exporting Member states, sent May 2021.

Twenty-five countries (over half of ICO exporting Members[3] representing a large share of world coffee production) responded, clearly showing their interest in engaging with this approach to implement the relevant commitments under the CPPTF roadmap. This has been complemented with the mapping of interests and opportunities of the private sector, NGO's and the donor community[4].

To summarize, over the past 12 months, the LPI TWS (together with the RL TWS) consultations found strong interest in using the LPI methodology as a constructive mechanism to identify income gaps, frame strategies to close and supersede those gaps through collective action in exporting countries, and promote balanced sector policy based on clear, concrete data.

Stakeholders (especially producer country representatives) also stressed the need to link all action towards achieving the CPPTF vision and to build upon existing activities and programmes. This will be key to achieving the CPPTF commitments to establish PPPs in 50% of ICO Member exporting countries to close and supersede living income gaps, and to build resilient landscape.

To build on this momentum and interest for action, the TWs have identified key knowledge exchange questions that would be useful to capture as implementation starts and shared more widely. This knowledge exchange can also form the basis of policy recommendations to inform and support national, regional and international private and public sector policy, in line with the CPPTF's vision.

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[3] *It should be noted that the challenges facing the sector, greatly exacerbated by the covid pandemic, has limited countries ability to participate in this sector transformation process, so outreach should continue and the opportunity to participate still be provided to the remaining exporting countries, if they agree.*

[4] *TW RL has been conducting similar outreach with its members and partnered directly with LPI on the private sector, NGO and donor mapping.*

Exporting Region	Region/Country	Partner	Potential Next steps
Latin America	Regional Approach- Central America (Honduras/Nicaragua/ Costa Rica/Panama/ El Salvador)	PROMECAFÉ	Facilitation PROMECAFÉ (member-driven); building on Mesocafé Plan
	Mexico	SADER/ PROMECAFÉ	Document SADER's stakeholder consultation process on LPI benchmark and income gap analyses
	Regional Approach- Andean (Perú; Colombia; Ecuador)	Peru Coffee Platform FNC Ecuador Plan	Build on Peru Coffee Plan Build on FNC strategy and prosperity proposal Link to Ecuador national plan
	Brazil	Linked with GCP/and other platforms (see below)	Link to and build on platform related work
Africa	Regional- West (Ghana/Cameroon/ Sierra Leone/Côte d'Ivoire/Gabon/Togo)	IACO	Facilitation IACO (member-driven); building on IACO/ICO Post-COVID Proposal
	Regional- East/Central (Uganda/Ethiopia/ Rwanda/DRC/Angola)		
Asia/ Pacific	Indonesia; India; Vietnam; PNG	*ASEAN Coffee Federation* **(TBC)**	Build relationship with relevant platform and define structure/plan
Multi-stakeholder platforms (GCP; WCPF; FOLUR; UNDP)	Potentially based on platform membership and engagement with CPPTF	National Platforms (Inter. Partners), International Forums	Link with platforms/create knowledge sharing structure; harmonize consistent methodologies eg. align with SDG mapping and country national strategy guidance

**PROCESS AND CRITERIA FOR SELECTION TARGET COUNTRIES
AND LANDSCAPES FOR TW RESILIENT LANDSCAPE ROADMAP IMPLEMENTATION**

To align with the approved criteria and process presented by the CPPTF's LPI TW and seek coordination and collaboration across the CPPTF workstreams, the Resilient Landscapes TW4 has adopted a very similar process and complementary set of criteria to identify a set of initial target countries. The following process steps will guide the ultimate identification and assessments.

Specifically, to select initial interest from CPPTF members – particularly ICO producing countries – the following selection criteria were agreed upon. The criteria can be divided between a set of 'conditions' that will ensure clear country-level interest and commitment as well as a set of 'principles' that aim to reinforce the importance of coordination and collaboration at national, regional and global level.

Conditions + Commitment **Interested target countries commit to…**
• A **long-term vision**, with upfront commitment of **>10 years** and sustained funding of **>$10M USD**, through a variety of funding and finance streams, types and (blended) structures
• An **holistic approach** around 4 key pillars (ecosystems; human-wellbeing; governance; and production), in which progress and impact will be measured through rigirous M&E frameworks.
• Active in-country **engagement and coordination across different government authorities**, ministries and institutions (e.g. agriculture, trade, environment, etc.)
• Pre-competitive **multi-stakeholder collaboration** (incl. government, industry, local communities, civil society, scientific institutions, etc.) **at all levels** (global, national, local/ jurisdiction), with a specific emphasis on local engagement and ownership.
• Active engagement and **inclusion of women, youth and marginalized groups**, as a key element within a gender transformative approach feeding into a broader social and environmental safeguards framework
• **Share information and learnings** in an open-source manner at the landscape-, national- and global level

Coordination Principles **To maximize efficiency and impact, the workstream will….**
• Ensure close **coordination on selection and activities** with other CPPTF workstreams as well as Sustainable Coffee Challenge
• Leverage **existing methodologies, tools, frameworks** by seeking alignment with other landscape focused initiatives and expert organizations (e.g. GEF FOLUR, 1000 Landscapes, LandScale, SourceUp, etc.)
• **Build on national plans + regional strategies** (e.g. Promecafé, IACO, ASEAN Coffee Federation) and/or scale + strengthen ongoing efforts and facilitate connections for in-country and regional multi-stakeholder collaboration
• Workstream to **enable** (resource mobilization + aligned approaches), **connect** (networks), and **disseminate** (information), while identifying local and global partners for implementation
• Ensure **equitable distribution** of (initial) initiatives across diverse geographic spread of the target countries
• **Elevate market linkages** between priority landscapes and industry, promoting incentives and meeting industry demand

(To reiterate, these criteria closely align with the criteria for mapping and selection presented by the LPI TWS and approved by the ICO Council in April 2021).

PROPOSED BENCHMARK TIMELINE

	Approved by LPI TWS
	TBC by LPI TWS*

Countries from 2023-2026 are shown as an example below, with specific countries being determined by the LPI TWS.

#	Country	2021	2022	2023	2024	2025	80% of Countries with Benchmark (33)	2026	2027	2028	2029	2030	100% of Countries with Benchmark (42)
1	Mexico	■											
2	Indonesia	■											
3	DRC	■											
4	Peru	■											
5	Colombia	■											
6	Brazil	■											
7	Uganda	■											
8	Vietnam	■											
9	Honduras	■											
10	Ethiopia		■										
11	India		■										
12	Ecuador		■										
13	Tanzania		■										
14	Kenya		■										
15	Nicaragua		■										
16	PNG		■										
17	Costa Rica		■										
18	Thailand			■									
19	Rwanda			■									
20	Burundi			■									
21	Cuba			■									
22	El Salvador			■									
23	Côte d'Ivoire			■									
24	Philippines				■								
25	Panama				■								
26	Venezuela				■								
27	Cameroon				■								
28	Gabon				■								
29	Ghana				■								
30	Yemen					■							
31	Bolivia					■							
32	Angola					■							
33	Sierra Leone					■							
34	Timor-Leste					■							
35	Nepal					■							
36	Zambia							■					
37	Liberia							■					
38	Togo							■					
39	Central African Republic							■					
40	Malawi								■				
41	Zimbabwe								■				
42	Madagascar								■				