

Mission report

Subject	United Nations General Assembly – New York Green Week
Place and dates	New York, USA – 20 to 26 September 2025
ICO staff member	Vanússia Nogueira, Executive Director
Purpose of travel	<ul style="list-style-type: none"> • Participate as a formal observer in the United Nations General Assembly (UNGA) on behalf of the ICO • Attend other events organized by ICO partners
Five-Year Action Plan/Programme of Activities relevance	<p>Five-Year Action Plan</p> <ul style="list-style-type: none"> • Strategic Goal I: Delivering world-class data, analysis and information to the industry and policy-makers • Strategic Goal II: Using the Organization’s convening power to provide a forum for dialogue between and within the public and private sectors <p>Results and Deliverables from the PoA:</p> <ul style="list-style-type: none"> • I.B.7 Monitoring and assessing new regulations, standards and other stress factors affecting the coffee sector, engaging with regulators and coffee producers • II.A.6 Engaging IGOs, IFIs and NGOs in ICO events and participation in external events • II.A.8 External and media relations and communication (press releases, social media, website) • II.A.9 Outreach programmes, special events and information materials

OVERVIEW

1. Participation as a formal observer in the United Nations General Assembly (UNGA)

The UNGA meets annually and brings together representatives from all United Nations Member States. During this mission, the ICO received its credentials and participated in an induction to UN activities and facilities. The Executive Director also attended the high-level meeting convened by the President of the General Assembly to mark the 30th anniversary of the Fourth World Conference on Women.

2. Other events

In addition to bilateral meetings with keynote speakers and sponsors who were due to attend the 140th Session of the International Coffee Council in San Pedro Sula, Honduras, to discuss preparations, the Executive Director attended the following events:

- (a) **Presentation of the Tropical Forest Forever Facility (TFFF):** The Executive Director attended to learn about the launch of the TFFF. President Luiz Inácio Lula da Silva of Brazil outlined the main elements of the fund, its goals, and modalities for participation and investment. Brazil announced an initial contribution of one billion US dollars. The World Bank is responsible for structuring and managing the Fund, which was launched during COP30 in Belém, Brazil, in November 2025. Many countries, including ICO Members, expressed support for preserving tropical forests and protecting Indigenous peoples.
- (b) **Prosperity for Coffee Producers through SDG-Based Coffees Plans:** The Executive Director opened the event, convened by the leadership of the World Coffee Producers Forum, which introduced the handbook for prosperity in coffee drafted by the Columbia Climate School / Columbia Center on Sustainable Investment after tests carried out in Brazil (Cerrado Mineiro), Colombia (Huila) and Costa Rica (Brunca). The preparation of the handbook was led by Prof. Jeffrey Sachs and it contains a territorial diagnosis, financial pathways and an investment roadmap.
- (c) **Brewing Sustainability: The Global Coffee Dialogue:** The Executive Director participated as a panellist during this session, organized by the UN Office for Partnerships together with UNIDO. The panel brought together UN delegates and the media to discuss the opportunities and challenges facing the coffee sector. The Executive Director shared the stage with the panel moderator, Ms Nana Yaa Sarpong, as well as Ms Annemarie Hou, Executive Director of UN Partnerships; HE Jessica Alupo, Vice President of Uganda; Ms Fatu Haidara, Deputy to the Director General of UNIDO; Mr Edmondo Cirielli, Vice Minister of Foreign Affairs and International Cooperation of Italy; Mr Andrea Illy of illycaffè; Ms Federica Diamanti, Associate Vice-President for External Relations at IFAD; and Mr Arthur Karuletwa, VP Sustainability and Impact at Chobani x La Colombe.
- (d) **Additional meeting with multiple stakeholders (government, insurance, fintech, and carbon-footprint experts):** Attendees explored alternatives for the coffee value chain.

CONCLUSIONS/MAIN OUTCOMES

1. UNGA

As this was the ICO's first participation in the UNGA, it provided insights about the dynamics of the meetings, which were attended by high-level representatives from Member States. The UNGA constitutes a platform for engaging on coffee-related matters and is an excellent opportunity for promoting coffee consumption and advancing sustainability in the sector.

2. Other events

- (a) **Prosperity for Coffee Producers through SDG-Based Coffees Plans:** The handbook for prosperity in coffee is now freely available [here](#) to all countries that wish to use it, with Spanish and Portuguese versions coming soon. The Chairperson of the World Coffee Producers Forum said that he would attend ICO meetings in San Pedro Sula, Honduras, in October 2025, to share more details with delegates.
- (b) **Brewing Sustainability:** The Global Coffee Dialogue: The Executive Director emphasized the importance of public-private partnerships, the role of future generations of consumers, producer profitability, climate-change resilience, and capacity-building for cooperatives.
- (c) **Additional meeting with multiple stakeholders (government, insurance, fintech, and carbon-footprint experts):** A pilot initiative based on the discussions held at the multistakeholder meeting is expected to be announced soon.

AOB

N/A