



Organización Internacional del Café
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PSCB No. 75/06

27 January 2006
English only

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Private Sector Consultative Board
30 January 2006
London, England

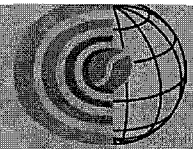
**Report of the three Rapporteurs
of the 4C initiative – January 2006**

Background

The attached report has been received from the Common Code for the Coffee Community.

Action

The PSCB is requested to note this report.



Report of the three Rapporteurs of the initiative (Mrs. Sue Longley, Dr. Diego Pizano, Mr. Roel Vaessen)

ICO Private Sector Consultative Board, January 30, 2006

Further to report to the International Coffee Organization in Salvador da Bahia (PSCB 70/2005) – The main decisions of the Common Code for the Coffee Community (4C) Steering Committee during its meeting in Salvador prior to the II. World Coffee Conference have been:

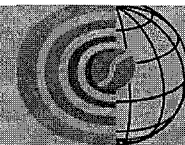
- Finalization of the draft “Rules of Participation – The Business Code”;
- Installation of a support component of the 4C as a fundamental part of the initiative to actively assist farmers in their efforts to apply sustainability practices;
- Development of an open, voluntary and participatory membership concept for the operational and governance model of the initiative.

Further detailed information are available at www.sustainable-coffee.net

Based on this guidance of the multi-stakeholder Steering Committee it is the aim of the initiative to be fully operational as an independent membership organization by the end of this project phase (Dec 2006).

Since the recent – sixth – meeting of the Steering Committee the work of the initiative has basically focussed on the following main aspects:

- a) **Development of an operational and a governance system** – with the guidance of the Steering Committee and the support of external consultants, the Management Unit is currently developing recommendations and options for the design of an independent membership organization to steer and guide the initiative in the future. As a basis for this discussion, interviews with more than 25 stakeholder representatives have been conducted. Referring to the suggestions of the stakeholders, main pillars of the 4C system will be i.e.:
- support for farmers to apply sustainability practices,
 - cooperation with existing coffee institutions and organizations,
 - use of existing mechanisms within the coffee sector,
 - applicability to mainstream conditions,
 - representativity of the different producing regions, production systems and coffee types,
 - a tri-partite structure of producer organizations, coffee trade & industry and civil society representatives,
 - transparency and efficiency along the coffee supply chain,
 - improvement of coffee farmer’s income, the living conditions of people living in coffee growing areas, protection of the environment and enhancement of coffee quality,
 - a membership model open for all interested actors and enabling continuous improvement.



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- b) **Dissemination and consultation activities** – During the recent months the initiative – through representation of the 4C Management Unit and Steering Committee members – organized dissemination and consultation workshops with local, regional and national stakeholder representatives in Nairobi (Kenya Oct 19, 2005), Quito (Ecuador Nov 7/8, 2005), San José (Costa Rica 14, 2005), New-Delhi (India Nov 16, 2005) and Denpasar (Indonesia Jan 22-24, 2006). The concept and objectives of the initiative were presented and discussed openly. In a constructive atmosphere producer representatives recommended modifications of the 4C model to the initiative which will be reflected in the process of finalizing the code in fall 2006. Moreover, the participants identified key areas and challenges for the implementation of 4C in the respective country and in some cases considered piloting activities and an ongoing national stakeholder dialogue. Further dissemination activities are planned or have been requested for Ethiopia (Addis Abeba Feb 14, 2006), Cameroon, Bolivia, Perú and Vietnam (spring 2006).
- c) **Launching of additional testing projects** –in Guatemala (funded and executed in cooperation of Fedecocagua, Douqué Koffie and German Technical Cooperation Agency) and Colombia (funded and executed in cooperation of the Federacion Nacional de Cafeteros de Colombia, Efico, Efico Foundation, the Flemish Government and German Technical Cooperation Agency) projects were launched as associated activities to test the sustainability concept according to the Common Code for the Coffee Community. The projects shall provide learnings and results of the application of the Common Code and its sustainability practices to feed the revision process end of 2006.
- d) **External independent evaluation of application of the 4C concept** – As basis for the finalization process of the Common Code, the initiative will support an external independent evaluation of the application of the 4C concept in associated projects. The initiative is expecting a credible and transparent outcome to modify the concept according to the learnings from the testing experience.
- e) **Support Component of the 4C** – It is a main objective of the initiative to establish support mechanisms to facilitate coffee farmers in their efforts to apply sustainability practices according to the Common Code. In October 2005, representatives of producer organizations, civil society groups, coffee trade & industry, sustainability initiatives as well as practitioners and researchers from the notable institutes of the French research centre CIRAD, Tropical Agricultural Research and Higher Education Center (CATIE), International Institute of Management Bangalore (IIM) and Sustainable Markets Intelligence Center (CIMS) met to develop a concept for a support component for the 4C initiative. The 4C Support Platform is aiming at creating a network to share learning and to develop capacity building concepts to assist coffee farmers worldwide. Private business actors and donors are encouraged to join the Platform and to combine efforts towards higher efficiency and effectiveness.
- f) **Annual Report** – According to its objectives to be as transparent as possible the initiative will have its first Annual Report on all activities related to the Common Code for the Coffee Community available in February 2006.



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For the preparation of the seventh meeting of the Steering Committee of the Common Code for the Coffee Community (4C) Initiative in Egmond aan Zee, The Netherlands, March 21 – 23 the initiative is developing recommendations and options for a future governance and operational system of the Common Code.

Prior to the meeting of the Steering Committee, the constituent groups of the producer organizations active in the development of the 4C and representatives of the civil society constituent group will meet for an internal meeting to prepare relevant decisions.

The Common Code for the Coffee Community is an open, participatory and transparent initiative and members of the Steering Committee would like to stress that the 4C is a learning process. The group acknowledges that there exist doubts and concerns on the 4C sustainability concept and its implementation in the coffee sector and would like to discuss them thoroughly. Therefore, its processes and documents are open for discussion and the Steering Committee would like to emphasize that it welcomes every input, comment and recommendation on its current concept.

Contact: Common Code for the Coffee Community Management Unit

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Documents / information are available on the homepage www.sustainable-coffee.net