



Organización Internacional del Café
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Asociación cafetera sostenible

Antecedentes

1. Se han recibido del Instituto Internacional del Desarrollo Sostenible (IISD) los dos documentos adjuntos, que se refieren a la colaboración de múltiples interesados con miras a la creación de una Asociación del Café Sostenible. Comprenden cuestiones concretas acerca de esa asociación, para su examen por la Junta Ejecutiva, y un proyecto esquemático de estructura de una Asociación del Café Sostenible.
2. Se puede bajar del sitio de la OIC en Internet (www.ico.org/activ/sustain.htm) el texto de otros tres documentos, entre ellos una Declaración de Intenciones y los documentos básicos presentados en reuniones de trabajo celebradas en febrero y diciembre de 2003, en los que se indica una serie de iniciativas de sostenibilidad en el sector cafetero. Pueden pedirse esos documentos también a la OIC.
3. El señor Jason Potts, coordinador de la Iniciativa de Productos Básicos Sostenibles, expondrá esta cuestión en la serie de reuniones de la Junta Ejecutiva.

Medidas que se solicitan

Se pide a la Junta Ejecutiva que examine el presente documento.



Cuestiones concretas para su examen por la Junta Ejecutiva de la Organización Internacional del Café

En los documentos que se adjuntan se facilita información básica acerca de la colaboración de múltiples interesados con miras a crear una “Asociación del Café Sostenible”. El documento titulado “*Building a Sustainable Coffee Sector Using Market-Based Approaches: The Role of Multi-stakeholder Cooperation*” (Creación de un sector cafetero sostenible mediante enfoques basados en el mercado: La función de la cooperación entre múltiples interesados) ofrece una sucinta visión general de la situación en cuanto a iniciativas de sostenibilidad en el sector cafetero y presenta el contexto en que surge el interés por una asociación de esa naturaleza. El documento para debate titulado “*Draft Schematic Structure for a Sustainable Coffee Partnership*” (Proyecto esquemático de estructura de una Asociación del Café Sostenible) da una justificación lógica más pormenorizada y los rasgos generales de lo que podría venir a ser esa Asociación. El “*Statement of Intent*” (Declaración de Intenciones) propone los principios básicos en que se asentaría la Asociación. Todos esos documentos son susceptibles de modificación y se aspira con ellos a estimular el debate y los comentarios por parte de todos los interesados en cuestiones cafeteras, entre los que se encuentra, por supuesto, la Junta Ejecutiva. Nos interesaría de modo especial recibir, además de las observaciones y sugerencias generales que la Junta pueda formular con respecto a estos documentos, su respuesta a las siguientes preguntas concretas, de especial pertinencia para el mandato de la OIC:

- 1. Habida cuenta del interés que los participantes han expresado con claridad por una vinculación nítida entre una asociación de esa naturaleza y la OIC, ¿cuál sería la relación adecuada entre la Asociación y la OIC?**

Algunas posibilidades (no todas) en que cabría pensar son las siguientes:

- La Junta del Café Sostenible presenta a la Junta Ejecutiva de la OIC y al Consejo Internacional del Café información actualizada periódicamente, en las reuniones de la Junta y las sesiones del Consejo.
 - La Junta del Café Sostenible crea, con participación de la OIC, un comité de enlace con la OIC que coordina, con regularidad, las actividades de la Asociación y la OIC.
 - La Junta del Café Sostenible desempeña una función semejante a la de la JCSP, es decir una función asesora y consultiva oficial con respecto a la OIC.
 - Un representante permanente de la OIC en la Junta del Café Sostenible.
- 2. ¿Existen otras oportunidades de lograr una sólida participación gubernamental en la Asociación?**
 - 3. ¿Existen otros mecanismos para lograr sólidas vinculaciones de la Asociación con la elaboración de políticas públicas?**
 - 4. ¿Existe interés en el seno de la Junta Ejecutiva por la inclusión de la sostenibilidad como tema clave de la Conferencia Mundial del Café que va a tener lugar en Brasil, utilizando como aspecto emblemático de la Conferencia la Asociación del Café Sostenible?**

Agradeceré sus aportaciones y su orientación.

Jason Potts
Coordinador
Iniciativa de Productos Básicos Sostenibles



**Discussion Document:
Draft Schematic Structure for a Sustainable Coffee Partnership (Revised Jan 15, 2004)**

The following outline for a Sustainable Coffee Partnership is intended as a background document for discussion only and does not necessarily represent the views of those on the Provisional Steering Committee. This is a revised version of a similar draft document disseminated on December 8th and 9th at the meeting “Sustainability in the Coffee Sector: Exploring Opportunities for International Cooperation”.

1.0 Rationale and Overview:

As one of the most important commodities in terms of value traded globally, coffee plays a crucial role in the livelihoods of millions of rural households across the developing world. In addition to the estimated 25 million small coffee farmers who depend directly upon coffee as their primary source of income, coffee contributes significantly to foreign exchange earnings and plays a leading role in determining opportunities for employment and infrastructure development in more than 50 developing countries. The breadth and intimacy of the relationship between coffee producers and a host of intermediary institutions along the coffee supply chain makes the sector of critical importance to sustainable development at the local, regional and global levels.

Growing instability in global coffee markets combined with intensification of production and trading practices around the world over the past several decades has placed producers and their communities in a state of unprecedented vulnerability. In response to this, a number of initiatives addressing specific sustainability issues along the coffee supply chain have been launched over the past decade and a half. Although the mechanisms used by these initiatives vary considerably, there has been a notable growth in the use of supply chain management and related market-based instruments for improving:

- market information and communication along the supply chain
- overall supply chain efficiency
- capacity building among producers
- infra-structure development for producers
- environmental conditions related to production
- economic returns for producers

The growth in the number of such initiatives has clearly had a beneficial impact on the sustainability of the coffee sector. The development of new consumer markets around specific sustainability concepts is but one example of how such initiatives have brought new benefits to producers and others along the supply chain. However, the growing diversity of initiatives and players involved has also given rise to new obstacles that threaten to prevent those most in need from reaping the full benefits available from such efforts. Some of the challenges currently facing the coffee sector as a result of the multiplicity of initiatives include:

- growing confusion among producers, industry, consumers and policy makers on what sustainability means within the sector
- new barriers to accessing and entering “sustainable markets” for producers
- reduced efficiency, economies of scale and overall impacts of sustainability efforts
- lack of clarity on the relationship between supply chain sustainability strategies and macro-sustainability strategies for the sector
- lack of clarity on the relationship between supply chain sustainability initiatives and public policy

The current context of growth and diversity among existing sustainability initiatives presents a significant opportunity for improved impact through a process of enhanced inter-initiative coordination. UNCTAD and IISD, under the auspices of the Sustainable Commodity Initiative, have begun a process towards the establishment of a global multi-stakeholder Sustainable Coffee Partnership. By bringing together producers, industry, civil society and public policy makers, such a partnership would provide a unique opportunity for the development of a truly global and integrated approach to sustainability for the coffee sector as called for by Agenda 21 and reaffirmed at the Johannesburg Earth Summit. The following is a draft description of the objectives and structure of such a Partnership currently open for comment by stakeholders throughout the supply chain.

2.0 Objectives

2.1 Primary Objective:

The overriding objective of such a Partnership should be to promote sustainability across both supply chains and international markets for coffee.

2.2 Secondary Objectives:

A Partnership should provide a specific forum for achieving this larger objective by primarily enabling:

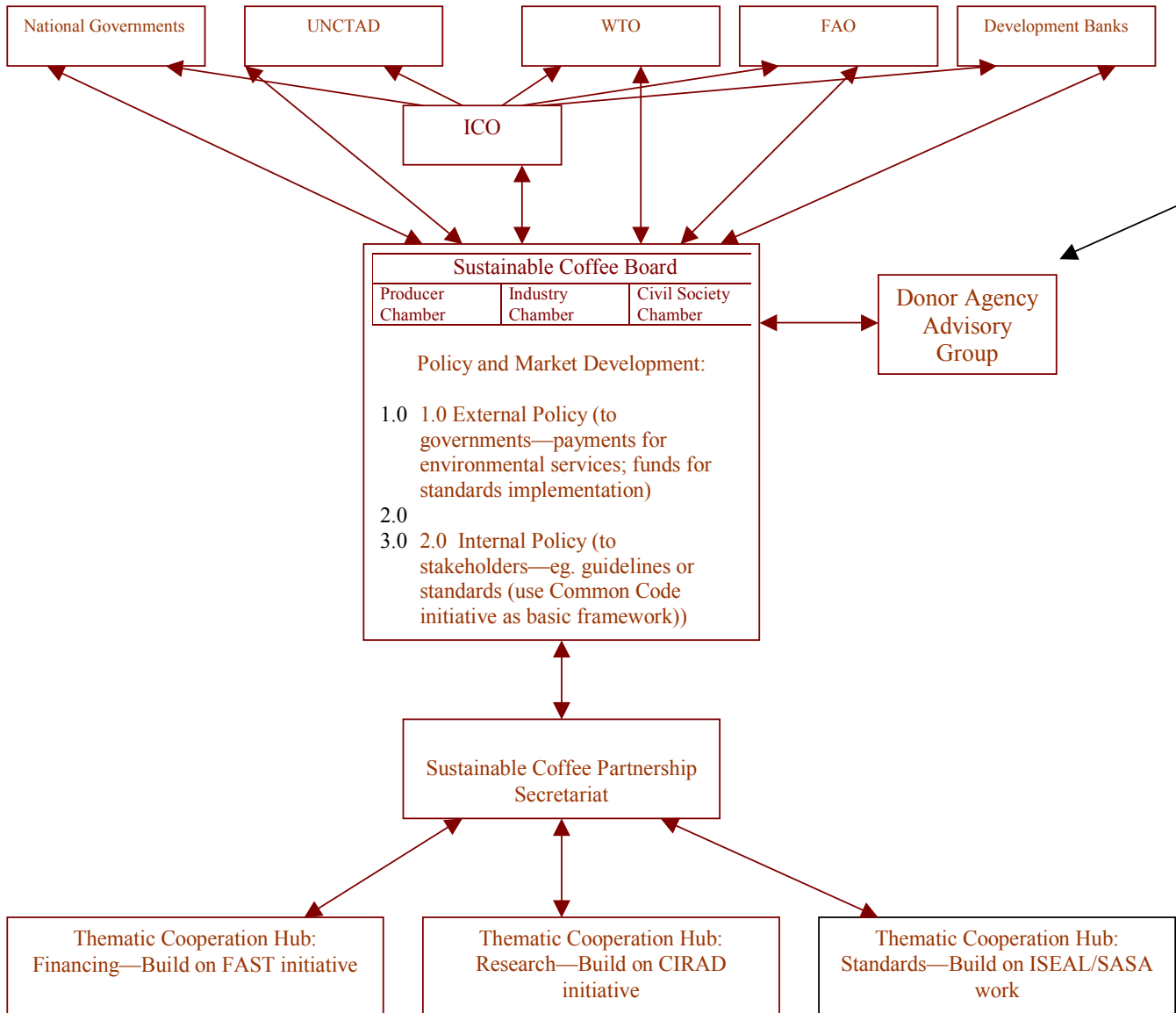
- Shared learning and Information exchange among all stakeholders
- Generation of policy guidance for the sector
- Accountability and coherence building among existing sustainability initiatives
- Development of a global sustainability strategy for the sector
- Identification of concrete shared research and pilot projects
- Identification of supportive policy instruments for sustainability in the coffee sector
- Clarity and transparency for sustainability standards
- Generation of resources for promoting and implementing sustainability in the coffee sector at the global level
- Generation of research and resources for coordination of specific sustainability initiatives

3.0 General Approach

The Partnership should be guided by a few basic principles including:

- Build upon and across existing initiatives and institutions—modify existing infra-structures before setting up new infra-structure
- Place priority on concrete projects and collaborations
- Promote coherence and shared understandings
- Draw upon public-private partnerships both at the project and policy levels wherever possible
- Ensure transparent multi-stakeholder representation and decision making

**4.0 Sustainable Coffee Partnership
Draft Schematic Diagram**



Note: Arrows do not designate decision making hierarchy but rather proximity of communication channels

5.0 Overview of Task and Functions

5.1 International Coffee Organization

The International Coffee Organization has the mandate to coordinate actors and policy development in the coffee sector at the international level. Pursuant to its mandate, the ICO should play a proactive role in information dissemination and in bridging Partnership activities with the international policy community.

5.2 Sustainable Coffee Board

The Sustainable Coffee Board would operate as the core decision making body of the Sustainable Coffee Partnership. The Board guarantees equitable representation among industry, civil society and producers and would provide policy direction to the Secretariat for its coordination activities as well as to the larger policy community. Pursuant to this latter role, the Board could also play an advisory or consultative role to the ICO. In order to preserve maximum transparency and accountability, Board members would be elected by Partnership members with special rules for ensuring appropriate representation of various stakeholder groups.

Substantively, the Sustainable Coffee Board would focus on promoting policy and market development activity in support of sustainable development for the sector. This task would be carried out along two conceptually distinct branches: External policy development whereby directives and guidelines for public policy are developed/promoted/implemented and internal policy development whereby directives and guidelines for stakeholder activity are developed/promoted/implemented (eg. supply chain standards/guidelines). The Common Code for the Coffee Community initiative could form a basis of the “internal policy” work.¹ In the sphere of external policy development, the Board would identify public policy measures for promoting the adoption of sustainable practices (including, of course, any base standards or guidelines associated with the Partnership) and prioritize areas for such activity.

5.3 Sustainable Coffee Partnership Secretariat

The Secretariat would manage the day to day tasks associated with coordinating activities of the Members, Working Groups and Projects. The Secretariat would also be responsible for the direct management of “core” Projects such as, for example:

- The administration and development of a news bulletin on sustainability in the coffee sector
- The organization of an annual “Sustainable Coffee Convention”
- The administration and development of global strategies for implementing sustainability within the sector (based on board, committee hub and member input)

5.4 Thematic Cooperation Hubs

The Partnership would sponsor, promote and act as a catalyst in the development of thematic “cooperation hubs”. The actual themes for such hubs would depend primarily on examples of naturally occurring cooperative engagements with the Partnership offering infra-structural and coordination support. More formal linkages with the Partnership could be established in the event that such hubs lead to the development of consolidated multi-stakeholder policy and/or instruments for application across the sector. The following is only a list of *possible* areas where thematic cooperation hubs could be expected on the basis of existing initiatives underway.

5.4.1 Research Hub

The Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD) has established a platform for cooperation among coffee researchers. The Partnership should provide a stimulus and infra-structure for the continued development and implementation of this platform’s work.

¹ Pending the identification of appropriate linkages between such a code and other standards/sustainability initiatives.

5.4.2 Financing and Risk Management Hub

The Finance Alliance for Sustainable Trade (FAST) and the World Bank have each launched “collaborative” activities in this field. These models could form the basis for further cooperation promoted and disseminated through the Partnership.

5.4.3 Standards Coordination Hub

The International Social and Environmental Accreditation And Labelling Alliance (ISEAL Alliance) and the Social Rules for Sustainable Agriculture (SASA) project offer fora for inter-standards coordination and collaboration which could form a hub for “coffee specific” work in this area. The Partnership could animate the development of coffee specific work within these fora.

6.0 Members

Any and all stakeholders to the coffee supply chain would be eligible for membership in the Partnership. Different types of institutions could have different modalities for becoming members. Although membership should be available for individuals and not-for-profit institutions at a nominal fee, it may make sense to charge a sliding membership fee for industry members based on volume sales or gross annual revenues. Members would be eligible to be members of the Sustainable Coffee Board well as to vote in annual Board elections. Members would also be eligible to be members of working groups and project leaders. Special voting rules may be required to ensure appropriate representation among different stakeholder groups.

7.0 Projects

Projects could emanate from any aspect of Partnership activity, whether related to the core policy activities of the Partnership or linked to Thematic Cooperation Hubs.

8.0 Donor Agency Advisory Group

The development of global approaches to sustainability in the sector requires significant investments in research, technical assistance and pilot projects. The formation of a Donor Advisory Group could help ensure that Partnership activities and Donor activities are dovetailed in the most appropriate and efficient manner possible. A Donor advisory group could also provide a unique opportunity for Donor agencies to plan and coordinate their respective strategies for promoting sustainability in the coffee sector.

9.0 Other Committees

It is expected that other committees would be formed on a needs basis in order to enable the Sustainable Coffee Board to fulfil its mandate of promoting policy and market development for sustainability in the coffee sector.

10.0 Funding

The full benefits of a Partnership cannot be expected instantaneously. The Partnership therefore needs to secure a sound financial foundation for its continued existence over the long term. Core collaborative activities will require stable and certain funding sources. Possible opportunities for generating such core funds include: 1. revenues generated through an annual “Sustainable Coffee Convention”; membership fees; “overhead” fees associated with Partnership projects; direct grants via bodies such as the European Commission, Common Fund for Commodities or other Donor Agencies

11.0 Timetable for Development and Implementation

January 15 th -February 2	Revision of draft Partnership discussion document and related documents (statement of intent) on the basis of stakeholder input towards the development of a draft proposal for a Partnership. Distribute proposal to stakeholders via the Sustainable Coffee Discussion Group for comment.
January 25 th -30 th	Formation of Stakeholder Liaison Committee
January 29 th , 2004	Present proposal to the Executive Board of the International Coffee Organization for discussion and feedback
March 2nd, 2004	Provisional steering committee meeting to formally adopt a plan of action on the basis of the above
March and April	Circulate plan of action and statement of intent to all stakeholders for signature
May-June	Nomination of members for the "Interim Sustainable Coffee Board"
May 2004, ICO Council Meeting; June 2004, UNCTAD XI or September 2004 at the World Coffee Conference in Brazil	Possible Events for official Launching of Sustainable Coffee Partnership