Developing National Action Plans for sustainable agricultural commodities

122nd Session of the International Coffee Council
Where do we work?
Typical challenges

- Low **productivity**
- Weak **extension systems** for small farmers
- Unclear **land tenure**
- Poor **land-use planning**
- Limited access to **financial services**
- **Policies** and **fiscal** incentives promoting negative impacts
- Projects working **in isolation**
- **Lack of alignment** and coordination between stakeholders
How do we work?

National Commodity Platform
multi-stakeholder forum

- Donors and bilaterals
  - UN Agencies/Programmes

- National Government
  - Sub-national Government

- Civil Society
  - Academics/researchers
  - Charities/NGOs
  - Standards and other multi-stakeholder initiatives

- Private Sector
  - Producers
  - Supply chain actors
  - Buyers and traders
  - Trade associations
  - Banking/finance

- Development Partners

- Plenary Meetings
How do we work?

National Commodity Platform
multi-stakeholder forum

National Action Plan
- Policy/legislation reform and stronger enforcement
- Improved national and sub-national farmer support systems
- Improved economic incentives for sustainable production
- Effective coordination in and between sectors – public, private, community

Strategic and Technical Support

Public-Private Partnerships (PPPs)
Why do we use a multi-stakeholder approach?

- Improve shared understanding of the issues
- Design better solutions
- Ensure co-ownership by key stakeholders
- Foster national leadership
- Increase likelihood of effective and efficient implementation
Coffee National Action Plan
PNA CAFÉ PERÚ
Coffee National Action Plan

Partners:

• Ministry of Agriculture

• National Coffee Council

(Ministry of Agriculture + National Coffee Board + Peruvian Chamber of Coffee and Cocoa)
Plan development process

The plan is being prepared with the contributions of all the actors: Government, private sector, development partners and civil society, at the national, regional and local level. This plan comprises:

1. Scope
   - Global
   - National
   - Regional/Local

2. Mission
   - Vision
   - Results
   - Goals

3. Measures in the short-medium- and long-term

4. Budget and financing

BEGINNING OF THE PROCESS

- Stakeholder identification
- Review of existing coffee plans
- Regional workshops
- Stakeholder meetings
- Root Cause Analysis

MINAGRI - CNC - OTHERS
plan development process

On June 16, 2017, the Peruvian Coffee National Action Plan (PNA) preparation process was made official and 6 technical groups were organized. They are meeting and generating valuable contributions. These groups have prioritized the problems in the sector. Next step will be to propose solutions, define concrete measures in the short-, medium-, and long-term, budget and financing.

1. Quality and sustainable production
   - Quality Sub-group

2. Phytosanitary Aspects
   - National Service of Agrarian Health

3. Financial Services
   - Ministry of Economy and Finances
   - MINAGRI Financing and Agriculture Department

4. Promotion and commercialization
   - Peruvian Export and Tourism Promotion Commission
   - Peruvian Chamber of Coffee and Cocoa

5. Social and Economic Development
   - Ministry of Development and Social Inclusion
   - National Commission for Development and Life Without Drugs

6. Institutionality
   - Council of Ministers Secretary of Decentralization
   - National Coffee Board
## National Coffee Action Plan
### strategic objectives

<table>
<thead>
<tr>
<th>Category</th>
<th>Objective</th>
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<tbody>
<tr>
<td>Governance</td>
<td>Develop a model for sector governance that guarantees coffee’s development and sustainability</td>
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<tr>
<td>Productivity</td>
<td>Increase levels of production, productivity and sustainability</td>
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<tr>
<td>Quality</td>
<td>Improve the quality level and consistency</td>
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<td>Livelihoods</td>
<td>Improve the social, economic and environmental conditions for the producers and coffee-growing areas</td>
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<td>Finance</td>
<td>Develop and provide timely, accessible, competitive and innovative financial mechanisms and services for coffee sector development</td>
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<tr>
<td>Positioning</td>
<td>Strengthen positioning of Peru coffee through country-wide branding and quality products differentiated for national and international markets</td>
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The National Coffee Council, with the support of the heads of the technical groups and the UNDP Green Commodities Programme, will design a strategy for the negotiation, implementation and monitoring of the National Plan.

### IMPLEMENTATION

- Identification of national funds
- Registration of cooperation programs and projects
- Identification of cooperation funds
- Public-Private Partnerships

### CHALLENGES

- Achieve coffee sector sustainability, competitiveness
- Propose an institutional model for the sector and governance for the Plan.
- Promote national coffee consumption and exports by quality differentiation.
- Engage the public and private sectors, development partners and civil society.
1. DESIGN PHASE

1st Plenary Meeting Launch Event
May 17

Jun 17

Jul 17

Aug 17

Set 17

Jun 17

2nd Plenary Meeting 20 Oct
Nov 17

Technical working groups consistency Workshop 6 Dic

3rd Plenary Meeting 20 Feb
Jan 18

Feb 18

Mar 18

Apr 18

may 18

Jun 18

Jul 18

Regional Workshops Jan- Apr

2. NEGOTIATION AND IMPLEMENTATION PHASE (2018-2019)
Public and Private Partnerships for coffee projects implementation: Public investment funds; Cooperation funds, Public works tax deduction
Where we work

- Agricultural commodities that are a key sector for the country
- Significant livelihood and environmental challenges
- National government leadership and support
- Support of other key sector stakeholders
- Donor support
Thank you!

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More about GCP: www.greencommodities.org