HOW GCP ENABLES IMPROVING BUSINESS ENVIRONMENTS: TOWARDS SUSTAINABLE COFFEE REGIONS

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GCP - LOCAL ACTION FOR GLOBAL RESULTS: TOWARDS SUSTAINABLE COFFEE REGIONS
IMPLEMENTING SUSTAINABLE PRACTICES

- At first sight depends only on technology and standards

- Upon further analysis
  - technology and standards may be available
  - examples abound in many countries
    - usually large(r) farms
    - entrepreneurial (vs. family)
  - but are not widely used, especially by smaller growers

- Sustainability or its lack accommodates to access available: “vicious circle”
BREAKING VICIOUS CIRCLE OF SUSTAINABILITY

- Development of a National Sustainability Curriculum
- Dissemination and implementation of approaches and tools
- Training to disseminate Curriculum via extension services
  - public
  - grower groups, associations and/or cooperatives
  - traders
  - sustainability standards
  - other

ENABLING ENVIRONMENT
Enabling use of Good Agricultural Practices (GAP) National Sustainability Curriculum (NSC)

- education
- access to tools and approaches
  - evaluation
  - definition of gaps
- access to inputs and equipment
- financing
- efficient markets
- other
THE KEY TO BREAK VICIOUS CIRCLE OF SUSTAINABILITY

- It is not within farm gate / under growers’ control…
- … but beyond farm gate / beyond growers’ control
- It lies on the enabling environment
  - training and extension services
  - access to:
    - National Sustainability Curricula
    - evaluation systems
  - farmer organization
  - efficient supply chain and markets
  - financing
  - other

ROLE OF GOVERNMENT
ROLE OF GOVERNMENT IN CREATION OF ENABLING ENVIRONMENT

- Do it mostly directly

- Develop means for others to do
  - incentives
  - legislation
  - concessions
  - Public Private Partnerships (PPP) (companies, NGOs, etc.)
  - other

COFFEE PLATFORM
RIGHT ENABLING ENVIRONMENT HELPED/PROMOTED BY COFFEE PLATFORM (stakeholders)

- Implementation of sustainable practices
- Greater transfer of export price to growers (more efficient coffee supply chain)
- Productivity growth
- Etc.

SEVERAL PROBLEMS SOLVED AT ONCE
ROADMAP TO CREATE A SUSTAINABLE COFFEE BUSINESS

- National Coffee Platforms
- National Sustainability Curricula
- Administrative decisions
- Smart legislation
- Sectorial programs
- Government investment
- Best use of existing structures/institutions

GOVERNMENT AND POLITICAL WILL TO BREAK VICIOUS CIRCLE AND TO CREATE VIRTUOUS CIRCLE
SYSTEM TO EVALUATE SUSTAINABILITY

- National Sustainability Curriculum (CSC)
- Internal Management System (IMS)
- NSC Indicators
- Measurement/Tracking
- Baseline Coffee Code (BCC)
- Common Indicators

Feedback loop: Sustainability → IMS → NSC Indicators → Measurement/Tracking → CSC → BCC → Common Indicators → Sustainability.
SYSTEM TO EVALUATE SUSTAINABILITY IMPROVEMENTS

Common Indicators

Measurement/Progress Tracking

Improvement initiatives

National Sustainability Curriculum CSC

Baseline Coffee Code BCC

Internal Management System IMS

NSC Indicators

Measurement/Adoption Tracking
DESCRIBING SUSTAINABLE COFFEE REGIONS

Baseline
Coffee Code
BCC

Common
Indicators

REGION (municipality / area of influence / else)

- Exporter
- Coop
- Association
- Extension Services
SUSTAINABLE COFFEE REGIONS

✓ Tools / Instruments:
  ✓ National Sustainability Curriculum NSC
  ✓ NSC Indicators
  ✓ Measure/track
  ✓ Internal Management System (IMS)

✓ Who does it?
  ✓ Exporters
  ✓ Coops
  ✓ Associations
  ✓ Extension Services

✓ IMS auditing (optional)

✓ Goals:
  ✓ Description
  ✓ Continuous improvement

DESCRIPTION OF SUSTAINABILITY OF EACH REGION
(flexible concept of region)
SUSTAINABLE COFFEE REGIONS - BENEFITS

For growers
• Step-by-step improvements focussing on economic viability first, combined with social & environmental improvements
• Aligned, more effective extension messages, more efficient support where extensionist in reach

For trade
• Local ownership of basic coffee sustainability curriculum, local priorities, local extension resources used more effectively leaves more resources for competitive supply chain programs
• “Coffee from sustainable regions” as offer to roasters; good foundation for trade-owned sustainability programs

For roasters
• Opportunity for long-term impact in key small holder sourcing regions
• Paves the way for verification & certification: improvements stories from small holder regions with adoption & progress measured
## CURRENT STATUS OF PLATFORMS AND CURRICULA

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<th>COUNTRY</th>
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INVITATION

8 and 9 November
Global Coffee Sustainability Conference - GCSC 2018

9 November
Member Assembly

10 November
Country Platform Exchange

Belo Horizonte, MG, Brazil
International Coffee Week
ICO AND GCP

- GCP provides tools and road map
  - experience in 9 countries
  - National Coffee Platforms (NCP)
  - Coffee Sustainability Curricula (CSC)
  - evaluation of sustainability
  - Member Initiatives (MI)
  - Sustainable Coffee Regions

- ICO replicates experiences and techniques in other countries
  - manual/guide
  - workshops
  - joint search for funding
  - other

ENABLING ENVIRONMENT - SUSTAINABILITY EVALUATION AND GAPS SUSTAINABLE COFFEE REGIONS
Thank You

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