ASSOCIATION CHALLENGES: THE CASE OF ECF

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Challenges

Focus of this presentation is on functioning an association:

- EU decision making: ECF speaking with one voice
- Dualism in lobbying: in member states and in Brussels
- Internal and external communication
Challenges

Focus of this presentation is not on:

- Challenges on lobbying issues like contaminants, health claims, sustainability etc.

ECF - a brief introduction

- Founded in 1981
- Umbrella organisation of the European green coffee trade, roasting industry, soluble coffee manufacturers and decaffeinators
- Members: national coffee associations in 14 European countries and 17 company members
- The annual coffee purchasing requirements of the ECF members amount to 40 million bags
ECF - a brief introduction

ECF: lean management
- Secretary General
- Personal Assistant

Strong engagement of members needed, members often represent ECF beside Secretary General.

ECF - a brief introduction

- Council (= plenary)
- Executive Committee
- Committees:
  - Contracts
  - International Trade
  - Logistics
  - Public Affairs
  - Technical & Regulatory
  - Terminal Markets
1. Challenge: EU decision making - ECF speaking with one voice

- European Council ‘Justus Lipsius’ building
- European Commission ‘Berlaymont’ building
- European Parliament building in Brussels

1. EU decision making

- The challenge:
  - ECF’s agenda and priorities highly influenced by EU
  - EU decision making is complex (involves back-and-forth between Commission, Council and European Parliament) and lengthy (e.g. Health Claims Regulation published December 2006, first batch of permitted health claims adopted May 2012).
1. EU decision making

- ECF’s response:
  - ‘Watch list’: summary of topics on the ECF agenda, including stage in EU decision making, expected timing, forthcoming ECF activities (e.g. letter to Commission, contacts with MEP’s) and link to ECF position
  - One voice of ECF, representation of whole sector and all steps of value added chain.
    - challenge: achieving one voice in an international association having members among the value chain
    - chance: representing whole sector in Brussels, credibility

1. EU decision making

- Watch list - example
2. Challenge: Dualism in lobbying

ECF

EU parliament
EU commission
EU council

Companies offices in Brussels

National coffee associations

National governments parliaments

3. Internal and external communication

- The issue:
  - Complex topics difficult to follow for non-specialist ECF members

- ECF’s response: ‘Dossier Documents’
  - Provide ECF members with compact ‘one-stop-shop’ information
  - Assist ECF members in their national contacts
  - Ensure speaking with one voice
  - Large variety of topics
Dossier Documents

- Financial markets
- Entry Summary Declaration

Dossier Documents

- Financial markets
- Entry Summary Declaration
- Maritime transport and the environment
- Child Labour
- Acrylamide
- Origin/provenance labelling
External communication

- Position Papers.
  Most recent example: water footprint

Thank you!