



INTERNATIONAL  
COFFEE  
ORGANIZATION

23 September 2019

[internationalcoffeecouncil.org](http://internationalcoffeecouncil.org)

# Welcome to the CEO & Global Leaders Forum

*Solutions to coffee price  
levels, volatility and  
long-term sustainability*



## Resolution 465 as the starting point of the Sector-wide Structured Dialogue

### Key provisions

[...]

THE INTERNATIONAL COFFEE COUNCIL DECIDES:

[...]

2. To instruct the ICO to promote dialogue among all stakeholders in the coffee value chain to ensure the economic sustainability of the coffee producers.

[...]

7. To urge the Executive Director to further strengthen ties with the international roasting industry as a matter of urgency, in order to gain support for the implementation of this resolution.

**The signatories of the London Declaration commit to concrete shared & individual time-bound actions focusing on 4 key themes**

- 1. Promoting competitive and sustainable production**
- 2. Fostering responsible and equitable growth**
- 3. Promoting responsible consumption**
- 4. Promoting public-private dialogue regarding policy development**

**Additionally, the signatories commit to take immediate action, before reporting back at the next meeting of the CEO & Global Leaders Forum, on the following:**

Further development and alignment of **individual, concrete, time-bound action plans** in line with this Declaration;

Establishment of **market and supply chain information systems to support sector-wide transparency efforts**;

**Active participation in national dialogues** to ensure further development and operationalization of this Declaration;

**Allocation of resources towards the realization of shared actions**, and towards exploring the set-up of (a) **global multi-stakeholder funding mechanism(s)**; and

**Actively engage in the follow-up process** coordinated by the ICO, and ensure alignment with key sector stakeholders, associations, and platforms.

## In conclusion, the signatories call on:

**All coffee sector stakeholders** to sign and support this Declaration and contribute to its further development and full realization;

**Development partners** to support the realization of the commitments contained in this Declaration by providing technical and financial resources;

and

**Governments of all countries** to collectively and individually act on:

- **Committing to and further developing** joint solutions to address economic sustainability and diversity of production across the coffee sector;
- **Respecting and promoting** human rights;
- **Ensuring** the environmental sustainability of the sector; and
- **Strengthening the policy environment** for sustainable production and consumption

Finally, the signatories request the International Coffee Council to endorse this Declaration and instruct the ICO to:

**Continue its efforts** in increasing transparency, creating a forum for public-private engagement and discussion; mobilizing political support and resources in line with the SDGs; and promoting consumption & production of coffee;

and

**Take a leadership role** in exploring the set-up of a global multi-stakeholder funding mechanism; developing new tools and mechanisms to increase transparency; mobilizing resources to coordinate, aggregate, and monitor progress regarding realization of commitments from the signatories of this Declaration; and to hold the next meeting of the CEO & Global Leaders Forum during the 5<sup>th</sup> World Coffee Conference in 2020.

## “London Declaration on price levels, price volatility and the long-term sustainability of the coffee sector”

### Signatory organizations (a-z):

- **illycaffè S.p.A.**
- **Jacobs Douwe Egberts (JDE)**
- **Lavazza S.p.A.**
- **Mercon**
- **Nestlé S.A.**
- **Neumann Kaffee Gruppe**
- **Olam**
- **Starbucks Coffee Company**
- **Sucafina**
- **Tchibo**
- **Volcafe**

### Supporting organizations (a-z):

- Fairtrade International
- Global Coffee Platform
- Hanns R. Neumann Stiftung
- IDH the Sustainable Trade Initiative
- Rainforest Alliance
- Sustainable Coffee Challenge

International Maritime Organization, London,  
September 23, 2019