



Coffee Public-Private Task Force (CPPTF)
London, United Kingdom

**Proposals by CPPTF regarding
governance and implementation
of the Roadmap**

Background

1. With the approval of the Roadmap in October 2020 as part of the “Communiqué - Pursuing economic sustainability for an inclusive and resilient global coffee sector” by the International Coffee Council during its 128th Special Session on 28 October 2020, the Coffee Public Private Task Force (CPPTF) has further increased its operations and extended the scope and engagement of coffee stakeholders and development partners.
2. The Task Force is now being supported by four fully functioning Technical Workstreams (TWs), which are successfully progressing in their operationalisation of the agreed targets and in realizing the identified “Quick Wins”. Specifically, TW1 Living and Prosperous Income and TW4 Sustainable Production, Responsible Sourcing and Consumption, and TW5 Sector Coordination have discussed a variety of priority Task Force matters and generated specific and action-oriented proposals for the benefit of coffee producers and coffee stakeholders. TW2 Market Transparency started its work in January 2021 and is formulating specific and concrete proposals, in addition to the assessment of a proposal on Futures Markets. TW5 Market Policies, Institutions and Global Funding Mechanisms is due to start operations in April 2021, while also building on the work carried out under TW2.
3. As result of the intense work of the CPPTF, both public and private sector representatives (sherpas) have reached consensus on four proposals that are herewith submitted by the Task Force to the 129th ICC for consideration and adoption. These proposals cover governance and other issues in line with the targets and commitments of the Roadmap.

Action

The Council is requested to consider and adopt the following proposals submitted by the Task Force, based on the decisions of its 5th Meeting, held on 25 March 2021:

Proposal 1: ICO Members are invited and encouraged to use existing or to set up new national dialogue forums between the public and private sectors for the discussion and debate of the proposals and initiatives of the Task Force and actively engage with the Technical Workstreams to ensure that their priorities and needs are duly considered in the work and objectives of the CPPTF (Annex I).

Proposal 2: Amendment of the Terms of Reference of the Coffee Public-Private Task Force (CPPTF) with regard to the process of selection for public sector representatives (sherpas). The ToR should be revised as follows: “The representation of ICO Members in the Task Force matching the number of private sector sherpas:

- ICO Exporting Members nominate their representatives (sherpas) to the Task Force through sub-regional representation: Africa, Asia and the Pacific, Central America, Caribbean & Mexico, South America with 2/4 countries per sub-region;
- ICO Importing Members nominate their representatives (sherpas) to the Task Force (3/4 members);
- The total number of ICO Members (exporting and Importing) represented in the Task Force should match the number of private sector members;
- Exporting and Importing Members can appoint/re-appoint sherpas on a 2-year cycle as part of their deliberations in the International Coffee Council (Annex II).

Proposal 3: ICO Exporting Members are invited, encouraged and agree to engage proactively in the process and provide the required information to the ICO Secretariat by 31 May 2021 for the implementation of a Mapping Process for the development of in-country actions and learning pilots (public-private partnerships) related to living and prosperous income. This process will lead to a ranking of suitability for the selection of an initial batch of 4-6 pilot exporting countries. (Annex III).

Proposal 4: ICO Members are encouraged, invited and agree to engage proactively in the process and implementation going forward, as agreed in TW4 Sustainable Production, Responsible Sourcing and Consumption, by establishing a set of large-scale innovative

and transformative public-private partnerships that foster the resiliency of coffee communities by using a sustainable landscape approach, addressing the economic, social and environmental sustainability within the particular landscape or jurisdiction. These will be complemented by set of activities that will ensure and encourage market uptake of such landscape initiatives, specifically looking at programs and mechanisms that promote the adoption of sustainable production practices (by farming communities) as well as innovative sourcing practices (by industry stakeholders). (Annex IV).

Proposal 1: National/regional discussion forums regarding CPPTF matters

Background

1. The 2020 Roadmap of the Coffee Public Private Task Force (CPPTF) includes a commitment to promote and ensure that the results/proposals of the Task Force are shared and discussed on national/regional levels across the public and private coffee sectors.
2. In addition, the Task Force has limited coffee producer representation and participation, not only as members, but also in the Technical Workstreams or as Observers.
3. Many actions and interventions of the Task Force are directed towards national/regional level in production countries, not globally.

Proposal

- ICO exporting Members take ownership of national/regional discussions regarding ICO Task Force matters and implications/linkages with national/international events.
- ICO Importing Members jointly discuss the work of the Task Force and its implications and linkages with national/international events.
- The focus of discussion should be on the Technical Workstreams, not a theoretical discussion on the theory of change, but the concrete proposals arising from the Technical Workstreams that affect and are directed towards the producer level.
- Use and adapt pre-existing public-private forums and spaces where stakeholders and, crucially, coffee producer organisations meet, such as:
 - Sistema Producto Café in Mexico or similar forums in other countries;
 - National Platforms of the Global Coffee Platform in various producer countries (Honduras, Nicaragua, Peru, Colombia, Brazil, Kenya, Uganda, Tanzania, Indonesia and Vietnam);
 - Potentially, regional bodies such as the Inter African Coffee Organization in Africa and PROMECAFE in Mesoamerica; and
 - Potential involvement of the United Nations Development Programme via its Global Network Green Commodity Programme.

The expected results of initiating national dialogue platforms are:

- The plans/proposals of the Task Force are known and debated where it matters: on the national and regional levels;
- A two-way feedback loop is activated: not only ‘download’ information but ‘upload’ feedback to the Task Force and, above all, the Technical Workstreams in order to enrich the proposals further with insights from expertise of national/ regional coffee sector stakeholders.
- Secure enhanced and more active participation of coffee producers in the Task Force; and
- Strengthen the ownership by ICO members of Task Force processes and outcomes.

Next steps envisioned

- ICO Secretariat will reach out to all ICO Members to assess interest and willingness to engage on this topic; and
- Liaison with existing national/regional public-private spaces to provide support.

Support from the ICO Secretariat to ICO Members

- Provide all necessary documents and information to national/ regional bodies;
- Schedule presentations with these bodies on Task Force matters; and
- Provide linkages and connections to/with existing national public-private coffee entities.

Proposal 2: Appointment/ re-appointment Regional Sherpas CPPTF

Background

1. The Terms of Reference of the Coffee Public-Private Task Force (CPPTF) approved in August 2020 specify under chapter 4.1 Membership of the Task Force:

- “The Task Force will be constituted by [32] members (sherpas), of which 16 are representatives of ICO Members and 16 representatives of the private sector, observers, with the addition of the ICO Executive Director as ex-officio secretary of the Task Force, and the ICO Head of Operations as his alternate.”
- During discussions at the Task Force meeting in February 2021, the Secretariat was requested to examine in greater detail the process of selection of the representatives of ICO Members.

Proposal:

Current version of the CPPTF ToR	Proposed change of the CPPTF ToR
The representation of ICO Member countries in the Task Force matching the number of private sector sherpas:	The representation of ICO Members in the Task Force matching the number of private sector sherpas:
Exporting Members through sub-regional representation (Africa, Asia and the Pacific, Central America, Caribbean & Mexico, South America) with 2/4 countries per group.	ICO Exporting Members nominate their representatives (sherpas) to the Coffee Public-Private Task Force (CPPTF) through sub-regional representation: Africa, Asia and the Pacific, Central America, Caribbean & Mexico, South America with 2/4 countries per sub-region.
Importing Members represented by 3/4 countries	ICO Importing Members nominate their representatives (sherpas) to the CPPTF (3/4 Members).
	Total of ICO Members (exporting and importing) in the CPPTF shall match the number of private sector members.
A regular cycle of appointment/re-appointment of Sherpas at sub-regional level can be discussed within the ICC.	Exporting and Importing Members can appoint/re-appoint sherpas on a 2-year cycle as part of their deliberations in the International Coffee Council (ICC).

**Proposal 3: Technical Workstream 1 Living - Prosperous Income:
Proposal on mapping process for development of in-country actions and learning pilots
(public-private partnerships)**

Background

In October 2020, the International Coffee Council confirmed its commitments and goals to realize Resolution 465 and the London Declaration by adopting the CPPTF Roadmap, which outlines the long-term vision of prosperity across the sector. The technical workstream on Living-Prosperous Income (henceforth referred to as TW1 LPI) identified relevant ambitions and began establishing a specific roadmap to achieve them. One of the adopted targets is to implement *LI pilot projects* in 4-6 countries (to identify LI gaps and interventions to close those gaps and aim towards a Prosperous Income), to be completed by or prior to 2026/27.

To achieve this ambitious goal, the TW1 LPI, with representatives from ICO exporting and importing members, the private sector and supporting institutions, working in close coordination with the ICO Secretariat, has developed a process to map the relevant situation in ICO exporting members, in order to help prioritize activities to establish the required public-private partnerships (PPPs), identify the targets for learning projects, and support the necessary resource mobilization. It should be noted that, to meet Task Force Roadmap commitments, programmes to identify and work towards closing income gaps will not be limited only to the pilots.

Proposal

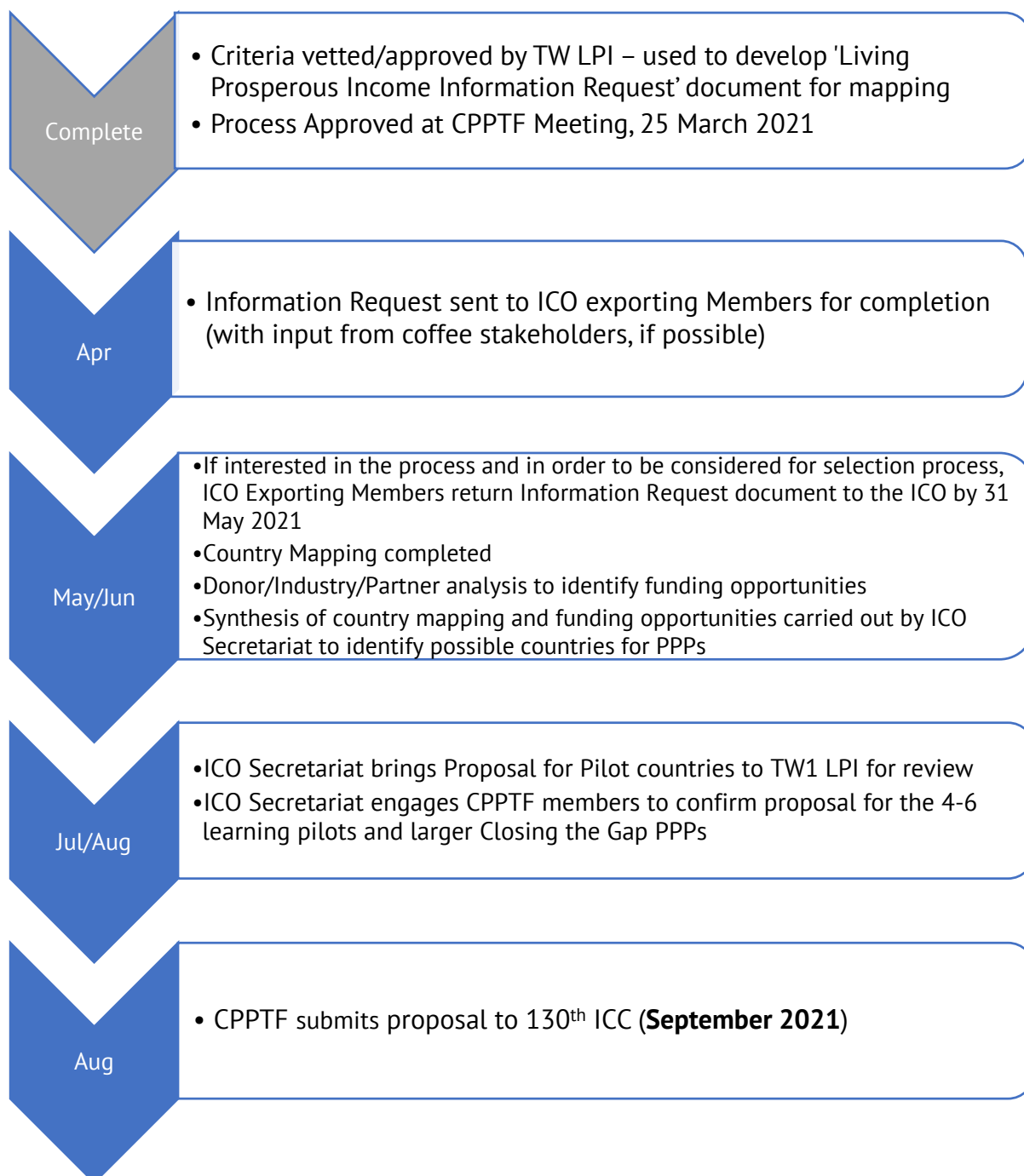
The first step in the proposed process to prioritize actions to establish PPPs and select the pilots starts with the following mapping actions, which are carried out in parallel:

- Mapping of the current situation in coffee-producing countries, through an Information Request form. The Information Request form is based on a set of criteria approved by the TW1 LPI and will help provide an overview of the current situation of the national coffee sector. This document will be sent to all ICO exporting Member governments for completion and submission to the ICO by end of May 2021.
- Mapping of opportunities and relevant existing or planned activities that can be building blocks for action and resource mobilization, e.g. national and regional strategic plans, donor interest, existing private sector strategies and investments, relevant civil society activities.
- Mapping of existing partner initiatives, e.g. Global Coffee Platform, Sustainable Coffee Challenge, World Bank FOLUR programme etc.

The ICO, supported by the TW1 LPI, will compile and analyse the information and then rank the countries in order to help identify those that: (i) offer the best opportunities for initiating activities to establish and/or build upon PPPs to close the income gap, and (ii) offer the best options for learning to reflect the range of realities represented within the membership of the ICO. A long list will be presented to the TW1 LPI for discussion, and an initial short-list (4-6 countries) will be presented to the Task Force for consideration.

In addition to the 4-6 pilot projects, the mapping analysis will also provide valuable insights and foundations for developing actions to close the gap completely in 50% of ICO exporting Members by 2030. This information will be shared to support and link the actions and goals of the other Technical Workstreams and the overall Task Force Road Map.

TIMELINE



Proposal 4: Technical Workstream 4 Sustainable Production, Responsible Sourcing and Consumption: Proposal Commitments and Targets for CPPTF Roadmap

Background

In 2020, the International Coffee Council confirmed its commitments and goals to realize Resolution 465 and the London Declaration by approving the CPPTF Roadmap, which outlines the long-term vision of prosperity across the sector that both public and private sector have agreed upon. The operationalisation of this Roadmap is driven by various Technical Workstreams. The Technical Workstream on Sustainable Production, Responsible Sourcing and Consumption (TW4) specifically looks into the topics of sustainable use and protection of natural resources by the coffee sector, increased resilience of producers against external shocks (environment and market) and increased demand for sustainably produced coffee in traditional and emerging markets, especially in exporting countries.

TW4 began its work in January 2021, hence there are no specific commitments or goals regarding sustainable production, responsible sourcing and consumption in the 2020 CPPTF Roadmap. Around 40 participants across ICO members, the private sector and supporter organisations have engaged with TW4 in various online meetings and bilateral consultations to draft a proposal of commitments and goals. This proposal was presented at the 5th CPPTF meeting on 25 March 2021 and approved by Task Force sherpas for submission to the 129th ICC for consideration and approval.

Proposal

TW4 has taken a constructive and participatory approach to develop and reach consensus around an action plan that encompasses a clear set of activities as well as ambitious targets and commitments that will feed into the overall work of the Task Force.

In summary, the workstream will be organized around two complementary tracks:
Track 1 - 'Resilient Coffee Landscapes': which will be focused on establishing a set of large-scale, innovative and transformative public-private-partnerships that enhance the resiliency of coffee communities by using a sustainable landscape approach, which addresses social, economic and environmental sustainability within the particular landscape or jurisdiction. A sustainable landscape can be defined as a place where people manage natural capital alongside sustainable production systems at a scale that encompasses multiple levels of governance, a wide range of uses, and essential natural capital, in order to enhance long-term human well-being in a changing world. These long-term and large-scale investments will focus on stimulating green growth and recovery. This will not only deliver on economic goals by boosting the transition to sustainable agriculture, but also incentivize ecosystem protection and restoration (e.g. through afforestation) that offers a high return on investment and multiple co-benefits for people and nature. The long-term viability of green interventions depends on multi-stakeholder participation and community inclusion."

Track 2 – ‘Market Linkages’: The resilient landscape track will be complemented by set of activities that will ensure and encourage market uptake from these landscape initiatives, specifically looking at programs and mechanisms that encourage the adoption of sustainable production practices (by farming communities) as well as innovative sourcing practices (by industry players). The activities in this track will be focused on learning and sharing best practices to follow and engage in key initiatives, developments and innovations around sustainable production practices, responsible sourcing. In this context, the link with other multi-stakeholder initiatives (e.g. Sustainable Coffee Challenge and Global Coffee Platform) as well as developments at the government level (in producing and consuming countries) will be of particular relevance.

Through this structure, the workstream will work towards a set of ambitious “quick win” targets for 2025 and 2030, as well as long-term aspirations.

Quick wins	2025 targets	2030 targets	2050 aspirations
Share information sources on sustainable landscape approaches and co-develop strategy (incl. Theory-of-Change, priority-setting, etc.) for ‘Resilient Coffee Landscapes’ initiatives	Initiate and implement Resilient Coffee Landscape interventions in 4-6 ICO exporting Members	At least 50% of ICO exporting Members have established landscape-level collaborative PPPs that serve as models for sustainable coffee origins	Transition all ICO exporting Members to become sustainable coffee origins that encourage and enable continuous improvement in the areas of economic, social and environmental prosperity and resiliency
Connect Technical Workstreams to ongoing global and in-country efforts to (re)define sustainable production and sourcing practices and requirements, e.g. GCP, SCC, etc.** Task Force to influence these efforts and endorse them by end of 2021 to validate subsequent 2025 and 2030 targets.	At least 50% of global coffee purchased by roasters and retailers is produced and sourced according to sustainable practices.**	Ensure at least 70% of global coffee purchased by roasters and retailers is produced and sourced according to sustainable practices.**	Transition the entire market to sustainable production, sourcing and consumption by 2050**
Support ICO-led activities to promote consumption in producing countries*			
<p>* ICO-secretariat led activities that TW4 will support while TW3 taking shape</p> <p>** denotes alignment and amplification of existing sector targets + goals (e.g. SCC) and sector references / definitions (e.g. GCP, SCC, others)</p>			

These targets complement and expand on the scope of CPPTF aspirations on living and prosperous income and aligns with and amplifies the sector-wide 2025 targets + 2050 goals rolled-out by the SCC.

In addition, the workstream will support ICO-led efforts to increase demand for sustainable coffee (especially in producing countries). As such, the workstream will provide guidance, expert input on the development of regional programs to promote coffee consumption as well as the development and roll-out of Coffee Market Development Toolkit. The 'quick-win' activities to promote consumption in producing countries – along with a proposed set of longer-term targets – will be handed over to the Technical Workstream 3 'Market Policies' once that workstream is established.