



**INTERNATIONAL
COFFEE
ORGANIZATION**

CPPTF 6/22

18 March 2022
English only

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Coffee Public-Private Task Force (CPPTF)/
International Coffee Council
132nd Session
31 March and 1 April 2022
London, United Kingdom

**Coffee Public-Private Task Force:
Concept Note 2022-26**

Background

1. During 2021 the Task Force has been able to activate and run four Technical Workstreams in line with the commitments and targets of the CPPTF Roadmap endorsed by the ICC.
2. In order to pull together the different efforts of these workstreams and ensure coherence and synergy of the work being carried out, especially in ICO exporting Members, a Concept Note 2022-2026 has been drafted.
3. This document outlines the key elements of the Task Force going forward over next years in terms of objectives, focus of work and linkages across and between technical workstreams.
4. It is a foundation paper that will allow then to progress to draft a much more detailed funding proposal with budget. No progress in achieving the Roadmap commitments and targets will be possible without securing the necessary financial resources both from public and private sources.

Action

The Council is requested to consider and, if appropriate, to approve the attached Concept Note 2022-26.

Building a Future Coffee Sector

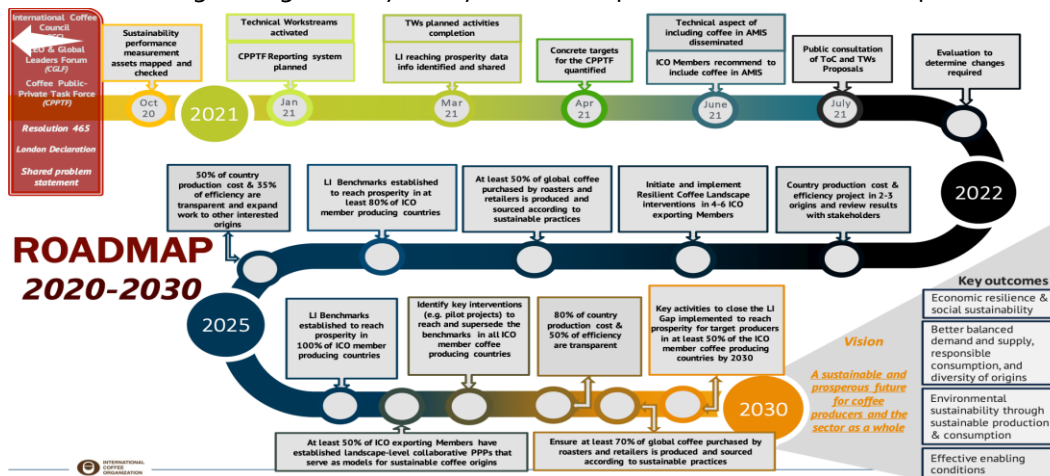
How collaboration and sector transformation will close income gaps, and build resilience, capacity and sustainability for coffee farmer communities.

The coffee sector has been proactive in utilizing stakeholder engagement mechanisms to convene public, private and civil society actors. Working in conjunction with smallholder farmer communities, certain public sector officials, private sector companies and funders have coalesced to advance social, economic and environmental benefits at the community, sub-national, national and regional levels. That said, coffee producers still do not earn enough to reach a living prosperous income or even stay above the poverty line, they are vulnerable to the effects of climate change, lack access to capital, experience social unsustainability and other challenges including gender inequality and human rights violations.

The time is now for all coffee sector actors to act together, and develop a comprehensive, ground-breaking and unified approach to transform the sector globally in the following ways:

1. *Align policy and institutional development decision making in exporting/importing countries and between public and private sectors.*
2. *Make data accessible, transparent and fact-based.*
3. *Improve the functioning of market institutions to benefit farmers.*
4. *Make sustainable production the norm, not the exception.*

This work will be guided by the International Coffee Organization (ICO) Private-Public Task Force (CPPTF), a unique collaboration of coffee producing and importing countries, as well as a wide range of leading industry and civil society coffee sector actors, working pre-competitively to dramatically improve the situation of millions of smallholders and marginalized groups. The CPPTF's vision is to create a sector that is prosperous and sustainable for the long term guided by a 10-year roadmap associated with CPPTF priorities (see below):



CPPTF Commitments approved by the Task Force and both the ICO Council and the CEO and Global Leader Forum:

C.4 Overall Funding Proposal 2022-2026: *Pre-read #7 - Concept Note*

- Establish living income benchmarks in at least 80% of ICO member producing countries by 2025 and 100% by 2030.
- Know production costs in 50% of countries and ensure transparent value distribution in 35% of countries by 2025. (Numbers climbing to 80% and 50% respectively by 2030.)
- Initiate and implement Resilient Coffee Landscape interventions in 4-6 ICO producing countries by 2025
- Identify institutional capacity needs in 25% of ICO exporting countries by 2025 increasing to 50% by 2030, (with 25% having implemented the actions needed to reach the capacity goals identified by 2025.)
- Embed 5 new or updated National Coffee Sustainability Plans in coffee sector strategies to steer collaborative action of national and international stakeholders by 2025.
- Ensure at least 50% of global coffee produced and sourced by roasters and retailers is according to sustainable practices by 2025 rising to at least 70% by 2030.
- Build upon (and/or create) collaborative public-private partnerships to:
 - Close living income gaps for at least 50% of coffee producing countries by 2030; while reaching and superseding income benchmarks through a continuous improvement process towards prosperity in all ICO producing countries,
 - Establish landscape level collaborative public-private partnerships that serve as models for sustainable coffee origins in at least 50% of ICO producing countries by 2030,
 - Integrate institutional capacity and transparency needs into concrete action plans to build that capacity where needed and support meeting the respective commitments; while embedding
 - Disseminate south-south knowledge sharing and learning mechanism in other ICO exporting member countries (linked to Knowledge Hubs).

To realize its vision, the CPPTF defines a critical step towards the implementation of the roadmap's objectives and commitments. The Task Force and the Technical Workstreams, which engaged a large number of coffee stakeholders, civil society and development partners, will mobilize efforts, activate systems and processes critical for achieving agreed long-term systems change outcomes and ensure public-private partnerships are in place.

This scope of work also provides a strong foundation for public and private sectors to more systematically measure the impacts of their collaborations, and more formally share lessons learned, metrics, approaches and feedback for policy reform. These coordinated opportunities will help advance livelihoods, sustainability and address market inefficiencies, help stem the flow of migration, and through shared learnings, can improve similar efforts by international commodity sectors in years to come.

Summary of Outcomes:

- (1) Strengthened **multi-stakeholder collaborative spaces**.
- (2) Agreed upon **landscape and sector transformation plans** to close income gaps, enhance climate resiliency, improve production, address institutional capacity challenges, support gender equity, and advancement of youth and marginalized groups.

C.4 Overall Funding Proposal 2022-2026: **Pre-read #7 - Concept Note**

- (3) **Policies and programming** informed by landscape and sector transformation plans.
- (4) **Data collection coordination** in 26 countries around living and prosperous income benchmark, costs of production, inclusivity, post-harvest efficiencies, actual proportion of value transferred to farmers, as well as **broader sustainability performance of specific landscapes** in 10 countries.
- (5) **Transparent data gathering and analysis capacity** established within national coffee bodies and sectoral institutions, to facilitate clearer business opportunities for farmers, and provide evidence-based data for investment and policy decisions.
- (6) Established regional **knowledge sharing network** to collate and share information gathered through national data gathering. Initial regional hubs established at and in partnership with Promecafé (MesoAmerica), InterAfrican Coffee Organization (Africa) and ASEAN Coffee Federation (SE Asia - *to be confirmed*).
- (7) Established **global knowledge hub**, facilitated by the ICO, focused on building sector wide knowledge sharing capabilities and informing enabling policy and programming.

Over a 4-year foundational phase, these outcomes will be in the form of sector transformation plans that align with larger scale landscape-level action. These outcomes will be achieved in line with existing sector efforts, and will link to new and ongoing sector wide investments that contribute to CPPTF commitments and generate new opportunities.

Initial budget estimate is minimum EUR 18 million over 4 years and funding should be mobilized through blending of public and private sector resources including development financial institutions.

The CPPTF and all engaged parties, through this concerted and harmonized work, will be able to show that the coffee sector is unique and is capable to realize its strong commitments towards a true sector transformation, closing income gaps, and build resilience, capacity and sustainability for the prosperity of coffee farmer communities as well as of all stakeholders and consumers.