



## ROME BECOMES THE WORLD COFFEE CAPITAL FOR A DAY

***On the occasion of the Ernesto Illy International Coffee Award, illycaffè and the International Coffee Organization have brought together top experts from key international organizations to look for solutions to tackle climate change and make coffee communities more resilient***

**Rome, 17 November 2022** - The search for innovative financial solutions to combat climate change and help all coffee farmers achieve a living and sustainable income was the theme of the Colloquium organized on the occasion of the **Ernesto Illy International Coffee Award 2022 by illycaffè and the International Coffee Organization (ICO)** together with its Coffee Public-Private Task Force (CPPTF). The event was supported by the Department of Major Events, Sport, Tourism and Fashion of Rome Capital.

The coffee sector now comprises 25 million farmers in over 50 countries located in the tropical "coffee" belt and its global supply chain supplies a product of which more than 3 billion cups are consumed worldwide each day.

Welcomed by the Councillor of the Municipality of Rome, **Alessandro Onorato**, institutions, farmers and representatives of the coffee chain from all over the world attended the meeting and took part in the debate, which also included the participation and testimony of the Deputy Director of the General Management for Development Cooperation (DGCS) of the Ministry of Foreign Affairs and International Cooperation (MAECI), **Roberto Colaminè**.

The tools to be used to guarantee prosperity for farmers, their families and the entire coffee supply chain were analyzed and discussed by the Executive Director of the International Coffee Organization, **Vanúzia Nogueira**, who was joined by the ICO's Head of Operations, **Gerardo Patacconi**, the Chief Economist of the Food and Agriculture Organization of the United Nations (FAO), **Maximo Torero Cullen**, as well as top experts from the European Commission, the International Fund for Agricultural Development (IFAD), the United Nations Industrial Development Organization (UNIDO), and by the President of illycaffè, **Andrea Illy**.

Agreeing on the urgent need to reduce the risk generated by climate change through the adoption of regenerative agricultural practices and circular economy solutions, new financial mechanisms were identified to increase investments that can enhance the resilience and productivity of coffee cultivation, improving the income of farming communities. Hoping for greater coordination among all development partners, the ICO and the private sector, a call was made to the financial community to establish a global coffee resilience fund, drawing on all available public and private financial instruments: a groundbreaking initiative not only for the coffee sector but for agriculture in general. In this regard, it was announced that the Ministry of Foreign Affairs with Development Cooperation has funded a project with UNIDO to support and assist Ethiopia in investing in the coffee sector.

The Colloquium was attended by:

**Alessandro Onorato**, Councillor for Major Events, Sport, Tourism and Fashion of Rome Capital

**Andrea De Marco**, Industrial Development Expert, UNIDO

**Andrea Illy**, President of illycaffè and Co-President of the Regenerative Society Foundation

**Francisco Rubio**, Senior Technical Specialist, IFAD.

**Gerardo Patacconi**, Head of Operations, ICO

**Máximo Torero Cullen**, Chief Economist, FAO

**Nuno Santos**, Senior Economist, FAO Investment Center Division

**Renate Hahlen**, Minister Counsellor, Head of UN Section, Delegation of the EU to the Holy See, the Order of Malta, the UN Organizations in Rome and the Republic of San Marino

**Roberto Colaminè**, Deputy Director General Directorate for Development Cooperation, (MAECI)

**Vanusia Nogueira**, Executive Director, ICO.





**illycaffè** is an Italian family business founded in Trieste in 1933, which has always set itself the mission of providing the best coffee in the world. It produces a single 100% Arabica blend, combining nine of the best qualities in the world according to illycaffè. Every day 8 million cups of illy coffee are enjoyed in over 140 countries, in bars, restaurants and hotels, in single-brand cafés and shops, at home and in the office. Thanks to its innovations, it contributes to technological advancement in the world of coffee. With the creation of the "Prêmio Ernesto Illy de qualidade sustentável do café para espresso" in Brazil in 1991, illy contributed to knowledge-sharing and the recognition, for producers, of a premium price for the best quality according to illycaffè. Since 2016, through the "Ernesto Illy International Coffee Award", the company has been celebrating coffee farmers around the world who, according to illy, have produced the best batches of sustainable coffee. Since 2013, the company has been regularly included in the list of the World's Most Ethical Companies and, in 2019, illy strengthened its commitment to pursuing a sustainable business model, which integrates the interests of people and the environment, adopting the status of a Benefit Company and including this commitment in its bylaws. In 2021, illy was the first Italian coffee company to obtain the international B Corp certification thanks to its commitment to compliance with the highest standards of social and environmental performance. Moreover, with the aim of disseminating its culture at all levels, offering comprehensive and practical tutelage to farmers, baristas and coffee lovers alike, the company founded its Università del Caffè. Everything 'made at illy' is enriched with beauty and art, the brand's founding values, from its logo, designed by the artist James Rosenquist, to the cups that make up the illy Art Collection, decorated by over 120 international artists. In 2021, the company employed 1,305 people and had a consolidated turnover of approximately €500 million. There are 205 illy stores and flagship stores around the world, spanning over 40 countries. In 2021, Rhone Capital invested in illycaffè with a minority stake to accompany the company in its international growth.

The **International Coffee Organization (ICO)** has the mandate to implement the International Coffee Agreement 2007 and is the only intergovernmental organization that brings together governments of coffee exporting and importing countries to address the challenges facing the global sector through international cooperation. The ICO provides a forum for dialogue between governments, the private sector, development partners, civil society and all supply chain stakeholders to address challenges and generate opportunities for the global coffee sector. In 2020, the ICO established the Coffee Public-Private Task Force (CPPTF), a groundbreaking partnership model in which 16 sherpas from major private companies and 16 sherpas from ICO Member governments come together to reach a consensus on priority issues and take joint action. The ICO collects and compiles independent official statistics on coffee production, trade and consumption, supports the development and financing of technical cooperation projects and public-private partnerships, and promotes sustainability and coffee consumption. ICO Member governments account for 93% of world coffee production and 63% of world coffee consumption.

