



COFFEE PUBLIC-PRIVATE  
**TASK FORCE**

# ✦ **Online Dialogue on joint action for EUDR** ✦ **Readiness in the Coffee Sector**

International Coffee Organization's Coffee Public-Private Task Force

Technical Workstream 3 (ICO-CPPTF-TW3)

Hannelore Beerlandt, Head of Operations, ICO

Lavinia Gasperini, Junior Professional Officer, Sustainability and Partnerships, ICO-CPPTF

Ivana Radić Jean, Facilitator, ICO-CPPTF-TW3

# AGENDA

- INTRODUCTION AND FRAMING - ICO
- EUDR SUPPORT WORK IN THE COFFEE SECTOR - ICO PARTNERS
- JOINT INITIATIVES AND COLLECTIVE ACTION:
  - . COFFEE CANOPY PARTNERSHIP – JDE's PEETS
  - . SYLVA – INTERNATIONAL TRADE CENTRE
  - . STEP PROJECT – FAIR TRADE
  - . Q&A
- DISCUSSION: public and private systems, alignment and conditions needed
- CONCLUSION - ICO





# International Coffee Organization

Hannelore Beerlandt,  
Head of Operations,  
[Beerlandt@ico.org](mailto:Beerlandt@ico.org)



The International Coffee Organization's Coffee  
Public-Private Task Force promotes  
**JOINT ACTIONS**

**NATIONAL LEGALITY  
TOOLS**

**NATIONAL DATABASES  
OF UNIQUE  
GEOREFERENCES OF  
COFFEE PLOTS**

**+ MAPPING OF NATIONAL SYSTEMS AND OF EUDR INITIATIVES IN COUNTRIES BY PARTNERS**

**+ LOOKING INTO COLLECTIVE EFFORTS AND TOOLS BY PUBLIC OR PRIVATE SECTOR**

# PARTNERS' PRESENTATIONS



# Development partners:

## EUDR support work in the coffee sector

- Team Europe Initiative on Deforestation-Free Value Chains (TEI):
  - TEI overview - German Agency for International Cooperation (GIZ)
  - AL-INVEST Verde – European Commission, Spanish Cooperation (FIAP), Italo-Latin American International Organization (IILA)
  - Sustainable Agriculture for Forest Ecosystems (SAFE) - GIZ
  - Technical Facility on Deforestation-free Value Chains - European Forest Institute (EFI)
  - International Trade Centre (ITC)
- Digital Integration of Agricultural Supply Chains Alliance (DIASCA) – GIZ
- UN Food and Agriculture Organization (FAO) Forestry Division and Investment Centre
- UN Development Programme (UNDP)
- United Nations Industrial Development Organization (UNIDO)
- Committee on Sustainability Assessment (COSA)
- Alliance Biodiversity International & CIAT (written)

# Team Europe Initiative on Deforestation- free Value Chains

Katrin Toepfer, GIZ

[katrin.toepfer@giz.de](mailto:katrin.toepfer@giz.de)



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the European Union



Team Europe Initiative  
on Deforestation-free  
Value Chains



# Structure

Political Steering

**TEI Steering Committee**  
(DG INTPA & TEI MS)

Coordination and secretariat function



**TEI Secretariat**  
**Zero Deforestation Hub**



Direct support measures

**SAFE programme**  
Long-term support measures on deforestation-free value chains BRA, ECU, IDN, ZAM, DRC, VNM, PER, UGA, CAM

**Technical Facility**  
providing demand-driven support to partner countries

Broader implementation measures by TEI flagships

**AL-  
INVEST  
Verde**

**EU  
Sustainable  
Cocoa  
Initiative**

**NISCOP  
S**

**SASCI+  
AgriChains  
FITforFAIR**

**ITC  
MarkUP II  
DFTG  
ATLAS**



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Team Europe Initiative  
on Deforestation-free  
Value Chains

# TEI Secretariat Tasks

## Outreach

- **Public relations** for joint positioning & coherent communication
- **Connecting networks** through events & workshops
- **Dialogue formats** with partners from civil society & the private sector

## Coordination

- **Secretariat function** for TEI management meetings
- **Mapping global engagement** to analyse gaps, coordinate flagships & (EU) initiatives
- **Monitoring** COM & MS contributions to joint intervention logic (JIL)

## Knowledge

- **TEI-Website** for current processes
- **TEI library** for Information briefs and support material
- **Exchange of best practices** learning series, webinars and platforms



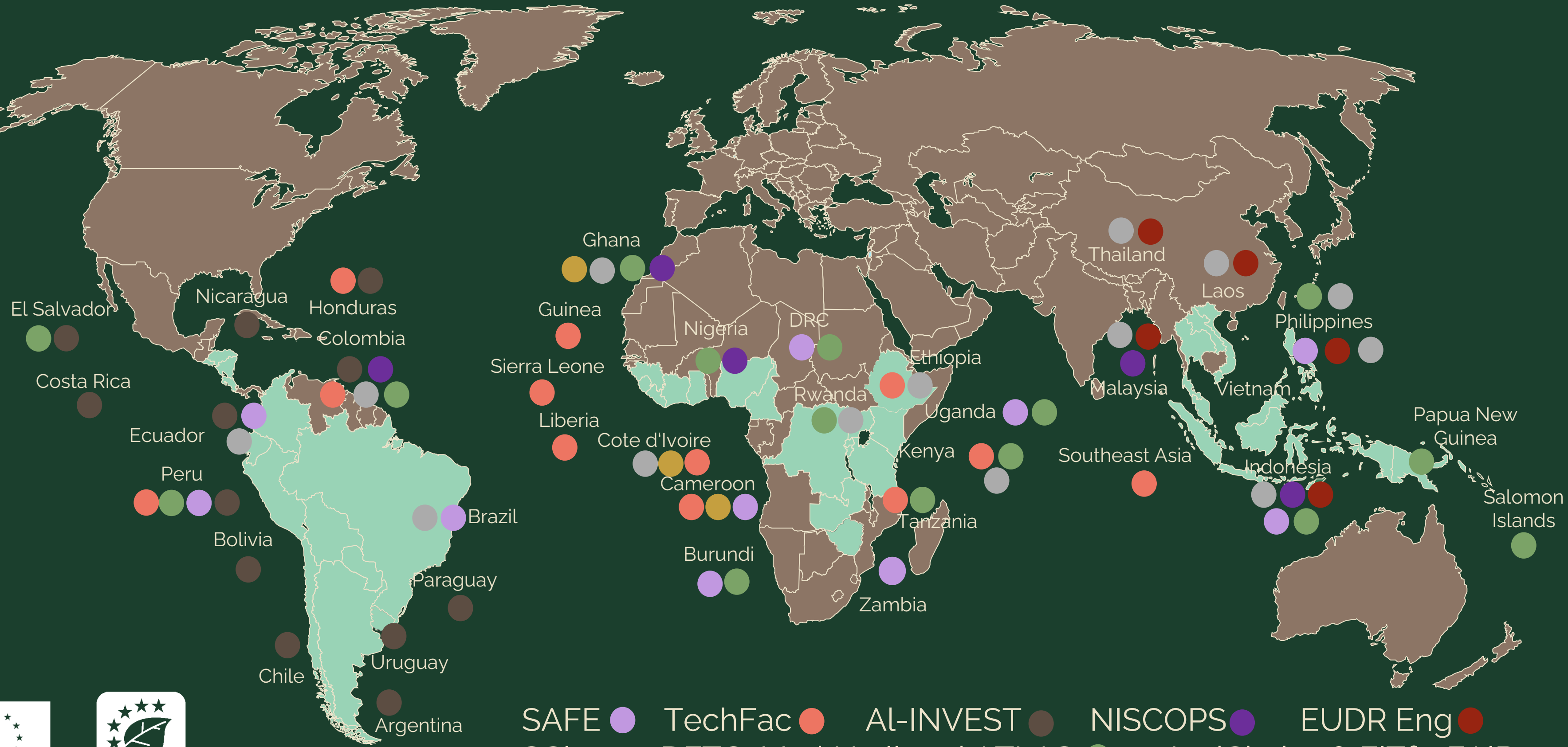
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on Deforestation-free  
Value Chains

# TEI Flagships

for expertise and exchange in currently 37 countries



Co-funded by the European Union



Team Europe Initiative on Deforestation-free Value Chains

- SAFE TechFac AI-INVEST NISCOPS EUDR Eng
- SCI DFTG, MarkUp II and ATLAS AgriChains & FITforFAIR

# TEI Flagships

Implemented by:  
Financed by: EU, GER, NDL



2022-2028

**Technical Facility**

2024-2028

Implemented by:  
Financed by: EU, FRA, (ITA)



Implemented by:  
Financed by: EU



2021-2026



2024-2028

Implemented by:  
Financed by: NDL, UK

**Solidaridad**



Implemented by:  
Financed by: EU, GER



2021-2027



**DFTG, and ATLAS**

2024-2028

Implemented by: ITC  
Financed by: EU, SVE, ESP



Implemented by:  
Financed by: EU, GER



**FITforFAIR**

2024-2026



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on Deforestation-free  
Value Chains

# AL-INVEST Verde

AL-INVEST Verde 



Emilio Calvo, Spanish Cooperation  
(FIAP), [emilio.calvo@fiiapp.es](mailto:emilio.calvo@fiiapp.es)





Promote sustainable growth and job creation in Latin America to support the transition towards a low-carbon, resource-efficient and more circular economy, to facilitate the implementation of sustainable production models.

### KEY ACTIVITIES



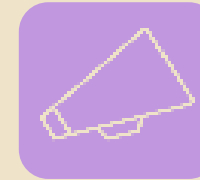
Multi-Actor Dialogues



Capacity Building



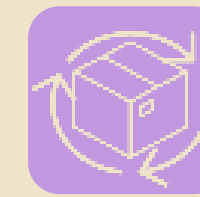
Traceability Systems



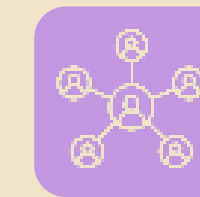
Communication & Dissemination



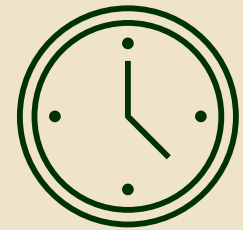
Policy & Legislative Analysis



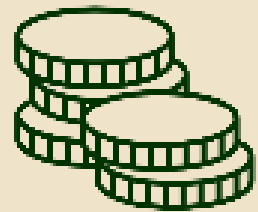
Supply Chain Action



Networking



01.12.2021  
31.12.2026



47  
Mio. €



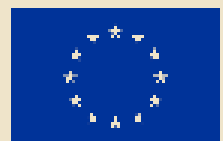
### COMMODITIES



### CONTACT

[www.alinvest-verde.eu](http://www.alinvest-verde.eu)

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IMPLEMENTED BY



# AL-INVEST Verde



- **Initiative/project per country:** AL-INVEST Verde is active on **coffee** in **Colombia, Peru, Ecuador and Brazil**
- **Status:** Ongoing (some country interventions have recently come to an end)
- **Timeline:** 2023-2026 – with different timelines across countries
- **Scale of interventions:** state/sub-national level (Huila and Antioquia in **Colombia**; Ucayali, Junín, Huánuco, San Martín and Pasco regions in **Peru**; Manabi, Loja and Orellana provinces in **Ecuador**; São Paulo, Minas Gerais, Espírito Santo, Paraná, Bahia, Rondonia, Tocantins, Mato Grosso do Sul and Acre states in **Brazil**)
- **Key areas of interventions & EUDR support:**
  - Capacity building, digital tools, and training for EUDR compliance and sustainable coffee production (Huila, **Colombia**)
  - Due diligence platform, producer training, and agroecological assistance for sustainable coffee production (Antioquia, **Colombia**)
  - Sustainable farming practices and no-deforestation verification through the Geo Cultivate platform (Ucayali, Junín, Huánuco, and Pasco, **Peru**)
  - Awareness campaigns, plot geolocation, chatbot tools, and producer training for EUDR readiness (San Martín, **Peru**)
  - Digital self-assessment, traceability tools, and EUDR training for coffee MSMEs (Manabí, Loja, and Orellana, **Ecuador**)
  - Digital traceability and geolocation solutions for deforestation-free coffee, supporting women- and youth-led SMEs (São Paulo, Minas Gerais, Espírito Santo, Paraná, Bahia, and Rondônia, **Brazil**)
  - Public traceability platforms, geolocation, and deforestation monitoring systems for EUDR compliance (**SELO VERDE**) (Minas Gerais, Espírito Santo, Tocantins, Mato Grosso do Sul, Acre, and Bahia, **Brazil**)

# AL-INVEST Verde



- **Results:**
  - **Huila, Colombia:**
    - 160+ producers using sustainable practices; matchmaking with European buyers through B2B activities
    - Replicable public-private cooperation model for other coffee regions
  - **Antioquia, Colombia:**
    - 200+ producers reporting DD compliance; agroecological technical assistance
  - **Ucayali, Junín, Huánuco and Pasco, Peru:**
    - ➔ 200 producers mapped via geolocation; automated no-deforestation reporting
  - **San Martín, Peru:**
    - Engagement of coffee (and cocoa, and palm oil) producers through workshops and registration activities: geolocation of more than 25.000 producer plots (60% coffee plots); in person training for more than 25,000 producers; roadmap for broader implementation across Peru

- **Results:**
  - **Manabi, Loja and Orellana, Ecuador:**
    - 150 MSMEs received practical EUDR training; implementation of traceability systems; technical skills in governance and standards.
  - **São Paulo, Minas Gerais, Espírito Santo, Paraná, Bahia and Rondonia, Brazil:**
    - Geolocation and traceability for 200 farms; developed Voluntary EUDR Compliance Agreement; 3 guidebooks on sustainable best practices.
  - **Minas Gerais, Espírito Santo, Tocantins, Mato Grosso do Sul, Acre and Bahia, Brazil (SELO VERDE):**
    - Support to SMEs, cooperatives, local authorities through awareness campaigns and compliance tools:
    - Minas Gerais, Bahia & Espirito Santo: Coffee traceability implementation
    - Acre & Tocantins: Risk assessment tools for coffee/cattle
    - Mato Grosso do Sul: Integration with legal registries.

**AL-INVEST Verde**

**Component 1 - DETAILED**





**Coordinating entity: FGV (Brazil)**

**Partners: CSCP (Germany) and IWCA Brazil**



- **Initiative(s)/project(s) per country:** ARABICA - Promoting sustainability, equity and transparency in the Brazilian coffee value chain
- **Status:** Ended
- **Timeline:** June 2026 to March 2026
- **Scale of interventions:** states of São Paulo, Minas Gerais, Espírito Santo, Paraná, Bahia and Rondonia
  
- **Key interventions & EUDR support:** Development of digital traceability and geolocation solutions to promote sustainable and deforestation-free coffee production, with a focus on women- and youth-led SMEs.
  
- **Stakeholder involvement & scalability:**
  - Geolocation and traceability for 200 farms
  - Developed Voluntary EUDR Compliance Agreement.
  - 3 guidebooks on sustainable best practices.

**Coordinating entity: EAFIT (Colombia)**

**Partners: Technische Universität München (Germany), Universidad EIA (Colombia)**



- **Initiative(s)/project(s) per country:** Coffee for sustainability and productivity: smart communities for climate change adaptation and regeneration of **coffee landscapes** (Colombia)
- **Status:** Ongoing
- **Timeline:** June 2024 to May 2026
- **Scale of interventions:** Antioquia, Colombia
  
- **Key interventions & EUDR support:** Development of a due diligence and traceability platform, producer training, and agroecological technical assistance to improve compliance with EUDR requirements and sustainable production practices.
  
- **Stakeholder involvement & scalability:**
  - ➔ 200+ producers reporting DD compliance
  - ➔ Agroecological technical assistance
  - ➔ Increased turnover for 150 producers.

**Coordinating entity: Solidaridad Network (The Netherlands)**

**Partners: IDSA (Peru)**

- **Initiative(s)/project(s) per country:** Fulfilling the Green Pact - Digital tools for the non-deforestation of the Amazon in Peru
- **Status:** Ongoing
- **Timeline:** February 2026 to September 2026
- **Scale of interventions:** Ucayali, Junín, Huánuco y Pasco regions
  
- **Key interventions & EUDR support:** Implementation of sustainable agricultural practices and no-deforestation verification systems through the Geo Cultivate platform to strengthen traceability and EUDR compliance.
  
- **Stakeholder involvement & scalability:**
  - 200 producers mapped via geolocation
  - Organic fertilizer training (reduced chemical use)
  - Automated no-deforestation reporting.

**Coordinating entity: Camara de Comercio de Quito (Ecuador)**

**Partners: AHK Ecuatoriano Alemana, Fundación Panamericana para el Desarrollo (Ecuador)**

- **Initiative(s)/project(s) per country:** Inspira
  - **Status:** Ongoing
  - **Timeline:** February 2026 to September 2026
  - **Scale of interventions:** Manabi, Loja and Orellana Provinces
- **Key interventions & EUDR support:** Digital self-assessment tools, traceability systems, and practical training on sustainability, governance, and EUDR requirements for coffee MSMEs.
- **Stakeholder involvement & scalability:**
- ➔ 150 MSMEs received practical EUDR training
  - ➔ Implementation of traceability systems
  - ➔ Technical skills in governance and standards.

**AL-INVEST Verde**

**Component 2 - DETAILED**



## Brazil: Selo Verde



- **Initiative(s)/project(s) per country:** SELO VERDE – Public traceability systems for EUDR adaptation
- **Status:** Ongoing
- **Timeline:** 2023 – 2026 (different implementation phases by state)
- **Scale of interventions:** Minas Gerais, Espírito Santo, Tocantins, Mato Grosso do Sul, Acre and Bahia
  
- **Key interventions & EUDR support:** Development of public traceability platforms, geolocation systems, deforestation monitoring, and risk assessment tools to support EUDR compliance in coffee and other value chains.
  
- **Stakeholder involvement & scalability:** Support to SMEs, cooperatives, and local authorities through awareness campaigns and compliance tools; initiative already expanding across multiple Brazilian states:
  - ➔ Minas Gerais, Bahia & Espírito Santo: Coffee traceability implementation
  - ➔ Acre & Tocantins: Risk assessment tools for coffee/cattle
  - ➔ Mato Grosso do Sul: Integration with legal registries.

## Peru: National Producer Registry



- **Project:** Promotion and consolidation of the Agricultural Producers Registry (*Padrón de Productores Agrarios*) and the Agrodigital App as EUDR adaptation tools
- **Status:** Ongoing
- **Timeline:** December 2024 – August 2026
- **Scale of interventions:** San Martín, Peru
  
- **Key interventions & EUDR Support:** Awareness campaigns, producer registration, geolocation of plots, chatbot , virtual and in-person training, and intervention systematization.
  
- **Stakeholder involvement & scalability: Engagement of coffee** (and cocoa, and palm oil) producers through workshops and registration activities:
  - ➔ Registry (PPA): Geolocation of more than 25.000 producer plots (60 % coffee plots)
  - ➔ In person training for more than 25,000 producers
  - ➔ Roadmap for broader implementation across Peru



**Sustainable Agriculture  
for Forest Ecosystems**

**Gyde Feddersen, GIZ,**  
[gyde.feddersen@giz.de](mailto:gyde.feddersen@giz.de)





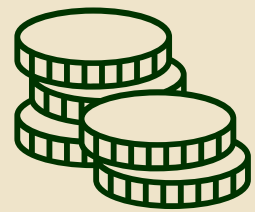
# Sustainable Agriculture for Forest Ecosystems

## Support the transition to deforestation-free, sustainable, and legal value chains

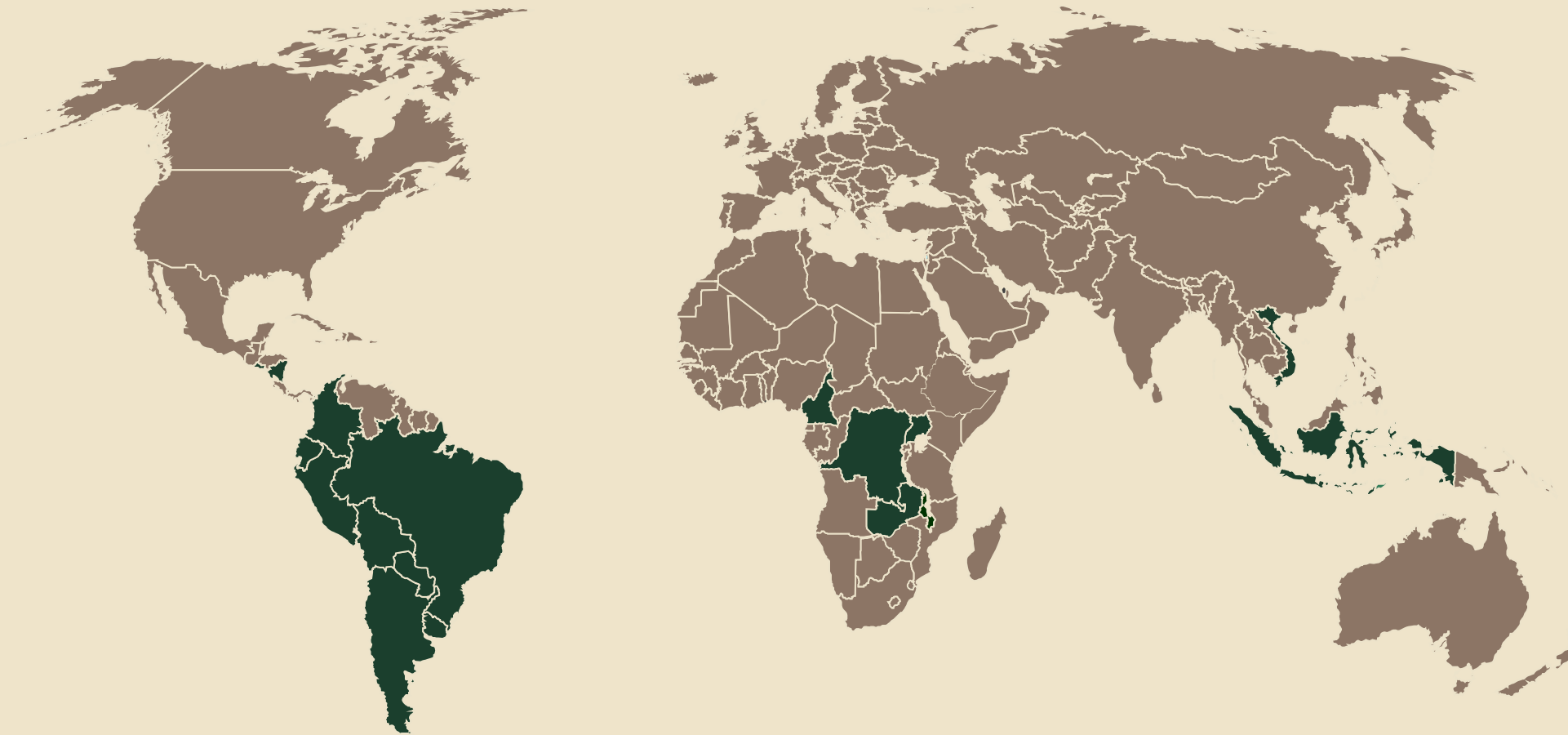
### KEY ACTIVITIES



01.01.2022  
31.03.2028



65,55  
Mio. €



Multi-Actor Dialogues



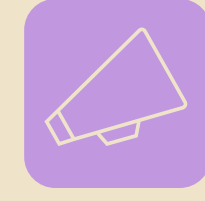
Traceability Systems



Technical Expertise



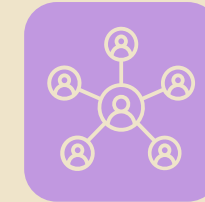
Capacity Building



Communication & Dissemination



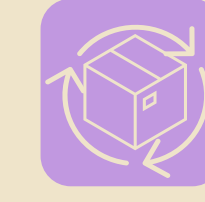
Smallholder & Gender Strengthening



Networking



Policy & Legislative Analysis



Supply Chain Action

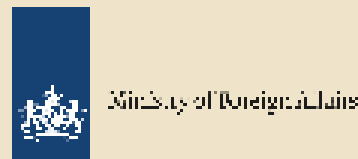
### COMMODITIES



### CONTACT

[SAFE-Website](#)

### FUNDED BY



### IMPLEMENTED BY

Implemented by






### PARTNERS



And many more...

# Implementation at a glance



-  Country Implementation
-  Regional Dialogue (for Africa: not yet started)
-  Both

-  Wood
-  Rubber
-  Beef
-  Soy
-  Cocoa
-  Coffee
-  Palm Oil

- **Initiative: Sustainable Agriculture for Forest Ecosystems (SAFE):**  
coffee-focused project implementation in 7 out of 10 countries: **Peru, Ecuador, Burundi, Cameroon, Uganda, DRC, Vietnam**  
+ **Global activities on Digital Public Infrastructure, Gender Equity and Social Inclusion, Green Finance**
- **Timeline: 2022 – 2028. Status: Ongoing**
- **Scale of interventions: national, subnational and local**
- **Key areas of interventions & how it supports EUDR preparedness:** e.g. trainings for producer organizations on EUDR, traceability, land rights, sustainable production, business development, support to public sector in EUDR outreach, national traceability efforts, legality assessments,
- **Private sector involvement:** private sector partnerships in all 7 countries, e.g. on agroforestry, organic production, traceability + regional technical dialogues & EUDR learning communities

# Overview of SAFE Activities

Sharing good practices, knowledge, experiences and solutions

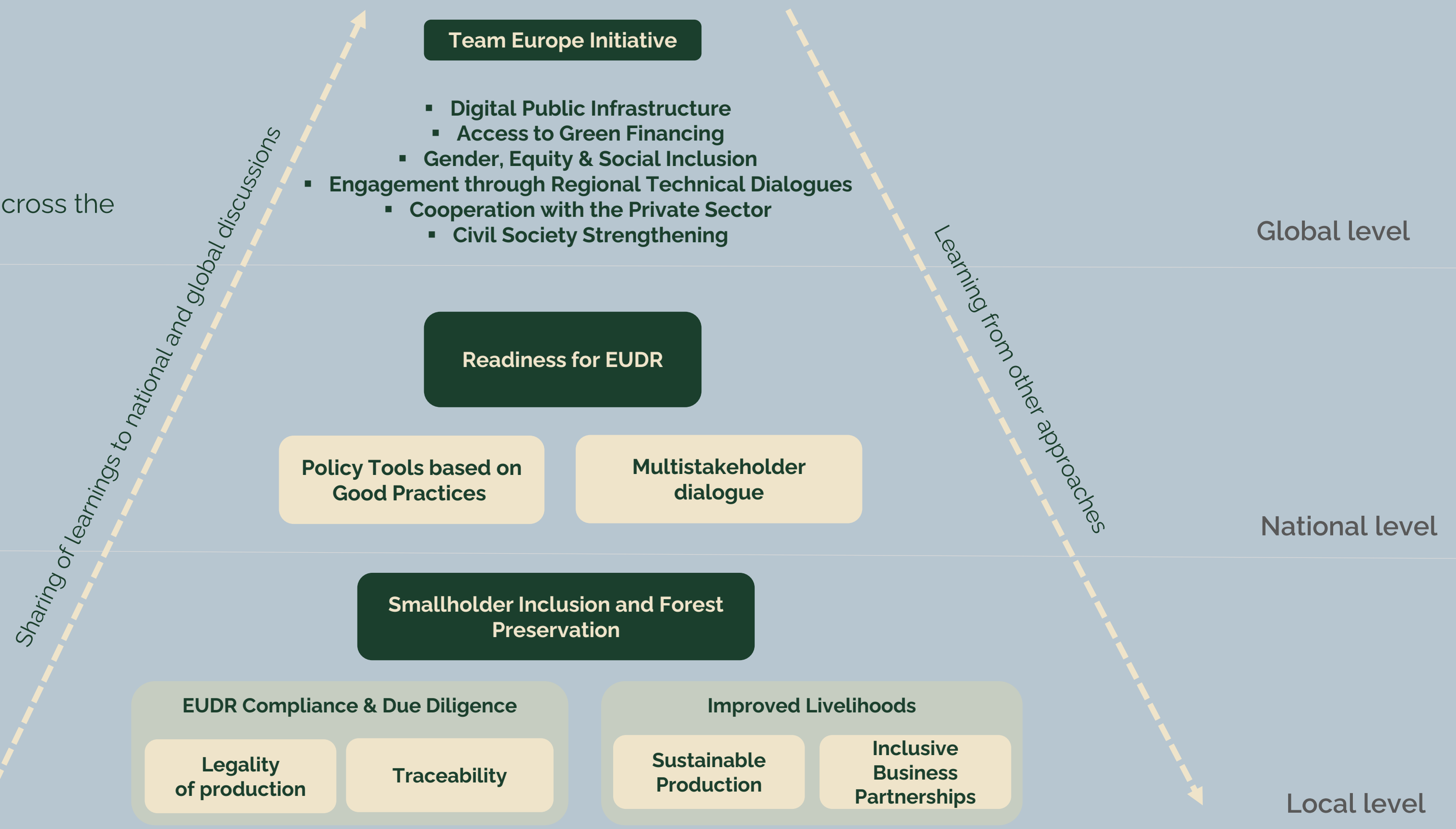
Among stakeholders across the globe

Strengthening Governance

Provide recommendations for policies

Support and Training

Joint implementation of projects with the private sector and civil society, generate learnings



# TECHNICAL FACILITY ON DEFORESTATION- FREE VALUE CHAINS



Deforestation-free  
value chains  
Technical facility

Frederic Baron, European Forest  
Institute (EFI), [frederic.baron@efi.int](mailto:frederic.baron@efi.int)





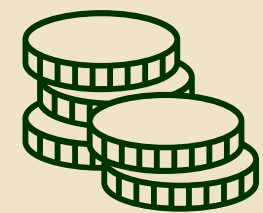
# Deforestation-free value chains

Technical facility

Collaborating with commodity-producing countries to assist in transitioning to legal and deforestation-free value chains, in line with the EUDR market requirements.



2024 - 2028



12 Mio. €



## COMMODITIES



## KEY ACTIVITIES



Multi-Actor Dialogues



Traceability Systems and forest monitoring



Policy & Legislative Analysis



Technical Expertise

## CONTACT

[Christophe.vanorshoven@efi.int](mailto:Christophe.vanorshoven@efi.int)

## FUNDED BY



## IMPLEMENTED BY



## PARTNERS



# Technical Facility on Deforestation-Free Value Chain

- **Initiative(s)/project(s) per country:** 8 countries receiving technical support related to coffee value chain: Honduras, Colombia, Peru, Tanzania, Ethiopia, Angola, Kenya, Laos
- **Status:** Ongoing **Timeline:** 2024 - 2028
- **Scale of interventions:** National
- **Key areas of interventions:**
  - Technical support and multi-actor dialogue on legality, geolocation and traceability, forest monitoring,
  - Facilitation of policy and trade dialogue
- **How it supports EUDR preparedness:** Demand-based and targeted support, creating enabling environment at national level
- **Private sector involvement:** Private sector included in all activities along public actors and civil society



# Legality Due Diligence Navigator

A methodology to develop legality due diligence tools for agricultural commodities.

Get started

About

# legalidad del café

Herramienta para la diligencia  
debida de la legalidad del café

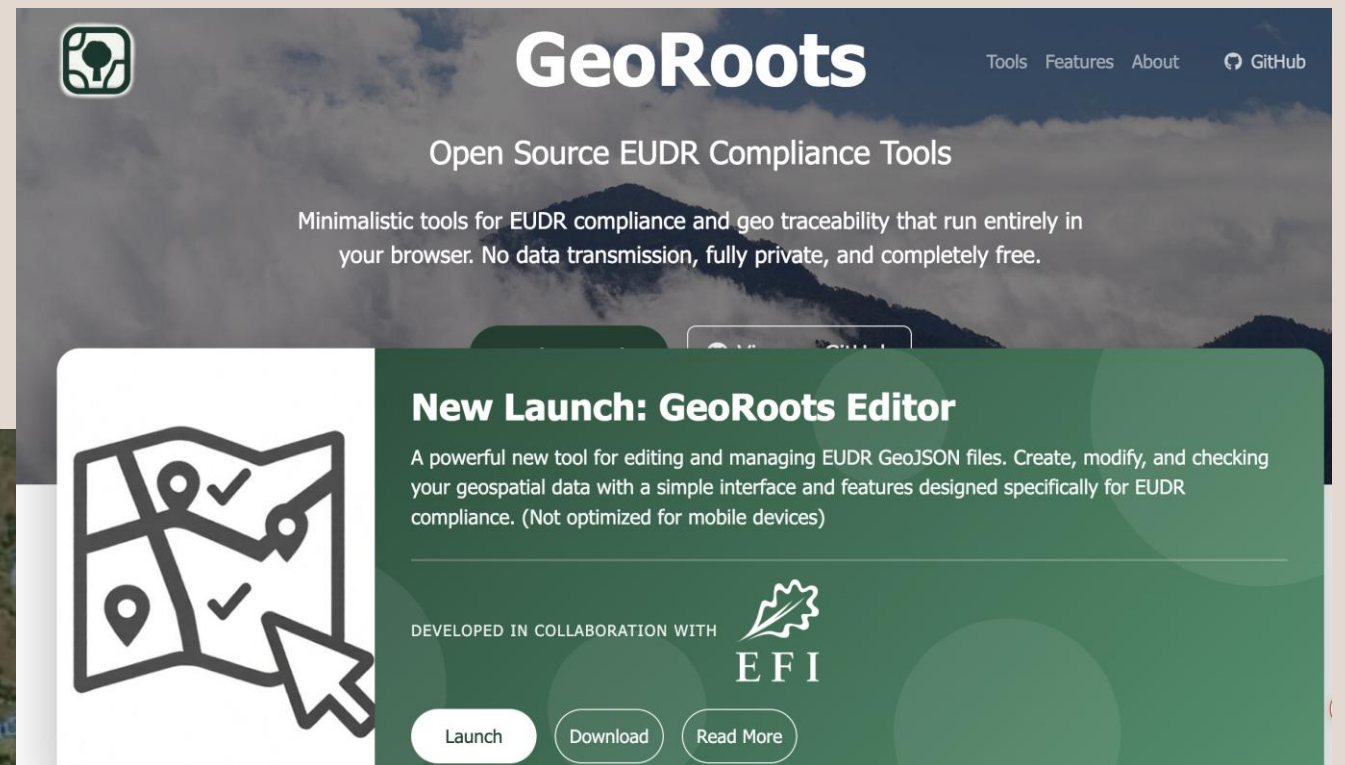
Noviembre de 2025



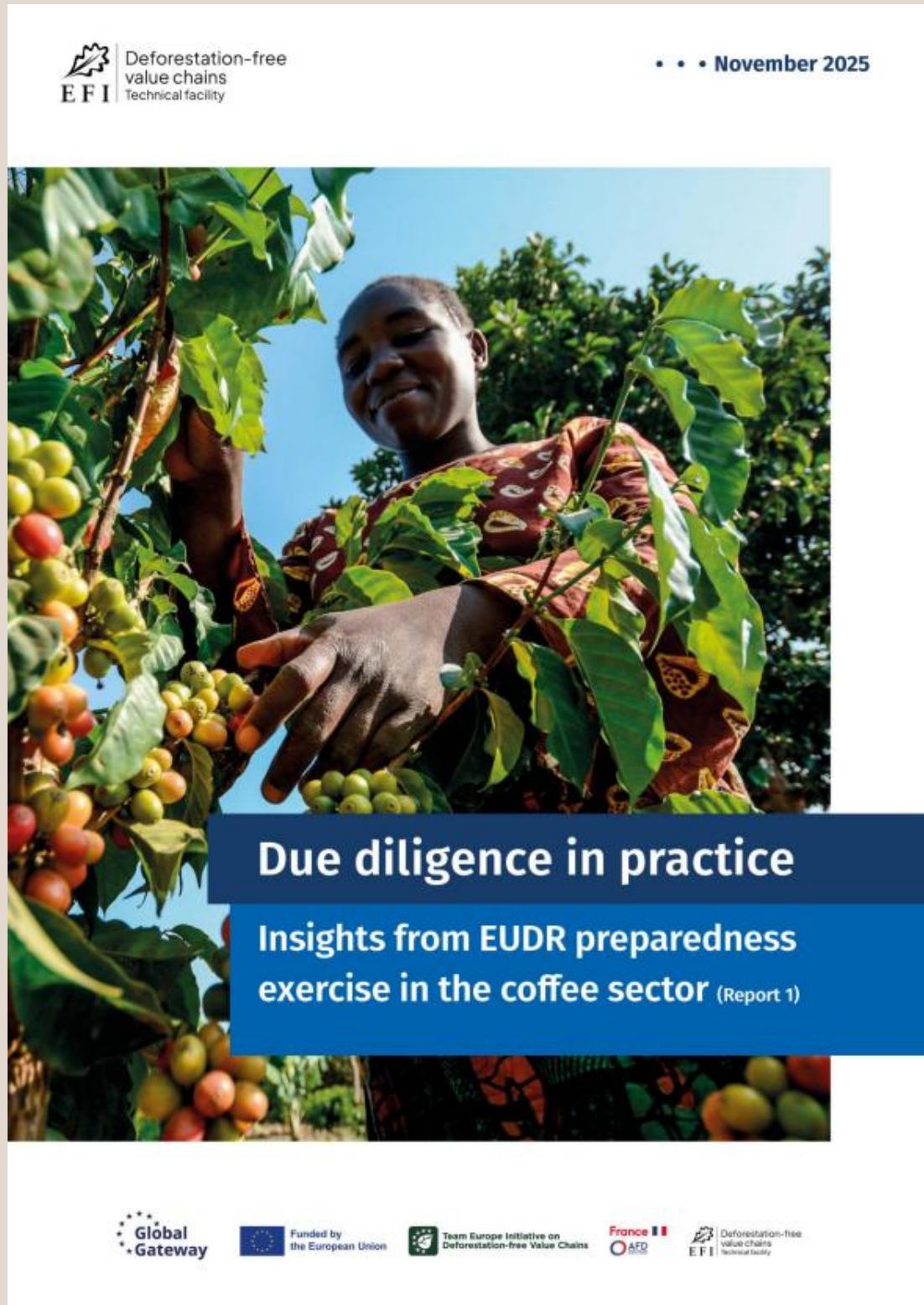
**HONDURAS**  
GOBIERNO DE LA REPUBLICA

# Robust and transparent traceability approaches

- Supported assessment, development, and piloting of traceability and geolocation systems across coffee and cocoa value chains. Developed and piloted WHIMO low-tech traceability
- Development and use of GeoRoots (integrated into Tanzania National Coffee Registry)
- Support to the development of National Coffee Farmers registries



# Policy and trade dialogues



Deforestation-free value chains  
EF I Technical facility

• • • November 2025

**Due diligence in practice**  
Insights from EUDR preparedness exercise in the coffee sector (Report 1)

Global Gateway  
Funded by the European Union  
Team Europe Initiative on Deforestation-free Value Chains  
AFD  
EF I Deforestation-free value chains Technical facility



Global Gateway  
Funded by the European Union  
Team Europe Initiative on Deforestation-free Value Chains  
AFD  
EF I Deforestation-free value chains Technical facility

**Coffee insight**

**Preparedness check of Tanzania for the EU Deforestation Regulation**

Deforestation and forest degradation driven by agricultural expansion are growing at an alarming rate in tropical forest countries. As a major consumer of forest-risk commodities, the European Union (EU) has decided to take action to reduce the impact of its consumption of some of these commodities and products. The EU Deforestation Regulation (EUDR) came into force on 29 June 2023. Under the current legal arrangements, the EUDR's main obligations will apply to all large companies from 30 December 2025, and to micro, small and medium-sized enterprises from 30 June 2026.

The Regulation prohibits operators and traders from placing on the EU market, or exporting from the EU, certain commodities (cattle, cocoa, coffee, palm oil, rubber, soya and wood) and derived products, unless they are "deforestation-free", have been produced in accordance with the relevant legislation of the country of production, and are covered by a due diligence statement including traceability information.

Most of Tanzania's coffee is exported to Europe and Japan. In 2023 the EU made up the largest market share of Tanzania's coffee, accounting for approximately 58%, while Japan was the second largest, accounting for 16%<sup>1</sup>. This means that trade disruption with the EU would have significant adverse effects on the coffee sector.

<sup>1</sup> This is according to statistics provided by the 2024 United States Department of Agriculture, GAIN Annual Coffee report.

Global Gateway  
Funded by the European Union  
Team Europe Initiative on Deforestation-free Value Chains  
AFD  
EF I Deforestation-free value chains Technical facility

- Coffee sector preparedness checks for Tanzania, Kenya, Ethiopia, Colombia, Peru and Laos. Uganda, Angola, Indonesia and PNG ongoing.
- Conducted dry-run preparedness exercises with EU operators from the coffee sector and EU Competent Authorities (Belgium, France, Netherlands, Germany). Joint mission with Italian Competent Authorities to Ethiopia.
- EUDR Community of Practice launched in March sharing good practice and learning on practical EUDR implementation

# INTERNATIONAL TRADE CENTRE (ITC)



International  
Trade  
Centre

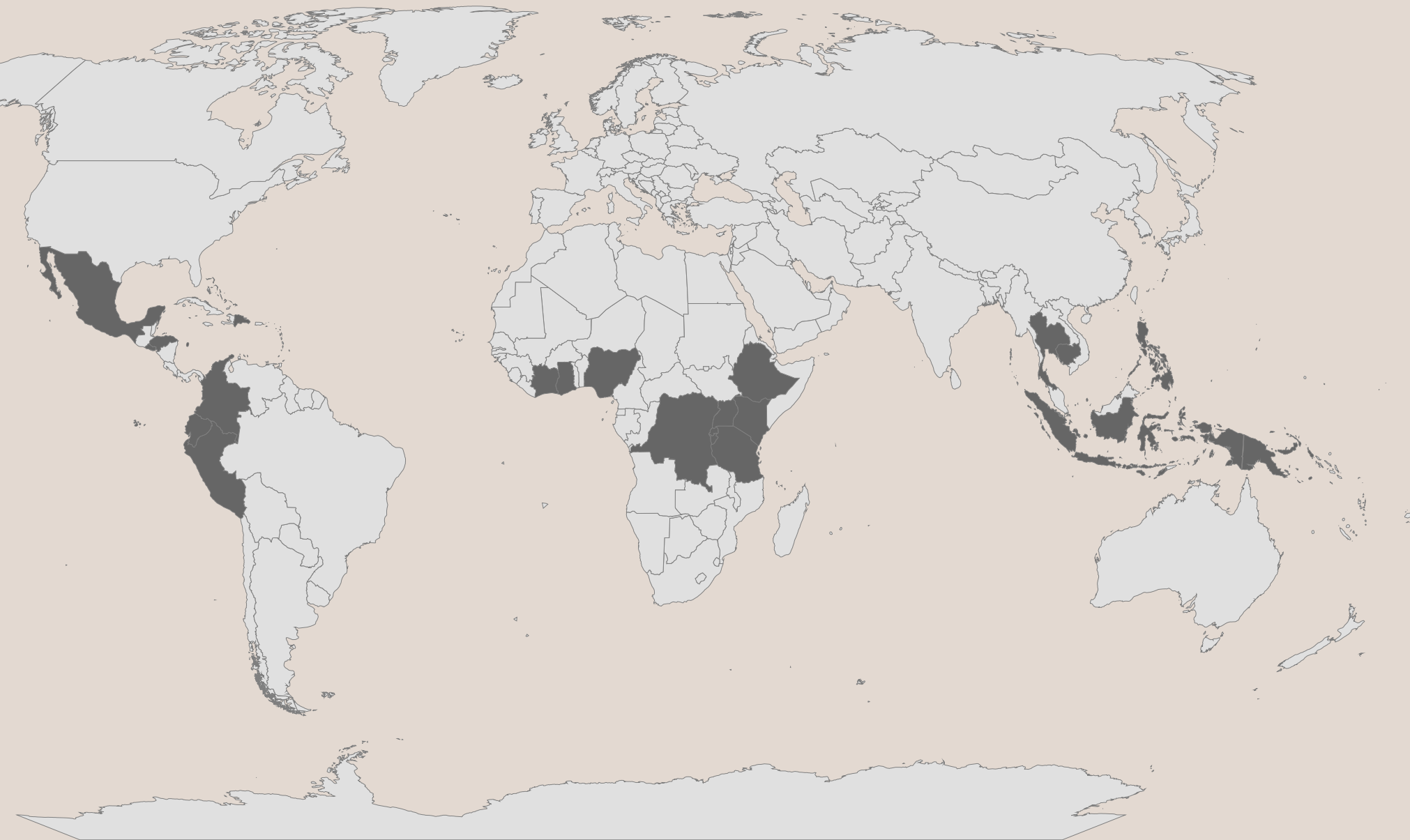
Michaela Summerer, ITC,  
[msummerer@intracen.org](mailto:msummerer@intracen.org)



# International Trade Centre Initiatives on EUDR readiness globally



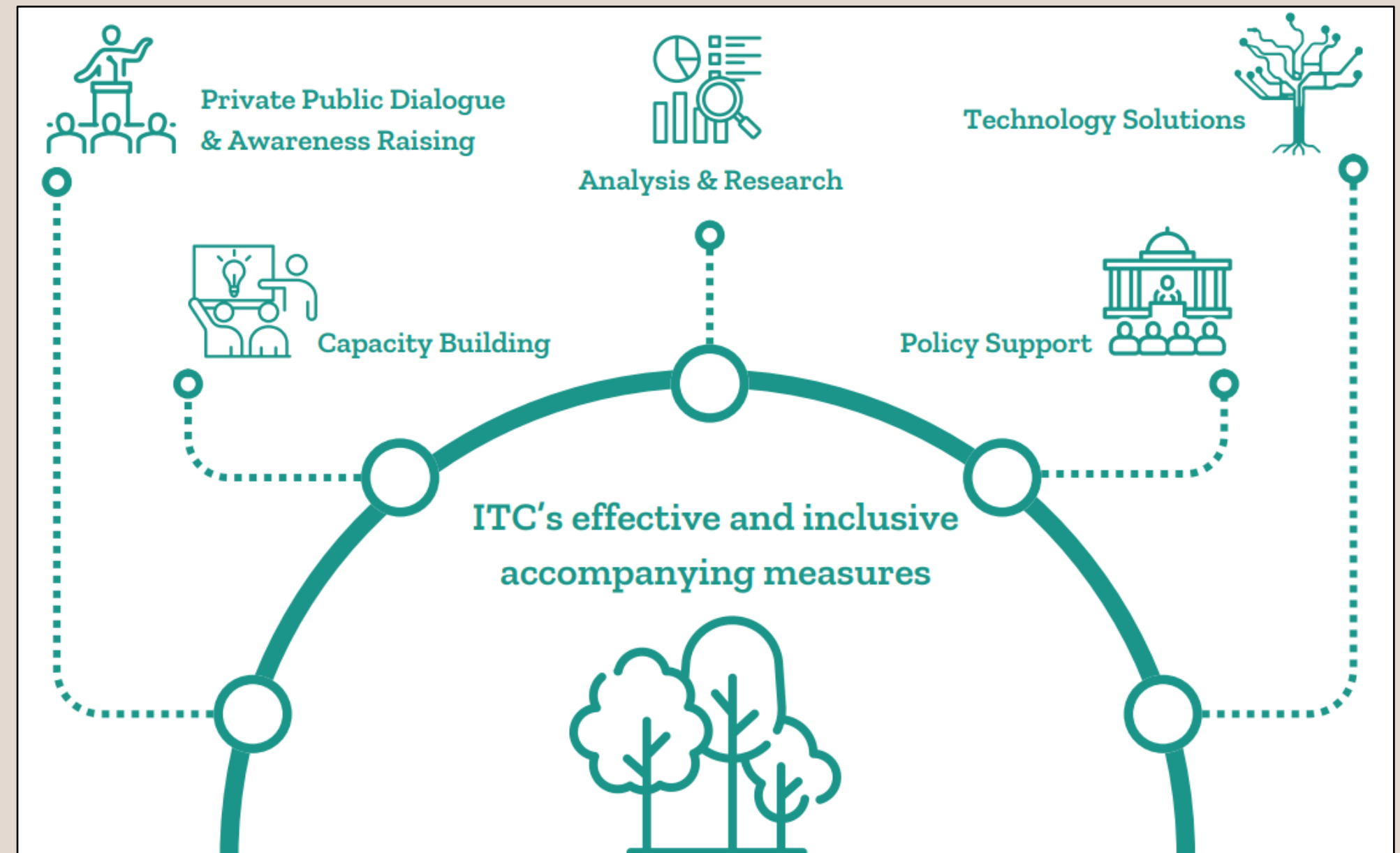
- Burundi
- Cambodia
- Colombia
- Democratic Republic of Congo
- Dominican Republic
- Ecuador
- El Salvador
- Ethiopia
- Ghana
- Honduras
- Indonesia
- Ivory Coast
- Kenya
- Mexico
- Nigeria
- Papua New Guinea
- Peru
- Philippines
- Rwanda
- Tanzania
- Thailand
- Uganda



Global work

# International Trade Centre Initiatives on EUDR readiness

- ❖ Support businesses in **adopting sustainable and deforestation-free production and trade practices**.
- ❖ Provide **technical assistance, training, and market intelligence** to enable sustainable sourcing strategies and market access.
- ❖ Facilitate **integration of small businesses and smallholders in global value chains** through multi-stakeholder roundtables and partnerships among producers, intermediaries, exporters, importers, and policymakers.
- ❖ Act as a **neutral convener to foster dialogue** between stakeholders, aligning regulatory expectations with realities on the ground in producing countries.
- ❖ Promote **informed policymaking and awareness-raising** by sharing lessons learned from producing countries across global value chains.
- ❖ Enable **inclusive, interoperable, and secure technology solutions** that empower producers while supporting compliance and traceability.



# International Trade Centre

## Initiatives on EUDR readiness in coffee



**SYLVA (former Deforestation Free Trade Gateway) - Latin America:** Spanish-funded EUDR coffee support with AECafé, covering around 100 Spanish coffee buyers/operators and their linked Latin American suppliers.

**Status:** ongoing , **Timeline:** 2025 – 2027

**GIZ SAFE - Burundi / Nigeria:** Support to EUDR-ready digital public infrastructure (DPI) for the coffee sector, including producer/plot data, data collection support and WHISP analysis

**Status:** ongoing, **Timeline:** until end of 2026

**Scale of interventions:** buyers/operators, producers, cooperatives, exporters, data holders and public-sector counterparts.

**Key areas of interventions:** EUDR awareness and practical guidance; DPI design, interoperability and capacity building.

**How it supports EUDR preparedness:** Clarifies what buyers need from suppliers; helps producers and cooperatives prepare core EUDR information; identifies data-quality and risk issues early; strengthens national and sector systems to collect, validate, analyze and share EUDR-relevant data.

**Private sector involvement:** AECafé and around 100 Spanish coffee buyers/operators; Latin American producers and exporters; coffee cooperatives and private value-chain actors in country pilots; data/service providers where relevant.

**Expected results:** Increased EUDR readiness by buyers and suppliers

**Will/can it be scaled?** Yes, with Sylva's replicable workflows and interoperability with partner tools and national systems.

# International Trade Centre Initiatives on EUDR readiness in coffee



**Climate Competitiveness Project:** EU-funded project with 7 countries around multilateral engagement on the trade and environment nexus, including capacity building for small business/ EUDR Activities in Ecuador, Dominican Republic, Nepal and the Philippines

**Status:** ongoing , **Timeline:** 2022 – 2026

**Scale of interventions:** public and private- sector stakeholders

**Key areas of interventions:** EUDR awareness raising, practical guidance & DPI design

**How it supports EUDR preparedness:** Clarifies the details buyers require from suppliers, provides user-friendly capacity building materials (e.g. customized EUDR Flyers and Handbooks) and national experts through ToTs

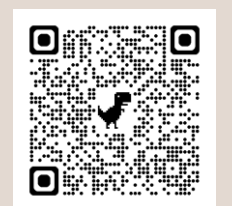
**Private sector involvement:** Producers convened through national/ sector specific institutions

**Expected results:** Increased EUDR awareness and readiness; national dialogue on preparedness and traceability systems

**Will/can it be scaled?** Yes, these activities may be scaled



Link to EUDR  
in a nutshell  
flyers:



<https://www.intracen.org/news-and-events/news/eudr-in-a-nutshell-flyers-released-for-philippine-exporters>

# International Trade Centre

## Initiatives on EUDR readiness: EUDR Handbooks



Website: <https://www.intracen.org/our-work/topics/sustainability/deforestation-free-global-value-chains/handbooks-on-the-EUDR>

### EUDR Handbook series

- Handbook 1 - EUDR Introduction
- Handbook 2 - EU-based Operations with non-EU Suppliers
- Handbook 3 - EU-based Operations with EU Suppliers
- Handbook 4 - non-EU companies targeting EU market
- Handbook 5 - Technology solutions in context of EUDR
- Handbook 6 - Step-by-step operational guidance for companies
- Handbook 7 - Legality compliance
- Handbook 8 - Voluntary Sustainability Standards

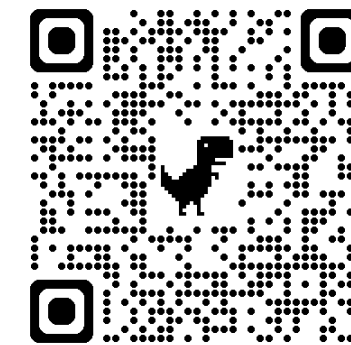
Access ITC's EUDR handbooks here:



# International Trade Centre Initiatives on EUDR readiness: EUDR Online Course



## Complying with the EU Regulation on Deforestation- free Products



**COURSE DESCRIPTION:**



Source: <https://learning.intracen.org/course/info.php?id=2781>

**Next Session starts on 1 June 2026!**

# DIGITAL INTEGRATION OF AGRICULTURAL SUPPLY CHAINS ALLIANCE

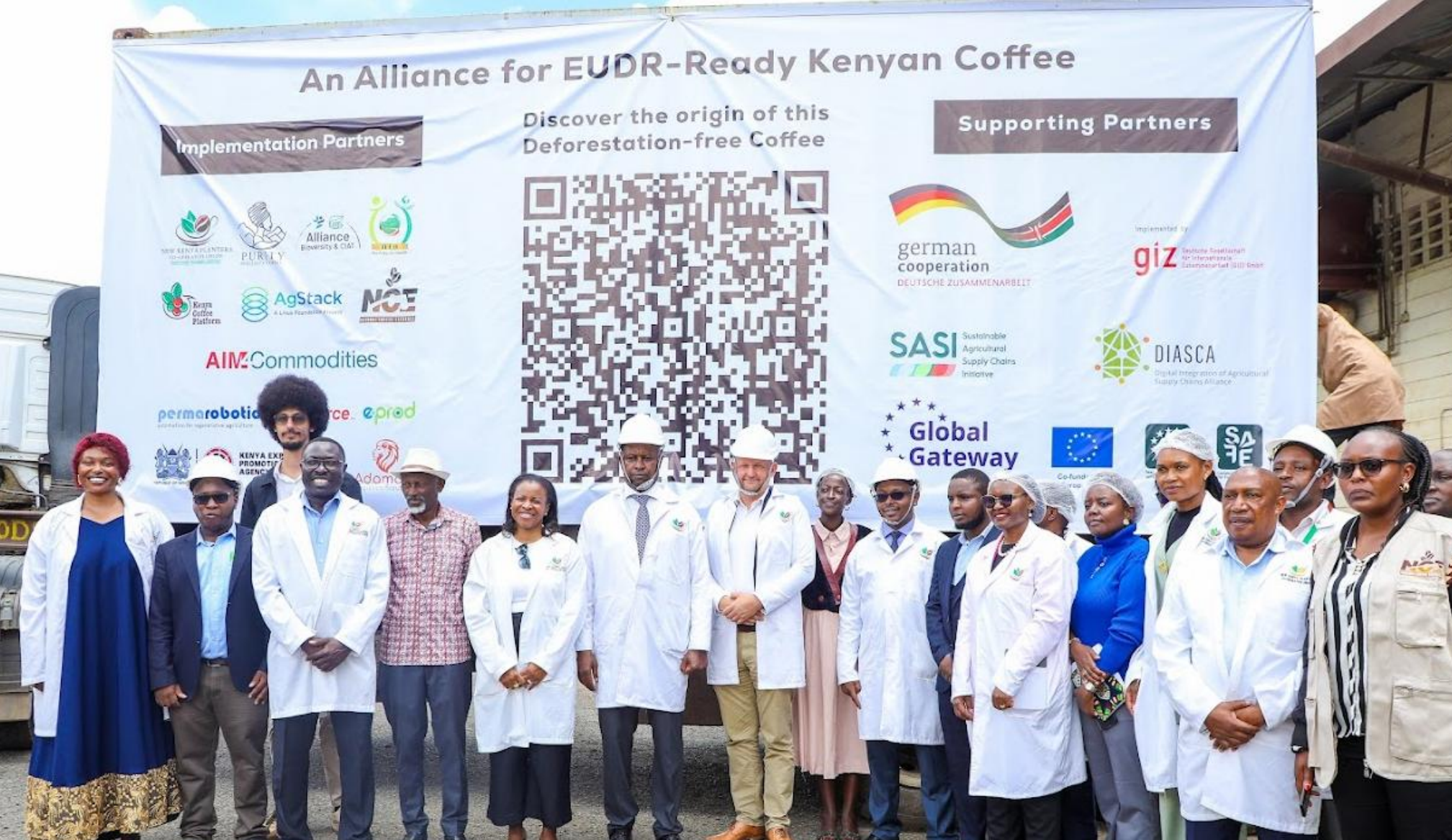


**DIASCA**

Digital Integration of Agricultural  
Supply Chains Alliance

Lars Kahnert, GIZ, [lars.kahnert@giz.de](mailto:lars.kahnert@giz.de)  
and [diasca@giz.de](mailto:diasca@giz.de)





# DIASCA

Collaboration towards Digital Public Infrastructure (DPI) ... in support of EUDR readiness

DIASCA is a global alliance transforming agriculture with digital public infrastructure that empowers farmers, unlocks data, and enables interoperability across supply chains

**Scope :** Sustainability in global agricultural supply chains

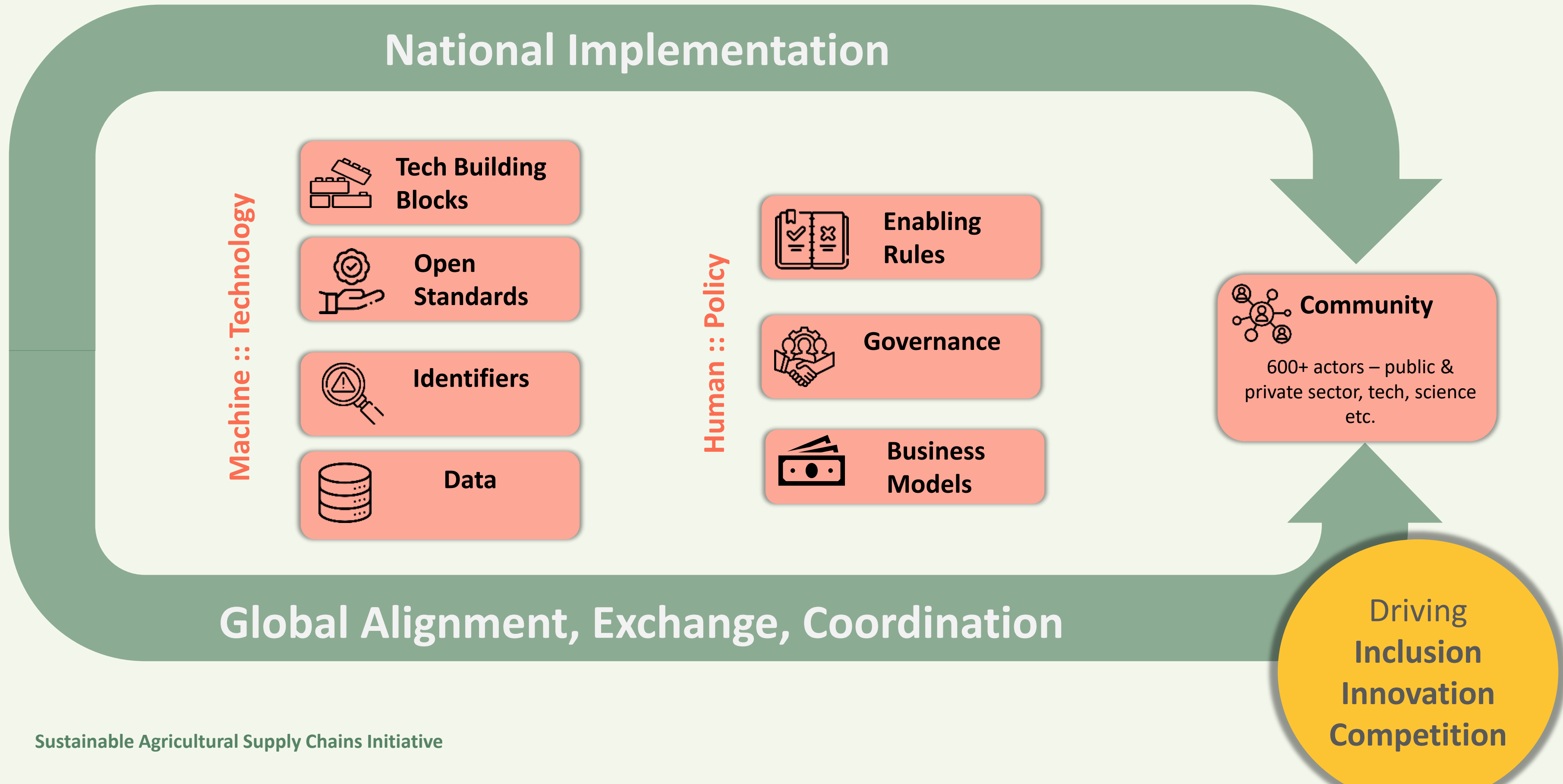
**Focus:** Smallholder inclusion and benefits

**Approach:** Coordination, convening, facilitating cooperation and resources

Register here for updates: [www.diasca.org](http://www.diasca.org)

**Next DIASCA Webinar:** Monday, June 1st 4:30 pm – 5:30 pm CEST DIASCA Dialogue #2 -Scaling Transparency: Annual, global commodity tree crop maps – SASI. Register [here](#)

# Towards DPI for Agriculture



# Aligning Efforts with Core Partners



# Food and Agriculture organization of the United Nations (FAO)



Food and Agriculture  
Organization of the  
United Nations

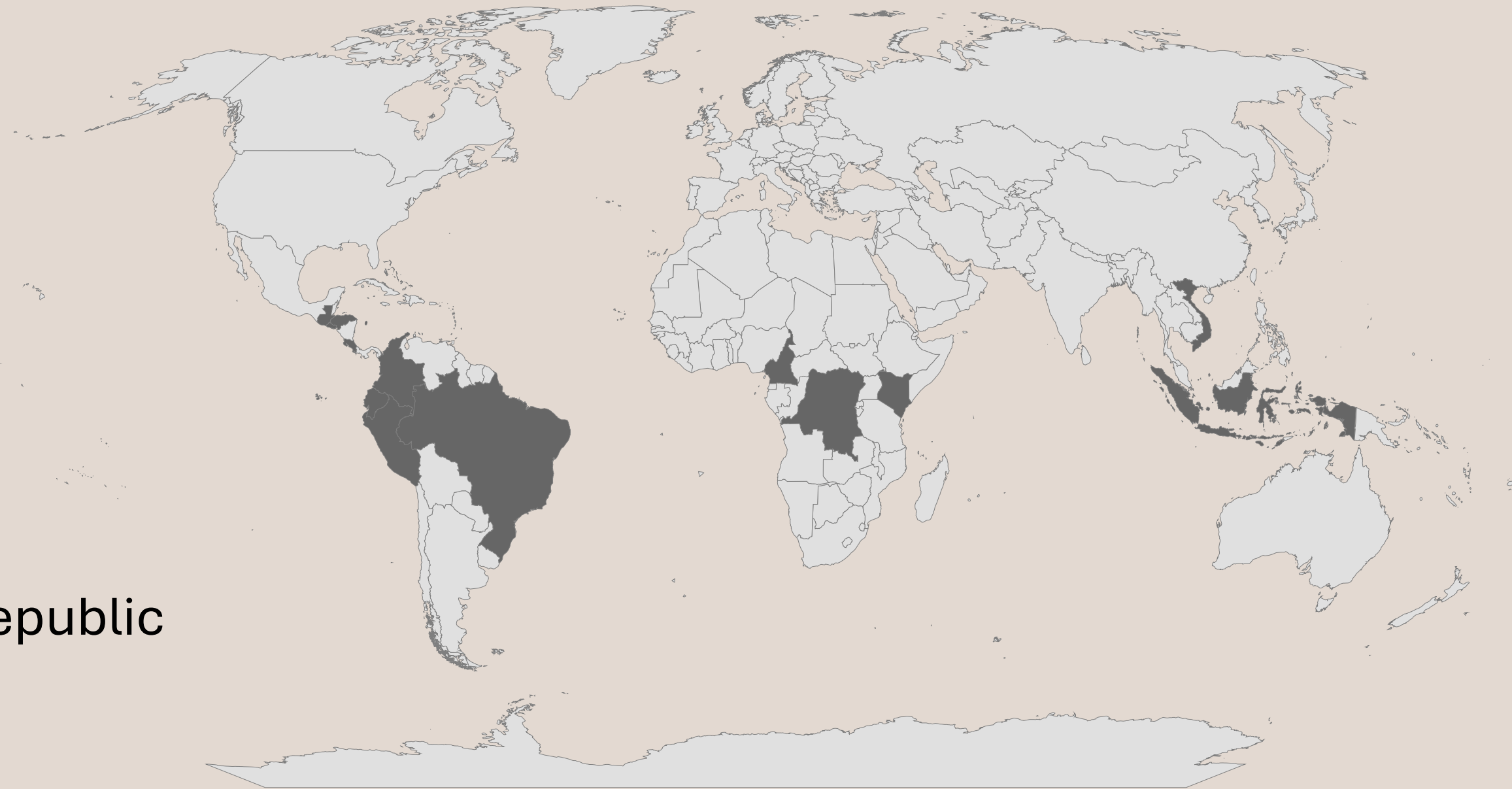
Florence Bernard and Cecile  
Huertas, FAO

[florence.bernard@fao.org](mailto:florence.bernard@fao.org) and  
[cecile.huertas@fao.org](mailto:cecile.huertas@fao.org)

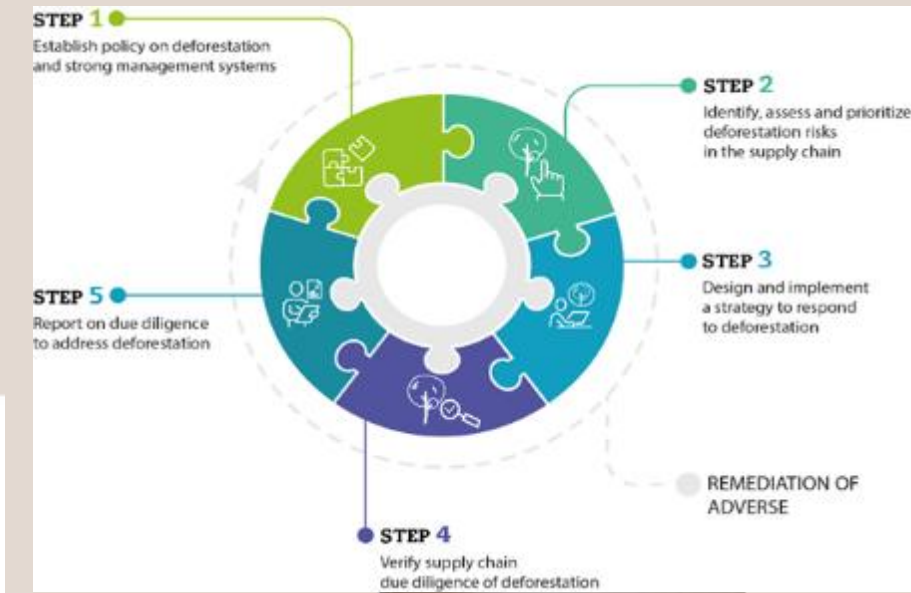


El Salvador  
Honduras  
Guatemala  
Costa Rica  
Colombia  
Ecuador

Brazil  
Peru  
Colombia  
Kenya  
Democratic Republic  
of Congo  
Cameroon  
Indonesia  
Vietnam



Global work



- Initiative(s)/project(s) per country and scale of interventions : Implementing the [OECD-FAO Handbook for Businesses on Deforestation and Due Diligence in Agricultural Supply Chains](#)
- Scale of interventions: 37 companies [trained](#) in Ecuador and Colombia | 2 [coffee production companies](#) supported in depth in Colombia | National Federation of Coffee Growers of Colombia (560,000 coffee farming families) [Nov 2023-Dec 2025] *ended*
- Key areas of interventions: Responsible sourcing, Deforestation due diligence, Traceability and risk management
- How it supports EUDR preparedness: Supports companies and organizations to strengthen the core building blocks of EUDR readiness: Traceability, Risk assessment, Risk Mitigation plan
- Private sector involvement: Training and hands-on implementation with coffee companies across the supply chain
- Results: Supply chains mapped, Due diligence gaps identified, Deforestation risks and hotspots assessed, Mitigation actions initiated
- Will/can it be scaled? Can be adapted to other commodities, countries and ecosystem-risk contexts

### Definition of Roles and Responsibilities of Stakeholders in Due Diligence



## Coming up: Two new publications launching 3 June 2026, [GeoField 2026 Convening](#)

- Forest Monitoring Good Practices: Mapping Tree Crop Commodities
  - Forest Monitoring Good Practices: Inclusive Smallholder Data Governance
- **Whisp explicitly** mentioned in the [FAQ of the EUDR](#) as one of the possible pathways to assess risk of deforestation at plot level
- Also, [The Assurance Systems Evaluation Framework and Methodology](#): support for legal and traceable agricultural commodities and timber decoupled from deforestation



### Co-Authors

Alliance Bioversity-CIAT, JRC, UAH, EFI, GIZ, WRI, Airbus, ESA, Google, SIG, GAF, Meridia, Picterra, Satellintelligence, ICO, JDE Peet's, LDC, SucDen

### Initiatives

Coffee Canopy Partnership  
Sample Earth  
Forest Data Partnership  
Sustainable Cocoa Initiative  
EFI-JRC Kenya Coffee  
WorldAgroCommodities  
Open Agroforestry Data Layer  
Coffee Public Private Task Force

- Initiative(s)/project(s) per country and scale of interventions :
  - **Central America:** Regional workshop on EUDR preparedness (Costa Rica, El Salvador, Guatemala, Honduras) & country level studies on investment priorities and cost quantification (GT, HN, El SV) [2024-2026] *ended*
  - **Global:** Webinar & report on EUDR and digital traceability [2026] *report ongoing*
- **Key areas of intervention:** Investment needs and costing for EUDR readiness, Digital traceability systems framework, Digital Public Infrastructure and national experiences
- **How it supports EUDR preparedness:** Assesses preparedness levels and identifies investment priorities in public goods, contributes to reducing risks of smallholder exclusion
- **Private sector involvement:** Knowledge sharing/interviews with coffee producers, processors, traders, exporters, importers and coffee federations (exporting and importing countries)
- **Expected results:** Investment roadmap to prepare for EUDR, Strengthened public-private dialogue, Structured assessment of digital traceability approaches and methodologies and potential to scale up
- **Will/can it be scaled?** Yes – methodology for investment studies replicable across countries



# United Nations Development Programme (UNDP)

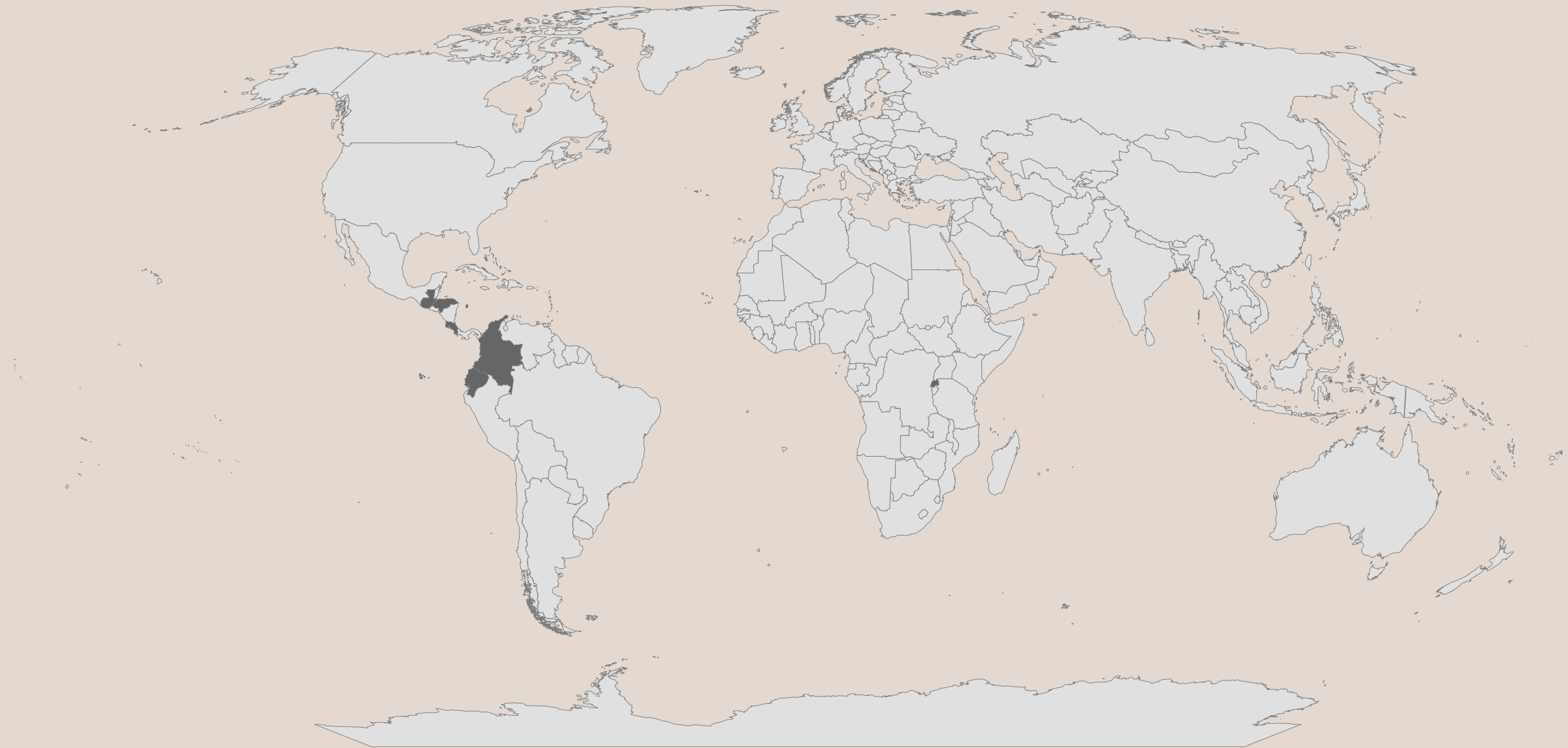


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Honduras  
Guatemala  
Costa Rica  
Colombia  
Ecuador

Rwanda



- **Initiative(s)/project(s) per country:** UNDP initiatives in **Ecuador, Costa Rica, Honduras, Colombia, and Guatemala** focused on deforestation-free coffee production, climate-resilient agroforestry systems, digital traceability, and sustainable finance. At the regional level, ForestFlow is being developed to integrate climate finance, Payments for Ecosystem Services, REDD+, insurance, and digital Measurement Reporting and Verification (MRV).
- In **Rwanda**, through GIZ-Fit For Fair (Team Europe Initiative), UNDP supported the development of an assessment on DD readiness of the Rwandan Coffee Sector, and a related roadmap. See more [here](#)
- **Status:** Ongoing, scaling, and preparation phases depending on the country and initiative. **ForestFlow** is currently in preparation, while several country interventions are already under implementation.
- **Timeline:** **2024–2030**, aligned with EUDR implementation timelines, REDD+ and AFOLU strategies, climate finance processes, and long-term sustainable production agendas.
- **Scale of interventions:** National and subnational interventions in coffee-producing landscapes, agroforestry systems, and forest territories. Activities involve ministries, coffee institutions, producer organizations, cooperatives, financial institutions, Indigenous Peoples, and local communities.
- **Key areas of interventions:**
  - ✓ Traceability and digital MRV systems for deforestation-free coffee production.
  - ✓ Geolocation and polygon mapping of producers and supply chains.
  - ✓ Coordination between governments, producers, financial institutions, and private companies.
  - ✓ Climate-resilient production linked to REDD+, AFOLU, and national climate agendas.
  - ✓ Climate finance, incentives, and green credit lines for producers.
  - ✓ Digital tools and monitoring systems to improve transparency and market access.

# UNDP

## How it supports EUDR preparedness:

- ✓ Traceability and geolocation systems aligned with EUDR requirements.
- ✓ Monitoring and verification capacities for deforestation-free production.
- ✓ Capacity building for producers, cooperatives, and institutions on EUDR compliance.
- ✓ Coordination between governments, producers, and private sector actors.
- ✓ Data transparency and digital monitoring for due diligence processes.
- ✓ Sustainable finance and incentives linked to EUDR readiness.

## Private sector involvement: who, how

- ✓ Coffee companies, traders, roasters, and sustainability-focused buyers.
- ✓ Financial institutions promoting green credit lines and sustainable investments.
- ✓ Technology providers supporting traceability and monitoring systems.
- ✓ Co-investment, technical support, sustainability commitments, and market access initiatives.

## Expected results:

- ✓ Improved EUDR readiness across coffee supply chains.
- ✓ Stronger traceability and transparency systems.
- ✓ Reduced deforestation risks linked to coffee production.
- ✓ Better access to sustainable markets and climate finance.
- ✓ Increased public-private collaboration.

**Will/can it be scaled?** Yes. The approach is scalable across countries and commodities through the integration of traceability, sustainable finance, digital systems, and public-private collaboration into national and regional sustainability efforts.



# United Nations Industrial Development Organization (UNIDO)



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION  
Progress by innovation

Agathe Baudin, UNIDO  
For more information:

[G.vaglietti@unido.org](mailto:G.vaglietti@unido.org)



Ethiopia  
Kenya  
Uganda  
Tanzania  
Malawi



- **Initiative and countries:** Advancing Climate-Resilience and Transformation in African Coffee (ACT) Programme.  
Active in: Ethiopia, Kenya, Uganda, Tanzania and Malawi
- **Status:** ongoing. **Timeline:** 2025-2028 (first phase)
- **Scale of interventions:** national and regional
- **Key areas of interventions:** technical assistance (labs for policy orientation, National Coffee Strategies, Coffee Training Centers, Italian Climate Fund, financial intermediaries)
- **How it supports EUDR preparedness:** ACT does not directly implement actions on EUDR. It cooperates with TEI and its Technical Facility under request of ACT beneficiary Countries, or to cover specific gaps in close cooperation with partners already operating under a EUDR mandate (indirect cooperative approach)
- **Private sector involvement:** strengthening collaboration and leveraging private sector knowledge to address challenges along the value chain
- **Will/can it be scaled?** African pilot as a primary phase, to be potentially replicated in other countries

# UNIDO, ACT Coffee Programme



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION  
Progress by innovation

## Advancing Climate-Resilience and Transformation in African Coffee

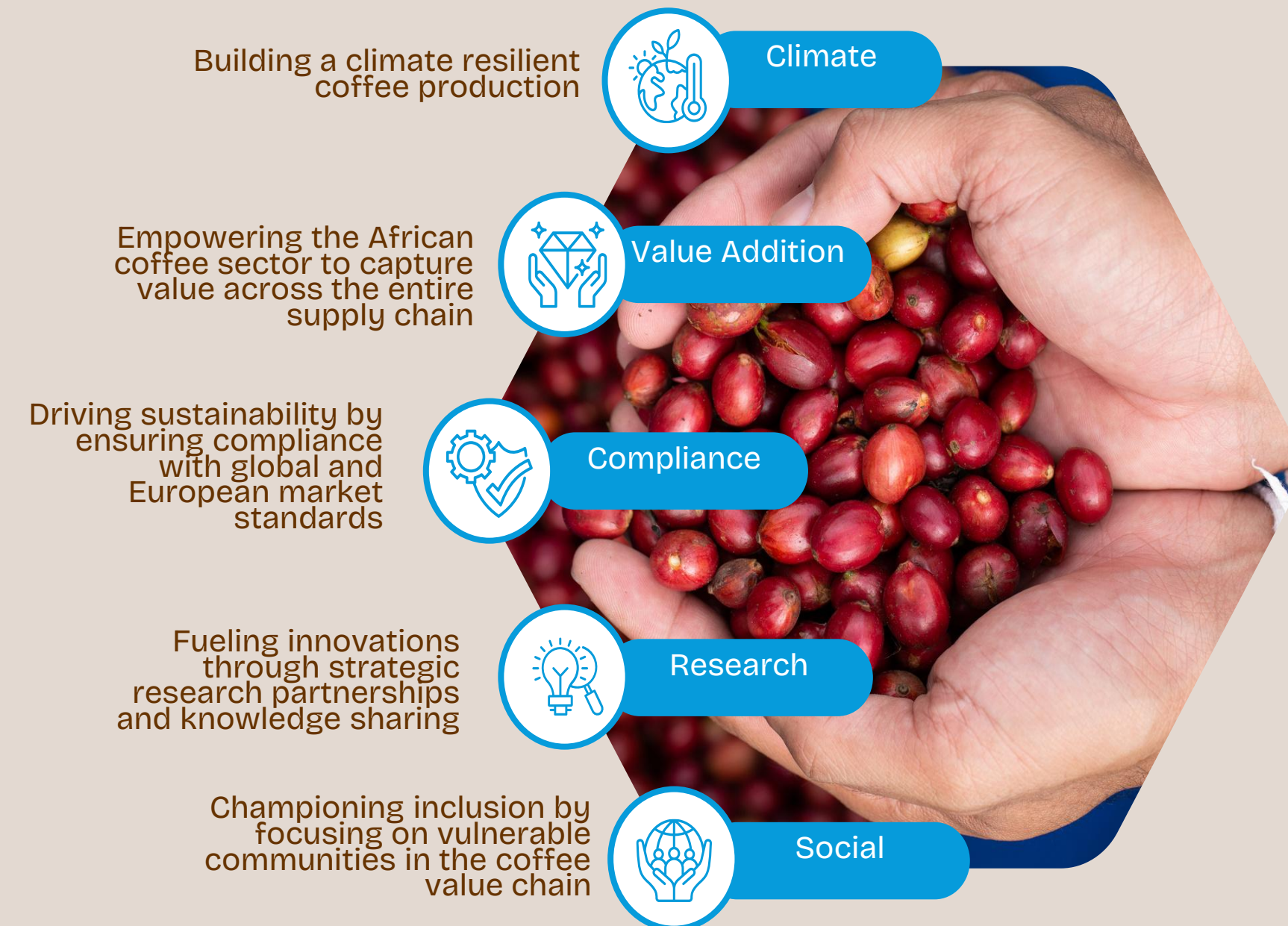
Italian Ministry of Foreign Affairs and International Cooperation (MAECI - Donor), Italian Agency for Development Cooperation (AICS); European Union Commission (DG INTPA), International Coffee Organization (ICO), Inter-African Coffee Organization (IACO)

Total budget 15 Million Euros + above 700 Thousand Euros leveraged by relevant stakeholders by December 2025

Status: first phase ongoing (Timeline: 2025-2028)

### 2 main operational lines:

- **Technical assistance** to support **Beneficiary Governments and their coffee value chain actors:** facilitate policy alignment, access to financial and technical resources, strengthen collaboration between EU member states, African governments, international organizations and private sector players.
- **Cooperation** with knowledge partners, technical partners and relevant stakeholders: leveraging on partners' expertise and **private sector** knowledge to address all the challenges along the value chain



Ministero degli Affari Esteri  
e della Cooperazione Internazionale

# UNIDO, ACT Coffee Programme

## Technical Assistance - One-Stop-Shop Approach



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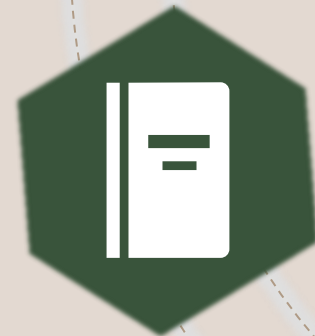
### Delivery Labs for Policy Orientation

Organize intense labs with key governmental decision makers to **guide and shape coffee-related policies/strategies**



### Support the development of National Coffee Strategies

Conduct targeted studies to support target Governments in **addressing specific challenges** and opportunities in the coffee sector



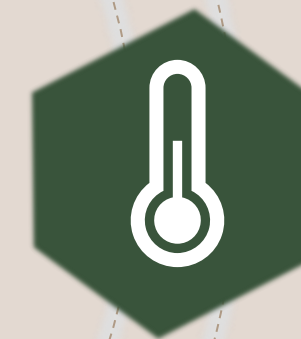
### Establish Coffee Training Centers (CTCs)

Develop dedicated training centers to **enhance skills and knowledge** across the coffee value chain



### TA to the Italian Climate Fund

Support beneficiary Governments to **access the Italian Climate Fund**



### Tailored TA to Financial Intermediaries

Provide customized support to government financial institutions to **improve impact assessment capacities** and **establish coffee dedicated credit lines**



Ministero degli Affari Esteri  
e della Cooperazione Internazionale

# UNIDO, ACT Coffee Programme



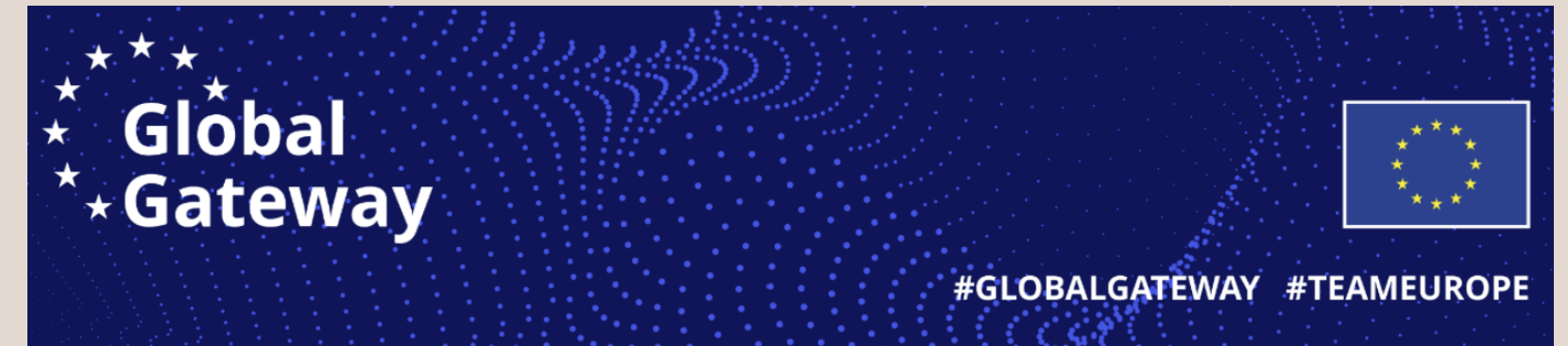
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Progress by innovation

## Compliance Pillar

### An indirect cooperative approach

ACT does **not directly implement actions on EUDR**. It aligns with the best practices established by the Team Europe Initiative on Deforestation Free Value Chains (TEI EUDR) and acts in complementarity.

It **cooperates** with the TEI EUDR and its Technical Facility under the **specific request of the beneficiary Countries** within the ACT mandate, or to **cover specific gaps** in close cooperation with partners already operating under a EUDR mandate.



#### Fact Sheet

#### Team Europe Initiative on Deforestation-free Value Chains

##### Background

Covering 31% of the Earth's surface, forests are one of the most important ecosystems for people and planet. However, despite the global commitment to end deforestation, the results are still falling short. Between 2000 and 2020, the UN estimates that 100 million hectares of forest have been lost. Approximately 90% of global deforestation is driven by agricultural expansion.

Protecting and restoring the forests of the world are central to the SDG's (1, 2, 8, 13 and 15), the Paris Agreement and the goals of the Global Biodiversity Framework (the Kunming-Montreal Agreement). Furthermore, The EU and its member states, together with more than 140 countries, are signatories of the Glasgow Leaders' Declaration, and thus jointly committed to the goal of halting and reversing forest loss and land degradation by 2030, while delivering sustainable development and promoting an inclusive rural transformation.

Aligned with the [Global Gateway](#) strategy, the Team Europe Initiative on Deforestation-free Value Chains will focus on supporting partner countries, including public and private sector stakeholders, in achieving this goal and contribute to an inclusive transition to sustainable, deforestation-free and legal value chains.



Ministero degli Affari Esteri  
e della Cooperazione Internazionale

# Cooperative Approach Examples

Support to Italian Competent Authorities and Ethiopia, in cooperation and under EFI guidance:

- November 2025 - field visit of Italian Competent Authorities to Ethiopia
- Allowed a better reciprocal understanding between local needs and due diligence processes verified at the Italian border
- Reason of ACT intervention: complement EFI mandate

## Capacity Building Ethiopian Coffee and Tea Authority (ECTA)

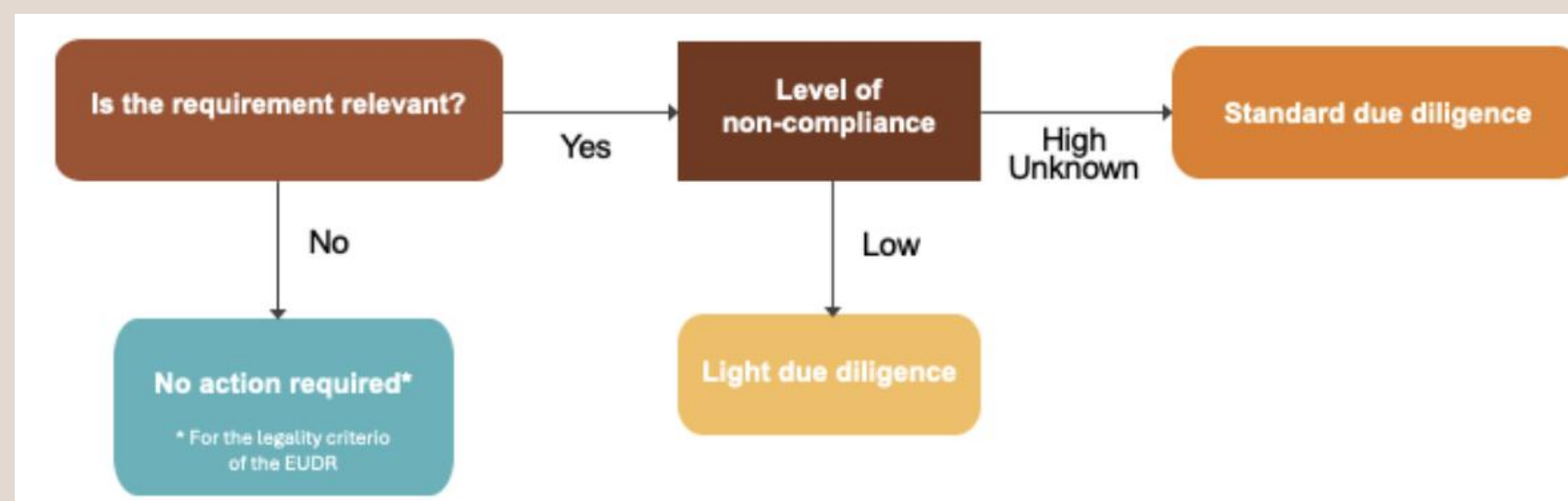
- August 2025 – Training of Trainers for 130 trainees from ECTA staff, coffee cooperatives and unions, on data collection, geo-localisation using GPS, and database management (MASSREG mobile app)
- The extent of the interventions and topics to be covered were a consequence of an alignment with GIZ and EFI.
- Reason of ACT intervention: direct request from beneficiary Country's Authority



# Cooperative Approach Examples

## Legality Tool – Kenya needs assessment

- Over recent months, a coordination group has formed between the **International Coffee Organization (ICO)**, **ACT**, the **Global Coffee Platform (GCP)** and the **Kenya Coffee Platform (KCP)** to advance the development of a national legality tool for Kenya.
- The immediate trigger is the EUDR requiring commodity traders and buyers to demonstrate that coffee meet the legality requirements of the country of origin. Kenya currently lacks a recognised national legality tool, putting Kenyan coffee exports at risk of losing market access as the regulation comes into effect.
- Reason of ACT intervention: cover geographical gap in partners' mandate.



# Committee on Sustainability Assessment (COSA)



Matthew Himmel, on behalf of COSA - [matthew@Veridiem.io](mailto:matthew@Veridiem.io)

Sylvia Calfat - [sc@thecosa.org](mailto:sc@thecosa.org)



# COSA

Ethiopia



**Initiative(s)/project(s) per country: Ethiopia:** Compliance Survey Library, including Preemptive Ground Verification, added to existing (mostly) free and open-source technology developed for Ethiopian Coffee Association (ECA)

**Status:** final analysis underway

**Timeline:** year+ project concluding in June

**Scale of interventions:** ECA works Nationally, targeted pilots in select Kebele

**Key areas of interventions:** 1) open-source Compliance Survey Library, 2) open-source Preemptive Ground Verification survey 3) (mostly) free and open-source data stack

**How it supports EUDR preparedness:** 1) Compliance Survey can be used for “in depth data collection” on farm where non-negligible risk of non-compliance. 2) Preemptive Ground Verification reduces cost of deforestation and other ground verification

**Private sector involvement:** Pilot implemented by Ethiopian Coffee Association, ahead of public sector launch

**Expected results:** Fulfills value proposition to collect both deforestation and legality data for EUDR (and data for CS3D)

**Will/can it be scaled?** Yes, this will be scaled nationally by ECA, and will be made publicly available to others

# Challenge 1: Legality Assessment

## 1. Legality requirement:

*"In-depth evidence collection on compliance with relevant legislation of the country of production ... should be prioritised for supply chains, production areas and countries of production where the initial information available to the operator indicates a higher risk of non-compliance."*

## 2. In some contexts 2ndary sources not available

- *Land title and land use right documents* ✓
- *Contracts with indigenous peoples or local communities* ✗
- *Documents showing compliance with tax and trade obligations* ✗
- *Information from certification schemes (child labor, minimum wage, etc.)* ✗



# Solution 1: Compliance Survey Library

## 1. Survey covering all major legality topics for EUDR and CS3D



**Demographics and Farm Information:**  
Demographic; Farm Identification; Farm information; Geolocation



**Third-party Rights & Free, Prior and Informed Consent:** Rights of Local and Indigenous Communities; Grievance Mechanisms



**Labor Rights:** Access to Medical Services; Discrimination; Minimum Wage; Worker Contracts; Worker Housing; Workplace Health & Safety; Access to Water; Freedom of Association and Right to Collective Bargaining



**Land Use:** Plot geolocations; Land Tenure



**Human rights:** Bonded, Forced Labor, Trafficking, and Abuse; Child Labor



**Forest and Environment Protection:** Climate Change Mitigation; Local Flora and Fauna; Pesticides and Other Hazardous Chemicals; Soil Conservation; Waste Management; Water Conservation & Protection



**Tax, Trade, Customs & Anti-corruption:** Bribery

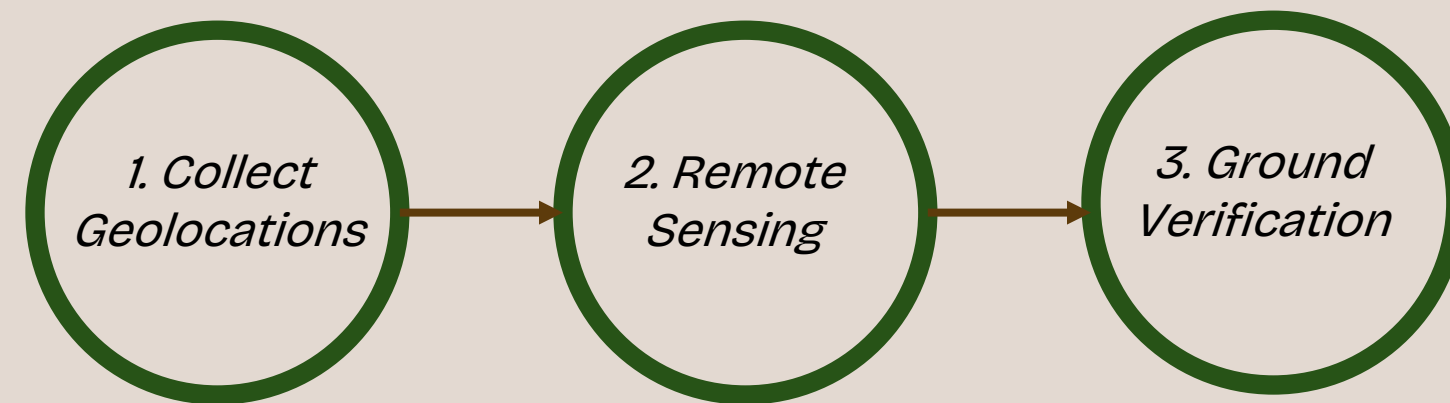
## 2. Optimized for credibility and pragmatism

- *Specific, measurable, questions*
- *Asked to the optimal respondent (enumerator observations, workers, owners)*
- *Programmed with smart structure and syntax*

## 3. Adaptable to different crops, contexts

# Challenge 2: Efficient Deforestation Detection

## 1. Typical Deforestation Monitoring Workflow



## 2. Traveling (again) to plots is expensive



# Solution 2: Preemptive Ground Verification

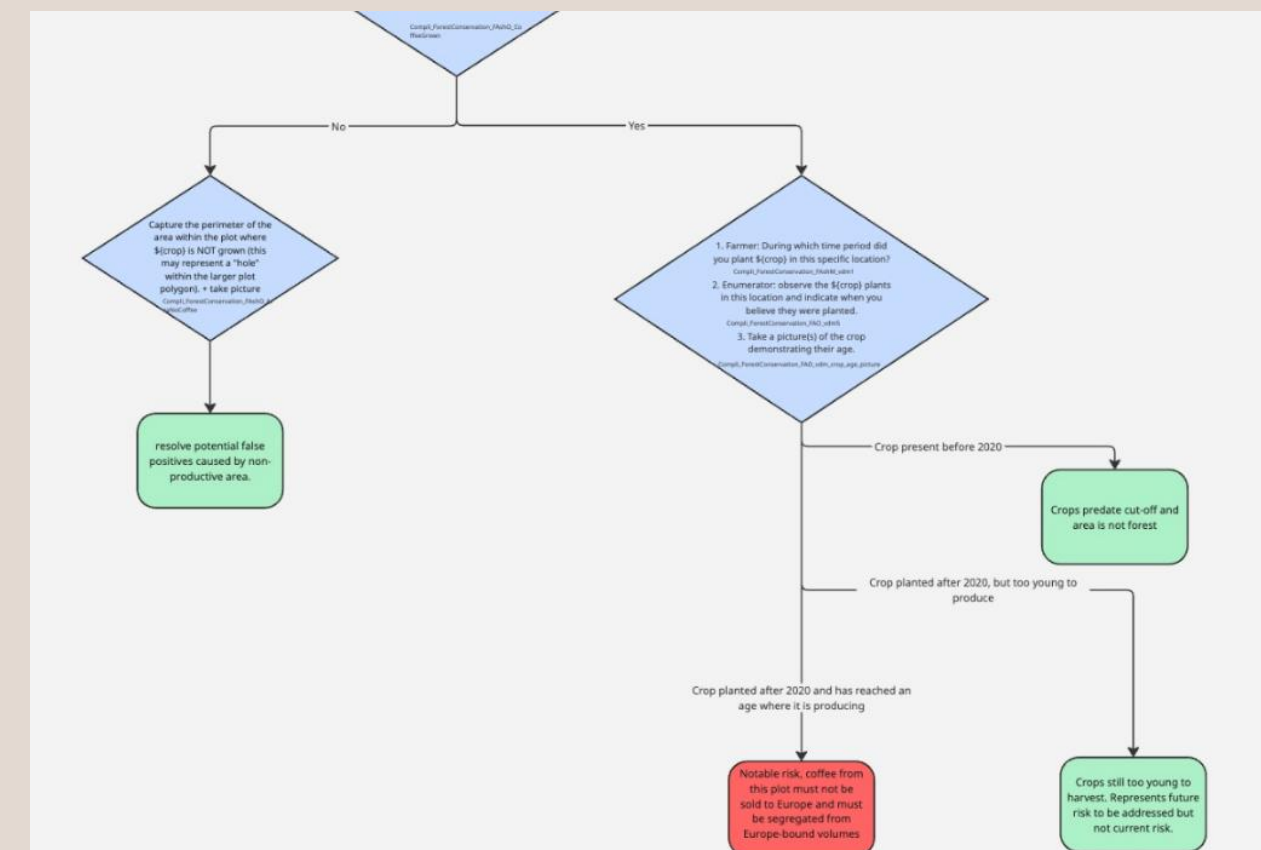
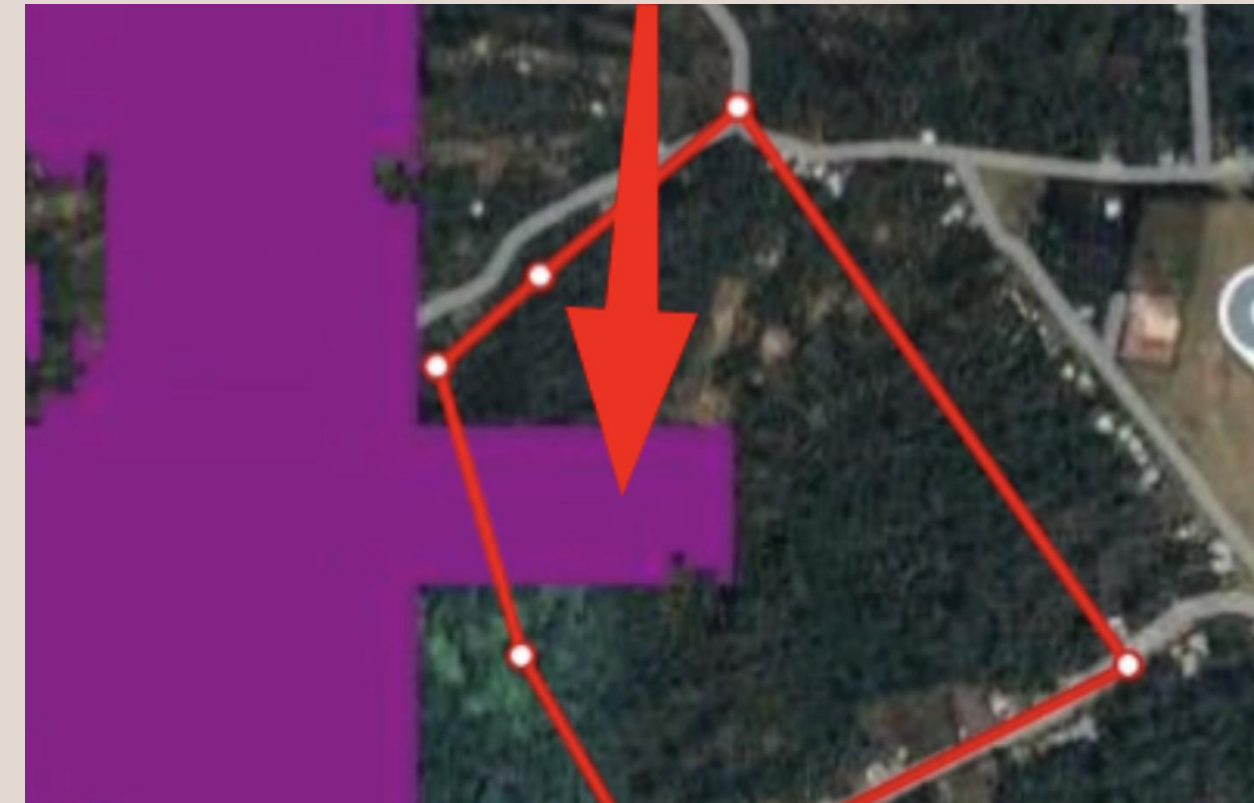
## 1. Load JRC as basemap in survey (Kobo Collect)

*Using QGIS to create custom mbtiles*

## 2. Train enumerators on process

*When additional information was needed*

## 3. Analysis based on simple decision tree



# Results

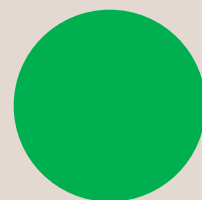
1. Analysis still underway
2. ~Two to four Compliance assessments + plot mapping possible per enumerator in 1 day

*Depending on the number of plots and workers interviewed*

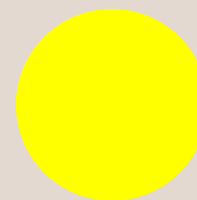
3. Preemptive Ground Verification identified 3 cases



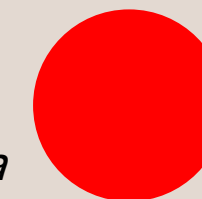
1. Coffee predates cut-off



2. Coffee too young to produce



3. Coffee planted after cutoff in area indicated as forest – more information needed



## Next steps

1. Pilot and refine in additional contexts
2. Publish Compliance Survey Library for open access
3. Streamline process for creating and loading Mbtiles (or integrate into tools like Kobo, Ground)

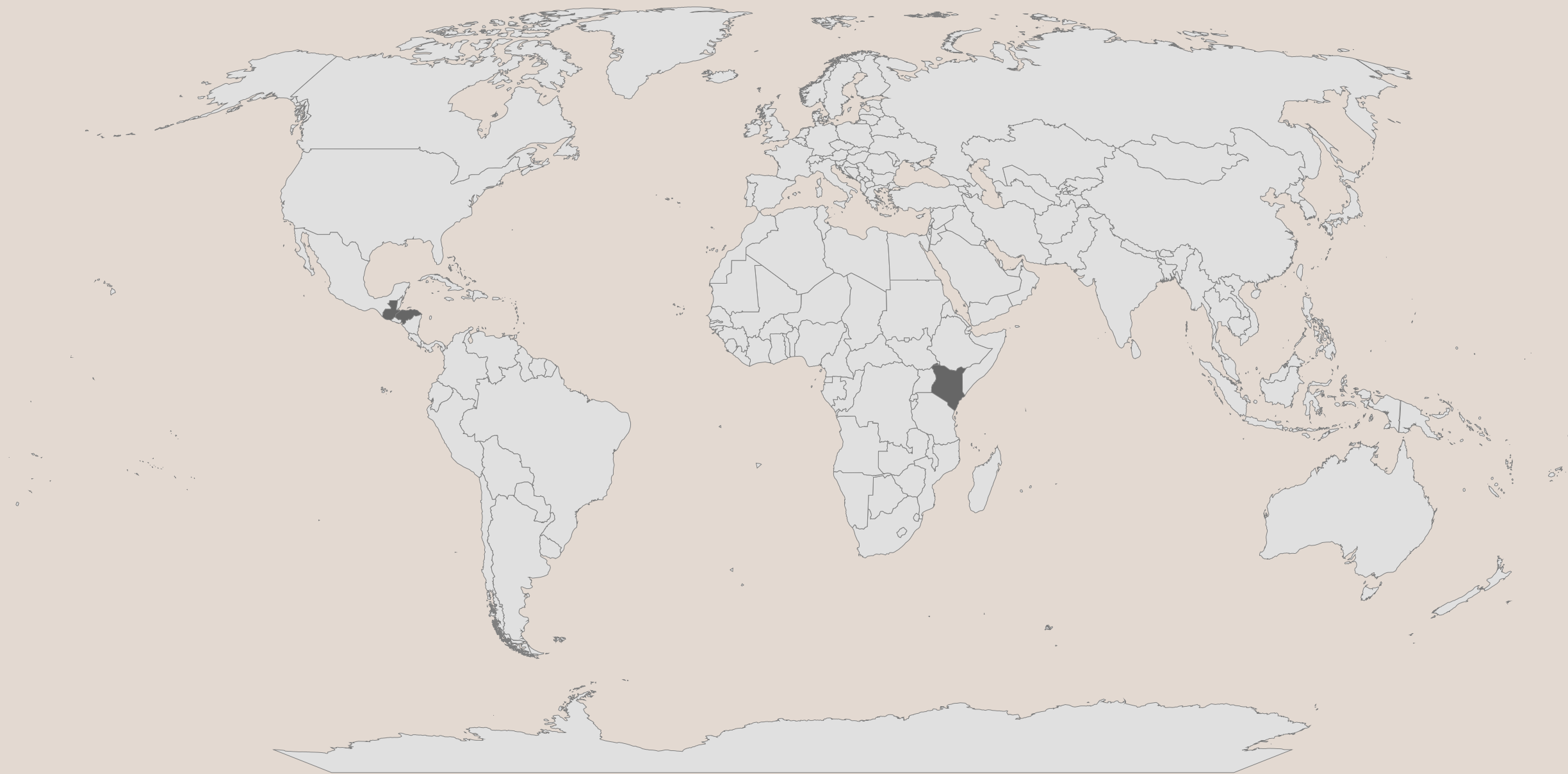
# Alliance Bioversity International & CIAT

Written input from Brian King, CIAT,  
[b.king@cgiar.org](mailto:b.king@cgiar.org)



# CIAT

Kenya  
Guatemala  
Honduras



# Alliance Bioversity International & CIAT

- **Initiative(s)/project(s) per country:**  
**Kenya & Honduras:** Implementing data-driven, open-source traceability, legal readiness assessments, and geolocation models for the coffee sector.  
**Guatemala:** Co-designing and developing an equivalent, adapted compliance and due diligence approach for the cocoa sector.
- **Key milestone in each country:** export of an “EUDR Ready” container.
- **Status:** ongoing
- **Timeline:** until July 2027
- **Scale of interventions:** national
- **Key areas of interventions:** Geospatial Mapping & Deforestation Risk Assessment; Digital Public-Private Infrastructure & Governance at Country Level; First-Mile Traceability; Structured random sampling method to legal & deforestation risk assessment
- **How it supports EUDR preparedness:** End to end package of technologies, practices, and governance for EUDR readiness at national scale
- **Private sector involvement:** the European operators and the national exporters who serve them. (Neumann, Hacofo, UnCommon Cacao)
- **Expected results:** National “EUDR readiness” advanced significantly
- **Will/can it be scaled?** It can, both up and out

# JOINT INITIATIVES AND COLLECTIVE ACTION:

- Coffee Canopy Partnership
- International Trade Centre's Sylva
- Fair Trade's STEP Project
- Q&A



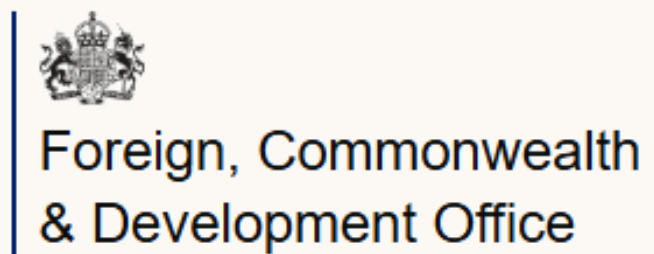
# COFFEE CANOPY PARTNERSHIP

Laurent Sagarra, JDE Peet's,  
[laurent.sagarra@jdecoffee.com](mailto:laurent.sagarra@jdecoffee.com)





**COFFEE CANOPY**  
PARTNERSHIP



**AIRBUS**

WHAT DO WE WANT TO BE ?

2<sup>nd</sup> MOST LOVED BEVERAGE IN THE WORLD



12,5 MILLION PROUD COFFEE FARMERS IN THE WORLD





**COFFEE CANOPY**  
PARTNERSHIP

**NO COFFEE AT THE EXPENSE OF FOREST**

**A collective answer to coffee deforestation**



**Inclusion of farmers = Protection of nature**

**Shift capital from compliance to impact**



**COFFEE CANOPY**  
PARTNERSHIP

- One sector. One system. **One reality on coffee deforestation.**
- **From compliance to action:** identify, remediate, prevent.
- **From exclusion to inclusion:** keep farmers in the market
- From fragmented efforts to **shared infrastructure at scale.**
- From cost of compliance to **investment in resilience.**

**PROVES THAT COFFEE**

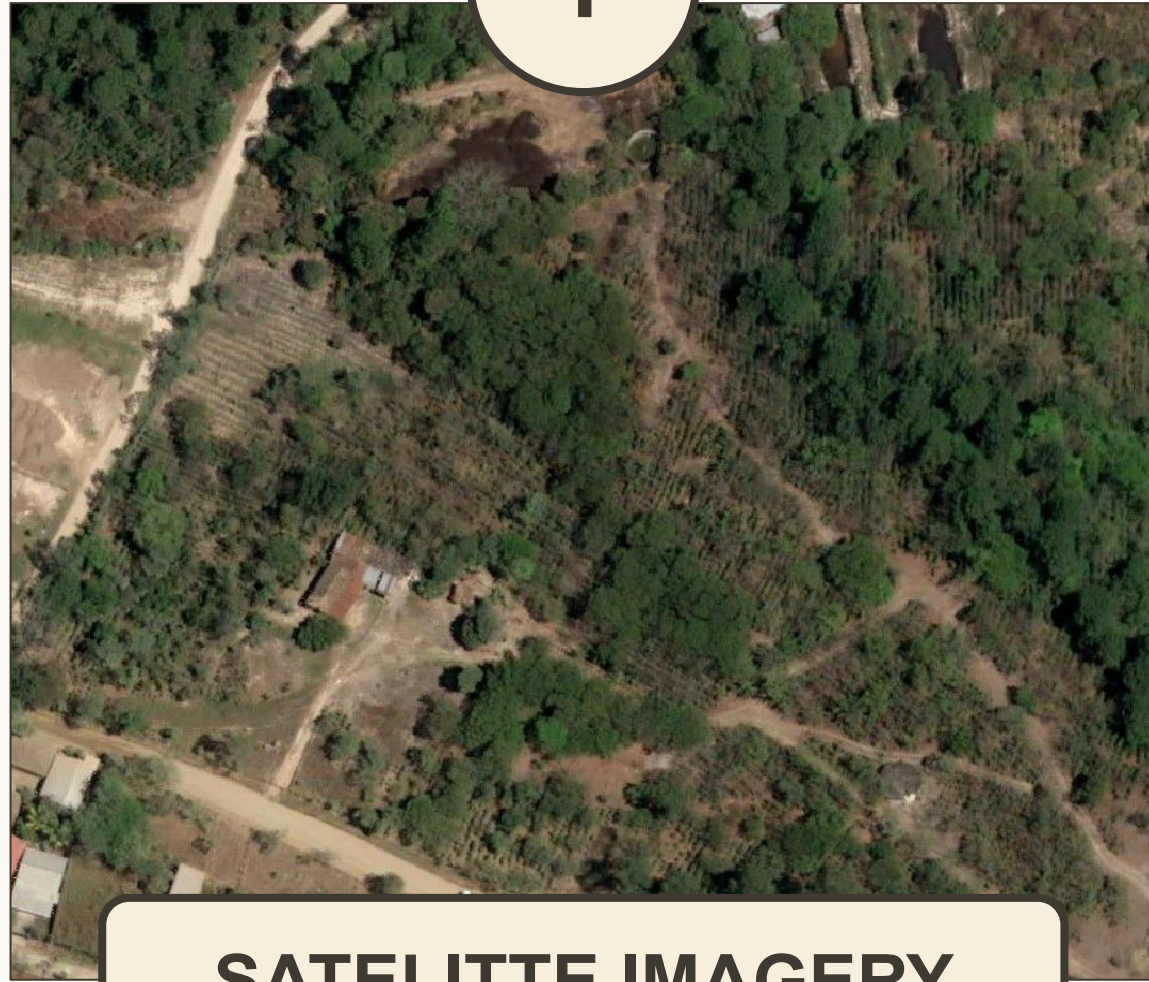
**CAN BE GROWN**

**WITHOUT**

**DEFORESTATION AND**

**WITHOUT EXCLUSION.**

1



SATELITTE IMAGERY

AIRBUS very high definition imagery

- **Phase 1** – East Africa (Ethiopia, Uganda, Kenya, Tanzania, Burundi, Rwanda)
- **Phase 2** – Rest of the World
- **Update** – Data update in 2028 and 2030

2



2020 COFFEE MAP

AIRBUS machine learning + PARTNERS data for model calibration and ground truthing

3



2026 COFFEE MAP

# COFFEE DEFORESTATION TO REMEDIATE

© 2024 Google

SEE  
ACT  
SHARE



**Global Coffee Map**

# Airbus' Optical Earth Observation Constellation

## OPTICAL CONSTELLATION

## RADAR CONSTELLATION

## FUTURE SENSORS

Pléiades Neo  
0.3m

Pléiades  
0.5m

SPOT  
1.5m

TerraSAR-X /  
TanDEM-X / PAZ

CO3D  
0.5m

Pléiades Neo Next  
20cm class

Radar Constellation  
Future

10m resolution

The importance of resolution  
in coffee mapping

**AIRBUS**

10m resolution

The importance of resolution  
in coffee mapping

**AIRBUS**

The importance of resolution  
in coffee mapping

1m resolution

The importance of resolution  
in coffee mapping

**AIRBUS**

The importance of resolution  
in coffee mapping

The importance of resolution  
in coffee mapping

First results  
in Tanzania

First results  
in Tanzania





Phase 1 – Ethiopia, Rwanda, Burundi,  
Tanzania, Uganda, Kenya

Phase 2 – Rest of the world + 2028 and 2030  
refresh

JOIN US



**COFFEE CANOPY**  
PARTNERSHIP

# FAIR TRADE's STEP PROJECT (Sustainable Traceability for Empowered Producers)



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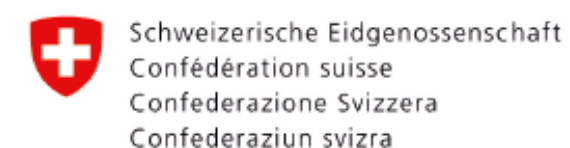


# The ICO Certificate of Origin (CoO) as an Interoperability Anchor for Coffee Traceability

**Fairtrade International – STEP Project  
(Sustainable Traceability for Empowered  
Producers)**

**Lessons from coffee supply chains, 2026**

**This project is made possible thanks to a grant from  
the ISEAL Innovations Fund, which is supported by:**



Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO



Partnership | Progress | Prosperity

## About STEP (Sustainable Traceability for Empowered Producers)

### Current challenge

- EUDR increases demand for detailed traceability
- Producers face:
  - duplicated reporting
  - fragmented systems
  - high compliance costs
  - weak control over data

### STEP objectives

- Inclusive traceability
- Harmonization & interoperability
- Two-way transparency
- Producer-centred data governance

**The STEP project outcomes benefit almost 600 Fairtrade certified Producers Organisations with more than 670,000 farmers as well as over 1200 Fairtrade certified coffee traders globally.**

# The ICO CoO as an Interoperability Anchor for Coffee Traceability

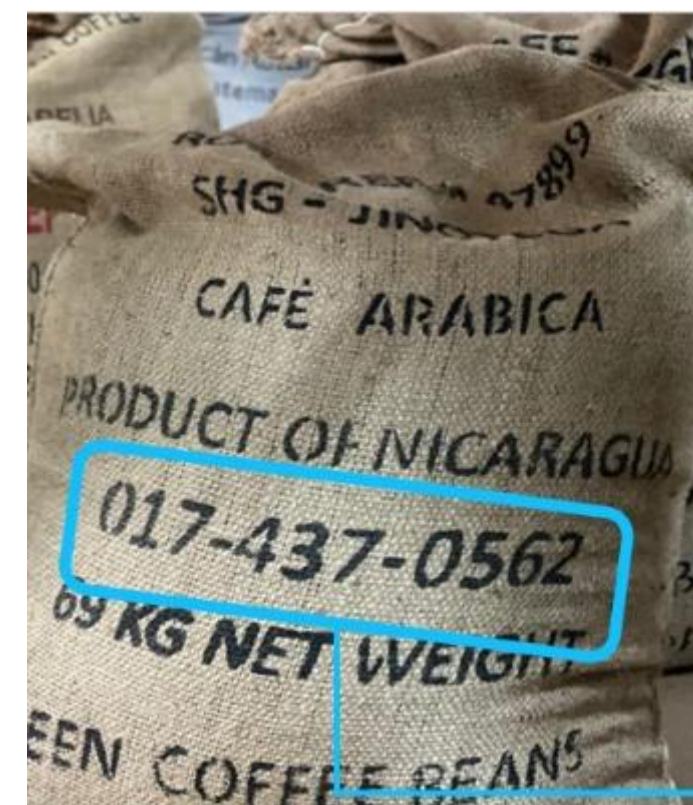
## Why did we focus on the ICO identification mark?

### The ICO identification mark fulfils several important criteria:

- Mandatory for coffee exported from ICO member countries.
- Captured on the ICO Certificate of Origin (CoO) and physically on the product.
- Encodes:
  - country
  - exporter/grower
  - parcel number

### Project findings

- Many supply chain actors store ICO identification marks in ERP systems.
- Reporting ICO identification marks was easy for operators, without changing company practice.
- 50% of lot references in Fairtrade already were ICO identification marks (before making ICE identification mark entry mandatory).
- Today, almost 80% of Fairtrade coffee trades are reported with ICO identification marks.



# The ICO CoO as an Interoperability Anchor for Coffee Traceability

## Why the ICO identification mark is useful for EUDR compliance

### The ICO identification mark is already:

- Used as public export batch identifier.
- Physically linked to coffee export lots.
- Connected to exporter workflows.
- Issued in origin before shipment takes place.



The **ICO identification mark** serves as a **common identifier**, to which different systems can attach information like:

- Geolocation data
- Deforestation risk information
- Due diligence documentation

## The ICO identification mark as interoperability anchor

### Benefits of a common identifier used as interoperability anchor

- A common identifier can function like a “car plate” for export batches.
- Different systems can attach and retrieve information linked to a common identifier.
- Full system harmonisation is not required.

**Our learnings from coffee demonstrates that the ICO identification mark is already used as an interoperability anchor.**

Instead of setting up additional traceability systems for new use cases like EUDR, leveraging interoperability anchors builds on existing practices and information and enables linking existing systems together.

# The ICO CoO as an Interoperability Anchor for Coffee Traceability



## Scaling the ICO identification mark as interoperability anchor

### Key challenges discussed with ICO, CPPTF & DIASCA

- The crop year is not systematically encoded. This may create difficulties when linking lots across multi-year inventories or reconciling traceability datasets over time.
- The current exporter code management system was not originally designed to ensure persistent uniqueness across time.
- No centralized interoperable validation mechanism for ICO Certificate of Origin and ICO identification mark is currently publicly accessible.

**The ICO identification mark fits the purpose of interoperability, but for scale governance and improved consistency are essential.**

### More information:

<https://impactmap.fairtrade.net/projects/sustainable-traceability-for-empowered-producers>

# INTERNATIONAL TRADE CENTRE (ITC)'s SYLVA



Gregory Sampson, ITC,  
[sampson@intracen.org](mailto:sampson@intracen.org)



# Building Digital Public Infrastructure for Sustainable Trade

From EUDR compliance to  
interoperable data ecosystems

**Gregory Sampson**  
Lead Solutions Architect

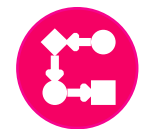
# From Fragmentation to Interoperability: The EUDR Data Challenge

EUDR compliance requires multiple data layers—but today these systems are fragmented, costly, and disconnected, especially for first-mile actors.



## DATA COLLECTION (FIRST MILE)

FAO Open Foris Ground, KoboToolbox, GeoRoots  
→ Farmer polygons, geolocation, production data



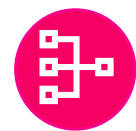
## DATA PROCESSING & CLEANING

Georoots, Agstack, deduplication systems  
→ Structuring & validating datasets



## RISK ANALYSIS

FAO WHISP, Global Forest Watch, satellite tools  
→ Deforestation risk classification



## TRACEABILITY SYSTEMS

INATrace, WHIMO, private traceability platforms  
→ Linking producers → supply chains



## LEGALITY & CERTIFICATION

EFI repository, certification scheme  
→ Compliance with EUDR legality requirements



## DATA SHARING / REPORTING

EU Information System, buyer due diligence  
→ Submission of due diligence statements

## ✘ Pain Points:

- ✘ Systems don't talk to each other
- ✘ SMEs & producers face high costs & duplication
- ✘ Data locked in silos (public & private)
- ✘ Governments struggle to build coherent national systems

# Connecting the Ecosystem into a Digital Public Infrastructure

ITC Deforestation Free Trade Gateway (now Sylva) acts as a **neutral gateway connecting existing systems**—not replacing them, but making them work together

## Interoperability Layer

- Connects tools via APIs / shared schemas
- Aligns datasets (geo + supply chain + compliance)

## AI Agent Layer (coming soon)

- Guides cooperatives, importers, governments
- Identifies missing data & next steps
- Automates due diligence workflows

## Data Governance

- Data ownership remains with producers
- Permission-based sharing
- Attribution & visibility ensured

## Marketplace / Visibility

- Producers gain visibility to buyers
- Data becomes an asset, not just a compliance burden





## Interoperability Layer

- ✗ Not another standard
- ✗ Not another traceability tool
- ✓ **A connector of systems**
- ✓ **A public-good infrastructure layer**

## Not another standard

**Kenya:** FAO Ground, WHISP, DFTG  
**Burundi:** Kobo / FAO Ground, GeoRoots, WHISP, DFTG  
**Ethiopia:** Kobo, BaseRow, WHISP, DFTG  
**Nigeria:** Kobo, BaseRow, WHISP, DFTG

**Early building blocks of a shared ecosystem**

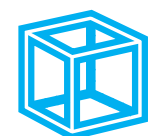
-  Existing integration
-  Ongoing integration

# Scaling a Global Public Good: into National Digital Public Infrastructure

EUDR is the entry point—but the system is designed to scale across: Sustainability regulations (CSDDD, ESPR/ DPP), Supply chain transparency, Sustainable finance



**Empowering Producers:** Control their data, monetize verified sustainability data, direct access to markets



**Replicable Containers:** EUDR module, DPP module, Human rights due diligence module



## GLOBAL LEVEL

### Global Public Good

- Open, modular ecosystem
- Shared tools (Ground, WHISP, DFTG)
- Interoperable standards & schemas
- Multi-stakeholder governance

*Prevents fragmentation across countries & sectors*



## NATIONAL LEVEL

### Digital Public Infrastructure

- National producer registries
- Data collection systems
- Risk analysis pipelines
- Connection to global markets via DFTG

*Country-owned system plugged into global system*



Open &  
interoperable



Inclusive  
(end to end)



Modular  
(plug & play)



Reusable  
across sectors



Reusable  
across sectors

FOREST COVER TREE COVER LOSS EUDR COUNTRY RISK

• ALWAYS FREE • GLOBAL PUBLIC GOOD • UNITED NATIONS

# Simplifying *deforestation-free* trade.

The EUDR requires goods placed on the EU market to come from deforestation-free supply chains. Sylva is the spider in the web, connecting producers, cooperatives, traders and regulators to the best tools in one simple journey, so you get closer to complying to EUDR.

Lets get started →

Explore the registry

0 Plots

MAPPED ON-NETWORK

0 Countries

ORIGINS COVERED



● TREE COVER LOSS - 2020-2023

Satellite-detected areas where forest canopy has been removed since 2020. A first signal of potential deforestation risk along a supply chain.

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■ Loss detected      30%+ canopy

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Update      Annual

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Source      Global Forest Watch

# Q&A





**Thank you!**



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