

## JOINING FORCES FOR A BETTER COFFEE WORLD

### A sustainability platform by and for the coffee community

The 4C Association was founded by the coffee community to become the platform where all coffee actors can work together to address the sustainability issues of the sector in a pre-competitive manner.

Members of the 4C Association include coffee farmers, cooperatives, exporters, traders,

importers, roasters and retailers as well as civil society organisations – such as non-governmental organisations, standard setters and trade unions –, public institutions, research organisations and individuals who are committed to the Association's aims.

[www.4c-coffeeassociation.org/members](http://www.4c-coffeeassociation.org/members)

### Vision

The 4C Association aims to unite all relevant coffee stakeholders in working toward the improvement of the economic, social and environmental conditions of coffee production and processing to build a thriving, sustainable sector for generations to come.

### Mission

The 4C Association is the leading multi-stakeholder sustainable coffee platform, guiding the mainstream sector toward more sustainable production in a pre-competitive arena where all relevant stakeholders are enabled to participate.

### Key functions

1. Defining and maintaining the 4C baseline standard and verification system for sustainable coffee production and sourcing;

2. Actively promoting sustainability standards and initiatives in the market to create supply and demand of verified and certified coffee;

3. Addressing the broader coffee sustainability agenda in a multi-stakeholder coffee platform.

**More information about the 4C Association:**  
[www.4c-coffeeassociation.org/whoweare](http://www.4c-coffeeassociation.org/whoweare)



“CONTRARY TO CERTIFICATION STANDARDS, 4C WORKS IN A VERY INCLUSIVE WAY. IF A FARMER IS DOING SOMETHING WRONG, SOMETHING WHICH IS NOT YET SUSTAINABLE, HE WILL NOT BE EXCLUDED. THE 4C SYSTEM TELLS FARMERS: JOIN US AND WE WILL WORK TOGETHER TO HELP YOU IMPROVE YOUR PRACTICES. THUS, 4C IS THE FIRST STEP FOR FARMERS TOWARDS APPLYING SUSTAINABLE PRODUCTION PRACTICES.”

— ALEXANDRE VIEIRA COSTA MONTEIRO — COOXUPÉ — 4C PRODUCER MEMBER IN BRAZIL —

### CONTACT

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## CORE SERVICES FOR MEMBERS:

Operating on a demand-driven basis, the 4C Secretariat offers defined core services in the interest of all members covered by membership fees. Extra services can be provided to individual (or groups of) members on demand at an extra fee.

### 1. An accessible sustainability baseline standard and a credible verification system

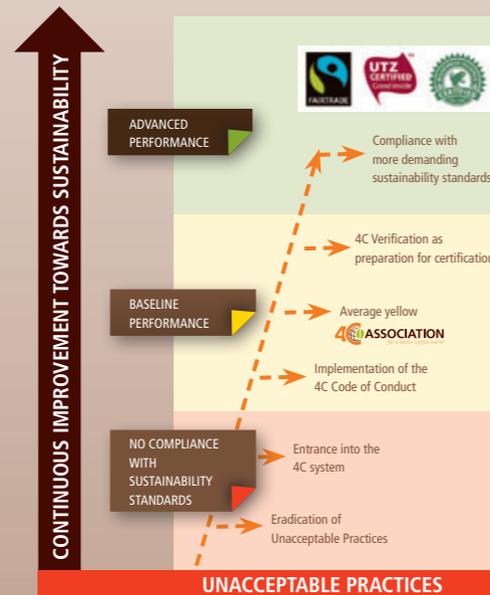
4C Members must exclude 10 Unacceptable Practices before they can join the 4C Association. The 4C Code of Conduct comprises 28 social, environmental and economic principles for sustainable production, processing and trading practices of green coffee. To support compliance with the Code, the 4C Association has created an online tool library for members. The tool library provides 4C Members access to a growing number of resources and information tools such as manuals, handbooks or brochures on good agricultural and management practices.

Members along the supply chain can sell 4C Compliant Coffee after successfully passing a verification audit against the 4C baseline standard. The 4C Association is responsible for ensuring the credibility of the verification system and the availability of verifiers. 4C Verifications are conducted by independent third-party companies that are accredited against ISO/Guide 65 or equivalent. 4C Members cover the cost of their verification audits.

### 2. Cooperation with other sustainability standards

Complying with the 4C baseline sustainability standard empowers farmers to undertake the additional compliance efforts required by other certification standards. The 4C Association supports farmers that work with the 4C baseline standard in their efforts. It tries to identify the activities and practices that they must implement to comply with more demanding sustainability standards, such as the Sustainable Agricultural Standard (SAN) or UTZ Certified. In projects, tools and stepping up guides are developed to assess the compatibility of the different standard systems and assist farmers in achieving higher certifications.

#### Stepping up with the 4C Association



\* Any other sustainability scheme whose standards prove to be more demanding than those of the 4C Association and that recognizes the 4C Code of Conduct as a baseline.



PHOTO Claire Hogg

### 3. Promotion of members and other sustainability standards to broaden their impact

The 4C Association actively promotes sustainability standards and initiatives in the coffee community and its members to create supply and demand for verified and certified coffee. The objective is to build a sustainable coffee community through 100% sector compliance with – at least – baseline sustainability standards. Two of the sector's most recognized sustainability standards, UTZ Certified and the Rainforest Alliance, are already members of the 4C Association and work with the association to broaden their impact.

4C Members are committed to sustainability and corporate responsibility. The association promotes the efforts of its members and provides them with tools to publicly communicate about their engagement. For instance, companies can include a 4C Membership Statement and a reference to the 4C website on product packaging to help consumers to find out more about their commitment.



PHOTO Tran Duc Tai



PHOTO David Bonila

### 6. Activities to tackle the effects of climate change

A voluntary Climate Module for green coffee production adds a climate dimension to the 4C Code of Conduct. It helps coffee producers as they adapt to climate change and provides guidance for greenhouse gas sequestration and mitigation. The Climate Module includes a verifiable Climate Code, training materials for producers and verifiers, verification tools and a database of information relevant to climate change.

The Climate Module was developed in Kenya through a development partnership (PPP) between the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and Sangana Commodities (Ecom Group) from 2008 until September 2011. The 4C Association and the World Bank initiated the project and were joined by Tchibo GmbH in May 2010.

All training and information materials developed in the framework of the Sangana Project are publicly available under: [www.4c-coffeeassociation.org/climatechange](http://www.4c-coffeeassociation.org/climatechange)

### 4. Participatory governance and networking opportunities for members

The 4C Association is a strong and growing platform of committed stakeholders. A key element of the association is its participatory and balanced governance: coffee farmers, trade and industry, as well as civil society members form the association's three chambers of governance and have equal decision-making powers.

The 4C Association provides channels for members to share their interests, give input on relevant issues and participate in agenda setting. Members interact and find ways they can work together through regular meetings and networking opportunities.

### 5. A platform to address sustainability issues that affect the entire coffee community

The coffee sector is confronted with many pressing issues: climate change, lack of interest from the next generation of coffee growers, aging coffee trees, and inadequate access to finance. Others deal with issues of gender equity in coffee or responsible use of pesticides.

The 4C Association offers all coffee actors a platform where they can identify and address these and other challenges and translate ideas into actions. The 4C Secretariat facilitates this by organizing for example, sustainability forums, conferences or working groups, and developing training tools or looking for funding for joint project activities.