A Sustainable Coffee World: Our Shared Journey Towards 2030
Annette Pensel
Executive Director, Global Coffee Platform
Building a sustainable coffee world, together.
José Sette
International Coffee Organization
Vision 2030 – the role of ICO

International Coffee Organization

Global Coffee Sustainability Conference
Geneva, 4 October 2017
Strategic objectives & pathways to contribute to Vision 2030

1. Disseminate world-class data and analytics to inform decision makers

2. Provide forum for discussion of coffee matter among & between public and private sectors

3. Enable sector development projects and promote consumption through public-private partnerships
Thank you
Specialty Coffee Issues

SCA
What does SCA see and what is SCA doing?

1. **Global Strategy**  
   Research* – Climate Adaptation – Finance

2. **Producer Strategy**  
   Domestic Consumption – **Destination Markets*** – Institutional Partner

3. **Consumer Strategy**  
   Fair Regulatory Environment – More Research – Consumer Insights and Quality*
Raina Lang
Sustainable Coffee Challenge
2030 is the Tipping Point

By **2050** demand could triple - **2030** is our tipping point to ensure a sustainable future

A storm is brewing - volatile prices, aging farmers, climate change, and aging trees threaten future supply
Catalyzing Collective Action

- **Collective Investment**: Pooled investments in a supply chain / region
- **Coordination**: Coordinated programs within an origin / landscape
  - Individual actions, joint impacts
- **Alignment**: Knowledge sharing
  - Share experience + lessons learned, identify additional needs, develop joint action plan
- **Individual Actions**: Supply chain efforts
Coffee certification

• From front runner to running to catch up.

• Scattered landscape of initiatives

• Collaboration & consolidation needed
Merging to create sustainable change

• Single standard

• Simplify certification process

• Improve livelihoods for farmers

• Empower companies to build more responsible supply chains
Samuel Kamau
AFCA
The African Fine Coffees Association (AFCA) is an Association of Coffee stakeholders in 12 African Countries of Burundi, Cameroon, DR Congo, Ethiopia, Kenya, Malawi, Rwanda, Tanzania, Uganda, Zambia Zimbabwe and South Africa

AFCA role focus on a Reginal coordination in African Coffee Industry for impact, learning opportunities and rapid scaling up.
• Leveraging on AFCA’s Convening power, we are uniquely placed to energize local ownership and locally based solutions to the coffee challenges.

• Increases in Coffee production in Africa is a great opportunity, however, interventions on farm level are critical components. Soil, inputs and extension services are key. Climate change mitigation strategy must be fast tracked.

• Economic Viability of coffee farming is key to address the multiple challenges affecting the sector. Is coffee farming a viable business?

• Capacity building from farm to export market is important. Curriculums on each level is a priority.
WRAP UP & CLOSING
WHY?
Increase Productivity
Assure Quality
Optimize Supply Chain
Reduce Price Volatility
Encourage Generational Takeover
Source Project Funding
HOW?
ACT

Collective Action Networks
- Climate Smart Agriculture
- Gender & Youth
- Economic Viability of Coffee Farming

Country Platforms
- Brazil
- Colombia
- Peru
- Honduras
- Vietnam
- Tanzania
- Uganda
- Indonesia

GCP Tools
WHAT?
WHEN?
NOW!