

Dear GCP Members,

2020 has been an unpredictably challenging year: The current global pandemic has compounded the issues facing the sector especially the continued coffee price crisis and the challenges associated with a changing climate, impacting coffee farming communities and the entire coffee chain. These challenges have revealed the deep underlying structural and systemic issues facing our sector. It is therefore even more important to stay connected and to step-up local, Collective Action in coffee producing countries.

It is with this spirit of Collective Action that we look forward to sharing with you as we connect at the upcoming annual **GCP Member Assembly!**

Your commitment to precompetitive collaboration is advancing coffee sustainability in new, effective and measurable ways. You are powering the sector to realize benefits for farming families, our industry and coffee lovers worldwide. On behalf of GCP's Board of Directors and GCP colleagues all over the world, I compliment you over partnering and investing in the Global Coffee Platform to **enable Local Action for Global Results!**

In 2020, GCP advanced critical work by:

- ➡ **Collaborating with public-private Country Platforms** to improve the enabling environment for sustainable coffee production in key coffee producing countries.
- ➡ **Propelling GCP Collective Action Initiatives** by pooling knowledge and resources to address pressing sustainability challenges collectively.
- ➡ **Measuring sustainability progress** by kicking off members' reporting on Sustainable Coffee Purchases to increase transparency, expand sustainable sourcing and contribute to origin diversity.

It is key that we rally to ensure Farmers' Prosperity through the Economic Viability of Sustainable Coffee Farming and a Living Income for coffee farmers and workers, who are most affected by today's major challenges.

This year's assembly will be held in English with interpretation in Portuguese. You can find the Agenda as well as the candidates for Board elections online [here](#). Importantly, this year's virtual Board elections for nine seats will take place prior to the assembly. Voting is now open; please do cast your vote online before November 20th. Results of the Board elections will be shared during the GCP Membership Assembly!

[We look forward to meeting you online on October 24th from 14:00-17.00h CET/ 8:00-11.00h EST!](#)

From all of us, thank you for your invaluable dedication and commitment to the Global Coffee Platform!

Annette Pensel
Executive Director

GCP MEMBER REPORT

2020 Highlights

GCP's goals, focus and main functions

The focus of GCP is to **Enable Local Action for Global Results** towards Sustainable Coffee Regions, while contributing to the Sustainable Development Goals with the vision to achieve:

- ➔ **Farmers' prosperity** with profitability of coffee production,
- ➔ **Improved livelihoods and well-being,**
- ➔ **Conservation of nature.**

Together with its Members and Platforms in coffee-producing countries, GCP works on increasing demand and supply of sustainably produced coffee to ensure diversity and viability of the coffee sector.

As inclusive, membership based multi-stakeholder association to advance coffee sustainability, GCP has three main functions:

- 1. Enable Local Action** through:
 - Enabling the creation of National Coffee Platforms and National Sustainability Curricula;
 - Arranging Collective Action Initiatives on prioritized sustainability issues; and,
 - Fundraising.
- 2. Convene** local and global stakeholders to influence the sector sustainability agenda;
- 3. Facilitate Measurement to Advance** sustainability progress – supporting smarter investing.

[GCP's Call to Action to Collectively Address the Coffee Price Crisis](#), issued in 2019, has reinforced the foundational principle of GCP: Sustainability is a shared responsibility. It is clear – now more than ever – that Collective Action is key to address major sustainability challenges in our sector!

In 2020, follow-up on GCP's Call to Action has been progressing in line with GCP's 3-year plan, summarized below:

ENABLE LOCAL ACTION:

Activating local stakeholders and advance work with coffee producing countries

In 2020, GCP actively supports Country Platforms in seven countries technically and financially:

Latin America:	Brazil, Honduras
Asia:	Indonesia, Vietnam
Africa:	Kenya, Uganda, with first activities in Ethiopia

GCP's broader network of Country Platforms includes Colombia, Peru, Nicaragua and Tanzania.

Work has continued despite the global pandemic through the adaption of budgets and country plans and the shifting of several activities to virtual variations, allowing for continuation of implementation, albeit at a slower pace.

Co-Funding by Strategic Partners to support countries:



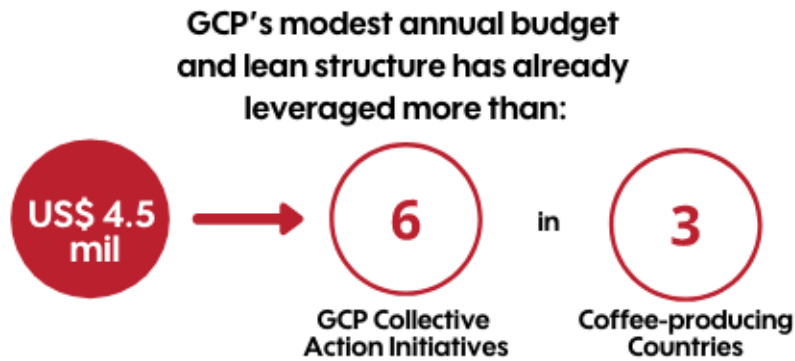
Strengthening National Coffee Platforms and their secretariats to improve effective public-private collaboration and the enabling conditions for sustainable, profitable coffee production.

- ➡ Hundreds of members and stakeholders convened through over **30 online meetings and consultations** on Country Platform sustainability priorities in **7 countries**, thereof **5 sessions** related to Covid-19 awareness and mitigation
- ➡ Honduras: [Honduras Sustainability Forum](#)
- ➡ Kenya: [Kenya Coffee Platform - Cost of Processing Coffee study](#)
- ➡ Uganda: policy advocacy through Uganda Coffee Platform
- ➡ Ethiopia: virtual meetings with Ethiopian GCP Members
- ➡ SCOPI Indonesia Coffee Discussion Series: [The Indonesian Government and Coffee Supply Chain on coffee productivity during Covid-19](#)

Convene for knowledge exchange and learning: The GCP Country Congress was expanded into a series of interactive [online Learning & Exchange sessions](#) for all Country Platforms. This year saw **6 sessions** take place on **6 topics**, bringing together Sustainability Champions from **11 countries**.

Guide investments through GCP Collective Action Initiatives to country-specific priorities, such as:

- ➔ Agro-inputs: Brazil, Vietnam, including Glyphosate
- ➔ Water: Vietnam; Weed Management: Brazil (both finalized)
- ➔ Extension Services: Uganda
- ➔ Social Well-being and Living Income: Brazil



Further initiatives are in preparation in additional coffee producing countries, in line with Country Platform priorities and the global themes of Economic Viability and Living Income, Climate Smart Agriculture, Gender and Youth.



Develop and roll-out of National Sustainability Curricula (NSCs)

- ➔ Honduras, Uganda; ongoing roll-out in Brazil, Vietnam, Indonesia, Kenya

Prepare steps towards Sustainable Coffee Regions

- ➔ Brazil, Vietnam

MEASURE TO ADVANCE

The GCP community is increasingly looking for aligned ways to measure degrees and progress in coffee sustainability to show impact and improve the ability to strategically plan sustainability investments towards our shared goals of coffee farmer prosperity, livelihoods and conserving nature, and the SDGs. GCP has therefore continued to support its Members and Country Platforms to advance measuring in the following ways:

Roaster & Retailer Reporting on Sustainable Coffee Purchasing

Five leading companies took a major first step to share coffee sustainability progress through transparently reporting the volumes and origins of their sustainable coffee purchases.

Using GCP Baseline Coffee Code as reference, the first edition of [GCP Snapshot on Sustainable Coffee Purchases](#) was published; a concrete response to GCP's 2019 Call to Action to Collectively Address the Coffee Price Crisis by:

- ➡ demonstrating leadership in providing more transparent data for the sector;
- ➡ encouraging continual increases in sustainable coffee purchasing from diverse origins;
- ➡ contributing to diversity of coffee varieties and origins.



2018 Sustainable Coffee Purchases
by GCP Roaster & Retailer Members

GCP Baseline Coffee Code (BCC)

A common understanding of baseline sustainability in coffee was established as a result of broad, participatory consultation process. It includes 27 sustainability principles (economic, social, environmental), 10 unacceptable practices, and is a reference for collective reporting mechanism on sustainable coffee purchases, while providing guidance for National Coffee Sustainability Curricula. **This year, the BCC revision has been launched** and will see critical and timely updates. The process, mandated by GCP Board, will be lead by the Technical Committee and supported by BCC Advisory Task Force.

Share your thoughts: broad, participatory consultation in February and March 2021

The BCC is complemented by the **Equivalence Mechanism to recognize further sustainability schemes**

- ➡ [Equivalence Mechanism updated in 2020](#)
- ➡ Sustainability Schemes are **now invited** to get recognized for next rounds of reporting on sustainable coffee purchases: join the [online meeting on Nov 18th](#) to find out more

GCP Measurement support in countries

Measurement is key for continuous improvement of coffee sustainability in producing countries, resulting in:

- ➔ Improved farmer support, extension services, technical assistance for better farm performance
- ➔ Improved resource allocation and investments
- ➔ Identify sustainability gaps that inform GCP's Collective Action Initiatives

In 2020, GCP has continued to support Country Platforms on their measurement activities:

- ➔ Brazil – [Coffee Sustainability Curriculum App and the internal Management System widely used](#)
- ➔ Vietnam – [data from 10,000 coffee farmers](#)
- ➔ Kenya – data analysis from 10,500 farmers ongoing

GCP Measurement assets for global use

- ➔ Overview [2020 Measurement webinar](#)
- ➔ [Coffee Data Standard](#) offers language of 15 common indicators for farm-level coffee sustainability allowing more efficient transactions and more effective resource allocation by identifying areas that are high performing or those that need strengthening, while being functional across origins and comparable over time.

All members are invited to use the [Coffee Data Standard](#) in their reporting systems

- ➔ [Sustainability Framework](#) with SCC
- ➔ [Delta Project](#)

CONVENING FOR IMPACT

As multi-stakeholder membership association, the **Global Coffee Platform brings together** 120+ coffee producers, trade, roasters, retailers, sustainability standards and civil society, financial institutions, governments and donors united under a common vision to work collectively towards a thriving, sustainable coffee sector for generations to come.

Through GCP's **convening of local and global stakeholders**, GCP Members are working together with Country Platforms and strategic partners & donors to align, address pressing challenges and advance coffee sustainability.

- ➔ GCP has been working with the International Coffee Organization, more recently on [the London Declaration and its Roadmap development](#)
- ➔ GCP actively contributes to [ICO's Public-Private Coffee Task Force](#) as a "Sherpa", offering concrete input from GCP's Call to Action follow-up, including:
 - Futures Markets consultancy and expert group
 - GCP's Roaster & Retailer Reporting on Sustainable Coffee Purchases, now expanded to ICO London Declaration signatories
 - Contribution to effective Sector Coordination workstream (aligned measurement)

GCP Global Hub

GCP Secretariat drives and administers activities and services under the three main functions. Notable activities this year include:

- ➔ 2020 budget USD 1,3 million raised through membership fees; and
- ➔ GCP Secretariat staff set-up completed after the 2019 restructuring

GCP's engagement with North American-based coffee sustainability champions continued expanding in 2020, resulting in involvement of more companies in Collective Action Initiatives.

Communications and Engagement:

- ➔ GCP's monthly newsletter *Espresso* gaining popularity: broad network of 3500+ subscribers;
- ➔ *GCP Bulletin – Covid-19* with updates and resources from 10 countries;
- ➔ Refreshed website www.globalcoffeeplatform.org;
- ➔ GCP articles in coffee media;

14 webinars and online meetings on key GCP topics with an audience of over 1900 people, including:

- ➔ [GCP Coffee Field Days webinar series](#)
- ➔ [GCP Mid-Year Member Update 2020: Acting together](#)
- ➔ GCP webinar on [Measuring Sustainability Progress](#)
- ➔ [Exploring ICE Arabica and Robusta Futures and Options Contracts](#)
- ➔ [GCP Country Platform network Exchange & Learning sessions](#)

GCP Audiences on social media



GCP MEMBER REPORT: Outlook 2021

Planning is underway in line with the three-year plan 2019-2021. A high-level overview with a base budget for 2021 will be presented at the virtual Membership Assembly. This base budget will be further complemented with additional co-funding for country programs, expected to be confirmed in the coming months

In the course of 2021, members are invited to contribute to GCP's new strategy development, building on achievements and learnings from the current 3-year strategic plan 2019-2021. The new strategy will be presented for endorsement during the assembly in November 2021.

Structural conditions of the year 2021 will likely be affected by:

- ➡ General grants (used for country backbone structures and activities) receding; delays of co-funding clarity from public strategic co-funding partners caused by the pandemic.
- ➡ Conversations with several strategic co-funding partners are in progress, and increased fundraising efforts are underway.

Growth in 2021:

- ➡ Membership base, especially roasters and retailers, expected to further broaden.
- ➡ GCP Collective Action Initiatives will grow in Brazil, Uganda, Vietnam, with other countries preparing new initiatives.
- ➡ GCP Members and current and new strategic partners will have the opportunity to expand and empower commitment to local action for global results, by
 - encouraging additional companies to join GCP;
 - engaging in existing or new Collective Action Initiatives;
 - joining the GCP Roaster & Retailer Reporting program, engaging in the BCC revision
 - financial contributions to Country Platforms and programs that improve the economic sustainability of coffee farmers and farm workers, and help closing the living income gap

More insights as well as opportunities for you as valued GCP Member to become active will be shared during the upcoming virtual Membership Assembly!

Any questions regarding this pre-reading can be sent to mathieson@globalcoffeeplatform.org

Appendix: Progress Matrix 2019 – 2021

 (approved at 3rd Membership Assembly 2018 in Belo Horizonte, Brazil)

GCP Functions	3-Year Targets until 2021	Achievements 2020
1) Convene		
a) Bring global and local stakeholders together	>15 additional roasters/ retailers	8 roasters joined 2 new Collective Action Initiatives with cash co-funding, thereof, two new roasters (non-members) were won to join & co-invest; 2 traders joined 2 new Collective Action Initiatives; 11 partners and implementers, including cooperatives joined; GCP welcomes 7 new members 1 (virtual) Membership Assembly supported by sponsorship
b) Influence and communicate the sector agenda	Long term sustainability sector vision (2030) aligned with key public stakeholders and donors; GCP Agenda with focus areas as input for funding and local action	Follow-up on GCP's Call to Action GCP's input to and participation as Sherpa in ICO's Public Private Task Force on Roadmap for London Declaration Implementation of GCP Agenda
2) Enable Local Action		
a) Facilitating access to funding for sustainability improvements	Attract \$4M donor funding	Co-funding conversations for country platform programs in progress, details to be confirmed Funding for existing Collective Action Initiatives secured - additional co-funding expected
b) Working with National Coffee Platforms and National Sust. Curricula	Local member and stakeholder convening through Country Platforms GCP Network of Country Platforms: Relationship and learning 1 example each of Sustainable Coffee Regions in Brazil and Vietnam	<ul style="list-style-type: none"> ➤ Over 30 online sessions on country specific sustainability priorities and workplans in 7 countries; ➤ 6 interactive online Learning & Exchange sessions with 11 countries; ➤ 1 pilot of a Sustainable Coffee Region in Brazil in progress; ➤ 1 pilot in progress in Vietnam.
c) Catalyze new and amplify existing local initiatives	15 examples of groups of members working together (e.g. Collective Action Initiatives)	<ul style="list-style-type: none"> ➤ 1 finalized, 1 running, 1 new Brazil ➤ 1 finalized, 1 new running Vietnam ➤ 1 Uganda finalizing end of 2020, ➤ Preparations in Honduras, Uganda
3) Facilitate Measurement to Advance		
Propose baseline and align metrics to measure impact	Aligned indicators & metrics focusing on buy-in by producing countries	<ul style="list-style-type: none"> ➤ Coffee Data Standard included in country measurement, used for Delta ➤ Vietnam NSC data collection and analysis ➤ Kenya NSC measurement analysis ➤ Brazil CSC App widely applied ➤ Delta Project in progress
	Baseline Coffee Code revised and used as norm in the sector; > 50% of coffee production in line with Baseline + monitoring of final buyers' purchases	<ul style="list-style-type: none"> ➤ Roaster & Retailer Reporting on sustainable purchases 2018 done; ➤ First GCP Snapshot on Sustainable Coffee Purchases publicized in 2020; ➤ EM 1.2 developed, beta-tested and approved, implementation with Sustainability Schemes to start before end of 2020; ➤ Preparation of next rounds of Roaster & Retailer Reporting underway, invitation expanded to ICO signatories; ➤ Baseline Coffee Code revision launched.