

GCP Board Candidate Motivation 2020

Dear GCP member,

Board member nominees are kindly requested to complete this motivation sheet so that:

1. The Nominations Committee can check nominees' applications against the defined qualifications profile criteria , and
2. All members of Global Coffee Platform will have a more complete picture of the profile, experience, skills and interests of the candidates standing for Board elections. This year the Board elections will take place through online voting prior to the GCP Membership Assembly. The proposed slate of Board candidates will be presented to the Membership on November 2, 2020 via Members' Brief; a week before the start of the online Board election period.

Your submission will be confirmed via email, upon which time you will be requested to submit a profile photo for use during the voting stages. The deadline for handing in applications is October 20th, 2020 COB (CET).

Thank you for your cooperation!

E-Mail-Adresse *

mdeugd@ra.org

Eligibility Note

Defined qualification profile criteria for Board candidates include:

1. appropriate senior level executive,
2. strategic thinker (leadership profile as opposed to managerial/operational focus),
3. governance experience (track record on previous roles in Boards, Steering Committees etc.) and
4. fluency in English



Name *

Michelle Deugd

Member Organization *

Rainforest Alliance

Function / Position within organization *

Global Sector Lead Coffee

Stakeholder Group *

- ☐ Producer / local exporter from coffee origin country
- ☐ Trade house
- ☐ Industry
- ☒ Civil Society Organization

Nationality / residency *

Dutch / Costa Rica

Your Motivation

Please restrict yourself to a maximum of 3 lines for activities, interests and background in order to concentrate on the most essential points.

Please give a few details about your personal experience & background in relation to the coffee sector/ sustainability *

I have almost 25 years of experience in working with coffee in Latin America, Africa and Asia, of which 12 years in Rainforest Alliance.

At the beginning of my career I worked with the FAO in sustainable coffee projects in Costa Rica and Honduras, which provided me with the "on the ground experience" as excellent basis to understand the reality of coffee procurers. At Rainforest Alliance I started to manage a range of coffee projects in Latin America, Asia and Africa, focused at the development of Rainforest Alliance Certified coffee supply at origin, strengthening the sustainability of certified farms and creating impact on and beyond certified lands, in coffee communities and landscapes.

In my current role, as Sector Lead Coffee for Rainforest Alliance I provide strategic direction to Rainforest Alliance's coffee work globally, with the objective to positively contribute to the transformation of the sector, the livelihoods of coffee producers and workers and the environment that surrounds them.

Please describe your previous involvement, experience or role with the Global Coffee Platform, its predecessor or the Sustainable Coffee Program and its Steering Committee, or in sustainability topics or other initiatives in the coffee sector so far *

From 2012 through 2020 I was member of the Technical Committee of GCP and former 4C, this experience enabled me to get a deep understanding of GCP's work, to support them in the development of their technical orientation as a key entry point for positioning themselves as the lead platform of the coffee industry.

Working together and achieving strategic alignment, as two mayor sustainability stakeholders in the coffee industry, enables us to create synergies and in that way increase the impact both organizations envision. Having the opportunity of participating on the GCP board, with strengthen our alignment even further

Please indicate major future developments / achievements of the Global Coffee Platform you want to support. Please indicate focus and priorities of related activities. *

1) As Rainforest Alliance we are very much interested to support GCP in their efforts of achieving more transparency with regard to the public available data in the coffee industry, which we consider a key effort to continue to trigger increased demand for sustainable coffee. As such we are very honored to continue to play a role in the TC, where the foundations are laid for the sustainability reporting through the equivalence mechanism.

2) We are interested to explore collaboration around the topic of Living Income (LI) in the context of the ICO taskforce, addressing LI which is high on the agenda of both organizations.

3) Deepen our collaboration and collective impact on the ground, through the coffee platform and the collective action.

What is your vision for a sustainable coffee sector? *

A Sustainable coffee sector is about a sector that meets the needs of the present, without sacrificing those of tomorrow—it is about coffee farming that is environmentally sound, socially responsible, and profitable for farmers. Sustainable coffee production strives for the best long-term outcomes for forests, climate stability, human rights, and livelihoods.

Potential conflict of interest arising from my Board membership: (Please indicate specific commercial relationship/ interests that might be relevant for your role as Board member)

No conflict of interests identified

Additional skills

	None	Low	Medium	High
Finance	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Donor landscape	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Board Management (multi-stakeholder / corporate governance)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Coffee production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Value chains (beyond coffee)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Social dimension of production / Human Rights / Rural Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Environmental aspects	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Leadership	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Referring to your additional skills (above). Please provide a brief description of skills for which you indicated "high" *

Coffee production: as an agronomist and having lived and worked in coffee countries since 25 year I have extensive experience with coffee production related topics.

Value chains: over the period 2014 through 2018 I served as the global agriculture director for Rainforest Alliance, during this period I gained substantial knowledge about the other supply chains managed by Rainforest Alliance, specially cocoa, fruits and flowers.

Human rights/ Rural development: In the period 2001 through 2008 I worked at the Center of Rural Development focused on rural human right issues, specially women, rural finance and small producers issues. This knowledge enabled me, in the context of my work with Rainforest Alliance, to continue to positively influence our work related to these topics with our coffee producers.

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