



BOARD CANDIDATES 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 criteria¹, 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. The elections will take place through online voting prior to the GCP Membership Assembly this year. The proposed slate of Board candidates will be presented to the Membership on November 2nd, 2020 via Members' Brief; a week before the start of the online Board election period.

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

We kindly ask you to complete the template, save the file under the same file name (but please overwrite "Firstname_Surname" with your name), and to email the file to Pia Prangenberg, Management & Governance Officer, along with a **profile photograph** of yourself. prangenberg@globalcoffeeplatform.org.

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 20nd, 2020 COB (CET).

Thank you for your cooperation!

Name: RAFAEL FONSECA

Member Organisation (if applicable): CNC/COOMAP (Brazil)

Function / Position within organisation: Business Manager

Stakeholder Group²: Producer / local exporter from coffee origin country

Nationality/ residency: Brazilian/Brazil

¹ 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)

² Choose from: a. Producer/local exporter from coffee origin country; b. Trade house; c. Industry; d. Civil Society Organisation.



My (coffee) background:

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

I've been acting as a business manager responsible for exports at my organization. My focus is on starting new relationships with clients interested in sustainable coffee, especially the certified ones. Over the last year one of my main targets has been to promote sustainability to growers, which includes environmental, social and financial aspects.

My 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:

(Please describe your history/experience.)

My organization has been a member at GCP and we've already helped our members to put into practices all of the NSC into practice. Because of this experience, CNC (Brazilian Coffee Council) has chosen me to be its representative at GCP.

My contribution to the Global Coffee Platform as a Board member:

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

I am fully ready to search for improvements to growers at origins and because of my experience in improving their lives in our region, I am sure that I can contribute a lot to extend to other origins the good results of serious sustainable work that is part of my daily routine.

My vision for a sustainable coffee sector:

(Please indicate your vision of a sustainable coffee sector)

Being sustainable means to preserving the environment, providing decent living conditions to growers at the same time you assist them to have great productivity and quality so that they can be competitive in the market and consequently interested to roasters/importers.

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)

My company sell Brazilian sustainable coffee and this could, for some people, arise a conflict of interest.

Additional Skills	None	Low	Medium	High	Description of Skills
Finance	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Donor landscape	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Board Management (Multi-stakeholder/ corporate governance)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Coffee production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Value chains (beyond coffee)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Social dimension of production/Human Rights/ rural development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Environmental aspects	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Leadership	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Other (please list)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Languages	Portuguese, English and Spanish				

Please send this completed form to prangenberg@globalcoffeeplatform.org with a **profile photograph** to be used in the elections.