



**GLOBAL COFFEE
PLATFORM**
for a sustainable coffee world

MEMBERSHIP ASSEMBLY 2020

November 24th, 2020 – virtual meeting

Minutes

[Complementing Slides](#)



AGENDA

GCP Membership Assembly Welcome	2
PART 1: Membership Matters	2
PART 2: Towards a thriving and sustainable coffee sector.....	5
Wrap-up and Closing.....	6

GCP Membership Assembly Welcome

a. Members present:

Stakeholder Groups	Present	Quorum (20 percent)
Industry	14	5
Trade	11	5
Producers	17	8
Civil Society	8	4
Not affiliated	9	--
Total	59	--

b. Opening

The Executive Director, Annette Pensel, opened the virtual assembly and welcomed participants. After showing a short motivational film (slide 3) and briefly going through the agenda (slide 5) she asked Mary Petitt, GCP Ambassador North America, to explain this year’s theme “Rising to our challenges”. Annette Pensel then asked Gelkha Buitrago, GCP’s new Deputy Director and Director Programs and Corporate Partnerships, to introduce herself to the GCP membership.

Annette Pensel then introduced the members and partners who sponsored the event and thanked them for their generous contributions. This was followed by a short video clip (part 1) with statements from each sponsor (slide 6)

PART 1: Membership Matters

Slides 7-34

A) Report on 2020 and 2021 Annual Plan

Annette Pensel (ED) and Carlos Brando (Chair of the Board) both reported on the highlights of 2020. Annette introduced the seven organisations that joined GCP as members throughout the year (slide 11) and paid tribute



to GCP's numerous donors and partners (slide 12). She then summarized the key achievements for each of the three main pillars of GCP: Convening for Impact (slide 14), Measure to Advance (slide 21, 22) and Enabling Local Action (slide 15-20). Regarding the latter activities of some national platforms were highlighted.

Carlos Brando gave an outlook of 2021 - the final year of GCP's 3-year strategic plan 2019-2021. Carlos reported that GCP will continue to deliver in line with this plan. Next year the new GCP 5-year new strategy is to be developed with input from the entire membership. As major challenges for 2021 Carlos mentioned delays with public co-funding as a consequence of the Covid-19 pandemic, which has also left its mark on GCP's activities in coffee producing countries (slide 23).

Carlos also gave an outlook of the resources for core function available for 2021 and an overview of the 2021 basic budget (slides 24, 25). He concluded by listing opportunities for members to expand and empower their commitment to local action for global results (slide 27).

Members were able to ask questions through the chat box. Questions related to the budget situation and its implications for Collective Action Initiatives and for continuity of country platform work. In response to that the GCP Secretariat explained that the budget for 2021 is a base budget, intended to safeguard capacities, and subject to further extension with commitments being opened up.

B) Polls

In the second part of membership matters, members were asked to take the following decisions:

Decision 1: Endorsement of Minutes of the 2019 Member Assembly

Decision 2: Approval of Board's Activities

This was done via Zoom polls. Only one vote per member was allowed. The designated voters for each member organization were asked to take part in the polls.

The results were as follows:

Decision 1

The Membership Assembly approved the minutes of the 2019 Member Assembly with 40 'yes' votes and 6 abstentions.

Decision 2

The Membership Assembly approved the Board Report with 41 'yes' votes and 7 abstentions.

C) Board elections

The GCP Board elections took place virtually prior to the Membership Assembly via the online voting platform Polyas.

Thomas Müller-Bardey presented the slate of candidates (slide 31) and then handed over to the Chair, Carlos Brando who thanked the outgoing Board members (slide 32) for their valuable contributions and for their service and then introduced the new/re-elected members: Dr. Joseph Kimemia, Rafael Fonseca, Marcelo Burity, Christien Parrott, Nadia Hoarau-Mwaura, Bambi Semroc, Michelle Deugd, Trishul Mandana, Juan Antonio Rivas (slide 33).

The detailed results of the GCP Board elections were as follows:



Eligible members: 121

Ballots cast: 72

voter turnout: 59,50%

The elected candidates are highlighted in bold.

The number of votes are listed per candidate. There were no abstentions.

Producers: 2 open seats

- Mbula Musau (Individual member) – 25
- **Dr. Joseph K. Kimemia** (Individual member) – 26
- **Rafael Fonseca** (Coomap/CNC) - 58
- Martin Irantije (Confédération Nationale des Associations des Caféculteurs du Burundi) – 24

Civil Society: 2 open seats

- **Bambi Semroc** (Conservation International) – 51
- **Michelle Deugd** (Rainforest Alliance) – 54
- David Browning (Enveritas) – 30

Trade: 2 open seats

- **Juan Antonio Rivas** (Olam International) - 68
- **Trishul Mandana** (Volcafé Ltd.) – 62

Industry: 3 open seats

- **Christien Parrott** (Mother Parkers Tea & Coffee) – 61
- **Marcelo Burity** (Nestlé SA) – 63
- **Nadia Hoarau-Mwaura** (Jacobs Douwe Egberts)- 66

The Chair, Carlos Brando, then called on the three newly elected Board members Christien Parrott, Dr. Kimemia and Bambi Semroc to share with the participants:

=> what excites them about GCPs work AND

=> what area of GCP's work they will bring forward.



PART 2: Towards a thriving and sustainable coffee sector

A) Local and Collective Action

Slides 36-63

At the start of this section the second part of the sponsor clip was shown (slide 37).

Overview where Collective Action Initiatives fit in (slides 40-42)

Caroline Glowka introduced Collective Action Initiatives, their criteria, the benefits for coffee producers and for participating members.

Collective Action Initiatives contributor general benefit

Caroline then asked Tianne Groeneveld from Tchibo why Tchibo (beside Nestlé, JDE) became an early leader in supporting Collective Action Initiatives in Brazil and now in Vietnam.

Emphasis on private public cooperation/correlation resulting in farmer's better agricultural practices (slides 43-47)

Caroline introduced Trung Pham Quang, GCP's Program Manager Vietnam. Trung reported why Vietnam coffee farming faces a problem with herbicide usage. He illustrated how the results of the Collective Action Initiatives will improve the situation through status surveys, field testing of alternative weed management, and farmer awareness campaign and the development of a manual.

Emphasis on collective work resulting in farmer's better working environment (slides 48-60)

Pedro Ronca, GCP Brazil Program Manager introduced the Collective Action Initiatives in Brazil: "Responsible Use of Agro-chemicals" (slide 48ff). He described the methodology and the set of interventions and in what ways the initiative is already improving the situation of coffee farmers. Pedro also shortly introduced the Social Well-being Collective Action Initiative (slide 60).

Partner benefit in delivering Collective Action Initiatives (Marcos Mattos from Cecafo)

Pedro introduced Marcos Mattos from Cecafo and asked him what key aspects attracted Cecafo to be such a vital partner improving social well-being through this initiative.

Trade benefit in participating in Collective Action Initiatives (Daniel Motta from Ecom)

Pedro asked Daniel Motta from Ecom to share with the audience the pre-competitive opportunities Ecom values by collaborating in the initiative 'Responsible Use of Agro-chemicals'.

Roaster member view shared by Nadia Hoarau-Mwaura from JDE

JDE has been involved in Collective Action Initiatives in Uganda, Brazil and Vietnam. Pedro asked Nadia what she



finds important about the Collective Action Initiatives.

Overview of existing & planned Collective Action Initiatives (slide 62)

Caroline Glowka gave an overview over the current Collective Action Initiatives and invited members to join.

B) Increasing Sustainable Sourcing

Slides 65-71

Mary Petitt introduced the topic „Increasing Sustainable Sourcing” by briefly mentioning GCP’s Call to Action launched in 2019 to collectively address the ongoing Coffee Price Crisis and ensure the economic viability of coffee farming for a sustainable, thriving coffee sector. It also aims to increase demand for sustainable coffee and production. One area where companies and organizations can take action is to demonstrate their commitment to sustainable sourcing. Therefore, GCP has set up a Roaster Report on Sustainable Purchases (Snapshot Report), to show commitments consecutively over coffee years. In it, purchases have to be related to the GCP Baseline Code through an Equivalence Mechanism.

She then introduced the panelists (slide 66):

- Gelkha Buitrago, GCP
- Roaster: Nestlé SA: Marcelo Burity
- Roaster: Melitta: Stefan Dierks
- Producer: Coomap: Rafael Furtado
- Producer: Metad: Aman Adimew
- Trade: Olam International: Juan Antonio Rivas
- Civil Society Organisation (CSO): Rainforest Alliance: Michelle Deugd

Mary asked Gelkha to briefly explain the Baseline Coffee Code, the Equivalence Mechanism and how they enhance each other (slides 67-69). Gelkha briefly introduced the snapshot results.

The panelists shared, from their respective standpoints and perspectives, which benefits their stakeholder group can gain from an increased sourcing of sustainable coffee, what motivated them to participate in the GCP sustainable purchase reporting and what value they see for the coffee sector in adding new schemes to be recognized as BCC equivalent.

Mary summarized the discussion and invited more members to participate in the reporting and thereby help to get schemes recognized (slide 71).

Wrap-up and Closing

Slides 72-74

The Chair, Carlos Brando, gave an outlook into 2021 and listed some ways for members to help further expand and empower the GCP’s commitment to local action for global results (slide 73):



- Attracting additional members
- Creating new Collective Action Initiatives
- Joining the GCP Roaster & Retailer Reporting program
- Engaging in the BCC revision
- Contributing financially and in-kind to Country Platforms and programs
- Taking part in shaping GCP's 5-year strategy

The Chair and the ED then thanked all participants for their active participation and for their valuable contributions and closed the Membership Assembly at 17.00 h CET.