



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

BASELINE COFFEE CODE REVISION

Project description - September 2020



1. OBJECTIVE AND JUSTIFICATION¹

The coffee sector faces increasing challenges with ongoing price and climate crises, exacerbated by a global pandemic, jeopardizing the progress and sustainability outcomes achieved in the past years. We can collectively undertake strong concerted efforts to support a more sustainable and resilient future for producers and the sector overall. A clear common understanding of baseline sustainability is a prerequisite for a thriving and sustainable coffee sector.

We are today confronted almost daily with evidence of climate change, and its impact on the environment. There is a growing awareness and concern among consumers, both in traditional and emerging markets, about the environmental and social issues in agricultural supply chains. Coffee has long been a leader in issues of sustainability. As an industry, our focus needs to look beyond the immediate market and supply outlook. We have a responsibility to do what we can to ensure that in 20 – 30 years and beyond, we will have a thriving coffee sector that rewards all actors along the supply chain, from producer to consumer.

Since 2016 when the 4C Association became the Global Coffee Platform (GCP), there have been significant developments in the way the coffee industry is addressing sustainability along the value chain. The established voluntary sustainability standards and certifications have revised their standards, Rainforest Alliance and Utz have merged under the Rainforest name, and 4C has been established as an independent company and become a certification standard. In addition, new sustainability schemes have been developed by private companies to meet the needs of their downstream partners and consumers' expectations. All of these are making significant contributions towards the goal of a sustainable coffee sector. There are also national sustainability standards in producing countries, both at national and regional level, but there are still broad sections of the industry and production which remain to be reached.

The question is what should a Baseline Coffee Code contain to guide and align the sector on the basics of sustainable coffee production to contribute to our goals, short, medium and long-term, and best serve the different interests of the industry?

Our own BCC (Baseline Coffee Code – previously the Baseline Common Code) was last revised in 2015. We need to ensure that it is fit for purpose as a sector wide reference for “baseline coffee sustainability”. A revision of this Code is therefore being launched and will include extensive stakeholder engagement. We will also be addressing the key issues of measurement on progress and impact, linking with sector outcome indicators, the Coffee Data Standard, and to the Sustainable Development Goals (SDG's).

Principles of the revision process include:

- ✓ Mainstream baseline sustainability
- ✓ Focus on fundamentals to keep an agile and streamlined BCC
- ✓ Balance rigour with credibility
- ✓ Build and align with existing schemes
- ✓ Inclusiveness in the engagement with the sector

Theory of Change

Through the implementation of the BCC through different sustainability schemes, the objective of the GCP is that all coffee producers around the globe, achieve a baseline level of social,

¹ Project description updated on 1 March 2021

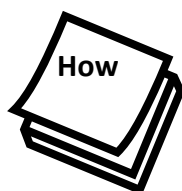
environmental and economic sustainability. The aim will be to ensure that the BCC can be useful as a global reference for the entire coffee sector. This can underpin national sustainability strategies and can be taken up by private and public actors at both national and international levels. GCP Members and other actors in the coffee sector can thus have a clear reference for where they stand in terms of sustainability, where there are gaps and how -through collective efforts - they can address these gaps. Together with other GCP tools and interventions, local and global knowledge and resources can be leveraged. These activities include the engagement of local public and private coffee stakeholders in National Coffee Sustainability Platforms, support in developing their National Coffee Sustainability Curricula, and working together in Collective Action Initiatives and improving the enabling environment for sustainable coffee production. We also focus on the measurement of progress through common metrics to assess performance in a continuous improvement cycle. For example, roasters and retailers can demonstrate sustainability investments and progress by transparently reporting their sustainable purchases. The BCC serves as the reference for the recognition of sustainability schemes to be included in the reporting of sustainable purchases.

Our objective is that the implementation of the BCC, in combination with other strategies, interventions and tools will over time result in improved livelihoods, farmers' prosperity with profitability of coffee production and conservation of nature while increasing demand and supply of sustainably produced coffee in order to ensure diversity and the viability of the coffee sector.



2. SCOPE

Revision and updating baseline sustainability practices for green coffee production and primary processing worldwide as set out in the BCC. This will include a thorough review of all the principles and criteria, as well as the UAP's (Unacceptable Practices).



3. THE PROCESS

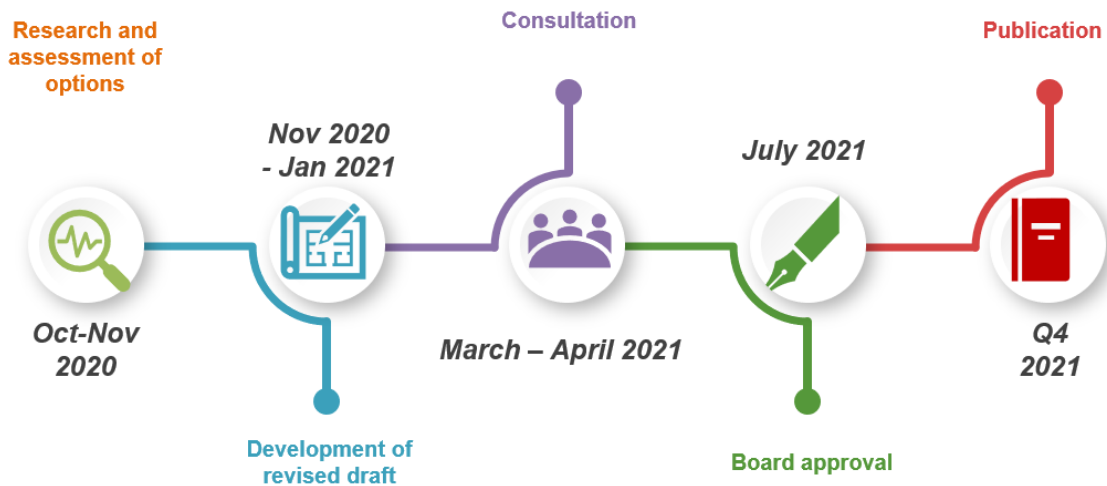
To ensure that the BCC is fit for purpose ample stakeholder engagement with the different supply chain actors in the coffee sector will be carried out. Learnings from the implementation of the BCC by different actors including assurance providers, will be taken into consideration as well as from the implementation of Global Coffee Platform (GCP) Equivalence Mechanism.

Finally, to enable measurement on progress and increased impact, the BCC will articulate how the baseline sustainability practices connect to sector outcome indicators and the Coffee Data Standard², and to the Sustainable Development Goals.

² <http://datastandard.globalcoffeeplatform.org/en/latest/>



Timelines



Decision making procedure

The GCB Board will make the final decision for the approval and adoption on the revised draft of the BCC after this has been submitted by the Technical Committee. The Board follows a participatory decision-making process and strives to achieve consensus. The by-laws of the Board can be found [here](#). The list of the Board members is available [here](#).

The Technical Committee (TC) is a multi-stakeholder committee responsible for the BCC revision and submitting a revised draft BCC to the Board for approval. The members of the Technical Committee are: Cesar Candiano (Independent consultant, Brazil), Gustavo Bacchi (4C Services, Germany), John Schluter/Chair (Café Africa, UK), Jonathan Clark (Dakman Processing and Export J.V Company, Vietnam), Juan Ramos, (Federación Nacional de Cafeteros de Colombia -FNC), Colombia), Karugu Wa Macharia (Independent consultant, Kenya), Miguel Gamboa (Rainforest Alliance, Guatemala).

An Advisory Task Force (ATF) has been set up for the BCC revision to work with the Technical Committee. It brings additional perspectives especially regarding downstream supply chain actors and different geographies. The members of the Advisory Task Force are: Brandon Jackson (Brown Brothers Harriman, USA), Mario Cerruti (Lavazza, Italy), Ricardo Faucon (Melitta, Brazil), Rajan Bhopal (PAN UK, UK), Rick Peyser (Lutheran World Relief, USA), Stefan Canz (Nestlé, Switzerland), Whitney Kakos (KDrP, USA).

The GCP Secretariat facilitates and supports the work of the Technical Committee, the Advisory Task Force and the Board.

Risks and mitigations

Risk	Mitigation
Complexity of the review may jeopardize defined timelines. Many	<i>In making decisions, the Board is supported by the Technical Committee which in turn is supported by the</i>



<p>topics will be addressed in the revision and it may be difficult to reach consensus.</p>	<p><i>Advisory Task Force. These bodies, with representatives from producers, traders, roasters, retailers, and civil society, play a key role in assuring the implementation of the project and increased ownership by a wide range of actors along the supply chain from different geographies.</i></p>
<p>Difficulties to engage stakeholders due to mobility restrictions. As mobility restrictions continue due to the pandemic, it will be challenging (if at all possible), to hold face to face workshops to engage with coffee stakeholders. This may result in limited participation during the project.</p>	<p><i>Extensive virtual engagement and activation of Country Platforms to facilitate virtual sessions with local stakeholders may even enhance and facilitate a broader consultative process.</i></p>
<p>Desire to address sustainability challenges along the supply chain. There is increasing awareness about supply chain sustainability issues. There may be interest that the scope of the BCC be expanded to include them. However, this would increase complexity and extend the timelines of the project.</p>	<p><i>Clear communication of the scope of the project, across stakeholders and channels (webinars, website, email updates, etc). Focus on the critical baseline components of sustainability.</i></p>

Contact

For any questions/comments about the BCC revision please contact Gelkha Buitrago, Director Programs and Corporate Partnerships (buitrago@globalcoffeeplatform.org / 49 228 850 5021)