

# Member Assembly 2021



## The Strength of Collective Action

7 & 8 December 2021, virtual







# Anti-trust agreement

## Please allow me to remind you at the beginning of our meeting of the competition law policy of the Global Coffee Platform

As participants in this meeting, we need to be mindful of the constraints of antitrust laws. There shall be no discussions of agreements or concerted actions that may restrain competition. This prohibition includes discussions of current or future prices, margins, discounts, the timing of price changes, costs, capacities, customers, suppliers, product and marketing plans, sales projections, credit terms, or other competitively sensitive information relating to your business.

We must also not talk about agreements to fix prices, control sales or the output of production, allocate markets, or refusing to deal with a particular entity.

The discussion or exchange on these topics must not only be avoided during this meeting but also during all informal gatherings when competitors may be present. Each participant in this meeting is obliged to speak up immediately for the purpose of preventing any discussion falling outside these bounds.





# House Rules



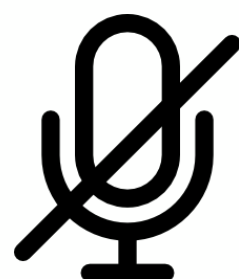
Silence  
your  
Cellphone



Update your  
screen name +  
organization



1 Vote  
per designated  
member



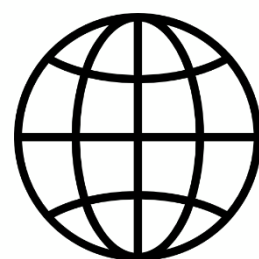
Mute  
microphone



This meeting  
is being  
recorded



Turn  
camera  
on or off



Clique neste  
símbolo para  
tradução  
simultânea  
(português)

Polls

Polling 1:

1. What country are you from?

☐ a.Cameroon

☐ b.Ghana

☐ c.Kenya

☐ d.Rwanda

☐ e.Tanzania

☐ f.Uganda

☐ g.Southern Africa

☐ h.Other Africa

☐ i.Europe

☐ j.Other

**SUBMIT**





# THE STRENGTH OF COLLECTIVE ACTION

## TODAY

**Celebrating GCP 1.0**

**Membership Matters**

**GCP 2.0 New Strategy**

## TOMORROW

**Welcome new GCP Board**

**Collective Action with  
Country Platforms**

Using Agro-Chemicals Responsibly  
Prosperous Farmers  
Towards Sustainable Sourcing







# THE STRENGTH OF COLLECTIVE ACTION







**Celebrating GCP 1.0:**

**Advancing Sustainability, together**





## Membership Matters





# Welcome to GCP Membership

PRODUCERS



ROASTERS



TRADERS



CIVIL SOCIETY  
OTHER CHAIN MEMBERS  
INDIVIDUAL MEMBERS



Aman Singh Rajput  
Moenardji Soedargo  
Sylvio Padilha





# Board Report

## Highlights 2021 and Outlook 2022

Carlos Brando, Chair of GCP Board

Annette Pensel, Executive Director





# GCP 1.0

## Create the Platform, Build Relationships, Launch Collective Actions

- Build global partnership ecosystem: 110+ members
- Establish working relationships with partners, funders & Country Platforms
- Convene members for pre-competitive alignment and action
- Develop robust sustainability tools (incl Coffee SR Code, Equivalence Mechanism, Coffee Data Standard)
- Launch multi-year programs addressing challenges











# Recognizing our donors and partners



\* Discussion or formalization in progress



# Building a thriving, sustainable coffee sector



GCP 1.0: CREATE THE PLATFORM, BUILD RELATIONSHIPS, LAUNCH COLLECTIVE ACTION

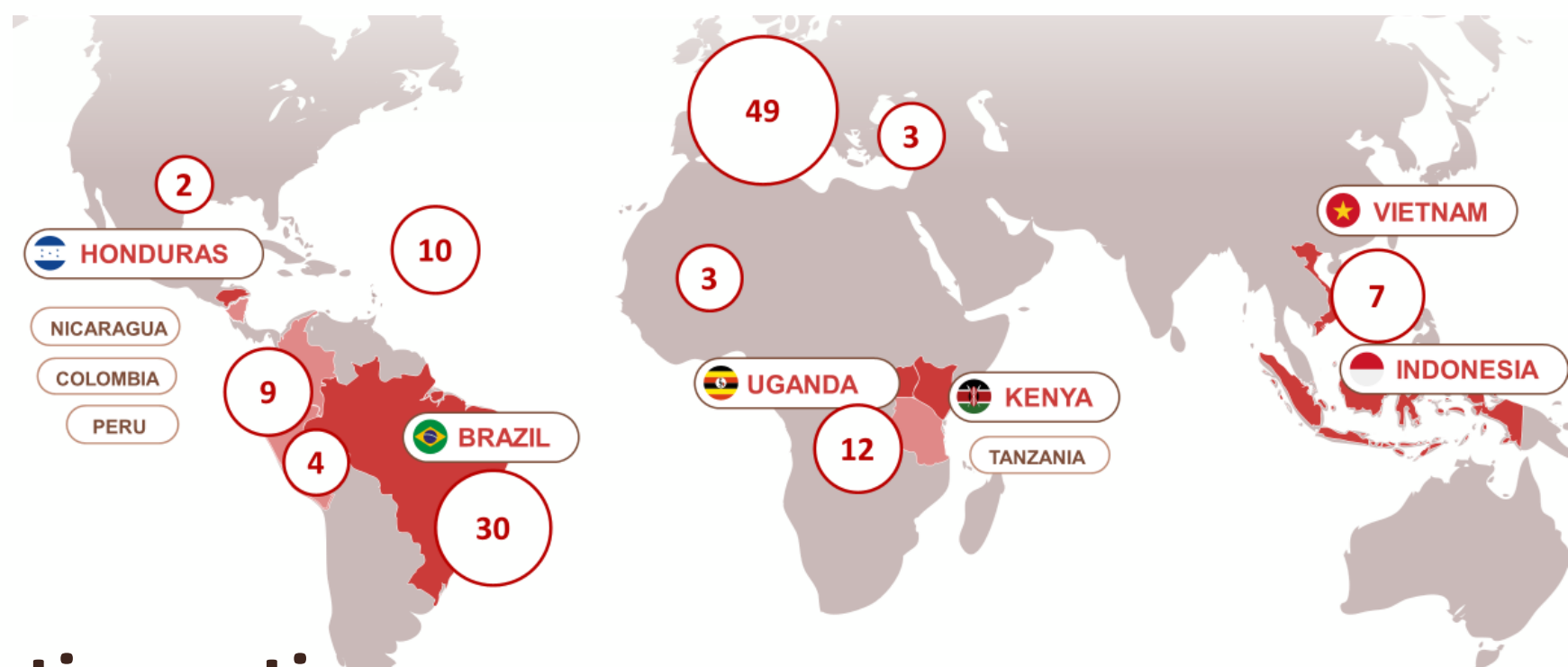




# Highlights and results 2021

## Convening for Impact

- ✓ Convened and aligned local and global GCP Members and stakeholders for **collective action**
- ✓ Extended and new **partnerships** underway with idh, UNDP, USAID Green Invest Asia, World Bank FOLUR, Sustainable Food Lab
- ✓ Coordinated with **ICO Coffee Public Private Task Force**
- ✓ **Co-Leader with UNDP** of ICO TWS 3 Forum on “Sector Transformation in Coffee Exporting Countries”



**From Commitments to Action;  
Towards Country Impact**

Session 6 (of 6)  
Nov 30th, 2021



CPPTF TWS 3 Forum  
*Sector Transformation in Coffee  
Exporting Countries*

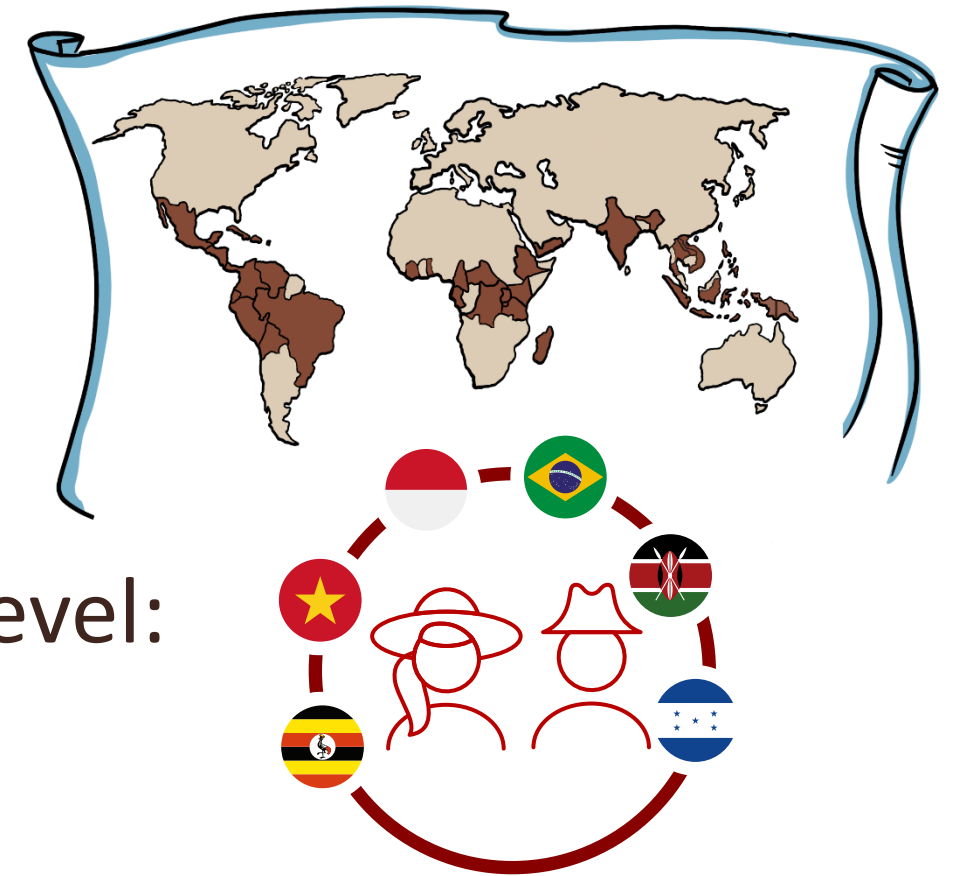




# Highlights and results 2021

## Enabling Local Action

- ✓ Strengthened **Country Platforms** in 6 countries
  - ✓ Policy advocacy, knowledge and learning
- ✓ Rolling-out of **Common Sustainability Tools** at national level:
  - ✓ National Coffee Sustainability Curricula in 6 countries
  - ✓ Common indicators and monitoring in 3 countries
- ✓ Delivering 6 **Collective Action Initiatives** in 3 countries, 4.5+ Mio USD
  - ✓ 3 finished with results shared
  - ✓ 3 ongoing directly benefitting 210.000 farmers
    - 1 *new* to be launched Q2, 2022







## INDIKATOR

- 1) 3 (tiga) lokakarya
- 2) Produksi 500 mate
- 3) 9 MT dari Aceh da
- 4) 1.800 petani kopi
- 5) Min. 10% dari pet
- 6) Perangk
- 7) Sek
- 8)
- 9)



# Highlights and Results 2021

## Enabling Local Action

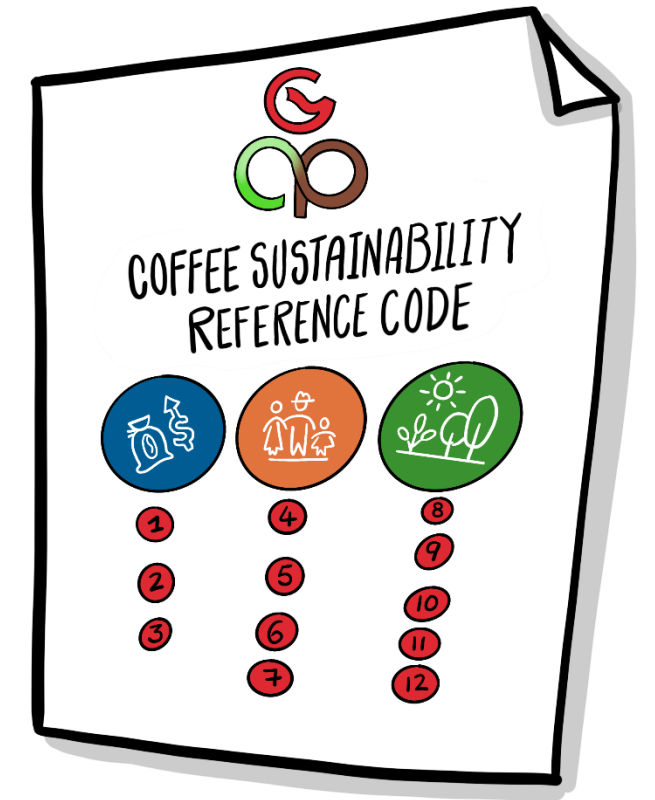






# Highlights and results 2021

## Measure to Advance



- ✓ Revised and launched **Coffee Sustainability Reference Code**
- ✓ Expanded **GCP Collective Reporting 2019 & 2020** and published second **GCP Snapshot Sustainable Coffee Purchases**
  - ✓ 6 Roasters & Retailers
  - ✓ 5 sustainability schemes recognized through Equivalence Mechanism
- ✓ **Delta Project**: field tested cross-commodity indicators

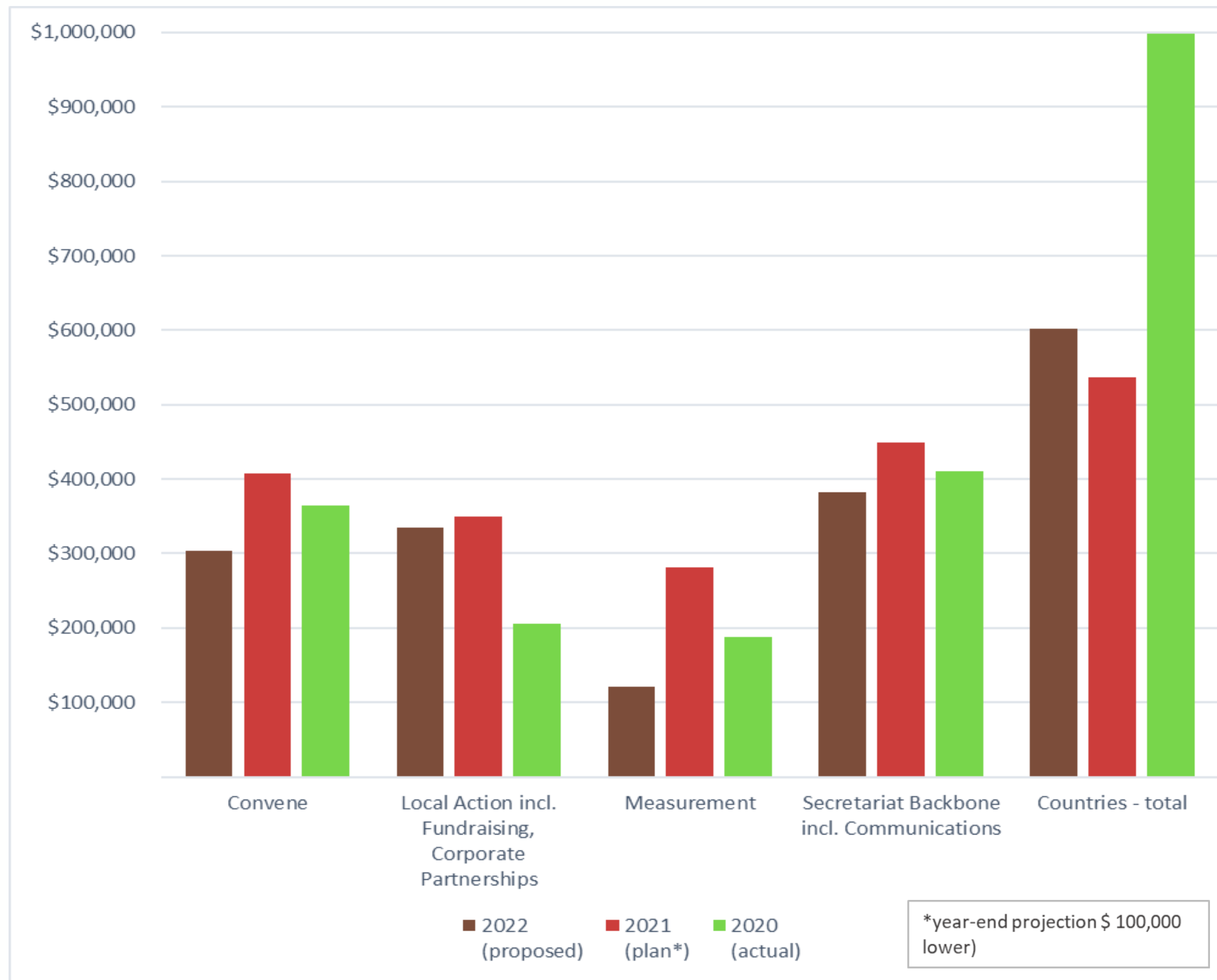






# GCP Budgets 2020 - 2022

Without Collective Action Initiatives







# 2022 Provisional Budget

Resources and Expenses	Amount
<b><u>Resources</u></b>	
Membership Fees	\$ 1,270,000
Grants	\$ 185,000
Free Reserves	\$ 289,000
<b>Total</b>	<b>\$ 1,744,000</b>
<b><u>Expenses</u></b>	
Global	\$ 1,142,000
Countries	\$ 602,000
<b>Total</b>	<b>\$ 1,744,000</b>







# Financial Overview

## Current GCP Collective Action Initiatives

For illustration purposes, an overview is given on the running GCP Collective Action Initiatives. Their multi-year activities & budgets are “on top” and beyond the provisional 2022 budget of \$1,744,000

Country	Collective Action Initiative	Years	Total Budget	
Brazil	Social Well-Being	2020-2024	\$	968,000
Brazil	Agro-Chemicals	2018-2023	\$	1,358,000
Vietnam	Agro-Inputs*	2020-2024	\$	1,447,000
Uganda	Youth for Coffee	2022-		
		Total	\$	3,773,000

\*finances directly managed from GCP Secretariat







# Zooming In on Governance: Amendments to Board By-Laws

## Context:

The by-laws of the Board focus on the role of the Board, its functions, mechanisms, responsibilities and tasks.

Practical experience showed it is advisable to enable Chair, Vice Chair and Treasurer to serve up to two consecutive terms, just like other Board members.

## Proposed amendment

2.13 Board members elect a Chair, Vice Chair and Treasurer from amongst their members **for a three-year term**. Terms for Chair, Vice Chair and Treasurer are limited to ~~one term of three years~~ **a maximum of two consecutive terms**.



## BY-LAWS OF THE BOARD OF THE GLOBAL COFFEE PLATFORM

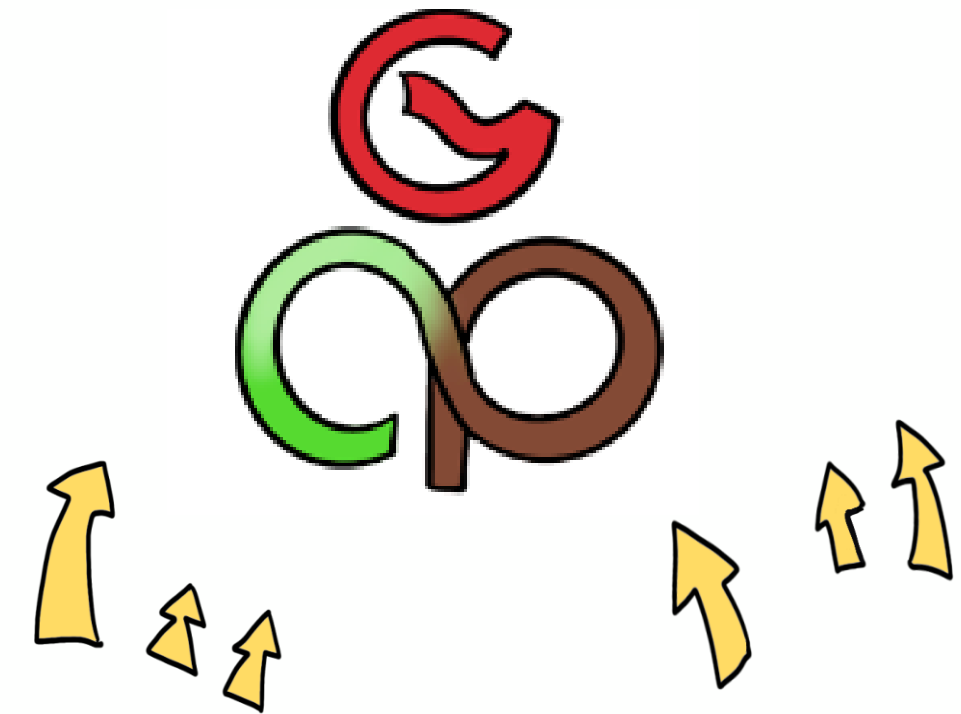
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# Development of new GCP Strategy

- Board SWOT Analysis
- Consultants: New Foresight and Altruist
- Extensive consultation: Members, Board Members and others
- Board Strategy Group (BSG)
- Interactive process: narrowing down with consultants, Executive Team, BSG and Board



**NEW STRATEGY TO BE PRESENTED LATER TODAY**





# Outlook 2022

## **New Strategy GCP 2.0**

- Action opportunities for GCP Members with GCP 2.0

## **New capital** to complement and enlarge 2022 Provisional Budget

- Co-funding agreements expected to materialize in the coming months

## **GCP Membership** base expected to broaden

- Roasters and Retailers
- Producers and Traders

## **GCP Collective Action Initiatives** to grow

- Brazil, Vietnam, new: Uganda
- other countries







Questions and comments welcome





# Members Decide

## Approval of the minutes of the Member Assembly 2020



# MEMBERSHIP ASSEMBLY 2020

November 24th, 2020 – virtual meeting

Minutes

[Complementing Slides](#)





# Members Decide



## Approval to release the Board

### Producer



**Moenardji Soedargo**

Individual Member



**Rafael Furtado Fonseca**

Coomap/Brazilian Coffee Producers Council (CNC)



**Dr Joseph K. Kimemia**

Individual Member



**Juan Esteban Orduz**

National Federation of Coffee Growers of Colombia (FNC)



**Trishul Mandana**

Volcafe Ltd



**Juan Antonio Rivas**

Olam International Ltd., Vice-Chair of the GCP Board

### Industry



**Marcelo Burity**

Nestlé SA



**Nadia Hoarau-Mwaura**

JDE Peet's



**Christien Parrott**

Mother Parkers Tea and Coffee



**Michelle Deugd**

Rainforest Alliance



**Bambi Semroc**

Conservation International



**Andrea Olivar**

Solidaridad, GCP Co-Treasurer

### Additional



**Karel W. Valken**

Rabobank, GCP Co-Treasurer



**Carlos Brando**

Chair of the GCP Board





# Members Decide

Approval of the changes to the  
By-Laws of the GCP Board



## BY-LAWS OF THE BOARD OF THE GLOBAL COFFEE PLATFORM

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# GCP Strategy 2.0

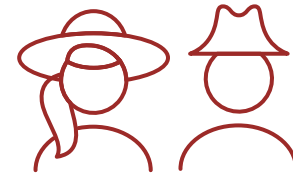


# Building a Thriving and Sustainable Coffee Sector





# CHALLENGES REMAIN



## Farmer Challenges



Aging farmer population



Lack of farmer prosperity



Climate crisis



Farmer access to financing



## Collaboration Challenges



Public and private efforts not aligned



Global action not aligned with local contexts



Too many top-down decisions



Not enough collective action

With demand forecast to treble by 2050, pressures are accelerating. We are accelerating our efforts in response



# GCP EVOLUTION – DEEPENING AND SHARPENING



## GCP 1.0

Create the platform,  
build relationships and  
launch Collective Actions



## GCP 2.0

Farmer-centric approach,  
focus on  
Farmers' Prosperity,  
stronger partnerships

**Transformational  
change for  
1 million coffee  
farmers**



# 2030 GOAL

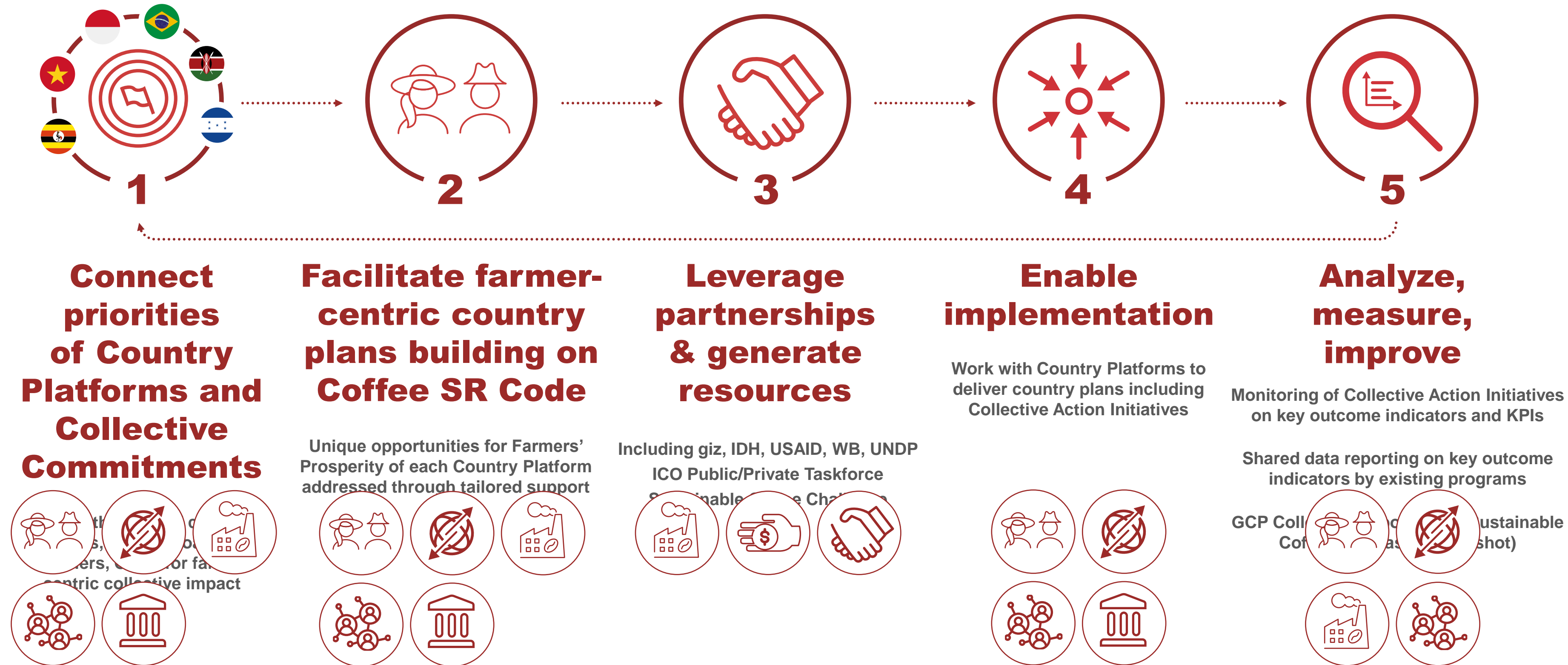
## Transformational change for 1 million coffee farmers

- ✓ Increase **smallholders' prosperity** by closing at least 25% of the living income gap in more than 10 producing countries through **sustainable coffee production** and other sources, and by that also enable **climate adaptation & mitigation** and **workers' well-being**.
- ✓ Plan and execute in focused and robust partnership with other major global efforts





# STRATEGY — COUNTRY PLATFORMS





# STRATEGY — GLOBAL



## Coffee SR Code

Common language for baseline sustainability principles and practices



## Equivalence Mechanism

Assesses Voluntary Sustainability Schemes and other Sustainability Schemes



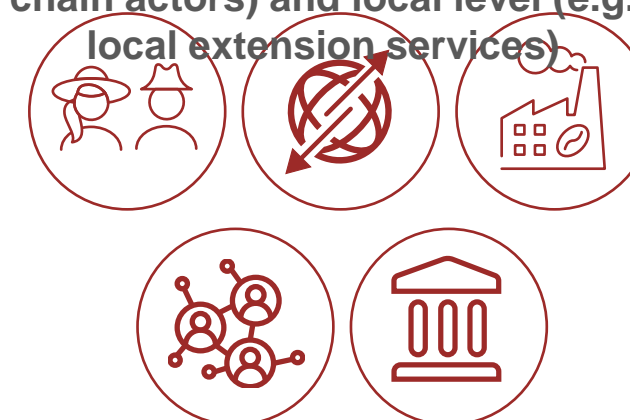
## Collective Reporting

Outlines progress of roasters and retailers on Sustainable Coffee Purchases



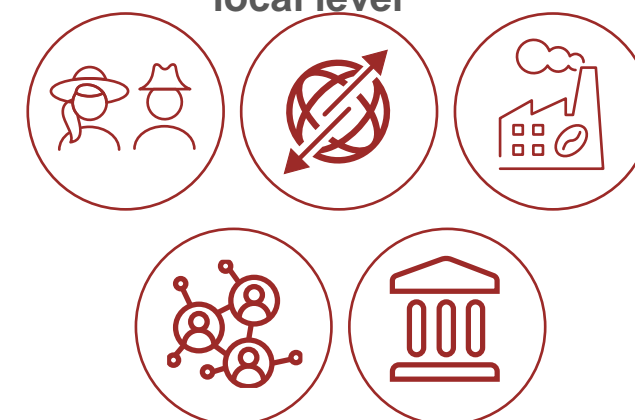
## Implementation by global and local actors

Implementation of schemes at global (e.g. international supply chain actors) and local level (e.g. local extension services)



## National Sustainability Curricula

Contextualize global principles and practices at local level





# Which of these strategy pillars attracts you most?

1

Tell me more about both strategy pillars:  
**Country Platforms and Global**

2

Tell me more about  
strategy pillar:  
**Country Platforms**

3

Tell me more about  
strategy pillar:  
**Global**

4

**I am still undecided**



# GCP 2.0 KPI (DRAFT)

KPI	Year	
	2025	2030
% of smallholder income improved in relation to living income gap	10 %	25 %
% of global coffee purchased by roasters and retailers is produced and sourced according to sustainable practices.	50%	70%
# million bags GCP Member Trade Volume	x M	x M
# Number of farmers (men/women) reached directly or indirectly via GCP programs	500k	1 M
Millions of USD unlocked for programs at origin (Collective Action Initiatives)	10	X
# of Country Platforms supported by GCP	7	10
# Collective Action Initiatives (cumulative)	10	15



# DATA & REPORTING



**Analyze, measure, improve**

**Country level:**

## **Country Snapshots (NEW)**

Monitoring of Collective Action Initiatives on key outcome indicators and KPIs

Shared data reporting on key outcome indicators by existing programs

**Global level:**

## **GCP Snapshot**

GCP Collective Reporting on Sustainable Coffee Purchases based on Coffee SR Code and Equivalence Mechanism





# IMPLEMENTING GCP 2.0

**Q1  
2022**

Detailed planning and deliverables

Select Country Platforms for initial deployment

Develop phased rollout with tailored interventions & tactical delivery schedule, KPIs

Draft budget for capability enhancement to deliver interventions & manage risk

Prepare and launch fundraising plan

**Q2  
2022**

Review fundraising and operational plans with members, partners & funders

Create reporting framework

Raise capital for phased rollout

**Q3  
2022**

Launch Phase 1 activity: 1-2 targeted countries for initial interventions

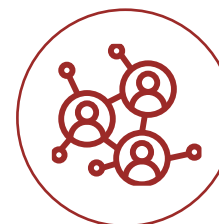
Collect feedback on reporting framework and revise

Progress report to Members

**Q4  
2022**

Dashboard monitors and reports outcomes to members, partners & funders

Questions to answer:  
Are interventions working? If not, what's the course correction, if so, how do we scale?







**Transformational change for  
1 million coffee farmers**





**A moment  
to reflect**





# Endorsing GCP 2.0

**1**

**I endorse GCP 2.0  
strategic direction**

**2**

**I do not  
endorse**

**I abstain**

**3**





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# Member Assembly 2021

## The Strength of Collective Action



# THANK YOU!

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