



# Annual Report 20 | 21







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# Message from the Board Chair

Challenge, change, and reinvention are words that have marked the past couple of years due to global crises. The sense of challenge was not different for the Global Coffee Platform, which came to the end of one strategic phase and started preparing for the next.

The coffee sector has needed to prove resilience in the face of these crises that have exposed deep underlying structural problems. But unlike the adaptation to new health protocols and short-term pricing impacts, these structural issues will not budge until the coffee sector addresses them in transformational ways.

During 2020 and 2021, GCP together with our Network of Country Platforms and GCP Members adapted and made the best it could. Through virtual interactions, the team was able to propel the processes of implementing GCP Collective Action Initiatives that provoke and induce positive change, to work with national platforms to support the advancement and evaluation of sustainability practices, and to increase transparency in the coffee business with the progressive reporting of sustainable coffee purchases.

Unlike conventional development projects, the GCP Collective Action Initiatives provide bottom-up sector-wide solutions and enduring results because national platforms in coffee-producing countries leverage implementers that incorporate the Initiatives' results into extension services – public and private – which are eventually streamlined into local good agricultural practices.

GCP's pre-competitive multi-stakeholder approach is also unique because of the coalition of different interests – well represented in its membership and board – with a focus on making the coffee business more sustainable, with an emphasis on smallholder growers and increasing their income. This explains the national efforts to implement National Sustainability Curricula that were inspired and guided by the Baseline Coffee Code (BCC). As a major milestone, the BCC has now been revised and published as Coffee Sustainability Reference Code, providing a sector-wide common language on the foundations of coffee sustainability.

Together with the GCP Equivalence Mechanism for sustainability schemes, these GCP Tools underpin GCP's Collective Reporting on Sustainable Coffee Purchases.



The resulting annual GCP Snapshot increases transparency in the coffee business and inspires more roasters and retailers to join and grow the sustainable coffee market.

As the foundational phase of GCP's strategic plan 2019-2021 was coming to an end, GCP together with Members and the Network of Country Platforms spent considerable time in updating goals and strategies for the coming years. GCP has deepened and sharpened its focus on farmers' prosperity and at the 2021 Member Assembly, GCP Members approved the new GCP 2030 goal and strategic direction.

To chair a board includes to lead its members to share dreams. An individual dream is only a dream, but shared dreams can be the beginning of great changes. I accepted to chair the GCP Board in the hope that together with the members and teams, global and local, we would have a forum to share dreams. But I also knew that tangible results would have to come out of these "dreams". I was not wrong!

I am happy with the unique GCP Collective Action Initiatives that address sustainability gaps in coffee-producing countries. I am pleased with the uptake of GCP's Tools at global level, such as the new Coffee Sustainability Reference Code and the pioneering Collective Reporting which attracts more and more roasters and retailers.

I am confident that with GCP's focus on farmer prosperity and sustainability – living income included – our teams at global and producing-country levels, under the leadership of our board are moving GCP to a next stage of business relevance, growth, and tangible results in the field of coffee sustainability. We are excited to enter the next phase of GCP – GCP 2.0 as it has become known – with our 2030 goal and entrepreneurial strategies at local and global levels that will set the path to advance even further.

**CARLOS BRANDO**

BOARD CHAIR of the Global Coffee Platform

# Message from the Executive Director

GCP was built in response to the need of aligning agendas and addressing sustainability challenges facing the coffee sector, especially the farming communities, to ensure a thriving, sustainable sector for generations to come. What was not anticipated by GCP – and indeed the world over – was the complete change in the way we worked and lived, brought on by COVID-19. But as the entire coffee sector adapted to the health crisis and the far-ranging knock-on effects, GCP adapted and continued working with its broad membership and Network of Country Platforms to deliver on its strategic plan 2019-2021 in response to GCP's Call to Action.

Resilience, tangible progress on collective action and a powerful commitment to transformational change would mark the end of 2021:

At local levels, GCP Members and partners engaged in new forms of public-private dialogue, alignment, and partnerships through the Network of Country Platforms in key coffee-producing countries. National Sustainability Curricula and extension materials were developed in Honduras and Uganda, while the Country Platforms in Brazil, Vietnam, Indonesia, and Kenya continued the promotion of their respective curricula to reach more smallholder farmers with essential knowledge about profitable, sustainable coffee production.

GCP Collective Action Initiatives are further examples of how GCP Members from across the coffee value chain worked together towards a shared goal. Despite the pandemic, GCP's strong relationships at both local and global levels and the proven collaboration model invited more GCP Members and partners to co-create and co-invest in these initiatives.

By the end of 2021, GCP has leveraged more than \$4.5 million for six initiatives, reaching more than 210,000 farmers. You'll find more details highlighted later in this report. This progress clearly demonstrates that collaboration with urgency is not only possible, but already impactful. But more scale is needed to move the needle on farmers' prosperity and sustainability.

At global level, over 800 coffee stakeholders from 29 countries lent their voices on the revision of GCP Tools such as the Coffee Sustainability Reference Code, offering a common language on the foundations of coffee sustainability for the entire sector.



GCP's thorough work on updating the Code responded to a growing interest in our sector to have an international reference, instrumental to increase production and sales of sustainable coffees. In view of the upcoming due diligence legislations in Europe and elsewhere, GCP has a role to play in both supporting its members in reaching their sustainability commitments and accelerating the good work already being done.

More Roaster and Retailer Members stepped up and joined the GCP Collective Reporting on Sustainable Coffee Purchases. The resulting annual GCP Snapshot, first published in 2019, has to date covered four years of previously unavailable data for the coffee sector to assess global coffee sustainability purchases and trends. It encourages transparency and comparability of progress through aligned metrics, inviting more roasters and retailers to increase their sustainable coffee purchases from various origins. In collaboration with the Coffee Public-Private Task Force, the reporting has also been opened to the signatories of the ICO London Declaration.

This report highlights the work completed during the final years of GCP's strategic plan 2019-2021. Building on the solid foundations achieved during the first phase of the organization and responding to the urgency to increase collective action for collective impact on farmers' prosperity and coffee sustainability, the board, teams and membership developed GCP's new strategic direction.

At the end of 2021, GCP Members endorsed the new GCP 2030 Goal to improve the prosperity of more than one million coffee farmers in more than 10 countries. Known as GCP 2.0, this next phase sets the organization up for growth and impact with focused, measurable collective actions. 2022 will see GCP sharpening strategies to kick off this new phase and to start delivering on this ambitious goal of transformational change.

**Thank you, GCP Members, for making Collective Action happen!**

**ANNETTE PENSEL**

EXECUTIVE DIRECTOR of the Global Coffee Platform





# GCP: A journey towards sustainability

The Global Coffee Platform was born out of a need for the coffee sector to continue its pioneering role and to take a more collaborative, holistic and aligned approach to coffee sustainability with a farmer-oriented agenda. To achieve transformational change in the coffee sector, the clear need was seen for new forms of public-private collaboration and co-investments in coffee-producing countries, along with gearing the different programs and initiatives towards a unified vision.

GCP is a unique multi-stakeholder membership association of coffee producers, traders, roasters and retailers, civil society, associations, governments, and donors.

As a foundational belief, GCP Members share the understanding that sustainability is a shared responsibility, and it would only be under collective action that the threats and challenges facing the coffee sector could be overcome.



# Our Vision

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A thriving and sustainable coffee sector for generations to come.

# Our Mission

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Promote farmers' prosperity, improved well-being, and conservation of nature.

Guided by its mission and vision, and under the three-year strategic plan, GCP has worked **to advance coffee sustainability with its Members and Network of Country Platforms by convening for impact, enabling local action and measuring to advance.**

# Building a thriving & sustainable coffee sector



## GCP Network of Country Platforms

### Convene for Impact

Membership Meetings

Call to Action

Coffee Public-Private Task Force



## Enable Local Action

Country Platforms

National Coffee Sustainability Curricula

Collective Action Initiatives

## Measure to Advance

Roaster & Retailer Reporting

Baseline Coffee Code

Common Indicators



**SUSTAINABLE DEVELOPMENT GOALS**

**GCP Goals**

**Farmers' Prosperity, Well-being, Conserving Nature**

# Strengthen the enabling Environment





# GCP in numbers

## Country Platforms

### Convene for Impact

**20**

new members welcomed to GCP

**6**

online 'Field Days' held to connect members to the work of the GCP Network of Country Platforms

**30+**

online meetings including annual GCP Member Assembly

**8**

learning & exchange sessions with 10 countries

**2**

new Collective Action Initiatives

### GCP 1.0:

Create the platform, build relationships, launch collective action

### Enable Local Action

**\$4.5 mil**

leveraged through 6 Collective Action Initiatives in 3 countries



Data on adoption of sustainability practices collected from 10,000 farmers in Kenya



Baseline Coffee Code revision kicks off with Technical Committee and Advisory Task Force

### Measure to Advance

**800+**

participants from 29 countries and more than 1,100 comments during the public consultation of the Baseline Coffee Code revision



SUSTAINABLE  
DEVELOPMENT  
GOALS



GCP is a unique multi-stakeholder membership association of coffee producers, traders, roasters and retailers, civil society, associations, governments, and donors. As of 2022, we usher in a new strategic phase, united under a common vision to work collectively, raising prosperity of more than one million coffee farmers by 2030.

**5**

new partnerships for a thriving coffee sector



Honduras launches annual Sustainability forum

**770**

farmers trained through GCP Collective Action Initiative "Responsible Use of Agro-Chemicals" in Brazil

**210k**

farmers directly benefitting from ongoing initiatives



Indonesia rolls out Master Trainers module on National Sustainable Curriculum



National Sustainability Curriculum developed in Uganda



Sustainability tools at national level. Coffee Sustainability Curricula in 6 countries and common indicators and monitoring in 3 countries

**6,300**

farmers participate in data collection for analysis

**6**

industry leaders take part in GCP Collective Reporting with 5 sustainability schemes recognized through the Equivalence Mechanism

**GCP 2.0:**  
Transformational change for more than one million coffee farmers by 2030

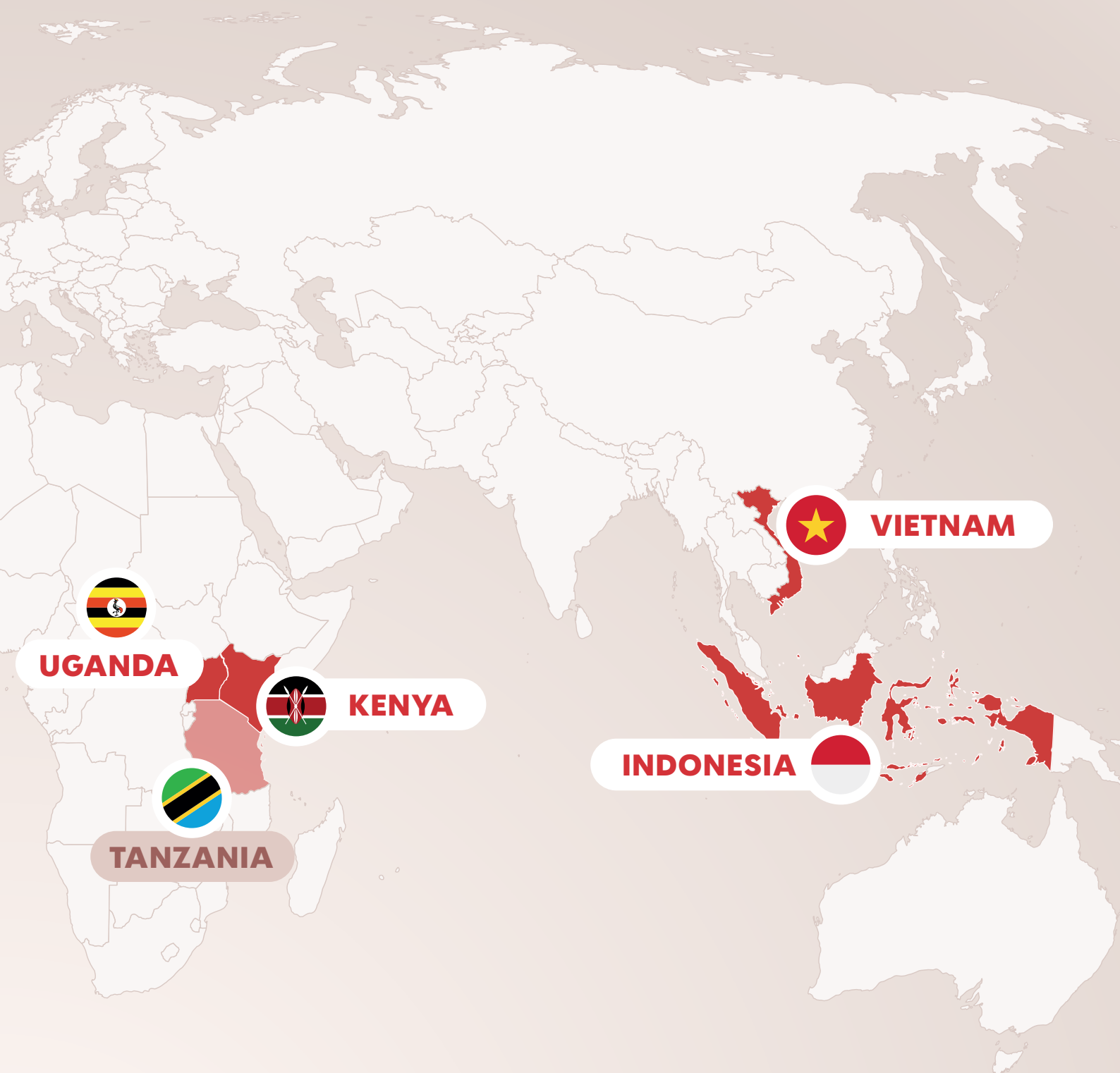






# GCP Network of Country Platforms







-  Direct relationship with GCP
-  Part of the GCP Learning and Exchange Program



# GCP NETWORK OF COUNTRY PLATFORMS

GCP is proud to support a network of National Coffee Platforms across 10 countries located across the coffee-growing belt. GCP has a direct relationship with six countries (Brazil, Honduras, Kenya, Indonesia, Uganda and Vietnam) and is connected to the other four platforms (Colombia, Nicaragua, Peru and Tanzania) through knowledge exchange and the development of best practices.

Over the past two years, National Sustainability Curricula (NSC) were developed in Honduras and Uganda, while the platforms in Brazil, Vietnam, Indonesia, and Kenya continued the promotion of their respective NSC. NSC are a key tool for public and private actors in producing countries to align on the key sustainability principles relevant for the future of their coffee production and identify challenges and priorities. The development of the NSCs brings together stakeholders from across the coffee sector at a local level on technical aspects of sustainable coffee production, and fosters an environment of trust, collaboration, and knowledge exchange.

Importantly, several country platforms from Africa, Asia and Latin America contributed to the public consultation of the code revision, ensuring that voices from local stakeholders including coffee farmers and their organizations were included in the development of the new Coffee Sustainability Reference Code at global level.

Building on the learnings from the use of the National Sustainability Curricula on farm level, GCP has continued to support the National Platforms to create and find resources for GCP Collective Action Initiatives which met country-specific priorities, such as the responsible use of agrochemicals and agro-inputs in Brazil and Vietnam, and the enhancement of extension services in Uganda. In addition, work began on a new GCP Initiative on social well-being in Brazil, and in Uganda work got underway on a youth-centered initiative focusing on advancing farmers' prosperity.

Data collection has become an increasingly important theme for the Country Platforms. The data provides insights into the application of good agricultural practices and the sustainability status of farmers. These insights are then used to inform interventions and programming, as well as convening

and advocacy activities. The Brazil Platform has continued to use (and improve) the Coffee Sustainability Curriculum app, while Kenya and Vietnam used the GCP Progress Tool to test and refine metrics, and to collect valuable data from thousands of coffee farmers and their sustainability practices.

Much like the rest of the world, much of the Country Platform work moved online during heightened periods of health and environmental crises. Despite this, GCP's Network of Country Platforms was able to generate cross-cutting learning through a series of online learning and exchange. The sessions presented an opportunity for discussion on innovation and best practices. The platforms also continued their role as centers for convening, alignment, and knowledge sharing, and brought hundreds of GCP Members and stakeholders together through over 30 online meetings and consultations on country platform sustainability priorities in seven countries, with five sessions related to COVID-19 awareness and mitigation.

The work of the Country Platforms would not be possible without the commitment and efforts of our local partners. We thank you for your dedication, and for leading the change towards a more sustainable coffee sector in your countries. Although this period was marked internationally by challenges, the successes achieved invigorated the network, providing a critical foundation for GCP's new strategic direction and the next phase of driving coffee sustainability.





# Brazil



Total  
Production (Bags)  
**60 Mio.**



% Sustainable

**40%**



Robusta  
vs. Arabica  
**30/70**



% Exports  
**70%**



Number of  
Small-holder  
Farmers  
**190k**



Number of  
Hectares  
**1.9m**

The Brazil Coffee Sustainability Platform has worked to cement its role as a leader in coffee sustainability by mobilizing GCP Members and partners to tackle key issues through collective action, training, and measurement. In particular, the platform has adapted core areas of work with digital technology, adapting to global crises, while providing greater reach to coffee growers around the country. The work has resulted in stronger relationships with GCP Members and partners, providing new opportunities for advancing coffee sustainability.

Online version of the Brazil Coffee Sustainability Curriculum (CSC) training piloted and running, with 120 technicians trained by the close of 2020.

12 GCP Members and partners have been using the Coffee Sustainability Curriculum (CSC) App to monitor and generate data for over 1,200 coffee farmers.

The updated CSC App reaches 5,000 coffee growers.

More than seven tons of empty chemical containers collected for proper disposal as part of the GCP Collective Action Initiative "Responsible Use of Agro-Chemicals".

- 250 chemical storage facilities built as part of this initiative
- 80 field technicians trained on spraying technology for improved responsible agro-chemicals use





# Honduras



Thematic Working Group established on the Responsible Use of Agrochemicals.

Annual Sustainability Forum launched, bringing over 200 sustainability experts, GCP Members, coffee technicians and leading farmers together to act on key issues.

Development of two training courses available on the PCSH e-learning platform focusing on Coffee Value Chain Biosecurity and the National Coffee Sustainability Curriculum. Additional materials in development.

Four-part health and safety e-learning course launched for Spanish speaking technicians, extension agents and professional farmers.

The youngest in the GCP Network, the Sustainable Coffee Platform of Honduras (PCSH) has strengthened its organizational capacity, developing a far-reaching network and fostering collaboration in the Honduran coffee sector. Key achievements were the finalization and publication of the National Coffee Sustainability Curriculum, as well as the development of an e-learning platform with the National University of Honduras and the International Organization for Regional Specialized Health in Agri food (OIRSA).



Total Production (MT)  
**425.5k**



% Sustainable  
**41%**



Robusta vs. Arabica  
**1/99**



% Exports  
**96%**

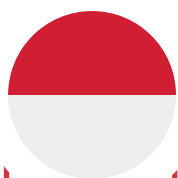


Number of Small-holder Farmers  
**83.9k**



Number of Hectares  
**442.7k**





# Indonesia



Total  
Production (MT)  
**729.1k**



%  
Sustainable  
**11%**



Robusta  
vs. Arabica  
**80/20**



% Exports  
**38%**



Number of  
Small-holder  
Farmers  
**1.8m**



Number of  
Hectares  
**1.2m**

The Sustainable Coffee Platform of Indonesia (SCOPI) has focused on communication and education, creating opportunities to build knowledge and identify new avenues to connect with stakeholders on coffee-related topics. SCOPI has expanded and strengthened the capacity of its secretariat, deepened its relationships with members and external partners (including national and regional government) and played a thought-leadership role in the sector through its “Coffee Discussions” (DISKO) series.

Indonesia Sustainable Coffee Forum launched, bringing more than 400 participants together (online) to discuss key issues on sustainable coffee production.

14 DISKO online/offline hybrid events held to share successes, learnings, key topics and opportunities in sustainable coffee production.

‘Indonesia Coffee Export Development Program’ kickstarted in partnership with local and regional government and supported by the International Islamic Trade Finance Corporation.

30 farmers received training on Good Agricultural Practices in West Java.

COVID-19 resource bank developed on the SCOPI website to support members.





# Kenya



Work in Kenya has been focused on supporting the roll-out and uptake of the National Sustainability Curriculum summarized in the Kenya Coffee Manual, data collection and enabling fact-based discussions based on studies. Through these efforts, the Kenya Coffee Platform identifies sustainability gaps and facilitates a constructive dialogue between coffee stakeholders, policy makers and supporting organizations on how to best address and overcome these gaps as the country moves towards a more sustainable coffee sector.

Partnership with the state department of cooperatives and the new Kenya Planters Cooperative Union (KPCU) to support the collection of data on the new coffee cherry fund regulation in Kenya.

403 Trainers of Trainers (ToT) trained on the NSC.

Economic Viability of Coffee study delivered, highlighting productivity and stewardship of farmer cooperatives as key bottlenecks to increased farmer income and sustainability.

Four county field days held to promote updated training materials to farmers.

"Cost of processing" study, funded by GIZ, presented to over 100 stakeholders (virtually).

GCP Progress Tool used to collect data for over 10,000 coffee farmers on key topics such as productivity, best practices, and economic factors. The data collection showed that over 90% of farmers trained on the NSC improved their fertilizer use and that 84% of farmers reviewed considered themselves food-secure.

Baseline mapping of coffee soil for improved fertilization conducted with 1,000 farmers.



Total Production (MT)

**41.4m**



% Sustainable

**12%**



Robusta vs. Arabica

**0/100**



% Exports

**97%**



Number of Small-holder Farmers

**780k**



Number of Hectares

**115.6k**







# Uganda



Total  
Production (MT)

**282k**



%  
Sustainable

**3.9%**



Robusta  
vs. Arabica

**80/20**



% Exports

**94%**



Number of  
Small-holder  
Farmers

**1.6m**



Number of  
Hectares

**800k**

The platform in Uganda has matured from dialogue and planning to action and results. The Uganda Coffee Platform developed the National Sustainability Curriculum as a tool to drive the adoption of good agricultural and sustainability practices for coffee production, in line with the Presidential Roadmap. Adding to this, the GCP Collective Action Initiative “Towards Integrated Coffee Extension Services” (TICS) made progress on integrating coffee-specific extension into national and district level agricultural extension service and delivering effective extension to smallholder farmers. The platform also fostered dialogue and information sharing among an expanding group of Ugandan coffee stakeholders by continuing its public-private events online.

300 coffee stakeholders receive copies of the NSC.

Eight online public-private sector dialogues with over 100 participants on key topics (coffee quality, market transformation, agri-business financing and the impact of COVID-19 on the coffee sector).

40 farmers in two districts trained on the National Sustainability Curriculum.

180 community-based facilitators trained on Good Agricultural Practices.

As part of the Collective Action Initiative, 51,000 farmers reached (over three years) with integrated coffee extension services.





# Vietnam



Through key partnerships with the Vietnamese Coffee Coordination Board (VCCB), GCP Members and other key stakeholders, GCP Vietnam coordinated the development a new National Sustainability Curriculum for Arabica, expanded data collection through the GCP Progress Tool (Farm Code System), and launched a new GCP Collective Action Initiative on “Responsible Use of Agro-inputs for Coffee”.

The GCP Progress Tool was used to collect data for over 6,000 farms in Krong Nang district, in partnership with the local government and GCP Member SIMEXCO. This data will be used to improve investment and mobilize resources for sustainable coffee production in the district.

The NSC Arabica (the first official manual for Arabica coffee production in Vietnam) was collectively created by coffee stakeholders, and training began.

A further 6,815 farms in Di Linh district were assessed on the adoption of good agricultural practices for sustainable coffee production using the GCP Progress Tool, in partnership with GCP Member Louis Dreyfus Company.

Together with the VCCB, a rapid assessment of the impact of COVID-19 on the Vietnamese coffee sector was conducted. The report provides research-based evidence to support interventions in the industry.

A new GCP Collective Action Initiative was launched on Responsible Use of Agro-inputs for Coffee, seeing 1,100 manuals on integrated weed management distributed to address concerns about Glyphosate use in coffee.

GCP Vietnam expanded its partnerships by working with ILO to promote occupational health and safety in the Vietnamese coffee sector

GCP and USAID launch 2021-2022 Sustainable Coffee Dialogues, a six-part webinar series to increase industry collaboration to decarbonize coffee production.

Total Production (MT)  
**1.8m**

Robusta vs. Arabica  
**96/4**

% Exports  
**83.3%**

Number of Small-holder Farmers  
**650k**

Number of Hectares  
**680k**











# GCP Collective Action Initiatives

GCP Collective Action Initiatives act on identified and prioritized issues at coffee origins that critically affect coffee farmers. In these initiatives companies and organizations work collectively for sustainable impact at coffee origins and at farm level.

As these systemic sustainability issues are too big to be dealt with by a single organization, GCP Collective Action Initiatives go beyond a traditional supply chain approach and involve country sustainability platforms, governments, the private sector, research, and NGOs. Results are shared among the local and global coffee community for scaling and replication at the coffee field level and adoption into government and company policies, GCP Collective Action Initiatives are ensuring an environment conducive to long-term sustainability.



# Responsible Use of Agro-Chemicals

Agrochemicals control pests and diseases and allow growers to maximize productivity, profitability, and stability of production. However, over time, excessive use of agrochemicals can be harmful to both the crop and the workers. The intensity of chemical use in some regions needs to be decreased and the approach to worker safety enhanced.

This initiative seeks to improve all practices related to agrochemical issues at farm level with a special focus on: increasing Personal Protection Equipment usage among farmers, improving proper storage of agrochemicals, training of growers and workers in application of agrochemicals, and proper disposal of agrochemical packages.

<b>Time</b>	<b>Area</b>	<b>Farmers</b>	<b>Technicians</b>	<b>Budget</b>	<b>Funders</b>	<b>Support in kind</b>
2018-2023	Minas Gerais, São Paulo, Espírito Santo, Paraná, Rondônia, Bahia states – Arabica and Conilon/Robusta areas	3,000 to be reached directly	350 to be trained	\$ 1,881.500.00	Cecafé, JDE Peet's, Keurig DrPepper, Nestlé, Tchibo, BASF, Bayer, Syngenta	Senar, ofi, Ecom

## Milestones

Illustrated guide for growers on best practices in weed management and maximum residue limits for glyphosate designed and disseminated to coffee growers, technicians, cooperatives, rural extension services, sector entities, companies and the general public across various platforms. More than 3,400 people accessed the material.	Partnership established with inpEV (National Institute for the Processing of Agrochemical Containers) resulted in five itinerant events organized in coffee areas to collect empty agrochemical containers, that benefited thousands of small growers. 850 farmers participated, and 24,000 empty packages were collected in 18** municipalities.	Memorandum of Understanding signed with CropLife Brasil with the goal of increasing engagement of agrochemical companies in coffee sustainability through training and dialogue (experts, technicians, and agronomists) and dissemination of information.
108 farmers trained on agrochemical application and 60 field technicians trained on spraying technology.	New implementing partner joins: APROD (association of 70 small coffee growers from Mogiana region).	94 agro-chemical storage units built on coffee farms.
15 participatory meetings with some 240 growers to exchange knowledge about better agricultural practices under the guidance of technicians.	66 field technicians trained on sustainable practices in coffee (Coffee Sustainability Curriculum) and 13 field technicians trained to promote cultural change among farmers.	23 field technicians trained – Integrated Pest and Disease Management.





# Social Well-being in Coffee

Brazil has some of the strictest labor legislation amid all coffee-producing countries, but not all growers fully comply with it. Legislation is complex, bureaucratic and also costly for growers to comply with, especially smallholders. Although it is safe to say that Brazilian coffee growers in general have fair living and working conditions, cases of unacceptable living and working conditions have been detected. This initiative seeks to increase awareness of social well-being issues, raise awareness about labor legislation and social practices, create effective solutions to fight the problem, and to prevent it.

<b>Time</b>	<b>Area</b>	<b>Farmers</b>	<b>Trainers</b>	<b>Budget</b>	<b>Funders</b>	<b>Co-Coordination</b>
2020-2024	Coffee-growing areas of Minas Gerais and Espírito Santo states	2,000 to be reached	60 to be trained	\$ 1,041.820	JDE Peet's, Lavazza Foundation, Melitta Brazil, Nespresso and Nescafé, ofi, Starbucks	Cecafé, InPACTO

## Milestones

Living Income Study started, including living income benchmarking and preparation for data collection from farms.	Launch funders/partners: JDE Peet's, Lavazza Foundation, Melitta Brazil, Nespresso and Nescafé, Starbucks, followed by Eisa, Nespresso and ofi.	Initial implementing partner Coomap, with Exportadora de Café Guaxupé following later.
Launch of initiative in partnership with Cecafé (Brazilian Coffee Exporters Council) and InPACTO (National Pact for the Eradication of Slave Work Institute).	InPACTO's Working Group in Coffee resumed, with two meetings, and two workshops held in 2021 to define strategies and map challenges and potential stakeholders to join group.	

# Responsible Use of Agro-Inputs

While plant protection products are widely used in Vietnam's coffee sector, little is known about the drivers behind the choice of agro-inputs, applied quantities, product quality, accuracy of use and the effects on human health and the environment. Improper application of agrochemicals may incur unnecessary costs for farmers at origin and challenge the industry to meet regulatory requirements at destination. In addition, the main import markets have tightened their food safety regulations. This initiative seeks to improve the responsible use of agro-inputs (pesticides, herbicides), testing and introducing alternatives and disseminating best weed management practices in order to reduce environmental pollution, improve well-being of farmers, reduce costs of production and meet regulatory requirements at destination.

Time	Area	Farmers	Budget	Funders
2020-2024	Lam Dong, Dak Lak, Dak Nong, Gia Lai and Kon Tum Provinces	200,000 to be reached	€ 1,248,000	IDH, JDE Peet's, Lavazza Foundation, Nestlé, Neumann Kaffee Gruppe, Sucden Coffee, Tchibo

## Milestones

Inventory survey of agro-input suppliers and products sold.	Pesticide App upgraded and put into operation.	Initiative is joined by Sucden Coffee and Neumann Kaffee Gruppe.
Policy brief based on findings from Inventory Survey submitted to MARD.	Glyphosate hot spots revealed through geographical mapping.	More than 700 farmer-trainers in the public and private sector trained on weed management.
Workshop on weed management insights held with 58 public-private stakeholders.	1,000 posters on glyphosate usage distributed to farmers, Weed Management Manual published with 5,100 copies distributed, and two videos produced on the responsible use of plant protection chemicals.	Recommendation letter on glyphosate use and issues submitted by GCP and IDH together with private sector to Vietnam Ministry of Agriculture and Rural Development (MARD).
Memorandum of Understanding signed with National Agriculture Extension Centre (NAEC), Community Development Centre (CDC), SIMEXCO, ACOM and Dakman to train farmers on best weed management practices.		Field trials on weed management practices set up and monitored by Western Highland Agricultural and Forestry Science Institute (WASI) and Centre for Agriculture and Bioscience Institute (CABI).





# Measure to advance

This pillar of GCP's work seeks to equip GCP Members and its Network of Country Platforms with practical tools and approaches to advance sustainability measurement.

These connected tools offer a common language for the sector that is based on the foundations of sustainability. GCP's measurement tools serve the coffee sector to better align activities, inspire continuous improvement, and accelerate individual and collective action.

# GCP COFFEE SUSTAINABILITY REFERENCE CODE

In 2020, GCP began work to revise the GCP Baseline Coffee Code through a full revision with broad public consultation. The revision had a closer look at the Code's principles and practices, contributing to a common understanding of sustainability for public and private coffee stakeholders and NGOs, as well as to aligned measurement and monitoring towards increased sustainable production and consumption of coffee. Following the careful revision process and global public consultation with stakeholders spanning the entire coffee value chain, the enhanced Baseline Coffee Code would be published as the Coffee Sustainability Reference Code (Coffee SR Code) in 2021.

The revision process included input from more than 800 participants from 29 countries and more than 1,100 comments and was guided by the GCP Technical Committee in collaboration with an advisory task force.

The Coffee SR Code is centered on the three dimensions of economic prosperity, social well-being, and environmental stewardship, and outlines 12 principles, broken down into practices and expected results that describe baseline sustainability for coffee production and primary processing.

The Code also defines five critical practices: elimination of the worst forms of child labor, elimination of forced labor, no deforestation, no use of prohibited pesticides, and the newest addition, continuous improvement.

Since publishing, the Coffee SR Code has been used by Country Platforms at national level in coffee-producing countries using it to update their National Sustainability Curricula. Private sector companies have used the Code to align their own sustainability standards, schemes and programs with the prospect of becoming equivalent in the future. The Code has also been taken up by GCP Members to streamline, communicate and roll out sustainability efforts.



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

The Technical Committee is a multi-stakeholder committee of the Board. The members of the Technical Committee were: 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).

The Advisory Task Force that was set up for the revision of the Coffee Sustainability Reference Code is invited 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 were: Mario Cerruti (Lavazza, Italy), Matthew Brosio (Peet's Coffee), Ricardo Faucon (Melitta, Brazil), Rajan Bhopal (PAN UK, UK), Rick Peyser (Lutheran World Relief, USA), Stefan Canz (Nestlé, Switzerland), Whitney Kakos (KDRP, USA).



# GCP EQUIVALENCE MECHANISM

A fundamental principle supporting GCP's vision for a thriving, sustainable coffee sector is to continually increase the demand for, and supply of coffee produced following at least baseline sustainability practices. The Equivalence Mechanism is an innovative building block to support continual increases of sustainable coffee purchases across the industry. The Equivalence Mechanism refers to the criteria and process by which GCP recognizes the principles and practices in a sustainability scheme as equivalent to the Baseline Common Code (and later the Coffee SR Code).

While recognizing and supporting the pioneer role that certification-like sustainability schemes have in advancing sustainable production and consumption, the version of the

GCP Equivalence Mechanism (EM 1.2) issued in October 2020 was designed to accommodate a wider range of sustainability schemes, both private and public sector in a credible way.

This transparent inclusion of additional sustainability schemes that met the established principles, practices, and operational criteria also responded to [GCP's Call to Action](#) in practical ways.

In 2021, GCP kicked off the full revision of the GCP Equivalence Mechanism to be more responsive to a changing environment, and to be updated in line with the enhanced Coffee Sustainability Reference Code. After broad public consultation, the EM2.0 was published by GCP in 2022.

## Recognized sustainability schemes

### 3rd Party Schemes

4C   Certifica Minas   Fairtrade   Rainforest Alliance/UTZ   Starbucks' C.A.F.E. Practices

### 2nd Party Schemes

Ecom's  
SMS

Enveritas  
Gold\*

Enveritas  
Green\*

Guaxupé Planet by Exportadora  
de Café Guaxupé\*

ofi's AtSource Entry Verified  
and AtSource Plus

Nespresso  
AAA

LIFT by  
Mercon\*

Neumann's  
NKG Bloom

\*GCP recognition received in 2022

# GCP Collective Reporting

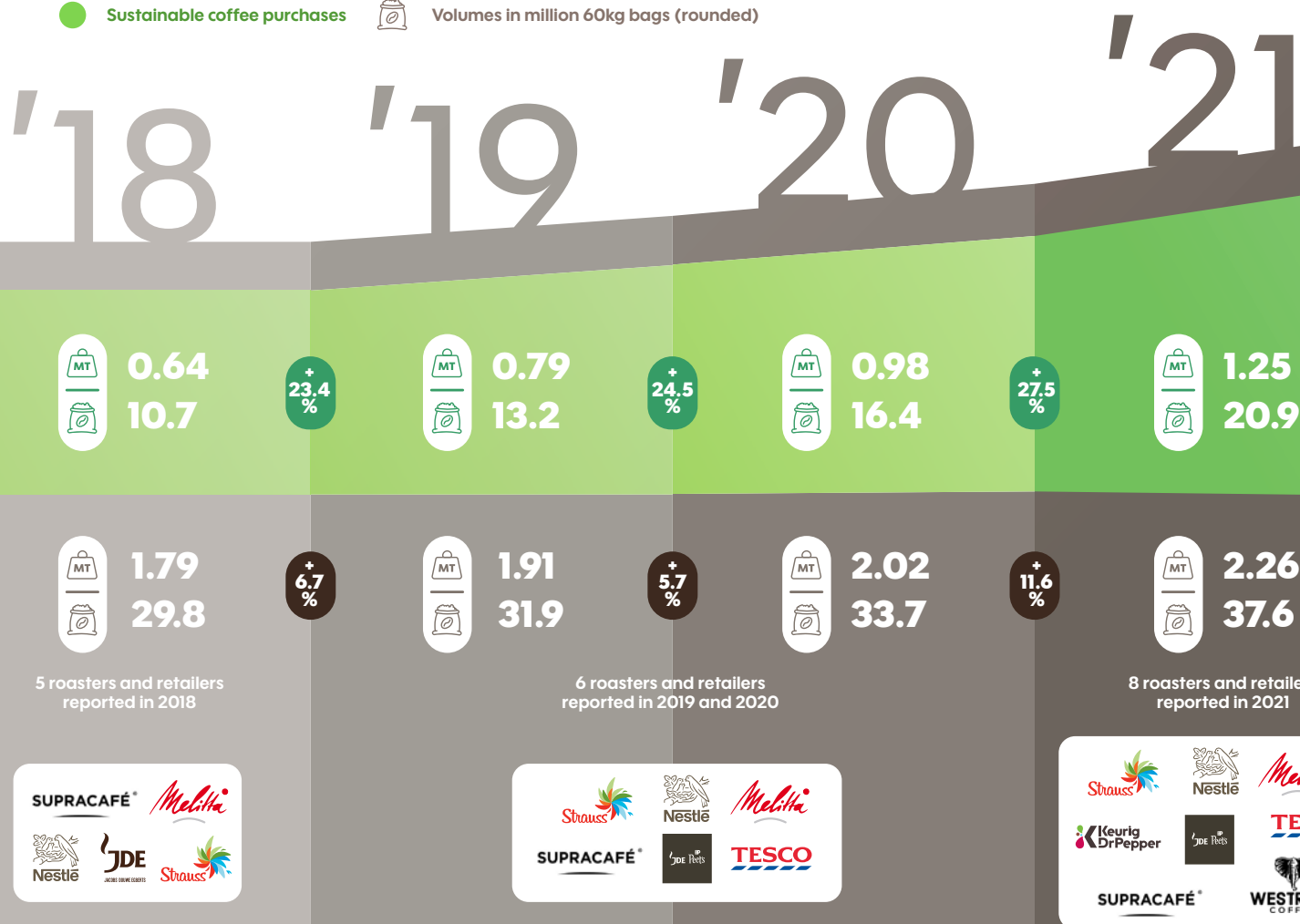
Collective Reporting on Sustainable Coffee Purchases is a powerful tool to encourage greater transparency and increase sustainable coffee purchases from diverse origins amongst the coffee industry.

The first GCP Sustainable Coffee Purchases Snapshot was published in 2020 on 2018 figures with five leading companies participating, giving a firm response to GCP's 2019 Call to Action, which sought all coffee industry stakeholders and partners to take urgent global collective action to overcome the price crisis – a threat to the lives of millions of smallholder coffee farmers, the environment, and the coffee industry itself.

Since then, GCP has published the sustainable coffee purchases of reporting GCP Members over four years, with eight companies participating on 2021 figures.

Participating companies are enthusiastic – they highlight the importance of improving the sector as a whole – a precompetitive space where collaboration builds trust and transparency. Aligning sustainability efforts and measuring progress in comparable ways, using the same metrics, is key to improve the livelihoods of coffee farmers.

Total green coffee reported  
 Sustainable coffee purchases  
 Volumes in million metric tons (rounded)  
 Volumes in million 60kg bags (rounded)





# Finance Overview 2020

## Balance Sheet

### ASSETS

	2021	2020	2019
<b>Current Assets</b>	<b>1,540,934</b>	<b>1,433,583</b>	<b>1,306,534</b>
Receivables	83,558	261,719	133,816
Advances	55,330	96,694	179,535
Treasury	1,402,046	1,075,169	993,183
<b>Non-current assets</b>	<b>8,733</b>	<b>17,800</b>	<b>36,002</b>
Tangible Assets	8,733	17,800	36,002
Intangible Assets	--	--	--
<b>Total</b>	<b>1,549,667</b>	<b>1,451,383</b>	<b>1,342,535</b>

### Property & Liabilities

	2021	2020	2019
<b>Association Property</b>	<b>791,451</b>	<b>948,450</b>	<b>754,923</b>
Statutory Reserves (equiv.)	478,000	478,000	545,000
Revenue Reserves	470,450	276,923	254,124
Operational Result	(157,000)	193,528	(44,202)
<b>Accruals</b>	<b>363,328</b>	<b>288,552</b>	<b>335,747</b>
<b>Liabilities</b>	<b>394,888</b>	<b>214,380</b>	<b>251,865</b>
Payables	106,619	83,247	104,559
Deferred Income	288,270	131,133	147,307
<b>Total</b>	<b>1,549,667</b>	<b>1,451,383</b>	<b>1,342,535</b>

# Income Statement

On the income side, 2020 saw a rise in membership fees by 30 percent. This level was held in 2021. Subsidies (grants and sponsorships) were contributed by GIZ, IDH, ISEAL Innovation Fund and - in 2020 - from Rainforest. In 2020, due to the inception of the Collective Action Initiative (CAI) on Agro-inputs in Vietnam, there was an increase of subsidies by 15 percent. Subsidies had a decline by 50 percent, however, in 2021, due to lower grant income from public funders. Grants continue to support work in Uganda and in Kenya, but otherwise the tendency to finance country work from membership fees - instead of donor money - is continued.

On the expenses side, employment costs rose in 2020 and 2021, to which the CAI in Vietnam also contributed, as did the filling of a long executive vacancy at the Secretariat, as well as one addition to the country staff. The 2021 consultancy budget, even though lower than in the preceding year, allowed for the strategy process leading to GCP 2.0. The decline of the Euro starting in the second half of 2021 had an effect on GCP's expenses. In regard of the operating result, the surplus of 2020 has been set off by the deficit in 2021.

	2021 \$ '000	2020 \$ '000	2019 \$ '000
<b>Operating Income</b>			
Membership Fees	1,342,816	1,356,028	1,044,192
Subsidies	552,424	1,057,775	917,008
Other operating income	149,609	201,266	319,821
<b>Gross Operating Profit</b>	<b>2,044,848</b>	<b>2,615,069</b>	<b>2,281,021</b>
Employment	985,091	936,678	725,623
<b>Gross Operating Profit after Personnel Expenses</b>	<b>1,059,758</b>	<b>1,678,391</b>	<b>1,555,398</b>
<b>Expenses</b>			
Coffee Platform Implementers	257,967	280,584	323,361
Services and Consultancy	458,907	719,116	366,071
IT & Telecommunication	92,439	126,900	161,500
Office	17,706	28,495	38,382
Travel	35,374	56,083	233,163
Meetings	43,715	70,804	90,293
Finance & Legal Advice	139,526	102,239	128,509
Other Operating Expenses	-	43,032	132,042
<b>Total other Operating Expenses</b>	<b>1,045,636</b>	<b>1,427,253</b>	<b>1,473,321</b>
<b>Earnings before Interest, Taxes, Depreciation and Amortisation (EBITDA)</b>	<b>14,122</b>	<b>251,137</b>	<b>82,077</b>
Amortisation and Depreciation	9,067	25,337	67,630
<b>Earnings before Interest and Taxes (EBIT)</b>	<b>5,056</b>	<b>225,800</b>	<b>14,447</b>
Exchange Losses	68,371	25,772	30,973
Expenses Previous Year	23,684	6,501	3,377
<b>Earning before Taxes</b>	<b>(87,000)</b>	<b>193,528</b>	<b>(19,903)</b>
Taxes	70,000	-	24,298
<b>Net Result for the Year</b>	<b>(157,000)</b>	<b>193,528</b>	<b>(44,202)</b>



# Cashflow Statement

	2021	2020	
<b>Income</b>			
Decrease of Receivables	2,044,848	2,615,069	Income Statement (IS)
	178,162	(127,903)	Balance Sheet (BS)
<b>Cash receipts</b>	<b>2,223,010</b>	<b>2,487,166</b>	
<b>Payroll expenses</b>	985,091	936,678	IS
Δ Payables Operational Cost	(23,372)	21,312	BS
<b>Operating expenses</b>	1,045,636	1,427,253	IS
Δ Advances	(41,364)	(82,840)	BS
Δ Tangible Assets	(9,067)	(18,202)	BS
Δ Accruals	(74,775)	47,195	BS
Δ Deferred Income	(157,137)	16,173	BS
Amortization and depreciation	9,067	25,337	IS
Exchange losses	68,371	25,772	IS
Expenses previous year	23,684	6,501	IS
Taxes (i.e. provision)	70,000	-	IS
<b>Cash expenditures (i.e. adjusted Payroll expenses plus Operating Expenses)</b>	<b>1,896,133</b>	<b>2,405,180</b>	
<b>Net Cash Provided (i.e. Cash receipts minus Cash expenditures)</b>	<b>326,877</b>	<b>81,986</b>	
<b>Check</b>			
Treasury 2021/2020	1,402,046	1,075,169	BS
Treasury 2020/2019	1,075,169	993,183	BS
<b>Change</b>	<b>\$326.876,73</b>	<b>\$81.986,23</b>	

# Cost Centers

In 2020, expenses were equally distributed between Global Secretariat and coffee countries, both keeping their investment level (the CAI in Vietnam having an increasing effect on country expenditure as a whole). In 2021, the Measure Impact budget could cover the Code Revision as well as the Equivalence development. Also, the strategy process could be sustained, mainly through donor money – also from GCP Members – to the Convene Stakeholders part.

2021, however, saw the effect of the receding grants on the country level (even though membership fees partly substituted third party revenues). At the same time, staff could be kept during that period, in order to be ready to implement the new strategy GCP 2.0.

	2021 \$ '000	2020 \$ '000	2019 \$ '000
<b>Expenses</b>			
<b>Global Level</b>	<b>1,328,373</b>	<b>1,169,365</b>	<b>1,187,549</b>
Convene Stakeholders	\$379,840	365,310	425,043
Local Action incl, Fundraising and Corporate Partnerships	288,496	205,266	195,084
Measure Impact	180,527	188,396	130,465
Secretariat Backbone incl, Communications	479,510	410,393	436,958
<b>Country Level</b>	<b>776,366</b>	<b>1,205,621</b>	<b>1,005,825</b>
<b>Other Costs</b>	<b>97,110</b>	<b>46,556</b>	<b>131,849</b>
<b>Total</b>	<b>2,201,848</b>	<b>2,421,542</b>	<b>2,325,223</b>

# Budget 2022

The budget again primarily draws on membership fees, utilizing reserves to finance a resulting shortfall. In the actual course of the year, a large grant corresponding to USD 800,000 starting in May in three East African countries came in. This brought the total of the country budgets over USD 1.3 million (including the Vietnam initiative). Grant-givers are again IDH and GIZ. Budget restrictions put high efficiency constraints on all activities both on the global and the country level.

**Explanation:** While the CAI on Agro-inputs in Vietnam is directly run through GCP and hence is incorporated in its budget, other GCP CAIs (in Brazil, in Uganda) are managed by partner organizations and hence are not a part of the GCP Budget proper.

	\$ '000
<b>Income</b>	
Membership Fees	1,270,000
Subsidies	185,000
Collective Action Initiative on Agro-inputs Vietnam	317,000
<b>Total</b>	<b>1,772,000</b>

<b>Expenses</b>	
<b>Global Level</b>	<b>1,142,000</b>
Convene Stakeholders	304,000
Local Action incl, Fundraising and Corporate Partnerships	335,000
Measure Impact	121,000
Secretariat Backbone incl, Communications	382,000
<b>Country Level</b>	<b>919,000</b>
6 countries	602,000
Collective Action Initiative on Agro-inputs Vietnam	317,000
<b>Total</b>	<b>2,061,000</b>

<b>Result</b>	<b>(289,000)</b>
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# Membership

Total number of GCP Members: 111

4C Services  
GERMANY

ABIC - Associação Brasileira da Indústria de Café  
BRAZIL

ABICS - Associação Brasileira da Indústria de Café Solúvel  
BRAZIL

ACECAP - Associação dos Produtores de cafés Especiais do Circuit  
BRAZIL

ADC TANZANIA  
TANZANIA

African Fine Coffees Association (AFCA)  
UGANDA

Agrovista LTDA  
BRAZIL

Aimee Russillo  
UNITED STATES (USA)

Ali Özbora  
TURKEY

Aman Singh Rajput  
INDIA

Anne Chepkoech  
KENYA

Antony Mugoya  
UGANDA

Asociación de Exportadores de Café de Honduras (ADECAFEH)  
HONDURAS

Asociación Nacional de Caficultores de Honduras (ANACAFEH)  
HONDURAS

Associação dos Cafeicultores de Montanha de Divinolândia (APROD)  
BRAZIL

Atlântica Exportação e Importação  
BRAZIL

Betty Elizabeth Maraka  
UGANDA

Brown Brothers Harriman & Co.  
UNITED STATES (USA)

Café Africa Tanzania  
UNITED KINGDOM

Café Africa Uganda  
UNITED KINGDOM

Carlos Henrique Jorge Brando  
BRAZIL

Cecafé - Conselho dos Exportadores de Café do Brasil  
BRAZIL

Cesar Augusto Correa Candiano  
BRAZIL

CNC - Conselho Nacional do Café  
BRAZIL

Cocapec - Cooperativa de Cafeicultores e Agropecuaristas  
BRAZIL

COFCO International  
BRAZIL

Coffee Management Services (CMS)  
KENYA

Coffee Quality Institute (CQI)  
UNITED STATES (USA)

Comexim  
BRAZIL

Companhia Têxtil de Castanhal  
BRAZIL

Compañía Hondureña del Café  
HONDURAS

Conservation International  
UNITED STATES (USA)

Coocabriel - Cooperativa Agrária dos Cafeicultores de São Gabriel  
BRAZIL

Coocacer - Cooperativa de Produção dos Cafeicultores do Cerrado de Araguari  
BRAZIL

Coomap - Cooperativa Mista Agropecuária de Paraguaçu  
BRAZIL

Coopeavi - Cooperativa Agropecuária Centro Serrana  
BRAZIL

Cooperativa Agropecuária dos Produtores Orgânicos de Nova Resende (COOPERVITAE)  
BRAZIL

Cooperativa dos Pequenos Cafeicultores de Poço Fundo e Região Ltda. (Coocaminas)  
BRAZIL

Coordinadora Latinoamericana y del Caribe de Pequeños Productores y Trabajadores de Comercio Justo (CLAC)  
EL SALVADOR

Deutscher Kaffeeverband (DKV)  
GERMANY

Dr. Chala Erko Arganea  
CANADA

Dr. Joseph Kimemia  
KENYA

Ecocert Environnement SAS  
FRANCE

ECOM Agroindustrial Corporation  
SWITZERLAND

Efico  
BELGIUM

Enveritas  
UNITED STATES (USA)

European Coffee Federation (ECF)  
BELGIUM

Export Trading Group  
SWITZERLAND

Exportadora de Café Guaxupé  
BRAZIL

Fairtrade Labelling Organizations (FLO) International  
GERMANY

FaiCafé Comércio Exportação Importação de Café Ltda.  
BRAZIL

Falcon Coffees  
UNITED KINGDOM

Federación Nacional de Cafeteros de Colombia (FNC)  
COLOMBIA

Federal Ministry for Economic Cooperation and Development (BMZ)  
GERMANY

Frederick S.M. Kawuma  
IVORY COAST (COTE D'IVOIRE)

I & M Smith  
SOUTH AFRICA

Ibrahim Hussein Coffee Grower and Exporter  
ETHIOPIA

ICE Futures U.S., Inc.  
UNITED STATES (USA)

IDH The Sustainable Trade Initiative  
THE NETHERLANDS

Imaflora  
BRAZIL

iO Coffee  
VIETNAM

JDE Peet's  
THE NETHERLANDS

Jeremy Lefroy  
UNITED KINGDOM

Kerstin Linne  
GERMANY

Keurig Dr Pepper  
UNITED STATES (USA)

Kofinaf  
KENYA

Kurukahveci Mehmet Efendi Mahdumlari  
TURKEY

Louis Dreyfus Company (LDC)  
SWITZERLAND

Mary Grace Agbunag  
PHILIPPINES

Mbula Kaluki Musau  
KENYA

Melitta Group Management  
GERMANY

Mercon Coffee Group  
NETHERLANDS

Minasul - Cooperativa dos Cafeicultores da Zona de Varginha  
BRAZIL

Moenardji Soedargo  
INDONESIA

Morten Scholer  
SWITZERLAND

Mother Parkers Tea & Coffee  
CANADA

NABER KAFFEE MANUFAKTUR  
AUSTRIA

Nestlé  
SWITZERLAND

Neumann Kaffee Gruppe  
GERMANY

Norwegian Coffee Association (NCA)  
NORWAY

Olam Food Ingredients  
SINGAPORE

Pacorini Vietnam  
VIETNAM

Pesticide Action Network (PAN) UK  
UNITED KINGDOM

Philip Schluter  
UNITED KINGDOM

Pinhalense S/A Máquinas Agrícolas  
BRAZIL

PUR Projet  
FRANCE

Rabobank  
THE NETHERLANDS

Racafe & CIA S.C.A.  
COLOMBIA

Rainforest Alliance  
UNITED STATES (USA)

Rikolto International  
BELGIUM

Robert Waggwa Nsibirwa  
UGANDA

SCA - Specialty Coffee Association  
UNITED STATES (USA)

SEAPA - Secretaria De Agricultura, Pecuária E Abastecimento De Minas Gerais  
BRAZIL

Simexco Dak Lak  
VIETNAM

Sociedade Rural Brasileira (SRB)  
BRAZIL

Solidaridad Network  
THE NETHERLANDS

Strauss Commodities  
SWITZERLAND

SUCAFINA  
SWITZERLAND

SUPRACAFÉ  
SPAIN

Surendra Kotecha  
ETHIOPIA

Swiss Coffee Trade Association (SCTA)  
SWITZERLAND

TechnoServe (TNS)  
UNITED STATES (USA)

Tesco  
UNITED KINGDOM

The British Coffee Association (BCA)  
UNITED KINGDOM

Touton  
FRANCE

Tristão Cia. de Comércio Exterior  
BRAZIL

UCC Coffee Switzerland (Schweizerische Kaffeeröstereien)  
SWITZERLAND

Union Trading Com Imp e Exp Ltda  
BRAZIL

Vietnamese Coffee and Cocoa Association (VICOPA)  
VIETNAM

Volcafe  
SWITZERLAND

Westrock Coffee Company  
UNITED STATES (USA)

Yara International  
NORWAY

# THANKS TO

## our GCP Members and strategic partners

Thanks to the dedication of GCP Members, Country Platforms, strategic partners, the GCP Board and staff, we are empowering the sector to realise crucial benefits for farming families, our industry and coffee lovers worldwide. Thank you for partnering and investing in the Global Coffee Platform to enable Local Action for Global Results!

## Special thanks to our strategic co-funding partners and donors:

GCP Members' commitment to pre-competitive multistakeholder collaboration is advancing coffee sustainability in new, effective and measurable ways.



# Imprint & Directory

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