



GCP10 ANNIVERSARY CELEBRATION

TEN YEARS, ONE VISION – PROSPERITY STARTS AT ORIGIN

Celebrating GCP's First Decade. Beginning the Next.

Geneva | 30 September 2026 | 14:30–17:30

International Conference Center Geneva (CICG), Rooms B + C

Join the Global Coffee Platform and its members, partners and friends to celebrate 10 years of collective action, partnership and progress – hear what is changing at origin, reflect on what we have built together, and look ahead to the next decade of coffee.

Event program

14:30-15:00 | ARRIVAL & NETWORKING

15:00-15:12 | OPENING

Celebrating a Decade. Beginning the Next.

Welcome and reflections on GCP's first ten years from GCP Executive Director Annette Pensel and GCP Board Chair Adriana Mejía Cuartas.

15:12-15:15 | GCP10 ANNIVERSARY FILM

A Decade of Collective Action.

Ten years of people, partnerships and progress – brought to life.

15:15-15:36 | VOICES FROM ORIGIN

Six Country Platforms. One Story of Collective Action.

Hear directly from Indonesia, Brazil, Honduras, Kenya, Vietnam and Uganda on what collective action has made possible – and what it means for coffee-producing communities.

15:36-16:00 | WHAT WE'VE BUILT

From Collective Action to Impact.

A cross-sector Member conversation with:

Rafael Fonseca, COOMAP | Laurent Sagarra, JDE Peet's | Antje Shaw, Nestlé |
Raphaëlle Peinado, Volcafé | Tessa Meulenstein, IDH | Laura von Saint Andre-
von Arnim, BMZ

What have we built together? What is working? And what must we build next?



Ten Years, One Vision

Prosperity starts at Origin



16:00-16:20 | KEYNOTE ADDRESS

One Vision for the Next Chapter.

A thought-provoking perspective on collaboration, sector accountability, farmer prosperity and supply chain resilience – and what this means for the future of coffee.

16:20-16:40 | LOOKING AHEAD

The Next Decade Starts Now.

The GCP Board looks ahead to the role of collective action in a changing coffee sector with:

Adriana Mejía Cuartas, GCP Board Chair | Olivier Laboulle, LDC | Christien Parrott, Mother Parker's Tea & Coffee

What does the coffee sector need from a platform like GCP? What can we achieve together that cannot be achieved alone? And what is our shared responsibility for the decade ahead?

16:40-16:50 | CLOSING

Together, Into the Future.

A final reflection on the opportunity – and shared responsibility – ahead.

16:50-17:30 | ANNIVERSARY RECEPTION

Celebrate. Connect. Continue the Conversation.

Join fellow GCP Members, partners and friends for a celebratory reception.

10 years of collective action.

A decade of progress.

A shared opportunity to shape what comes next.

THE NEXT DECADE STARTS NOW.