

AN INITIATIVE OF THE INTERNATIONAL COFFEE ORGANIZATION
IN PARTNERSHIP WITH THE EUROPEAN COFFEE FEDERATION
HOSTED BY THE EUROPEAN COMMISSION

Meeting the SDGs: challenges for the coffee value chain

Shared solutions to coffee price levels, volatility
and long-term sustainability

6 JUNE 2019

09:30-18:00

ROOM 1A, ALBERT BORSCHETTE CONGRESS CENTER
BRUSSELS, BELGIUM



**INTERNATIONAL
COFFEE
ORGANIZATION**



European Coffee Federation



European Commission

Background

To address the impact of low prices on the livelihoods of coffee farmers as well as the long-term sustainability of the coffee sector, the International Coffee Organization (ICO) is leading a sector-wide consultation process. This Sector Dialogue is an integral part of the implementation of Resolution 465 on “coffee price levels” adopted by the International Coffee Council – the highest authority of the ICO – at its 122nd Session in London, in September 2018.

The main objectives of the Sector Dialogue are to:

- **Identify long-term and transformational solutions** that can be implemented jointly by coffee growers and other sector stakeholders together with development partners and the civil society to address price levels and volatility;
- **Build consensus and fostering commitments** by ICO Member governments and downstream coffee value chain actors (traders, roasters, retailers) to endorse recommended solutions and support their funding and implementation in partnership with development partners and the civil society.

The Sector Dialogue comprises a series of five consultative events¹ and will culminate in the ‘*CEO and Global Leaders Forum*’ involving coffee industry decision-makers and high-level representatives of governments and development institutions to be held during the 125th Session of the International Coffee Council in September 2019. It is envisaged that a joint declaration will result from the Coffee and Global Leaders Forum including a roadmap with concrete actions to address the coffee price crisis and volatility, drive transformational change in the sector and work towards achieving the Sustainable Development Goals. The findings of this extensive sector dialogue will also be set out in the ICO’s first economic Flagship Report, which will be launched in September 2019 and will include rigorous empirical analysis on the impact of price levels and recommendations for actionable solutions.

Meeting the SDGs: Challenges for the Coffee Value Chain

Initiated by the ICO, in partnership with the European Coffee Federation (ECF) and hosted by the European Commission (EC)², the symposium on 6 June brings together coffee sector stakeholders, policy-makers, academia, civil society and development partners to identify solutions for a sustainable and inclusive development of the coffee sector in a spirit of shared values and responsibility.

This initiative represents the commitment by the ICO, ECF and EC to contribute to the implementation of the 2030 Development Agenda and its Goal 17 to: ‘strengthen the means of implementation and revitalize the global partnership for sustainable development’.

This event, building on the previous consultative events, provides a unique forum for debating how to reflect on the effectiveness of existing sustainability initiatives of the public and private sectors including industry programmes and European and international development policy frameworks.

¹ Previous events of the Sector Dialogue specifically focused on creating an enabling environment for coffee growers and increasing domestic consumption (Sustainability Seminar in Nairobi, 25 March 2019); improving farmers’ access to finance (United Nations in New York, 16-17 April 2019); and risk management and price hedging mechanisms to address price volatility and sustainability (EXCO 2019 in Rome, 16 May 2019).

² The European Commission is a member of the ICO representing all the EU Member States.

In keeping with the key principles of shared values and responsibilities between farmers, downstream value chain actors, consumers and policy makers, the symposium will foster innovative thinking and the development of new ideas in the areas of:

- Improving productivity and quality to **increase the profitability of coffee production**;
- **Income diversification** for rural livelihoods that are more resilient to agricultural commodity cycles, price and climate shocks;
- **Price-risk management** and **alternative coffee pricing mechanisms** to stabilise and increase rural incomes;
- Innovative approaches and digital tools to **foster value chain transparency** and **market access as well as increase domestic consumption in coffee-producing countries**;
- Building public-private initiatives with clear **commitments to address sustainability challenges** in the sector including living income, labour and gender issues, deforestation and biodiversity.

A concept note prepared by the ICO will provide a more in-depth analysis of the economic situation of the coffee sector and set out the outcomes from the consultative events held to date as part of the Sector Dialogue.

Venue

The symposium will be held in **Room 1A** at the **Albert Borschette Congress Center**, Rue Froissart 36, 1040 Etterbeek, Belgium. For the parallel sessions, **Working Groups II and IV** will be held in **Rooms 'Roy Jenkins I and II' at the Hotel Sofitel Brussels Europe** (1 Place Jourdan, 1040 Brussels) which is walking distance from the congress centre and participants will be escorted between the two venues.

Registration: deadline 24 May 2019

All participants must register their details **by 24 May 2019** via: http://tiny.cc/symposium_6_June

Prior **registration for this event is obligatory** for security reasons. For the parallel sessions, participants are invited to indicate their preferred choice of working groups they wish to attend, however due to limited space we regret this preference may not be available.

The European Commission, which is hosting the symposium, will send to all the registered participants an '*e-pass*' shortly before the event. Participants must bring a copy of their e-pass and an identification document on 6 June in order to be able to access the building.

Please note that registration does not guarantee access to the symposium as places are limited.

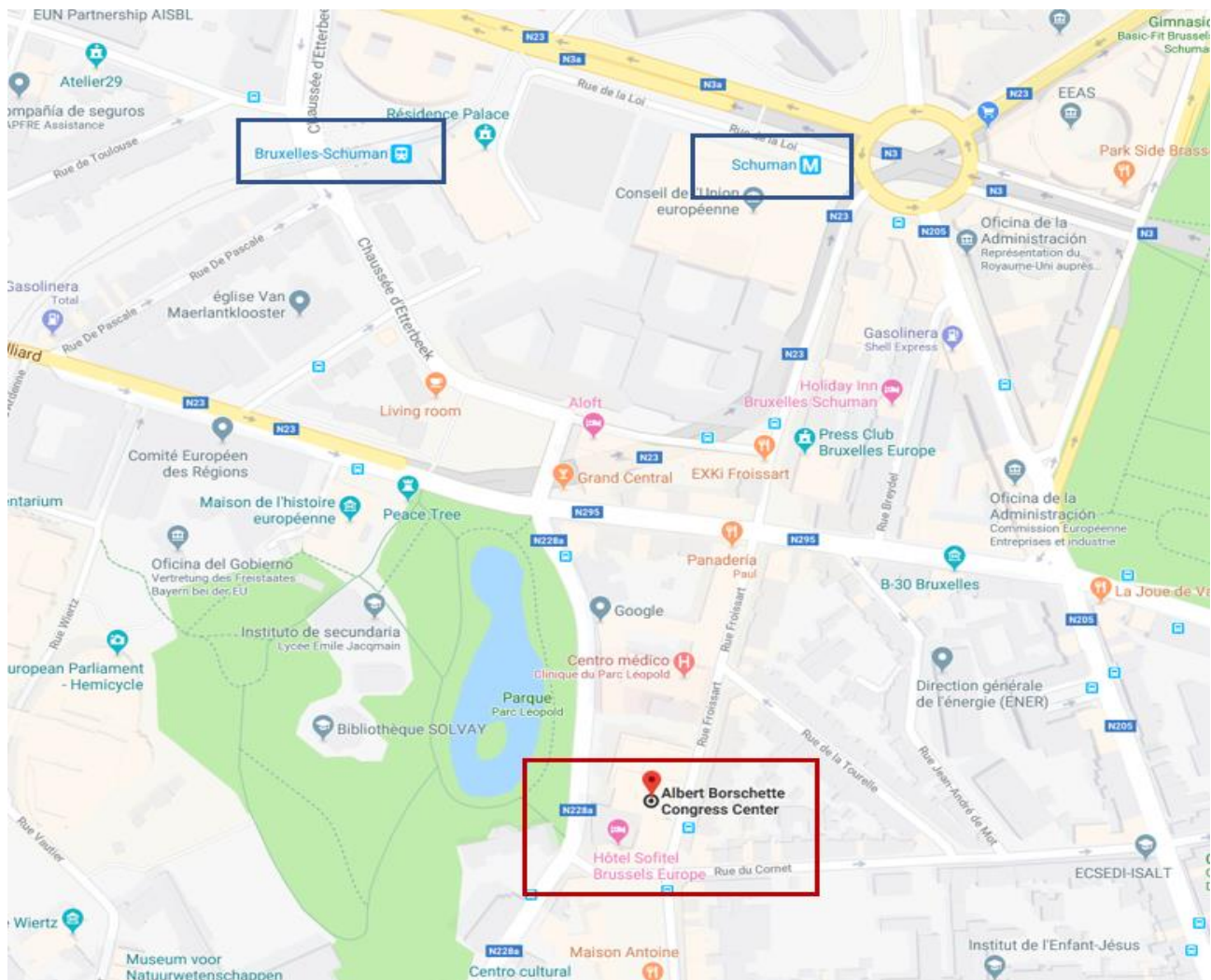
Interpretation

Simultaneous interpretation will be available in all four languages of the International Coffee Organization (English, French, Portuguese and Spanish) at the Albert Borschette Congress Center. Please note however, that interpretation **will not** be available for Working Groups II and IV held at the Hotel Sofitel Brussels Europe.

Further information

If you have any questions about your participation, please contact Sarah Friend at the ICO: +44 (0)20 7612 0624 or email friend@ico.org using the subject heading 'Coffee Symposium: 6 June 2019'.

Directions



From Zaventem Brussels airport (Train): A direct train runs between Brussels-Airport-Zaventem to Bruxelles-Schuman, every 30 minutes. The journey will take around 15 minutes. The best option for rush hour.

From Zaventem Brussels airport (Bus): Bus number 12 runs from the airport to the city centre approximately every twenty minutes. The journey will take 30-45 minutes. Take this bus from the airport to the Schuman bus stop, located at the Schuman roundabout. From this stop, walk down rue Froissart, cross rue Belliard and continue on the right-hand side for about 300 meters. The next large building after the Clinique Leopold is the Albert Borschette Congress Center.

From Zaventem Brussels airport (Taxi): A taxi from the airport will take about 15-25 minutes.

From Brussels South Train Station (Gare du Midi/Zuidstation) Metro: The journey by metro will take approximately 20-25 minutes. Take the metro line 2/6 in the direction of Elisabeth for 6 stops. Get off at Arts-Loi/Kunst-Wet and change to line 1 or 5. Take this metro line in the direction of either Stockel/Stokkel or Herrmann-Debroux, for 2 stops. Get off at Schuman and leave the metro station via the Justus Lipsius exit.

Programme

<p>08:30</p> <p>Participants must have an ID with a picture and email confirmation.</p>	<p>WELCOME COFFEE AND REGISTRATION</p>
<p>09:30</p>	<p>OPENING: THE COFFEE SECTOR: BUSINESS AND DEVELOPMENT – OPPORTUNITIES AND CHALLENGES</p>
<p><i>ICO, ECF and the European Commission present the context, the scope and the expected outcome of the Symposium</i></p>	<p>José Sette, Executive Director, ICO ICO Sector dialogue: identifying solutions to sustainability challenges faced by the global coffee sector – the coffee price crisis</p> <p>Mario Cerutti, President, ECF/Chief Institutional Relations and Sustainability Officer, Lavazza Sustainability: a commitment by the European coffee industry</p> <p>Leonard Mizzi, Head of Unit, Rural Development, Food Security and Nutrition, European Commission, DG DEVCO Sustainable Coffee Value chains- designing inclusive business models</p> <p>Jeffrey Sachs, Professor and Director, Center for Sustainable Development, Columbia University (video-message)</p>
<p>10:20-10:45</p>	<p>COFFEE BREAK</p>
<p>10:45</p>	<p>PANEL I: POLICIES AND STRATEGIES TO MEET THE SUSTAINABILITY CHALLENGES FOR THE COFFEE SECTOR</p>
<p>Key Issues</p> <p><i>Sustainability challenges (poverty living income/wage, gender, labour issues, deforestation)</i></p> <p><i>Factors influencing supply (productivity and quality, climate change, pests and diseases) and demand (socio-demographics, change in consumption patterns, new markets)</i></p>	<p><u>Moderator:</u> Gerardo Patacconi, Head of Operations, ICO</p> <p><u>Keynote:</u> James Rising, Assistant Professorial Research Fellow, Grantham Research Institute on Climate Change and the Environment, London School of Economics (LSE)</p> <p><u>Panellists:</u></p> <ul style="list-style-type: none"> • Sani Redi, State Minister, Ministry of Agriculture and Natural Resources, Ethiopia (tbc) • Marcelo Burity, Head of Green Coffee Development, Nestlé • Reena Eddiks, Sustainability Manager, Volcafe Ltd. • Sarah Nyagah, CEO of Kenya’s Coffee Producers Association • Gerd Fleischer, Head of Section G510 Value Creation, Innovation, Employment, GIZ

<p>12:00</p>	<p>PANEL II: IMPROVING COFFEE GROWERS' LIVELIHOOD THROUGH INVESTMENT IN PRODUCTIVITY, QUALITY AND INCOME DIVERSIFICATION</p>
<p>Key Issues</p> <p><i>Specialisation (increase yields/quality, access higher value markets, increase value added)</i></p> <p><i>Diversification (develop alternative sources of income)</i></p> <p><i>Short-term and long-term capital needs & access to finance (rehabilitation, replantation, upgrading)</i></p>	<p><u>Keynote / moderator:</u> Gaëlle Bonnieux, Consultant, formerly responsAbility Investments AG</p> <p><u>Panellists:</u></p> <p>Carlos Brando, Chairman, Global Coffee Platform</p> <p>Bambi Semroc, VP Sustainable Markets and Strategy, Conservation International/Sustainable Coffee Challenge</p> <p>Celeste Fumagalli de Recinos, coffee producer, IWCA Chapter member</p> <p>Haley Drage, Vice President, Public Affairs, EMEA, Starbucks</p> <p>Christian Bunn, Postdoctoral Fellow, International Center for Tropical Agriculture (CIAT)</p>
<p>13:10-14:10</p>	<p>NETWORKING LUNCH</p>
<p>14:10 – 16:40</p> <p>PARALLEL SESSIONS</p>	<p>THEMATIC WORKING GROUPS:</p> <p>IDENTIFYING SOLUTIONS FOR THE ECONOMIC SUSTAINABILITY OF COFFEE PRODUCTION</p>
<p>14:10</p>	<p>WORKING GROUP I: How to address price volatility and stabilize incomes of coffee growers?</p>
<p>Key issues:</p> <p><i>Income diversification</i></p> <p><i>Hedging and price risk management for smallholder farmers</i></p> <p><i>Blending public and private funding</i></p>	<p><u>Keynote / moderator:</u> Jan Willem Molenaar, Aidenvironment</p> <p><u>Panellists:</u></p> <p>Silas Brasileiro, Executive President, Conselho Nacional do Café (CNC), Brazil</p> <p>Carlos Mera, Senior Analyst, Agro-Commodity markets, RABOBANK</p> <p>Viwanou Gnassounou, Assistant Secretary-General African, Caribbean and Pacific Group of States (ACP)</p> <p>Jacobo Paz, Presidential Delegate, Consejo Nacional del Café, Honduras</p> <p>Lauren M. Phillips, Senior Advisor to Associate Vice President Programme Management Department, IFAD</p>

<p>14:10 (HOTEL SOFITEL) <i>(no interpretation)</i></p>	<p>WORKING GROUP II: How to increase the income of coffee growers?</p>
<p>Key Issues</p> <p><i>Coffee pricing and premium schemes</i></p> <p><i>Farmers' income and supply chain management</i></p> <p><i>Income transfer mechanisms</i></p>	<p><u>Keynote / moderator:</u> Michel De Knoop, Head of EU Delegation to the ICO, EC/DEVCO</p> <p><u>Panellists:</u></p> <p>Carla Veldhuyzen van Zanten, Fairtrade International/Member Supervisory Board OikoCredit</p> <p>Juan Esteban Orduz, CEO, Colombian Coffee Federation, Inc (tbc)</p> <p>Ric Rhinehart, Specialty Coffee Association</p> <p>Representative of the European NGO Confederation for Relief and Development (CONCORD) (tbc)</p> <p>Daniel Martz, Head of Corporate and Government Affairs, Jacobs Douwe Egberts (JDE)</p>
<p>15:20-15:35</p>	<p>NETWORKING COFFEE BREAK</p>
<p>15:35</p>	<p>WORKING GROUP III: Innovative approaches and digital technologies to increase coffee value chain transparency and market access</p>
<p>Key Issues</p> <p><i>Increasing transparency & market information to benefit farmers and other value chain actors and consumers</i></p> <p><i>Using digital innovation for value chain transparency and traceability (e.g. blockchain)</i></p> <p><i>Global benchmarking of coffee production systems and cost</i></p>	<p><u>Keynote / moderator:</u> Maximo Torero, Assistant Director-General, FAO</p> <p><u>Panellists:</u></p> <p>Giacomo Celi, Sustainability Director, Mercon</p> <p>Andreas Feige, Member of the 4C Board/Managing Director to Global Risk Assessment Services (GRAS) and the International Sustainability and Carbon Certification (ISCC)</p> <p>Michiel Kuit, Senior Consultant, Agri-Logic</p> <p>Nguyen Do Anh Tuan, Director General, Institute for Policy and Strategy for Agriculture & Rural Development (IPSARD), Vietnam</p> <p>Christophe Alliot, Co-founder, Bureau for Appraisal of Social Impacts for Citizen information (BASIC)</p>

<p>15:35 (HOTEL SOFITEL) <i>(no interpretation)</i></p>	<p>WORKING GROUP IV: Long-term sustainability: social and environmental challenges</p>
<p>Key issues</p> <p><i>Climate change and impact on coffee supply</i></p> <p><i>Deforestation and environmental impact</i></p> <p><i>Gender, youth, child labour challenges for the coffee sector</i></p> <p><i>Public-private sector-wide initiatives</i></p>	<p><u>Keynote / moderator:</u> Tim Schilling, Executive Director, World Coffee Research</p> <p><u>Panellists:</u></p> <p>Britta Wyss Bisang, Chief Sustainable Supply Chain Office, Rainforest Alliance (tbc)</p> <p>Dejene Tezera, Director, Agri-Business Development Department, UNIDO, (tbc)</p> <p>Michael Opitz, Coffee and Climate/ Managing Director Hanns R. Neumann Stiftung – HRNS</p> <p>Victoria Moorhouse, Head of Sustainability, Costa Coffee</p> <p>Els Haelterman, Advisor Development Cooperation at Deputy Prime Minister and Minister for Development Cooperation, Belgium (tbc)</p>
<p>16:50</p>	<p>FINAL SESSION</p> <p>PRIORITISING SOLUTIONS AND BUILDING CONSENSUS: THE WAY FORWARD</p>
<p>a) <i>Highlights of the parallel working groups and interactive discussion with audience on coffee price crisis and sustainable solutions</i></p> <p>b) <i>Discussion reflecting on outcome and recommendations of the panels and of the working groups with audience engagement</i></p>	<p><u>Facilitator:</u> José Sette, Executive Director, ICO</p> <p>WG1: Jan Willem Molenaar, Aidenvironment</p> <p>WG2: Michel De Knoop, Head of EU Delegation to ICO EC/DEVCO</p> <p>WG3: Maximo Torero, Assistant Director General, FAO</p> <p>WG4: Tim Schilling, Executive Director, World Coffee Research</p> <p>Gaëlle Bonnieux, Consultant, formerly responsAbility Investments AG</p> <p>Mario Cerutti, President, ECF/Chief Institutional Relations and Sustainability Officer, Lavazza</p> <p>Frederick Kawuma, General Secretary, Inter-African Coffee Organization (IACO)</p> <p>Leonard Mizzi, Head of Unit, EC/DEVCO</p> <p>Nicolas Tamari, President, Swiss Trade Coffee Association (SCTA)</p>
<p>18:00</p>	<p>CLOSURE</p>



European Commission

The European Commission is an institution of the European Union, responsible for proposing legislation, implementing decisions, upholding the EU treaties and managing the day-to-day business of the EU. The Commission's Directorate-General for International Cooperation and Development (DG DEVCO) is in charge of development cooperation policy in a wider framework of international cooperation, adapting to the evolving needs of partner countries. DG DEVCO is responsible for formulating European Union development policy and thematic policies in order to reduce poverty in the world, to ensure sustainable economic, social and environmental development and to promote democracy, the rule of law, good governance and the respect of human rights, notably through external aid.



European Coffee Federation

Founded in 1981, the European Coffee Federation (ECF) is the representative organisation for the coffee industry and the voice of the European coffee sector.

The ECF represents 13 National associations and 17 company members across Europe, speaking for 700 companies, representing an estimated total import volume of 40 million coffee bags, or approximately 35% of the world coffee trade volume. To ensure that we may enjoy coffee both now and in the future, the ECF prioritizes on Food Safety & Compliance, Responsible Sourcing & Consumption and International Trade. The ECF promotes responsible growth for the coffee sector, providing its members with a platform for dialogue, collaboration and knowledge-sharing. The ECF is committed to engaging with the international coffee community and coffee farmers to ensure that mechanisms are in place to safeguard the livelihoods of farmers and drive measures that improve the economic viability of coffee production.



Established under the auspices of the United Nations in 1963, the ICO is a multilateral organization that works through international cooperation to strengthen the global coffee sector and promote its sustainable development in economic, social and environmental terms. ICO Member Governments represent 98% of the world's coffee production and over two-thirds of world consumption, providing a unique forum for the global coffee community. The European Union is member of the ICO and, through DG/DEVCO, represents the interest of all its current 28 Members.

The ICO is committed to contributing to the implementation of the 2030 Sustainable Development Agenda.