

Update on Vision 2020 progress

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CONTENT

- Introduction – “Sustainability”
- Vision 2020 Dialogues – for a sustainable coffee sector
- Next steps – call for action

“Sustainability” – What does it mean today?

- Business Case for the farmer?
- How to make coffee farming attractive for the next generations?
- How to build resilience into coffee supply chain?

VISION 2020 - Opportunity

- Coffee leading the way in sustainability
- Firm vision and unique collaborative framework
- Collective impact on coffee farming – farmer centric model:
Farmer benefits, increased investments, systemic issues

VISION 2020 Dialogues

Vision 2020 is the collaborative effort of key coffee stakeholders:

Vision 2020 aims to **build a public-private collaboration** to effectively realize its **collective impact** against sector challenges and vulnerabilities, ensuring the **resilience and livelihoods of coffee farming communities** and the industry as a whole.

VISION 2020 Dialogues

Vision 2020 seeks to **align and coordinate the efforts and investments** of governments, producers, traders, roasters, donors, standards, and research through **a farmer-centric common agenda at national and global levels.**

- (June 2013) Workshop to develop a vision of the role of the 4 Association (4CA) beyond 2015 - Achieved broad consensus across the sector on the need for an effective “convening platform” (+ value of 4C Entry-level Standard)
- (July 2013) A 4C Internal Task Force was formed
- (Feb 2014) Enlarged Task Force including ICO, IDH and others
- (July 2014) Draft Vision 2020 and strategic framework elaborated, co-funded by SCP
- (Sep 2014) Proposal for MoU between ICO, 4CA, IDH The Sustainable Trade Initiative
- (Oct 2014) 4C Council allocates 4C budget to finalize the proposal
- (Nov 2014) ICO, 4CA and IDH draft roadmap & agree on concrete work-streams

VISION 2020 – Examples

- **The MoU between ICO, 4CA, IDH** (to be formalized)
- **Standards collaboration workstream** with RA, UTZ, FT, 4C Standard
- **The Growing Coffee without Endosulfan project**
(PAN UK | 4C Association | SCP | FAO | ISEAL | ICO)
- **Development of national sustainability curricula**
(partly co-financed by SCP The Sustainable Coffee Program)
- **Coffee Sustainability Forums** (organized by 4CA & SCP in collaboration with regional partners)
- **Support for the Vietnamese Coffee Coordination Board** (by SCP)
- **Access to finance forum by ICO**

VISION 2020 – Work-streams

1. Climate Change

- Collaboration with Coffee & Climate and governments to roll out esp. Brazil, Vietnam, East Africa, Colombia, Indonesia, Ethiopia

2. National sustainability curriculum (NSC)

- ICO endorsement / encouragement of NSC process (Vietnam, Brazil, Uganda, Tanzania, Indonesia, Colombia, Ethiopia)
- Roll out through public / private extension services

3. Access to Finance

Workstream under development with further partners (Africa)

VISION 2020 – Timeline

**Formation of
Alliance through
MoU between
ICO, 4CA, IDH**

**Business Model
and Governance**

**Alignment & Input by
Sustainability Standards**



Roadmap for Alliance

**Communication
and Outreach**

VISION 2020 – Call for Action!

- What is your vision? What will you do?
- How will you be involved?

- What do you expect from private sector?
- What role can AFCA play?
- How can donors, NGOs contribute?
- How can ICO, IACO support?

- Please join the Vision 2020 consultation meeting in April 2015!



**Asante
Merci
Thank you
Mwebale nyo
Amesegenalo**

**For more information about Vision 2020:
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