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

Roadmap for Alliance

Business Model and Governance

Alignment & Input by Sustainability Standards

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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