



VISION2020

Collective Impact for Sustainable Coffee Communities

Program for today

Introduction Vision 2020

National Platforms

Introduction to the Global Coffee Platform

Signing up!

One shared goal



Vision 2020

One agenda for collective impact at farm level

Issues



Low level of
organization



Low
productivity



Low wages,
child labor



Gender
inequality



Climate
change



Ecosystem
degradation

An inclusive global framework with a joint sustainability agenda

To improve coordination, avoid duplication, enable
collaboration...

...to increase impact and cut costs.

Vision 2020: a collaborative approach



**Resilient farmers
Improved livelihoods
Strong farming communities**

Aligning public and private actors behind:



One sector
vision



Thematic
workstreams



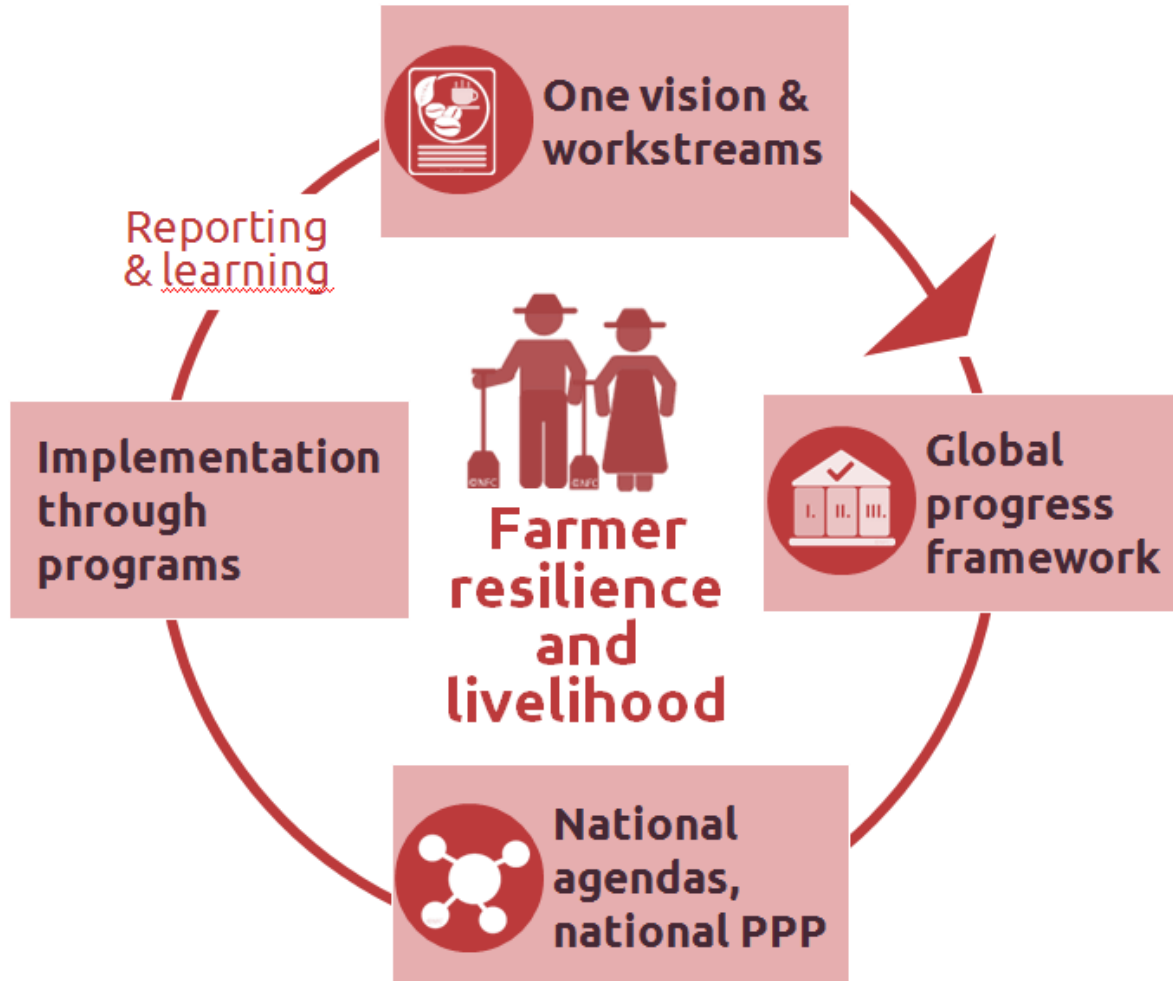
National
agendas



Global
Progress
Framework

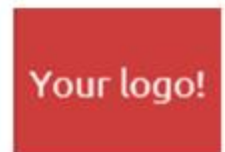


Creating collective impact at farm-level



Signatory organizations

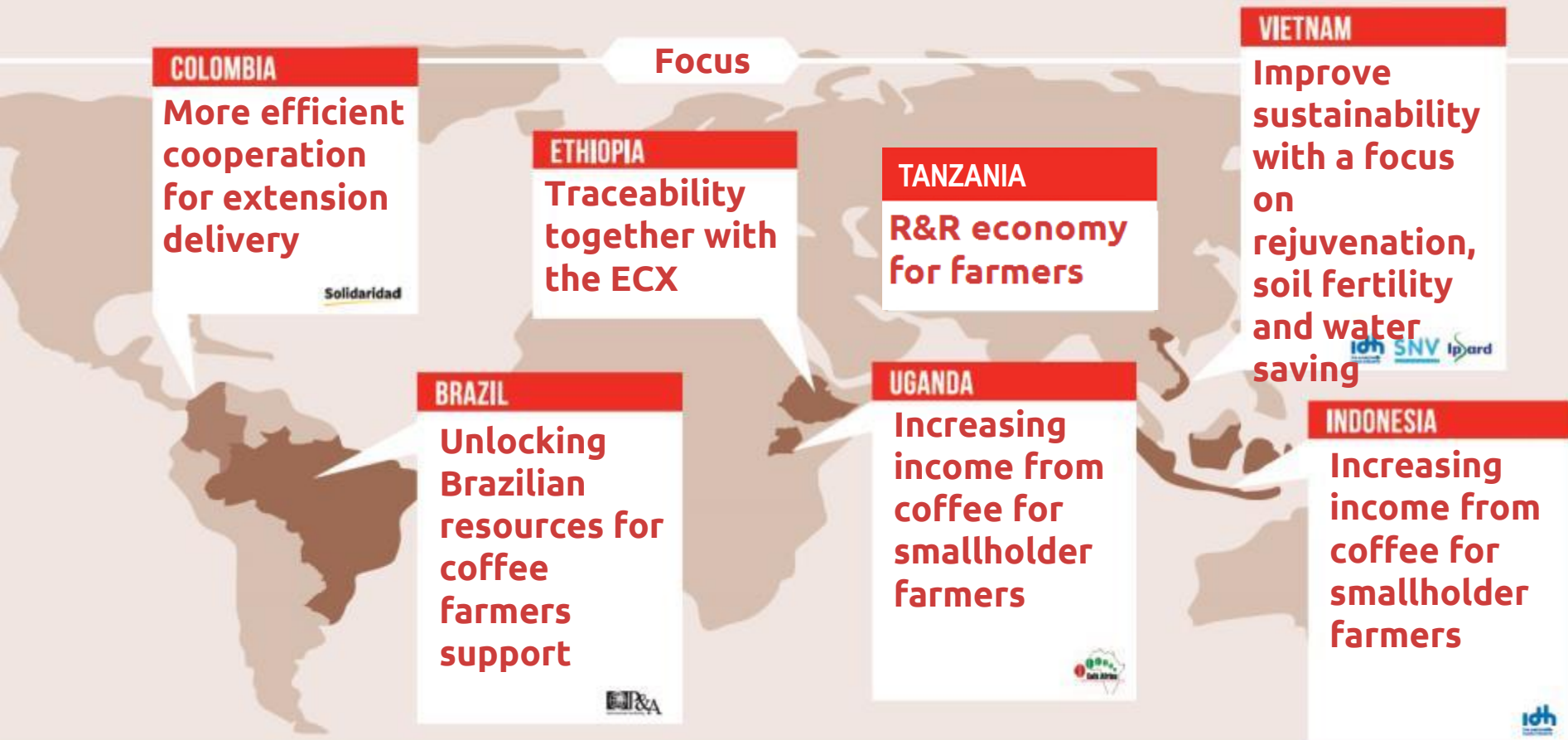
(as per 8th March 2016)



National Platforms



National platforms examples



Tanzania Coffee Industry Development Strategy, 2011-2021

Started with a

- **Vision**

And then

- **Production Targets:**
 - 80,000 tons by 2016
 - 100,000 tons by 2021

Tanzania's Coffee Producing Regions

ROBUSTA

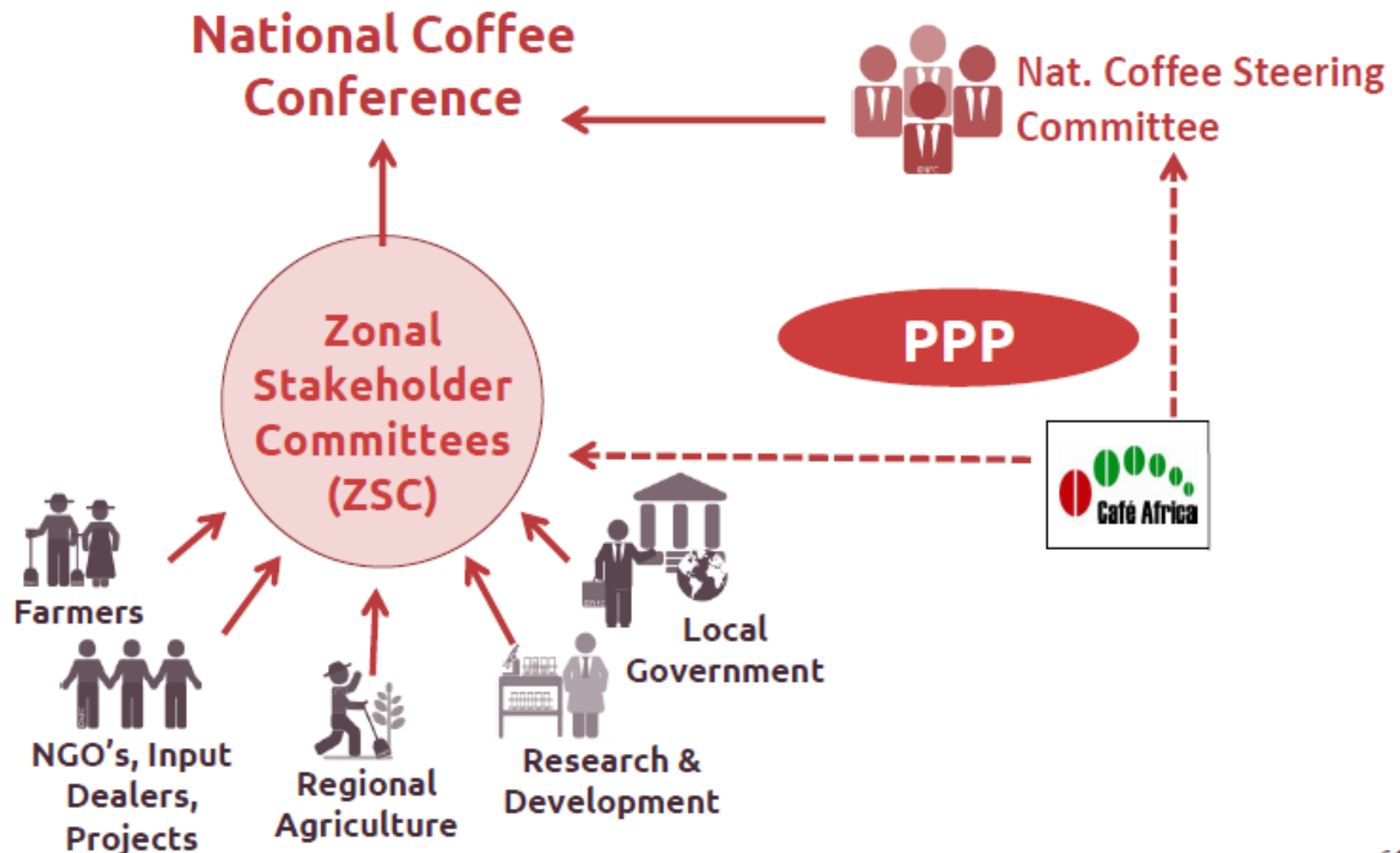
- 1. KAGERA**
- 2. MOROGORO**
- 3. MWANZA**

ARABICA

- 1. KILIMANJARO**
- 2. ARUSHA**
- 3. MANYARA**
- 4. KIGOMA**
- 5. IRINGA**
- 6. MBEYA**
- 7. RUKWA**
- 8. RUVUMA**
- 9. TANGA**
- 10. MARA**



Tanzania platform to implement the strategy



Tanzania Platform - Lessons Learnt

- Importance of stakeholder buy-in from the start
- Out of consultation grew the National Coffee Strategy 2011-2021
- The platform – National Coffee Conference, National Coffee Steering Committee and Zonal Stakeholder Committees – all integrated into the Regulations
- Zonal integration has been critical for implementation – and involving Local Government Authorities (extension, taxation etc.)
- Resolutions from the Platform (NCC) influence Central Government decision making.
- Formation of TAWOCA (Tanzania Women in Coffee Association) and inclusion of women in all decision making

UGANDA COFFEE PLATFORM

- Multi-stakeholder consultative process
- Driven by passion to achieve
- Looking at sustainable interventions for coffee across the whole value chain.

How it works

National Coffee Platform

Meets annually at the Annual Coffee Stakeholder Meeting which brings together all coffee stakeholders



Secretariat



National Steering Committee

Executive multi-sectoral stakeholder representation. Meets monthly

District Coffee Platform

Meets when necessary
District level coffee stakeholders

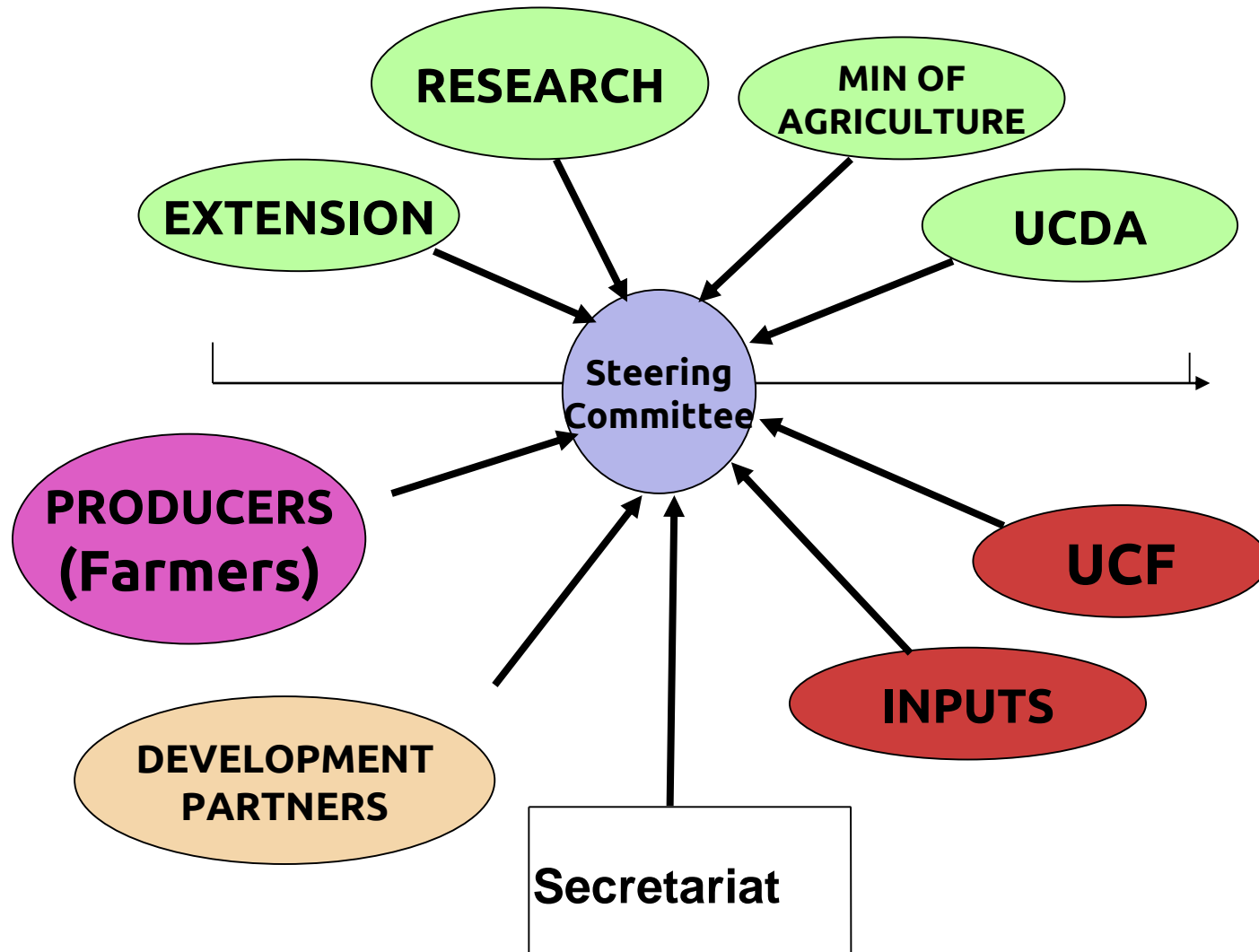


District Steering Committee

Multi-sectoral stakeholder representation meets when called to organize annual coffee shows and other key district coffee-specific projects and events



The Uganda Coffee Platform Steering Committee



Uganda Platform – Lessons Learnt

- If you want the private sector in keep meetings to 2 hours!
- Evaluation of 2014 of the first 7 years: Platform could have done more with more engagement from public and private sectors
- Despite this:relationships in the sector were better, and there was a building of trust between stakeholders
- The platform has neither power nor budget these belong to the players round the table!
- Production has increased in 10 years from 3 year average of 2.45 million bags to current 3.5 million bags. That is due to the commitment and effort of the stakeholders round the table - the Platform has contributed.
- Because the Platform is not in the Regulations, the budgeting for its activities and accountability has been a challenge

A demo on GAPs



Demonstrating climate change Adaptation to farmers



Private sector participation in seedlings generation



Youths activities

Youth participation rose in 2015 to 51% of the total attendance, in part due to the introduction of football competitions which have proved to be extremely successful. Football is a well-known tool to unite communities, break down traditional barriers, and promote social inclusion.



Collaboration for driving change



The Global Coffee Platform builds on earlier achievements



- Broad membership
- Own verification
- Significant production
- Collaboration standards
- Platform
- Viable model



**GLOBAL COFFEE
PLATFORM**

for a sustainable coffee world

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private

th public

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The Global Coffee Platform has three key functions



The Dynamic Platform

Engage and service members to:

- define joint vision
- enable members to act
- coordinate



The Baseline Common code

Enable the Baseline Common Code to

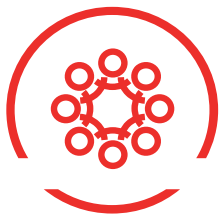
- be recognized as a global reference
- create a level playing field
- underpin national strategies



The Global Progress Framework

Enable the sector to

- compete on sustainability efforts
- drive improvements



The Dynamic Platform making Vision 2020 actionable

Strategies & Services

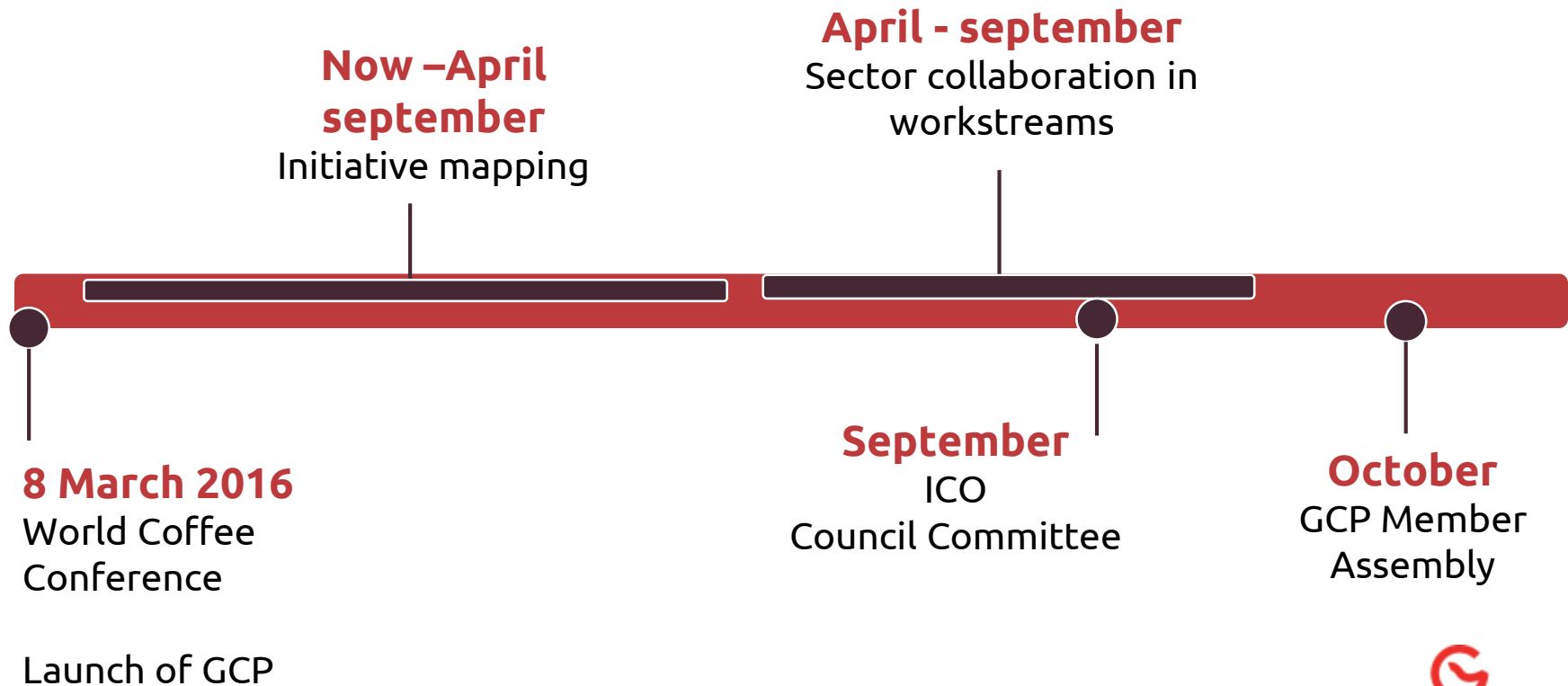
- Long-term actionable agenda
- Knowledge Hub
- Pre-competitive approach to address key challenges
- Alignment with non-members
- Engage with donors
- Sector-wide accepted Framework
- Transparent monitoring & reporting on progress
- Annual Progress Report on the Global Framework

Benefits

- Harvest greater results through collective action and alignment with others
- Participate and engage in strategy development and implementation
- Tap into co-funding
- Showcase leadership in sustainability
- Greater impact at farm level of aligned projects and interventions
- Increased effectiveness of joined interventions
- Improve performance through measurement and sharing
- Attract partnerships & donor funding
- Interventions beyond certification/verification
- Increased effectiveness

Next steps in coffee year 2015-16

Work streams are defined with stakeholders to develop Vision 2020



How to Contribute?

Connect@vision2020.coffee

More information

www.vision2020.coffee

