



**GLOBAL COFFEE
PLATFORM**









for a sustainable coffee world

COUNTRY PLAN 2017: COLOMBIA

#GCPMA16

VISION2020 PRIORITIES AND NATIONAL STRATEGY PRIORITIES



| Vision2020 SDG's |  1 NO POVERTY |  2 ZERO HUNGER |  4 QUALITY EDUCATION |  5 GENDER EQUALITY |  6 CLEAN WATER AND SANITATION |  8 DECENT WORK AND ECONOMIC GROWTH |  12 RESPONSIBLE CONSUMPTION AND PRODUCTION |  13 CLIMATE ACTION |
|-----------------------------------|---|--|--|--|---|--|--|--|
| | No poverty | Zero Hunger | Quality of education | Gender equality | Clean water & sanitation | Decent work | Respons. Product. | Climate Action |
| Identified as national priority | | | ✓ | | ✓ | ✓ | ✓ | ✓ |
| National Sustainability Curricula | The STP presented a proposal last year to make a NSC on soil management and fertilization with the support of local stakeholders. The curriculum through extension services to have country-wide implementation | | | | | | | |
| National Platforms | The Sustainable Trade Platform (STP) was established 2012 and it operates through its technical secretariat which is managed by Solidaridad in Colombia. | | | | | | | |



ACTIVITIES IN THE NATIONAL STRATEGY



| KEY ACTIVITIES | OUTCOMES | VISION2020 Workstreams | |
|---|---|--------------------------------------|-----------------|
| Continue strengthening and facilitating private-public sector dialogue | Higher levels of trust are established within the sector in order to have greater impact | National Platform | FOCUS AREAS |
| Build a common vision for sustainable coffee in Colombia | A vision that represents the entire sector is developed and agreed. Framework established. | | |
| Dissemination of climate start tools in two focus regions. | Existing tools are adapted, aligned and serving farmers needs | National Sustainability Curriculum | VISION2020 SDGs |
| Active members outreach and identifications of needs | Membership Engagement | | |
| Development and dissemination of NSC for soil management | Dissemination of best practices to improve soil conservations and increase of average productivity | | |
| Implementation of climate adaptation initiatives at farm level | Climate adaptation best practices are implemented at farm level. Producers resilience is increased. | Climate smart agriculture | Climate Action |
| Implementation of financial literacy programme for smallholder farmers | Good administrative practices are adopted at farm level | Economic viability of coffee farming | Decent work |
| Gender and youth assessment in representatives coffee producing areas in Colombia | Roadmap for gender equality and engaging new generations in coffee production | Gender and Youth | Gender |
| Piloting good labour management practices including workers wellbeing | Good labour management practices and innovative models are tested and shared within the industry. | Economic viability of coffee farming | Decent work |

GCP/VISION 2020 PRIORITIES

Priority 1: responsible production and consumption-platforms. Strengthen collaboration among key stakeholders in the Colombian coffee sector leading to joint responses that address major sustainability issues

Priority 2: increase farmer resilience to climate change through climate smart strategies

Priority 3: address other sustainability issues affecting coffee production in Colombia through farmer training

Priority 4: lack of workforce and poor working conditions

Priority 5: membership engagement

Currently, economic sustainability is not assured. Low margins and profit are diminishing the welfare of coffee producers. In addition, the sector lacks workforce and workers suffer from poor working conditions. These are critical priorities for the sector.

There is an interest in starting to work on gender issues and youth engagement in Colombia. The STP is currently advising the National Coffee Federation (FNC) on its gender strategy and has recommended improving its understanding regarding the role played by women in coffee production in at least three representative producing areas in Colombia. Based on this exercise, national gender objectives could be agreed upon and gender pilot projects could be implemented at field level.

Financial literacy continues to lack in Colombia, especially at farm level. Access to finance is not a priority for the country as local banks currently provide competitive facilities to coffee farmers and companies.

PRIORITY 1: RESPONSIBLE PRODUCTION AND CONSUMPTION - PLATFORMS. STRENGTHEN COLLABORATION AMONG KEY STAKEHOLDERS IN THE COLOMBIAN COFFEE SECTOR LEADING TO JOINT RESPONSES THAT ADDRESS MAJOR SUSTAINABILITY ISSUES

Current status

From an economic perspective, the stability of the coffee sector is crucial for the country's economy. Government regulation is channeled through its interaction with the FNC (producers guild and administrator of the National Coffee Fund). The FNC plays a very important role regarding marketing, extension services, and research. The private sector has an increasing importance in export volumes (70%), and various companies are implementing sustainability projects within their supply chain. The STP ([Sustainable Trade Platform](#)) has been working with an important number of stakeholders in the sector since 2012 and made progress developing an enabling environment to tackle responsibility issues while implementing specific non-competitive projects. The initiative will continue to build higher levels of trust among members and a greater impact at field level.

Key constraints

- Limited trust among stakeholders inhibits non-competitive work in the field of sustainability.
- FNC's commitment in working with both GCP and private exporters.
- Duplication of sustainability initiatives, which generates inefficiencies and confusion.
- Limited coordination of intra-sector programs, promoting competition and fragmentation of sustainability agendas.

Activities proposed

Activity 1.1

Development and roll-out of National Sustainability Curricula for soil management and fertilization.

Activity 1.2

Develop a common vision for sustainability in the coffee chain in Colombia together with FNC, private exporters, and other key stakeholders in order to improve coordination of intra-sector programs and facilitate joint learning.

Activity 1.3

Collaboration in terms of sustainability standards to avoid duplication of sustainability activities and reduce certification costs and

PRIORITY 2: INCREASE FARMER RESILIENCE TO CLIMATE CHANGE THROUGH CLIMATE SMART STRATEGIES

Current status

Besides productivity and economic feasibility, there are several challenges related to coffee production in the Colombian context. Climate change adaptation is one of these challenges. Solidaridad, with the support of Norad (Norwegian Agency for Development Cooperation), has been working on increasing farmers' resilience and adaptation capacity in the Risaralda region for the past several years.

This work has been delivered in partnership with FNC and farmer associations. A new phase of this project is due to start in the next two months, and aims to increase its scope in other regions such as Cauca. Solidaridad will use its experience with Climate Smart Agriculture obtained through its work in Risaralda, the insights gained from the development of Coffee&Climate, and its global work on climate change to support the local implementation of this component.

Other players in the country could also contribute tools and tested practices to reduce the effect of climate variations at farm level. A knowledge network on climate change practices could also be developed within the STP.

Key constraints

- Level of financing required to have a significant impact at country level.
- Additional staff capacity is needed to disseminate best practices on agroforestry and soil management based on Climate Smart Agriculture methodology.
- Low adaptation of production systems.
- Access to information about climate forecasts and early warnings does not always reach farmers

Activities proposed

Activity 2.1

Farmer access to early warning systems and climate information. This will focus on two specific regions: Risaralda and Cauca.

Activity 2.2

Projects on climate change adaptation at field level and rural workers.

PRIORITY 3: ADDRESS OTHER SUSTAINABILITY ISSUES AFFECTING COFFEE PRODUCTION IN COLOMBIA THROUGH FARMER TRAINING

Current status

Smallholder producers who received technical assistance often find it difficult to adopt responsible practices, resulting in slow implementation processes with limited impact. This is a consequence of: 1. Limited relevance of programs and technical packages that do not take into account farmers' needs, available resources, cultural beliefs, and knowledge of farming communities. Often, farmers implement recommended technologies even if they do not meet their needs. 2. Links between smallholder farmers' efforts to achieve responsible practices and added value markets are not always established. Producers want to have incentives that make the implementation of recommended practices worthwhile. 3. Institutions responsible for delivering technical assistance do not use learning methodologies that effectively build knowledge and skills among producers (adult learning). 4. Limited implementation of participative adult learning techniques.

Key constraints

- Profitability of coffee production as a precondition when motivating young people to stay at farms.
- Farmer training should become more innovative and effective.

Activities proposed

Activity 3.1

Farmer training on financial literacy and financial decision-making related to costs and productivity to manage their farms better.

Activity 3.2

Analyze the Colombian context. Identify key elements for implementation.

PRIORITY 4: LACK OF WORKFORCE AND POOR WORKING CONDITIONS

Current status

Labor availability is currently a threat for the production of sustainable coffee in Colombia. Year by year the problem is becoming more evident and occurs in different coffee-producing regions. The STP recently carried out a study in cooperation with SCAA that identified key issues related to labor: 1. The labor force has not grown and is recruited from other sectors or regions; 2. There is a greater need to understand the dimensions of child labor and youth engagement; 3. Informal labor is the norm in the sector; 4. Decent working conditions lack in the majority of cases; 5. Working in the coffee sector is not attractive; 6. Workers receive low wages; 7. Specific aspects of coffee production increase labor shortages.

There is a feeling of urgency around this issue; farmers and market players are demanding urgent actions at different levels. Changes in labor law, farm management, coffee productivity, profitability, and innovation could help solve the problem.

Key constraints

- Coffee business profitability; low level of implementation of labor legislation.
- Low labor productivity and innovation.
- Low engagement of new generations and women in coffee.
- High labor costs.



Activities proposed

Activity 4.1

Pilot projects on good practices in labor management and workers' rights.

Activity 4.2

Policy to improve the current legal framework.

Activity 4.3

Research on better labor productivity in the field.

PRIORITY 5: MEMBERSHIP ENGAGEMENT

This will be done in coordination with the Latin America Manager of GCP.

Activities proposed

Activity 5.1

Regularly engage with members and activate and support new members.

Activity 5.2

Coordinate/provide support to partners, service providers, and projects.

Activity 5.3

GCP representation at key meetings/events and identification of other opportunities for engagement.

Activity 5.4

Coordinate and facilitate communications (including translations) between secretariat and members, and where applicable, between members and National Platforms and National Platforms and the Global Platform.