



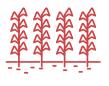
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WHY DOES IT MATTER?











At current rates, demand for coffee will outstrip supply by 2030 Over 120
million people
work in the
coffee sector
globally

25 million people derive their livelihood from coffee farming The coffee industry is worth more than \$100 billion globally

Coffee consumption has doubled in the last 35 years, from 4.9bn kilos in 1980 to 9.5bn kilos in 2016





MESSAGE FROM THE CHAIRMAN

The Global Coffee Platform (GCP) was launched tin response to align often fragmented initiatives for sustainable coffee in one multi stakeholder, multi partner platform to reach more systemic impact for the roughly \$350 million the sector spends annually on sustainable coffee. The coffee sector faces serious issues - ranging from the economic viability of small holder coffee farming to labour and environmental issues like deforestation and the use of agrochemicals. Sustainability is a shared responsibility between all of us and requires an aligned voice of the sector towards the public authorities and therefore the GCP was designed to unlock the potential of collaboration. GCP provides the structure and coordination power that is necessary to translate the actions of members, partners and national platforms into a coordinated pathway to make the coffee sector sustainable.

In this first year of GCP the Board has shown remarkable engagement and commitment to support the secretariat in shaping GCP inspired by its mission and vision. We are delighted with this commitment and ambition of the GCP Board.

Next to shaping the agenda and lying the foundation GCP made significant strategic progress in 2016 towards members, other initiatives and donors. We have established key strategic partnerships with the Sustainable Trade Initiative (IDH), the German Federal Ministry for Economic Cooperation and Development (BMZ), the Sustainable Coffee Challenge (SCC), the Associação Brasileira da Indústria de Café (ABIC) and the World Bank via the Vietnam Sustainable Agriculture Transformation (VnSAT) project. In addition, we launched a renewed North American outreach programme to create true global sustainability alignment, which is already yielding positive results. These new roots and partnerships all strengthen our ability to create global alignment and work together to make coffee more sustainable.

However, although we are only in our first year we are aware that many of our partners (especially in trade) are eager to see returns on their membership fee investments. Fortunately, many promising activities both on a global level, with the Collective Action Networks, and with the National Coffee Platforms are already gaining momentum during 2017. We are also working on adding the required additional donor support for the essential pre-competitive work GCP does.

The next milestone for the Board is the October Membership Assembly, where we will take stock of the progress made in the first year and lay out the 2018 plans. All in service of our mission to strengthen with GCP the pre-competitive approach to public-private collaboration and tackle the very inefficient fragmentation of initiatives that blocks true impact on the farming realities.

We cannot be complacent to secure a more sustainable development of the coffee sector as the French Poet Paul Valéry wrote "The trouble with our times is that the future is not what it used to be"

Off.

Ted van der Put Chairman of the Global Coffee Platform

MESSAGE FROM THE EXECUTIVE DIRECTOR

The launch of GCP in 2016 was an important step to addressing key needs from the coffee sector for alignment, coordination and collaboration. The synchronization between the Board and the Secretariat have enabled GCP to build momentum and forge relationships with members, partners and partnering public-private Country Platforms.

GCP's cooperation with country platforms is key to advance public-private collaboration and policies that benefit coffee farming communities and the wider sector. This complements the projects and supply chain work that have been ongoing in the sector for several years. As facilitators, we are developing practical tools. GCP Connect is an online portal to collaborate and share news. The Sustainability Progress Framework will allow coffee stakeholders to measure individual and collective performance against industry standard indicators, while the GCP Baseline sets a global baseline for sustainable practices in coffee production and processing.

GCP's focus is on enabling and energizing action in areas our members have identified as priorities, such as Economic Viability of Farming, Climate Smart Agriculture and Gender & Youth. At times, it has been a challenge to balance this year of change and continuing to deliver services and support to members. I'd like to thank our members for their support and cooperation throughout this time.

It is important to take the time to reflect on the achievements from 2016. Using the Sustainable Development Goals to identify Country Platforms' priorities and reflecting them in GCP Country Plans for 2017 was a highlight, and an example of how to bring together different voices. The process was highly participatory and the chosen priorities support the goals and activities of GCP members. Furthermore, publishing the Coffee Sustainability Catalogue provided a collective review of work being done to make coffee sustainable. This birds-eye-view is essential to identifying overlaps and working together for maximum impact. This publication could not have happened without close collaboration and huge contributions from IDH Sustainable Trade Initiative, Specialty Coffee Association of America and the Sustainable Coffee Challenge.

To keep up momentum, it is essential for all stakeholders to contribute. For 2017 Annual Plan, members were

invited to indicate country preferences to influence where a certain portion of their membership fee was spent. Our annual member consultation also helps us to ensure we are delivering on the services and priorities that our members care about.

After a busy and successful transition year, we are now looking ahead. We have sown the seed to increase our presence in North America, which will meet an important gap and help to build truly global dialogue and collective action towards coffee sustainability.

This October we will hold the GCP Global Coffee Sustainability Conference, which will bring together members and partners to inspire more collective action towards farmer prosperity, thriving communities and the conservation of natural resources. We thank our members for the continued support and active contributions and are looking forward to working together in 2017!

Annette Pensel Executive Director of the Global Coffee Platform



GCP WAS LAUNCHED IN MARCH 2016

The GCP is the leading facilitator of the coffee sector's journey towards sustainability.

Combining the expansive membership of the 4C Association with the pre-competitive activities of the Sustainable Coffee Program, the Global Coffee Platform marks a new era of sustainability for the coffee sector.

The GCP improves the livelihoods, ecosystems and resilience of coffee farming communities and the sector as a whole by enabling producers, international roasters, governments, traders, and NGOs to align and multiply their efforts and investments, collectively act on local priorities and critical issues, and grow and scale successful sustainability initiatives across the coffee world

\$350 M invested each year

Coffee champions around the world recognised the need to do things differently to get the most out of the \$350 million invested into coffee sustainability each year.

producers roasters traders Governments & NGOs

Producers, roasters, traders, governments and NGOs identified the need to reduce duplication, fragmentation and overlap of sustainability programmes.





LAYING THE FOUNDATIONS FOR EFFECTIVE SUSTAINABILITY WORK



Holding Vision 2020 consultation workshops around the world to focus on truly understanding local issues and priorities. This bottom-up process brought together public and private actors to ensure together we can build a shared vision and strategy for the entire coffee sector.



Enable and scale change in coffee producing countries through public-private collaboration, based on the work of the Sustainable Coffee Program by IDH.







GCP, the Specialty Coffee Association of America (SCAA) and the Sustainable Coffee Challenge published the Coffee Sustainability Catalogue, which shed light on sustainability efforts currently underway and how actors in the sector can collaborate to make coffee the world's first fully sustainable agricultural product.



LOCAL ACTION GLOBAL CHANGE

LATIN AMERICA

Honduras

Facilitating workshops and discussions with key stakeholders to build the Country Plans for 2017, discuss the main sustainability challenges and identify the most relevant Sustainable Development Goals and Vision 2020 issues.

Implementation of several Field Level Projects. Constant communication with implementing partners.

Workshop on Cross-IP learning with participants from all implementivng partners.

Progress with MoU with the National Federation of Coffee Growers of Colombia.

Coordination of events concerning the strategic approach towards GCP's transition.

Colombia



Definition and Validation of the 18 CSC Fundamental Items: 24 institutions were involved in the discussion to define the 18 fundamental items of the CSC. This will allow producers to focus on priority areas first. (CSC: Currículo de Sustentabilidade do Café – Brazil's NSC)

1,300 technicians were trained in how to deliver training on the National Sustainability Curriculum (Currículo de Sustentabilidade do Café) in 2016. These technicians have the potential to reach 80,000 to 100,000 producers, and training involved 62 partners including extension services, coops, associations, traders, companies, educational centres.

Rolling out the Digital Farmer Program to train farmers. 1460 producers participated in the 'digital labs'.

The Brazilian National Advisory Board (NAB) and Brazil Working Group (BWG) have led a wide partnership and engagement process with extension services, associations and public institutions besides to drive alignment and cooperation.

Methodology developed to move extension services from a oneto-one to a group approach to reach more coffee growers with the same budget.





















LOCAL ACTION GLOBAL CHANGE

AFRICA

Produced harmonised coffee extension materials, including animations, You-Tube videos and DVDs to enhance accessibility.

Held District Coffee Extension Pilot training with 180 agronomists, 180 coffee community based facilitators, 60 youth model farmers.

Participated in the development of the MAAIF Agriculture Extension Policy & Strategy, the UCDA National Coffee Communications Strategy, and the Domestic Coffee Consumption Communications Strategy.



The National Sustainability Curriculum (NSC) has been launched in all 8 coffee production zones and institutionalized into the national extension delivery system, which acknowledges the training and examination process for NSC trainees.

Strengthened advocacy links with local government to ensure coffee development is prioritized in the Agriculture Sector Development Plan and coffee is promoted as a priority cash crop for local government to invest in.



















LOCAL ACTION GLOBAL CHANGE

ASIA

Vietnam (

Hosting a workshop to share experiences of sustainable production projects in the Central Highlands. The workshop was also the launch of the Initiative for Sustainable Landscape programme (ISLA) in Dak Lak province, which improves climate change resilience promote livelihood development and create a sustainable coffee landscape in the province.

Vietnam: Establishing working groups focusing on water and agroforestry to build an aligned approach among stakeholders. Launching the National Sustainability Curricula (NSC) for Robusta coffee in Indonesia in May 2016 following a year of development with the direct support of the Sustainable Coffee Platform of Indonesia (SCOPI).

Rolling out the Robusta National Sustainability Curriculum through Training of Trainers in South Sumatra and Lampung provinces. The training was attended by 123 selected master trainers consisting of government, private, and NGOs staff from 11 provinces.























KEY MILESTONES FOR 2017

2016 was the critical launch year for GCP. This year's activities and successes provide a strong platform for the future, particularly engaging and working with members, building cooperation and strategic partnerships across the coffee sector.





Tools

GCP Baseline The launch of GCP Baseline as a global reference code for sustainable coffee production and processing.

Conference Holding the Global Coffee Sustainability Conference 2017.

GCP Progress Defining indicators and a reporting system for the Sustainability Progress Framework, in partnership with the Sustainable Coffee Challenge.

GCP Connect Full launch of GCP Connect, the online platform connecting people, projects, news and resources



Countries

Collaborate with and support the public-private country platforms for effective convening, coordination and policy input.

Vietnam: Continue the adoption and roll-out of the National Sustainable Curriculum by designing modules on climate change adaptation including agroforestry/shading, water saving and harvesting options.

Indonesia: Launch a National Sustainability Curriculum (NSC) for Arabica and expand the roll-out of a NSC for Robusta.

Uganda: Establish coffee-specific extension capacity in three new districts based on harmonized coffee extension materials.

Tanzania: Design a training programme for young people working in coffee production.

Brazil: continue implementation of Sustainability Curriculum, its 18 Fundamental Items and collective extension service approach, and the development of sustainability indicators and digital tool to measure them.

Colombia: Launch a project to evaluate best practices to increase farmer resilience.

Honduras/Peru: Support the establishment of public-private collaboration towards country platforms.



Collective Action Networks

Gender & Youth: Developing an Engagement Guide to support industry actors to design gender engagements in their supply chain, with the Coffee Quality Institute's Partnership for Gender Equity.

Economic Viability of Farming: Performing a quick scan to build an updated overview of farmer economics data and supply chain structures in 11 countries, in partnership with TechnoServe.

Climate Smart Agriculture: Convene the coffee sector to act jointly on identified priorities that contribute to the conservation of natural resources.

BALANCE & FINANCIAL RESULT 2016

The year 2016 was characterized financially by restructuring costs in connection with the formation of the Global Coffee Platform from parts of the 4C Association and the Sustainable Coffee Program of IDH.

ASSETS

2016

€ '000

A.	Fixed Assets	177
Ι.	Intangible Assets	37
11.	Tangible Assets	141

B .	Current Assets	1147
Ι.	Receivables and other Assets	519
11.	Cash	628

LIABILITIES

2016

€ '000

A.	Association Property	461
1.	Statutory Reserves (Equivalent)	460
11.	Revenue Reserves	373
III.	Operational Result	(372)

Accruals (Provisions)	153
Liabilities	711
Payables	109
	601
	Accruals (Provisions) Liabilities Payables Other Liabilities & Deferred Income

Total 1325

Total 1325

REVENUES & EXPENSES

Membership Fees

2015 € '000

1508

Services	754
Total Revenues [1]	2261
Employment	(1324)
Services and consultancy	(274)
IT & Telecommunication	(181)
Office	(99)
Travel	(208)
Meetings	(172)
Finances & Legal Advice	(256)
Write-offs Receivables	(84)
Other	0
Total Expenses [2]	(2598)

Depreciation (35) EBIT (Change in Net Assets) (372) Investments [3] (115) Δ Receivables [4] (489)	EBITDA [1]+[2]	(337)
Investments [3] (115)	Depreciation	(35)
. ,	EBIT (Change in Net Assets)	(372)
Δ Receivables [4] (489)	Investments [3]	(115)
	∆ Receivables [4]	(489)

△ Accruals [6]

Cash Result (sum 1 to 6)

△ Liabilities [5]

(495)

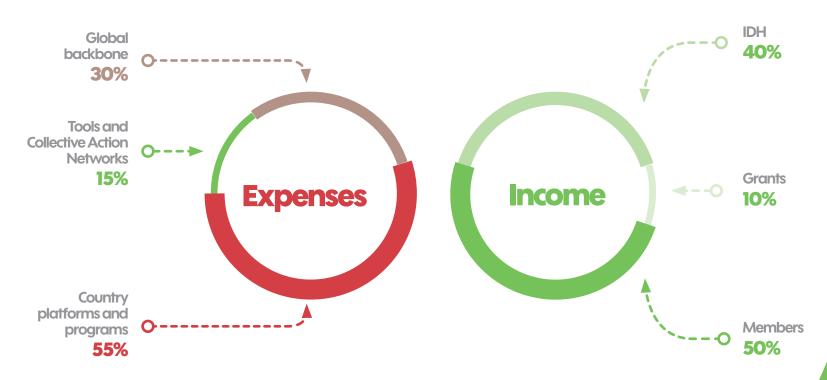
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(143)

HOW DOES YOUR MEMBERSHIP FEE GET SPENT?

Most of your membership fee is spent on country activities and supporting the country platforms. Low overhead costs mean we focus our energy and resources in coffee-producing countries, where they have the most impact. We are thankful for the contribution by the following donors and strategic partners to the 2017 launching year budget: IDH, UTZ, BMZ/GIZ and ISEAL.

2017 budget: 4.3 mio USD



MEMBERSHIP

Our members are at the heart of everything we do.

In 2016, the commercial verification operations of the 4C Entry-level Standard were spun off into a separate independent company, Coffee Assurance Services GmbH & Co. KG. This led to a slight decline in GCP membership, but new roots are growing and we were delighted to welcome 36 new members to GCP in 2016.

A Rural Corretora de Café e Cereais S/C Ltda.

ABN AMRO Bank

Advantage Coffee Company

African Fine Coffees Association (AFCA)

Agroforestal San Antonio Chicharras S. de R.L. de C.V

Albrecht Schwarzkopf

ALDI Einkauf

ALDI Nord

Co.

Anacafé (Asociación Nacional de Café)

Angra Cooperative Society

Anh Nhat Minh Highland Coffee

Anne Chepkoech

Annemieke Wijn

Armazens Gerais Café da Canastra

Asal Jaya

Asia Drinks

Atlântica Exportação e Importação

Baki Kofi Ltd.

Baoshan Gaolaozhuang Agricultural & Sideline Products Development

Baoshan Longyang Jinlu Agricultural Products

Baoshan Yunlu Coffee Production and Development

Baragwi Farmers Co-operative

Society

Barcelona International Terminal (BIT)

Bebeka Coffee Estate Share Company (BCESC)

Belete Shibeshi

Bueno Café Comércio e Exportação

Bun Pty Limited Trading as Bun Coffee

Busaanyi Farm

Café Africa Uganda

Café de Exportación S.A. (CADEXSA)

Cafebras - Comércio de Cafés do Brasil

Cao Thanh Van

Carpec - Cooperativa Agropecuária de Carmo do Paranaíba

Carsten Schmitz-Hoffmann

Cat Que Trading and Production Company

Catherine van der Wees

Cecafé - Conselho dos Exportadores de Café do Brasil

Cesar Augusto Correa Candiano

Christliche Initiative Romero

CNC - Conselho Nacional do Café

Coagril - Cooperativa Agrícola de Unaí

Cocapec - Cooperativa de Cafeicultores e Agropecuaristas Cocenpp - Cooperativa dos Produtores de Cafés Certificados e Especiais do Norte Pioneiro do Paraná

Coex Coffee International

COFCO Resources Vietnam

Coffee a Cup Cooperative

Coffee Management Services (CMS)

Coffee Management Services (CMS) - Tanzania

Coffee Quality Institute (CQI)

Coffy Handels-Gesellschaft Bremen mbH

Comac Estate Pte

Comexim

Companhia Têxtil de Castanhal

Compañía Hondureña del Café

Cong Ty TNHH Ca Phe Tuan Phat

Consejo Salvadoreño del Café (CSC)

Cooabriel - Cooperativa Agrária dos Cafeicultores de São Gabriel

Coocacer - Cooperativa de Produção dos Cafeicultores do Cerrado de Araguari

Coocafé - Cooperativa dos Cafeicultores da Região de Laiinha

Coomap - Cooperativa Mista Agropecuária de Paraguaçu

Cooperativa Agrícola Industrial

Cooperativa de Caficultores de Andes (Cooperandes)

Cooxupé - Cooperativa Regional de Cafeicultores em Guaxupé

Costa Café Com. Exp. Imp.

CV. Antara Saudara

Dai Loc Co.

Dehong Hogood Coffee Co.

Deutsche Extrakt Kaffee (DEK) / CAFEA

Deutscher Kaffeeverband (DKV)

Diamond Coffee Company

Dieu Dung Private Enterprise

Dr. A. Damodaran

DTK Corporation

Ecom Agroindustrial Corp

El Saitillal S. A. de C. V.

Engelhart Commodities Trading Partners (ECTP)

European Coffee Federation

Exata Corretora (Rodrigo Pelucio de Lima e Cia. Ltda.)

Expocaccer - Cooperativa dos Cafeicultores do Cerrado

Exportadora de Café Guaxupé

Fairtrade Labelling Organizations (FLO) International

Fairview Estate

Fazenda Iracema

Fazenda Rio Brilhante Café-Fazenda Pirulito Café

Federación Nacional de Cafeteros de Colombia (FNC) Federal Ministry for Economic Cooperation and Development (BMZ)

Finagra Group

Finca Cafetalera Guadalupe Zaju

Gatunyo Kigio Farmers Cooperative Society

Gimoka

Githaka Estate

Grão do Cerrado Comércio e Exportação de Café

Greenco S.U.

Grupo Unidad Ecológica para el Sector Café Oaxaqueño (UNECAFE) S.C.

Gustav Paulig

Heidi Feldt

Hein Jan van Hilten

Hoa Trang Gia Lai Import Export Company

Hop Tac Xa Ca Phe Tan Nong Nguyen

Huong Ban

I & M Smith

IAD - International (ONG INITIATIVE AFRICAINE POUR LE DEVELOPPEMENT- International)

IDH The Sustainable Trade

Iniciativas Comerciales Navarras (ICONA)

Instantina Nahrungsmittel Entwicklungs- und Produktions Irriaithathi Estate (Kanaema Farmlands Ltd.)

Itapuan Coffees

J. Th. Dougué's Koffie

JACOBS DOUWE EGBERTS

Java Mountain Coffee

Joppe Vanhorick

Kabonera Coffee Farmers' Association

Kagango Coffee Farmers Association

Kange Cooperative Society

Keremara Limited - Jungle Estate

Kerstin Linne - Green Line Consulting

K-fee System

Kigutha Estate

Kihuri Estate

Koffie F. Rombouts

Koffiebranderij J.W. Hesselink & zn bv

Kofinat

Krüger

Lam Vien Coffee Cooperative

Lanço - Comercio de Matérias

Primas, LDA

Limmu Coffee Farm

Löfbergs Lila

Louis Dreyfus Company (LDC)

Machure Coffee Estate

Magumu Estate

NEW MEMBERS

We would also like to extend a special welcome to our new members who joined in 2016. We are delighted that new organisations are recognising the purpose and value that GCP can bring to the coffee sector.

Maji Mzuri Estate

Mbula Kaluki Musau

MC Coffee do Brasil

Melitta Europa

Mihando Estate

Minasul - Cooperativa dos Cafeicultores da Zona de Varginha

Minh Tien Coffee Private Enterprise

Morten Scholer

Mother Parkers Tea & Coffee

Muhugu Estate

Mullege

Mzuzu Coffee Planters Cooperative Union

NABER KAFFEE MANUFAKTUR

Nedcoffee

Nestlé

Neumann Gruppe GmbH for and on behalf of Neumann Kaffee Gruppe

Ngoc Chuong Gialai One Member

Nguyen Huy Hung

Nhu Tung Ltd. Co.

...

Nicchio Sobrinho Café

Norwegian Coffee Association (NCA)

Olam International

Pacorini Vietnam

Paidha Coffee Farmers Association (PACOFA) Patrick Leheup

Pesticide Action Network (PAN)

Philip Schluter

Princes MC Foods Europe

Pronatur

Rabobank Group

Racafe & CIA S.C.A

Rainforest Alliance (RA)

RCMA Asia

Robert Waggwa Nsibirwa

Sagrados Corações Indústria e Comércio de Alimentos

Sangany Café

Santora Kaffee-Systeme

Sarimakmur Tunggal Mandiri

Simexco Dak Lak

SNV - Netherlands Development Organisation

Sociedad Cooperativa de Cafetaleros de Ciudad Barrios (CAFECIBA)

Solidaridad Network

Stichting UTZ

Strauss Commodities

Sucafina

Sustainable Management Services SMS-PNG

Swiss Coffee Trade Association (SCTA)

Tade GG Highland Forest Coffee Producer PLC Tam Trinh

Tchibo

TechnoServe (TNS)

Terra Forte Exportação e Importação de Café

Thao Nguyen Agricultural Products

The British Coffee Association (BCA)

Thika Coffee Mills

Thiriku Coffee Grower Society

Toan Hang Daknong

Touton S.A.

Trinh Suy Co. Ltd.

Tristão Cia. de Comércio Exterior

Tristão Trading (Panama)

Tutunze Kahawa

UCC Coffee Switzerland

(Schweizerische Kaffeeröstereien)

Unión de Cooperativas de Cafetaleros de El Salvador (UCAFES)

Viet Nam National Coffee Corporation (Vinacafe)

Vinh Hiep Co. Ltd

Volcafe

Walter Matter

Wolfgang Heinricy

Yara International

YL Coffee & Tea

Yunnan Coffee Processing Plant

Fundação Espaço ECC

Indokom Citra Persado

Tuan Nguyen Lam Dong Co

Cafe Cultura Laboratorio y Tostion

Productores y Beneficiadores Ecologicos de Café Azacualpa (PROBECA)

RYDEC - Cameroor

Enverit

Asia Pacific Coffe

CLAC (Coordinadora Latinoamericana y del Caribe de Pequeños Productores y Trabajadores de Comercio Justo)

Sara Masor

adecafeh

xportadora e Importadora Agroatilio Cia. Ltda.

1ichiel Kuit

oa Nong Dak Nong

Ngoc Hung Dak Nong

SCA - Specialty Coffee Association

Gai Thanh private enterprise

ACOB - Brazilian Association of Organic and Sustainable Coffees

Vi Dan Thinl

Ines Burru

Aimee Russillo Liseed Consultin

Exportadora de Cafe California

Aviário Santo Antônio Ltda

Corporación de Productores Café Perú SAC

Tin Thanh Da

Finca la Bendición

Inversiones y Exportadoro

Koorali Coffee Estat

G4 Empreendimeentos

International Institute of Tropical Agriculture (IITA)

Ouana Minh Coffee Trading

Yayasan Pensa Global Agromandiri (YAPENSA)

Cocapil Ltda

Cooperlam - Coop. Agrop. da Reg. Sudoeste Mineira e Alta Mogiana Ltda.

Agrexport

Cámara Peruana del Café y Cacao

Bufcoffee

SEAPA - Secretaria de Agricultura, Pecuária e Abastecimento de Minas Gerais

Coopercitrus Cooperativa de Produtores Rurais

Adolph Aloyce Kumbur

²aksong Highland

Rick Peyse

dega Mejia

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SECURING THE ECONOMIC VIABILITY OF COFFEE

Join the most important coffee sustainability event of the year

4-5THOctober Geneva, Switzerland

The economic viability of farming underpins the entire coffee sector.

That's why this year's Global Coffee Sustainability Conference focuses on practical, concrete action - from improving farm profitability to price and margin distribution along supply chains and effectively adapting to climate change.

The Global Coffee Sustainability Conference 2017 is your chance to:

- Network with top sustainability professionals
- Build relationships and find partners to share the costs and boost the impact of sustainability programmes
- Make your voice heard globally
- Showcase your sustainability work or get started on your journey

