

Vision2020 – what will we have collectively achieved by 2020?

Guidelines for consultation of public and private stakeholders in several key coffee producing countries during June & July 2016

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Brief summary

This document summarizes the next steps of Vision2020, aiming at making Vision2020 more tangible by setting collective sector goals and targets for year 2020. In order to achieve this, it is essential to listen to stakeholders at national and local level in coffee producing countries, and include input on their nationally agreed strategies, priorities and goals for the coming years, related prioritized Sustainable Development Goals as well as recommendations on how to make best use of the potential of Vision2020 for the benefits of coffee farmers and the entire coffee sector.

A participatory consultation process is planned over the next 2 months with input by public-private National Coffee Platforms/Advisory Boards/roundtables in various coffee producing countries, to build on what is there. The International Coffee Organization and the Global Coffee Platform are working together on this priority validation process and cordially invite national coordinators / secretariats of national coffee platforms to facilitate this consultation and help shape Vision2020.

The received input on priorities, strategies and goals at national level til 2020 will be aggregated into a global Vision2020 concept. The global level priorities and goals will be refined in line with the Sustainable Development Goals and then presented for feedback in September 2016 at an public-private international V2020 workshop and to the International Coffee Council of the International Coffee Organization.

Aggregating the collective goals and priorities for Vision2020 will also enable the development of a Theory of Change for Vision2020 as well as a Global Progress Framework to measure progress and contributions from public and private side towards the agreed goals and targets, building on available measurement frameworks, including from Sustainable Coffee Challenge.

1. Background: What is Vision2020 and why do we need it?

The coffee sector is facing a unique opportunity. The sector has come a long way in organizing itself and driving sustainability forward. Coffee is the first crop where voluntary sustainability principles reached the mainstream, where over one third of its production now meets one or more standards. Moreover, public and private stakeholders initiated numerous multi-stakeholder initiatives to accelerate sustainable coffee production. With a focus on voluntary certification and verification standards and programs, the sector took an important step towards sustainability. However, these steps are not enough on their own to address the more overarching and systemic sustainability challenges the sector is facing. Despite all progress, the sector continues to face threats related to climate change, pest and disease outbreak and aging trees. Moreover, the origins where farmer livelihoods failed to rise sufficiently see younger generations migrate away from coffee production.

The time has come for the coffee sector to continue its pioneering and leading role, and take a more collaborative, holistic and aligned approach to sustainability, aligning the different programs and initiatives towards a unified vision and progress framework.

Global framework for local action

Supporters of Vision2020 stand united in the acknowledgement that a sustainable sector with an economic resilient farming system can only be achieved through shared responsibilities and collective action. They recognize the need for action through sustainable sourcing and in national and international public-private partnership models. They reinforce the importance of Vision 2020 as the overarching vision for a sustainable coffee sector, where the farmer is at the core of all sustainability efforts. Therefore, farmers, public and private stakeholders need to jointly identify priorities at international and national levels and focus their activities accordingly.

The new approach under Vision 2020 offers:

- Global themes and outcome objectives to achieve collective impact for the resilience and livelihoods of coffee farming communities and the sector as a whole
- Translate priorities into action agendas through public-private partnership platforms
- One common reporting framework to create transparency, measure impact and allow for continuous improvement

The Vision 2020 activities and actions will build as much as possible on, and work with, other existing platforms, initiatives and experiences.

Sector sustainability is a collective accountability and long term success depends on our ability to work together and share responsibilities.

2. Further articulation of Vision2020 and process outline towards Vision2030

Building on the recommendations during the Vision2020 Workshop prior to the General Assembly of the 4C Association in Addis, Ethiopia, March 2016, Vision2020 needs to be further developed. In view of the fact that Vision2020 looks at a remaining timeframe of only four years, in which the International Coffee Organization (ICO), the Global Coffee Platform (GCP) and many other initiatives and organizations at local, national, regional and global level wish to increase collaboration and collectively contribute to intended changes at farm level, but also at sector level, V2020 must become more tangible regarding collective goals and targets to serve as orientation for public and non-public investments and interventions.

Therefore, the International Coffee Organization and the Global Coffee Platform are reaching out to national coffee platforms/ national coffee advisory boards/ national coffee dialogues/ roundtables for input and feedback in this priority validation process.

The planning for the development of the longer term Vision2030 in line with and contributing to the Sustainable Development Goals will be started later in 2016 in cooperation between the ICO, GCP and further key Vision2020 partners and stakeholders, and will build on the feedback from the stakeholder consultation.

3. Consultation workshops: input and feedback by public and private stakeholders in coffee producing countries

Coordinators / secretariats of national coffee platforms/ round tables/ advisory boards are invited to support Vision2020 development by organizing consultation workshops or session with key stakeholders from their country.

Depending on the local situation and feasibility, input to Vision2020 can be organized as a separate workshop or session, or can be part of the agenda of regular platform meetings.

To allow for broader participation and engagement, we recommend inviting the public and private participants of national platforms / round tables/ advisory boards, additional key coffee stakeholders in this country and members of the Global Coffee Platform. The local teams of the Global Coffee Platform are pleased to facilitate access to GCP member addresses and support the outreach. The ICO Secretariat is pleased to facilitate access to (additional) government contacts and support the outreach towards the public sector.

Financial support to enable the workshops/ sessions is available (where required) to cover meeting & material costs, and possibly facilitate participation of coffee farmer representatives in the consultation (up to 5000 Euro per workshop/session through GCP)

An introductory powerpoint presentation on Vision2020 including the coffee related Sustainable Development Goals, as well a few introductory slides on the Global Coffee Platform as background clarification on this new organization, and the intended outcomes of the consultation will be made available by the Vision2020 Secretariat. At least one team member of the Global

Coffee Platform will participate in each consultation workshop or session, offering further background information as necessary. A template will be made available for compiling the input and feedback. Preparatory meetings (also virtual) and support by the local GCP teams can be organized.

For countries that have been implementing their national strategies with support of the Sustainable Coffee Program (SCP) in the previous years, the outcome of this consultation will be used to refine existing country plans for 2017 (and beyond) and align them with defined national & global Vision2020 priorities and stakeholder needs of this country, to be then submitted to GCP as country plan proposal for co-funding support in 2017. This process will be coordinated by the GCP Teams in the respective countries (comprising former SCP National Coordinators and former 4C Association Regional Managers). Further information – see below under 3.2.

All participating National Platforms/Advisory Boards/roundtables will receive the aggregated results of the consultation as well as the further elaborated Vision2020 concept and priorities, and will be invited to the international Vision2020 workshop on September 16 in London.

3.1 Expected feedback from consultation

The consultation workshops are expected to deliver feedback on the following questions:

1. Which **goals, targets and timeframe** does your national coffee sector (sustainability) strategy cover (*year- year*)?
2. **How** has your national coffee sector strategy been developed? (*by government, by government with input from private sector, by your national platform/ roundtable/ advisory group etc*)
3. **Which priority areas** are being addressed in your coffee (sustainability) strategy implementation? **Who is responsible** for which area of implementation of your coffee strategy?
Who does what, and who finances what? (*public sector, coffee farmers, processors/ exporters, roasters, donors, NGOs, input suppliers, banks, research, etc.*)
4. Did you encounter **any roadblocks/challenges** to the implementation of your coffee strategy? What would enable you to remove these roadblocks?
5. How do you **measure progress** against your defined goals and targets? What are the **indicators** being used? Who is responsible for tracking progress?
6. Out of the 10 coffee relevant Sustainable Development Goals (SDG's), **which are the 3-5 most important SDGs for your coffee sector sustainability goals** – *from perspective of public sector, coffee farmers, processors/ exporters, roasters, donors, NGOs, others?* Which of those do you already address in your current coffee sector priorities? (see presentation slides with explanation of the 10 coffee related SDGs)

7. Do you think that the **current agenda priorities of Vision2020** are meaningful to your country and to your prioritized SDG for your coffee sector? If not/ not completely, what are your suggestions to change the priorities? Current agenda priorities include:
- National Platforms
 - National/ Coffee Sustainability Curricula
 - Climate Smart Agriculture
 - Gender & Youth
 - Financial Literacy & Access to Finance
 - Collaboration between Sustainability Standards
8. Going forward, **what kind of (information) exchange** between your country platform and the global level would you appreciate
(*examples:*
- a. *regular contact and mutual updates through Global Coffee Platform and/or ICO;*
 - b. *having access to Global Coffee Platform's Knowledge Hub (virtual platform with resources, working groups, tools)*
 - c. *being able to send a national platform representative to the National Platform Advisory Board of GCP and providing input on GCP strategy and direction*
 - d. *being able to provide input to ICO meetings and discussions etc)*
 - e. *being able to access additional co-funding for national Vision 2020 priorities through facilitation by GCP, ICO or other partners*
9. Do you have **any other recommendation** or input on the further development of Vision2020?

3.2 Additional information relevant for National Platforms/ Advisory or Coordination Boards in Brazil, Colombia, Indonesia, Tanzania, Uganda and Vietnam

In 2015, country strategies 2016-2020 were developed and endorsed by the SCP steering committee for six SCP focus countries (Brazil, Colombia, Indonesia, Tanzania, Uganda and Vietnam). These country strategies are the result of multi-stakeholder consultations within each country facilitated by the SCP national coordinators. Based on these country strategies each country had defined its 2016 country work plan which were approved by the SCP steering committee for funding in 2016.

Given that the country strategies and work plans have been derived from a multi-stakeholder process and have been aligned with government strategies for the coffee sector in each specific country, we expect that the above described Vision2020 consultation process will result in a Vision2020 per country that is in line with or very close to the already defined SCP country strategy.

Once the Vision2020 for each country has been defined through the above described multi-stakeholder bottom-up process, including input by members of the Global Coffee Platform in this country, this vision needs to be translated into a GCP actionable work plan, much like the SCP

country strategies have been translated into SCP country work plans. GCP is planning to co-fund (parts of) the presented GCP country plan for the above mentioned countries as of 2017.

The difference between the earlier SCP process and Vision2020 consultation including GCP country plan is foreseen to be:

- Vision2020 goals and priorities, and GCP country plan should have a broader scope of stakeholders to be consulted
- Vision2020 goals and priorities, and GCP country plan should be more bottom-up/owned by the stakeholders in country
- Vision2020 goals and priorities and GCP country plan requires a stronger commitment and investment from the stakeholders in country, including the government, and should be implemented based on clear division of roles and task between public and private stakeholders and the GCP national team.

The Vision2020 process and translation into GCP country work plan will be facilitated by the GCP national teams in the above mentioned countries, in close collaboration with GCP and ICO Secretariats.

3.3 Suggested Workshop agenda

A possible agenda for the workshops / session could include the following building blocks:

1. **Introduction** (welcome, agenda, objectives & expected outcome of the day)
2. **Presentation on Vision2020** – what is it & why do we need it, where do we stand, next steps of development & opportunity to contribute & shape (incl. short Q&A) – if useful, also show some background info slides on Global Coffee Platform
3. **Discussion** on questions, gathering of **input** and recommendations in smaller groups
4. **Presentation** of agreed feedback and recommendations to plenary
5. **Next steps** and closing

It is in the hands of the national coordinators/secretariats to choose the most appropriate methodology to enable the participants to give aligned feedback to these questions. Depending on the size of the group, choices include discussion in smaller groups, plenary discussions.

Please share the **feedback from the consultation workshops/session with the V2020 Secretariat** as soon as available, and kindly **not later than July 28thth, 2016** by emailing the filled templates to pensel@globalcoffeeplatform.org and saenger@ico.org.

For questions, request for support to reach out to stakeholders and financial contribution, please send an email to: Paul Klein Hofmeijer - KleinHofmeijer@idhsustainabletrade.com and Cornelis Hanssen – hanssen@globalcoffeeplatform.org

For similar questions related to Indonesia, please contact: gortter@idhsustainabletrade.com

Thank you for your support and contributions: we look forward to receiving your valuable input!