



Common Code for the Coffee Community (4C) Association

Shared responsibility towards a sustainable coffee sector



Comunicaffè International

Ice Cream & Coffee Show, Milano - 19 October 2007

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The 4 C's – What do they mean?



- ☉ **Common**
Common interests of all members, participation, consensus

- ☉ **Code**
Code of conduct, baseline level for sustainability, guidance for gradual improvement, process verification

- ☉ **Coffee**
All types of coffee, production systems, regions & consumers
– the mass & mainstream market!

- ☉ **Community**
Joint concept from coffee tree to cup – ownership through membership!



Where are we?

- © 2003-06 - Development of concept & structure with all relevant stakeholders
- © 1 December 2006 - 4C Association founded in Geneva, Switzerland
- © 1 February 2007 - 4C Secretariat established in Bonn, Germany
- © 18-19 April 2007 - 1st General Assembly & Council with 57 (!) members
- © 19-20 September 2007 – 2nd Council, almost 70 members
- © 1 October 2007 - Launch of verified 4C coffee in the market



The global coffee market ...and 4C

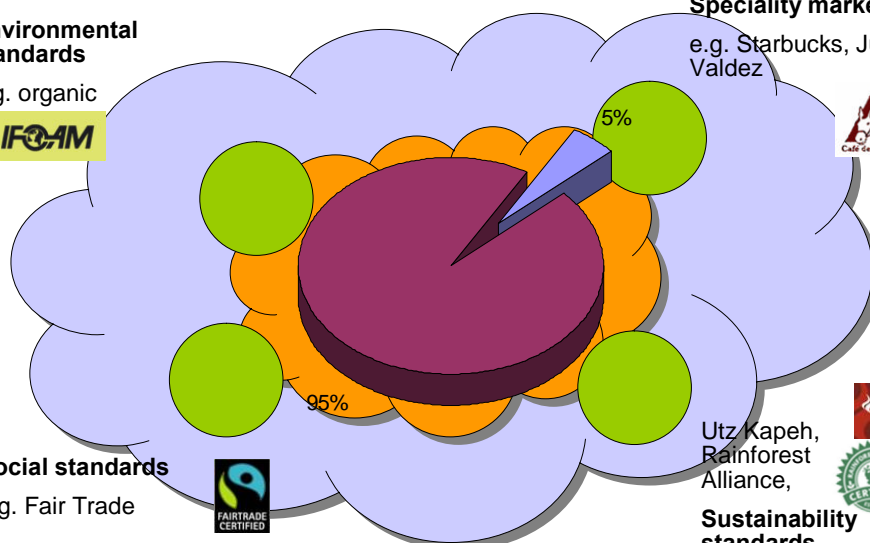
Environmental standards

e.g. organic



Speciality market

e.g. Starbucks, Juan Valdez



Social standards

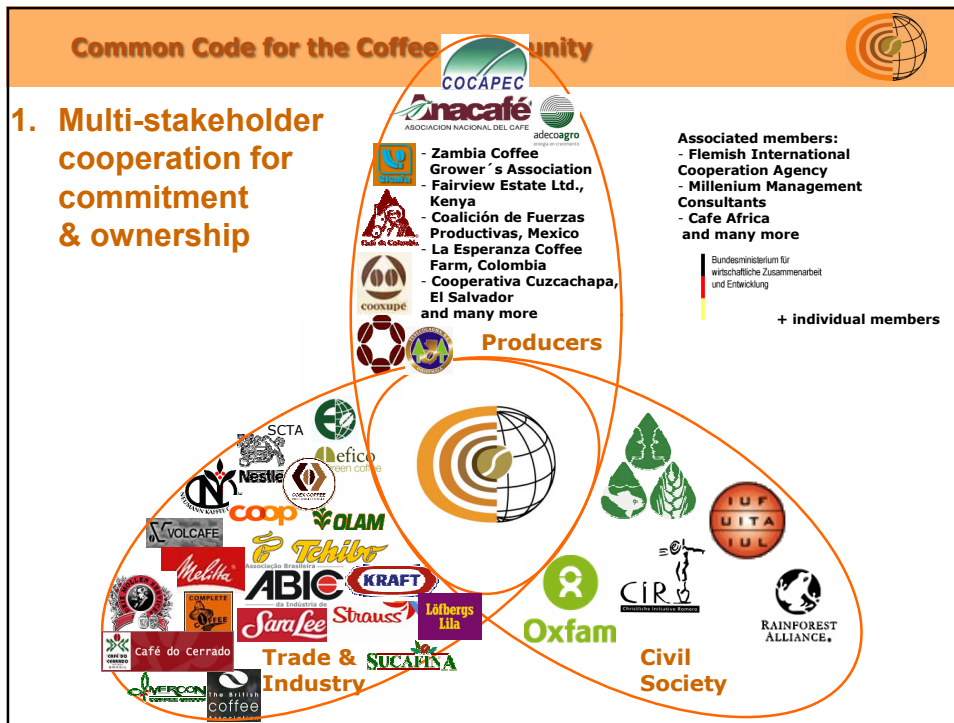
e.g. Fair Trade



Utz Kapeh,
Rainforest
Alliance,

Sustainability standards





- Common Code for the Coffee Community**
- 2. Guidance to improvement with a comprehensive Code of Conduct**
- ☉ Exclusion of “Unacceptable practices“ to access 4C, e.g. worst forms of child labour, bonded & forced labour, internationally banned pesticides
 - ☉ “Traffic light” system for continuous improvement
 - to be discontinued, e.g. use of hazardous pesticides
 - to be improved, e.g. use of pesticides with low acute toxicity following FAO recommendations
 - a desirable practice, e.g. integrated crop management, least toxic pesticides



Verification Process of the Code of Conduct

- ☉ Annual Self Assessment of 4C members
- ☉ Independent third-party verification by local verifiers every 3 years
 - Verification paid and arranged by 4C Secretariat
 - 4C Unit (e.g. coop, exporter, mills, producers) with internal monitoring system & minimum capacity of 1 container
 - Check of Internal Monitoring System
 - Risk-based random checks of individual suppliers (50% of $\sqrt{}$)
 - Feedback on improvement options, “average yellow” = 4C coffee
- ☉ Verified 4C coffee in the international market available from October 2007
 - Brazil, Colombia, Costa Rica, Guatemala, Kenya, Mexico, Papua New Guinea, Uganda, Vietnam
 - approx. 4,4 Mio bags of green coffee (a 60 kgs)



3 . Shared responsibility through clear Rules of Participation

- ☉ Roasters commit to buy increasing volumes of 4C coffee over time
- ☉ Prices reflect the 4C quality, no fixed/ guaranteed price or premium
- ☉ Membership fees cover the operational costs/ verification of producers
- ☉ Capacity building activities & training for producers (30-70% of buying member’s fee)
- ☉ Regular reporting on 4C coffee and capacity building activities





4 . Communication Guidelines – The message of 4C

- ☉ Framework for communication by 4C members:
appropriate, consistent, reasonable & clear message
- ☉ Sustainability as long-term goal, not as starting point
- ☉ Balance between commercial implementation & communication
- ☉ Focus on membership: statement on coffee packs, webpages, material

We are members of the Common Code for the Coffee Community (4C) and support its sustainability approach. For further information please visit www.sustainable-coffee.net

The Common Code for the Coffee Community (4C) aims at the continuous improvement of the social, environmental and economic situation of the coffee producers worldwide through providing access to support services in the production, processing and trading of mainstream coffee. www.sustainable-coffee.net

- ☉ Process verification, not product certification:
→ No 4C guarantee, logo, seal or product claim on the coffee pack!



5. Support Services - Access to know-how, tools & trainings

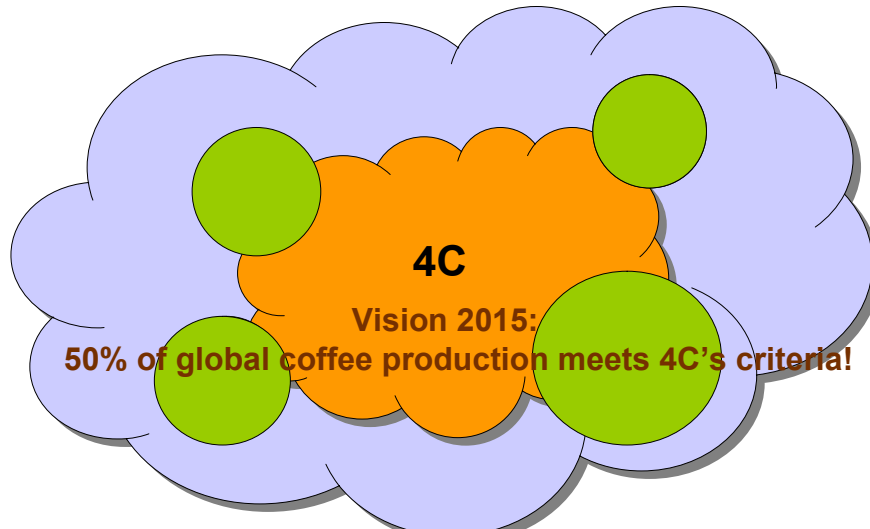
- ☉ Knowledge Management, Partnerships, Project Network, Training
→ access for all members
- ☉ Part of buyer's membership fee dedicated to training & capacity building
- ☉ 4C Support Platform
→ Global network of extension services, research institutes, projects, development cooperation, producer organisations etc.





6. Baseline & level playing field for the entire sector

→ Creating dynamics in the mainstream sector for the benefit of all actors!



How does 4C result in benefits for coffee producers?

- ☉ Improved market access & information
 - ☉ Increased quality, efficiency & profitability => higher income!
 - ☉ Access to 4C Support Services – GAP & GMP
 - ☉ Enhance organizational empowerment
 - ☉ Access to marketing standards – 4C lifts up performance
 - ☉ Increased value transfer towards producers through more efficient chain
 - ☉ Active participation in 4C governance
 - ☉ Partnership with others actors to strengthen coffee sector
- ➡ 4C offers framework for continuous improvement towards sustainability



How does 4C result in benefits for trade & industry?

- ☉ Contribution to social & environmental improvements
- ☉ Long-term supply of qualities & quantities needed by the market
- ☉ Global code of conduct as the baseline standard => lifting power
- ☉ Level playing field for the sector
- ☉ Mainstream concept to meet consumer's demand & public expectations
- ☉ Improved business through enhanced supply chain & traceability
- ☉ Demand-driven B2B concept
- ☉ Investment in future coffee markets through continuous improvement

➡ **Balanced concept with mutual benefits for all actors involved!**



Thank you!

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