

## The 4th CEOs & Global Leaders Forum: a renewed commitment towards sustainability and farmers' prosperity in the coffee sector

During the 4th CEOs & Global Leaders Forum which took place in the margins of the 134<sup>th</sup> Session of the International Coffee Council (ICC) a joint Communiqué was released reaffirming the commitment of public and private coffee sector leaders on the implementation of the 2020-2030 Coffee Roadmap.

5 October 2022, Bogotá (Colombia) – The International Coffee Organization (ICO) and its Coffee Public-Private Task Force has convened its members and other stakeholders and development partners to attend the 4th CEOs & Global Leaders Forum, powered by IDH - The Sustainable Trade Initiative.



4th CEOs & Global Leaders Forum, Bogotá (Colombia)

The successful outcome of the 4<sup>th</sup> Forum was the release of a Communiqué expressing the commitment of companies and organizations of the coffee industry, and the ICO Members, to endorse the implementation of the 2020-2030 Roadmap, to delegate the necessary capacity to actively support the Task Force activities, and to work with the ICO to contribute towards securing the necessary resources and engaging with international finance institutions and development partners. The Task Force members and the ICC also agreed to reconvene the CEO & Global Leaders Forum next year.

The coffee sector is a crucial anchor for development and a driver of prosperity and sustainability. In recent years, various environmental, economic and social issues have impacted the coffee value chain and raised concerns over the sector's sustainability at local and global levels. Following the London Declaration in 2019, major public and private actors (traders, roasters and retailers, producer networks and NGOs), and ICO Members representing coffee exporting and importing countries have agreed to work together under the umbrella of a unique consensus-building model, the Coffee Public-Private Task Force, to achieve greater sustainability, resilience and inclusivity within the coffee sector.

During his opening remarks, Juan Esteban Orduz, President Colombian Coffee Federation Inc. and Chair World Coffee Producers Forum, stated: *"I am honored to be part of this Forum which is at the forefront of the discussions on coffee farmers prosperity, rural development and public-private. I am fully convinced that all of us can work on safeguarding the global coffee sector, and collectively address the major challenges ahead to create sustainable living conditions for the future generation of farmers and their communities."*

Vanúsia Nogueira, ICO Executive Director, welcomed the adoption of the Communiqué *"as a sign of the coffee actors' continuous commitment to position the global coffee sector at the forefront of sustainability initiatives that transcend into other industries. This forum showed one more time that we can join forces to develop the sustainability model of tomorrow that specifically incorporates producers' local realities, deals with the complex scenario of sustainability challenges in producing regions, and ensures consumers access to fair and transparent products."*

The annual CEO and Global Leaders Forum represents also a unique opportunity for the Task Force members and its partners to showcase powerful and successful examples that succeeded in producing positive changes in the coffee sector and other commodities, and how to address crucial challenges the sector is facing within coffee production and in coffee-

growing regions, such as prosperity of farmers' livelihoods, climate change, the sector's transparency and value distribution.

Andrea Illy, Chair of the Board of Illycaffè in his keynote stressed that *“the Task Force aims to further strengthen a virtuous cycle, by using a collaborative approach to unsolved issues, such as the fragmentation of coffee agriculture into tiny plantations, the living conditions of coffee growers, market transparency and volatility, and the resilience of coffee growing areas. That is why, we shall all work together on big data to increase market transparency and on a Global Coffee Resilience Fund to fight climate change and achieve farmers prosperity.”*

The Forum notably focused on the significance of a pursuing farmers living and prosperous income as the pre-requisite and the milestone for a future-proof and sustainable coffee supply chain. Addressing the Forum in a video message, David Rennie, Deputy Executive Vice President and Head of Nestlé Coffee Brands stated: *“Nestlé has been a firm supporter of the ICO Task Force, and we are certain that this Forum provides a unique opportunity to drive collaborative action across private companies, civil society and governmental institutions. We are all working towards a more sustainable coffee sector and better livelihoods for coffee farmers.”*

Various successful projects in coffee and other commodities were also highlighted to be replicated and scaled up as stressed during the 'Taking action session' with Kelly Goodejohn, Vice president at Starbucks for global coffee sustainability and education, and during a case study on 'Cocoa Talks', a multistakeholder dialogue on sustainable cocoa production of the EU, presented by the EU Directorate-General for International Partnerships- INTPA. During the Forum, Lavazza offered ICO to work together towards establishing a circular coffee economy hub to achieve zero waste and create jobs and income along the whole coffee value chain.

The coffee industry has changed significantly in recent years, which has created new challenges for many producers and coffee actors, but which has also opened up new opportunities providing unique conditions to depart from the traditional coffee business model that has become increasingly unsustainable for coffee producers and the environment, towards a consensus-building and complementary-driven action model that reward sustainability, transparency, quality, and enable the coffee growers to reach well-deserved prosperity.

The 5th edition of the Forum will be held in July 2023 in Bangalore, India, as part of the World Coffee Conference and the 136<sup>th</sup> International Coffee Council to take stock of progress and decide further actions in producing countries as in the whole coffee Global Value Chain.

## About ICO

The ICO, established under the International Coffee Agreement 2007, is the only intergovernmental organization for coffee, bringing together exporting and importing governments to tackle the challenges facing the world coffee sector through international cooperation.

It provides a unique forum for dialogue among governments, the private sector, development partners, civil society and all coffee stakeholders to tackle the challenges and nurture opportunities for the world coffee sector.

The ICO's mission is to strengthen the global coffee sector and promote its sustainable expansion in a market-based environment for the betterment of all participants in the coffee sector.

## About IDH

IDH is a global organization transforming markets. IDH puts people, planet, and progress at the heart of markets by leveraging the power of trade to create better jobs, better incomes, a better environment, and gender equality for all. To create the greatest impact in the shortest amount of time, IDH brings together people within corporations, the global financial sector and governments that have the most influence over global value chains to co-create and co-invest.

Headquartered in the Netherlands, IDH has around 380 employees globally, operating in 20 commodities and sourcing regions with over 1000 public and private partners. In 13 years of operation, IDH has stimulated over 390 M in private sector investment and support for new business models that create sustainable impact. IDH's work is made possible because of the funding and trust of public and private donors, among which the Governments of Netherlands and Switzerland.