



4C Global Sustainability Conference

- Practical Solutions for Sustainable Coffee Supply Chains -

Berlin, 06 June 2019

**Maritim Hotel Berlin
Stauffenbergstr. 26
10785 Berlin**

Draft Agenda

- 09.30 – 10.00 *Welcome Coffee, Networking and Registration*
- 10.00 – 10.10 *Welcome Address and Latest Developments 4C*
Dr Norbert Schmitz, Member of the Board,
Gustavo Bacchi, Managing Director, 4C Services GmbH, Germany

Sustainability Challenges in the Coffee Sector

- 10.10 – 11.30 *Political Initiatives to Resolve Sustainability Challenges in Times of Low Coffee Prices*
Dr Stefan Schmitz, Deputy Director General, German Federal Ministry for Economic Cooperation and Development (BMZ), Germany
- Ecological Risks in the Coffee Sector*
Herbert Lust, Managing Director, Conservation International Europe, Belgium
- Social Risks in the Coffee Sector*
Dr Rafaël Schneider, Deputy Director, Welthungerhilfe, Germany
- German Consumer Behaviour and Buying Decisions*
Holger Preibisch, CEO, German Coffee Association, Germany
- Answers from the Global Coffee Platform*
Annette Pensel, Executive Director, Global Coffee Platform, Germany
(tbc)
- The New 4C for Risk Mitigation – Practical Solutions to Address Sustainability Challenges in Coffee Supply Chains*
Dr Norbert Schmitz, Member of the Board, 4C Services GmbH, Germany
- Discussion*
- 11.30 – 11.50 *Coffee Break and Networking*



Trade and End Consumer Market Requirements

11.50 – 12.30 Implementation of Sustainability Strategies of Leading Brandowners and Traders

Marcelo C. Burity, Head of Green Coffee Development, Nestlé, Switzerland (tbc)

Daniel Martz, JDE, The Netherlands (tbc)

Jens Janecki, Managing Director, Bernhard Rothfos GmbH, Germany (tbc)

Discussion

12.30 – 13.30 *Lunch*

Impact of Certification

13.30 – 14.30 Case Studies – Impact of 4C Certification on the Ground

Example Brasil

Gabriel Miari, Trader-Coordinator, Cocatrel, Brazil

Example Colombia

Juan Camilo Ramos Mejía, Gerente Comercial, Federación Nacional de Cafeteros de Colombia (FNC), Colombia

Example Vietnam (tbc)

Certification and Post-Certification – A Scientific Assessment of Measures to Achieve Transformation into Sustainable Markets
Prof. Gernot Klepper, Kiel Institute for the World Economy, Germany

Discussion

14.30 – 14.50 *Coffee Break and Networking*

Application of Innovative Tools and Solutions

14.50 – 15.30 Verification of Deforestation-free Coffee Supply Chains
Pia Rothe, Global Risk Assessment Services (GRAS), Germany

Cost-efficient Integration of Smallholders into Certification
Andreas Feige, Member of the Board, 4C Services GmbH, Germany

Innovative Solutions for Sustainable Coffee packaging
Dr Jan Henke, Member of the Board, 4C Services GmbH, Germany

15.30 – 16.00 Panel Discussion
Moderated by Michael von Lührte, Member of the Board, 4C Services GmbH, Germany

16.00 – 17.00 *Reception*