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4C Services to become a partner in the Sustainable Coffee Challenge

4C Services would like to announce the decision to become partner in the Sustainable Coffee Challenge. This decision strengthens and confirms our commitment to promote deforestation-free coffee supply chains and to support initiatives to mitigate the climate change impact. We also believe that this decision will pave the way for collaboration with other stakeholders that are committed to address the challenging issues of the coffee sector. „*We are pleased to welcome 4C Services as a partner in the Sustainable Coffee Challenge and commit to work collaboratively to make coffee the world's first sustainable agricultural product*“, says Bambi Semroc, vice president, Sustainable Markets & Strategy at Conservation International.

The Sustainable Coffee Challenge is a collaborative effort of companies, governments, NGOs, research institutions and others to transition the coffee sector to be fully sustainable. Challenge partners are urgently working together to increase transparency, align around a common vision for sustainability and collaborate to accelerate progress towards those goals. The Challenge is facilitated by Conservation International, with the agenda and actions led by Challenge partners. Together, these change makers work to find solutions for the coffee community. To find out more about the Sustainable Coffee Challenge, please click [here](#).

Further information will be provided during the 4C Global Sustainability Conference taking place on 06 June 2019 in Berlin, Germany.

Don't miss this event and [register now](#) to discuss together with expert speakers how key sustainability and climate impact challenges in the coffee sector can be addressed, what the sustainability strategies of leading brand owners and traders are and how deforestation-free coffee supply chains can be verified using innovative tools and technologies based on remote sensing data and GIS technology.

The event is free of charge. Registration is required. Click [here](#) for further information and registration.

Upcoming 4C Trainings and Events

4C Events:

- 4C Global Sustainability Conference, 6 June 2019, Berlin

Click [here](#) for further information and registration.

4C Trainings:

- 12-13 June 2019, Abidjan, Ivory Coast
- 04-05 September 2019, Mexico City, Mexico
- 16-17 October 2019, Campinas, Brazil



- 06-07 November 2019, Ho-Chi-Minh, Vietnam
- 12-13 November 2019, Jakarta, Indonesia

Click [here](#) for further information and registration.

Best regards,

Your 4C team