



# 4C Global Sustainability Conference

## Practical Solutions for Sustainable Coffee Supply Chains

6 June 2019, Berlin, Germany

Maritim Hotel Berlin, Stauffenbergstr. 26, 10785 Berlin

How can you address key sustainability and **climate impact** challenges in the coffee sector?

How to implement sustainable supply chains in times of **low coffee prices**? What are the sustainability **strategies** of leading brand owners and traders? What is the **impact** of sustainability certification and how can it be increased? How can you integrate **smallholders**?

How can you use **innovative technologies** to increase the **credibility** of certification and to support risk mitigation? How is the **new 4C certification system** dealing with those issues?

Which concrete and **implementable solutions** are offered to the market?

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Coffee producers, brand owners, roasters, traders and retailers, as well as authorities, associations, NGOs, research bodies and other interested parties are cordially invited to the first 4C Global Sustainability Conference taking place in Berlin on June 6, 2019. Expert speakers will provide insights from various perspectives. Besides short and focused presentations, the agenda provides sufficient time for discussions and networking.

The event is free of charge. Registration is required.

Please register today to reserve your place:

[www.4C-services.org](http://www.4C-services.org)



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- Practical Solutions for Sustainable Coffee Supply Chains -

Berlin, 06 June 2019

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### 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 – 11.20 *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*  
*Niels Haak, Manager Sustainable Coffee Policy, Conservation International Europe, Belgium*
- Social Risks in the Coffee Sector*  
*Dr Rafaël Schneider, Deputy Director, Welthungerhilfe, Germany*
- The Global Coffee Platform: Local Action for Global Results*  
*Annette Pensel, Executive Director, Global Coffee Platform, Germany*
- 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*
- 11.20 – 11.40 *Coffee Break and Networking*

### Trade and End Consumer Market Requirements

- 11.40 – 12.30 **Implementation of Sustainability Strategies of Leading Brandowners and Traders**  
*Stefan Canz, Global Coffee Farmer Connect Manager, Nestlé, Switzerland*  
*Sina Stemmler, Managing Director, Mercon B.V., The Netherlands*



*Jan Michael Wernicke, Senior Trader, COFCO International, Switzerland*

*Rodrigo Costa, Director of Trading, Comexim Group, USA*

*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 Uganda

*Dr Emmanuel Iyamulemye Niyibigira, Managing Director, Uganda Coffee Development Authority (UCDA), Uganda*

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*

German Consumer Behaviour and Buying Decisions  
*Holger Preibisch, CEO, German Coffee Association, Germany*

*Discussion*

14.30 – 14.50      *Coffee Break and Networking*

### **Application of Innovative Tools and Solutions**

14.50 – 15.30      Coffee Genetics and Why this Matters for Sustainability  
*Greg Meenahan, Partnership Director, World Coffee Research, USA*

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

Cost-efficient Integration of Smallholders into Certification  
*Keith Castelino, Sustainability Manager, 4C Services GmbH, Germany*

Innovative Solutions for Sustainable Coffee Packaging  
*Dr Jan Henke, Director, Meo Carbon Solutions GmbH, Germany*

15.30 – 16.15      Panel Discussion  
*Moderated by Michael von Lührte, Member of the Board, 4C Services GmbH, Germany*

16.15 – 17.00      *Reception*