



Newsletter No. 17

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Content

4C regional stakeholder conference
Ethiopian coffee delegation visits 4C
Sustainability certification benefits consumers and producers
2020 save the date

4C regional stakeholder conference – 23 January 2020

The [agenda](#) for the first 4C regional stakeholder conference in Latin America is already available on our website. Burning issues such as aging farmers and the consequent need for integration of young adults, climate friendly-deforestation free supply chains, and certification impact assessment through science-based approaches will all be addressed at the event. From the other end of the rope, we will hear about market requirements for sustainable coffee, both from the trader and from the brand owner perspectives.

Chosen as the background for this event is the UNESCO world heritage site of Antigua Guatemala, in the central highlands of Guatemala. Strategically located between the coffee producing regions of Mexico and Central American countries, the conference focuses on Latin America. Region specific

topics will include the significance of sustainability certification for agricultural commodities, and experiences and examples of 4C coffee certification on the ground. Time for discussions will also be provided.

To make participation viable and comfortable for all stakeholders, 4C will be offering simultaneous translation from English to Spanish. There is no charge of fees, but a registration is required. Don't miss out on this great opportunity to listen in, learn, exchange, and strengthen your network.

For more [infos](#) and [registrations](#).

Sustainability certification benefits consumers and producers

The actual sustainability of most products currently offered to consumers is highly uncertain. Varying regulations and market realities in the countries involved create a complex regulatory environment that lacks transparency. Many countries lack the regulations and its enforcement necessary to ensure sustainable supply chains. As a result, satisfying the demand for sustainable products at a competitive price without unwanted environmental and societal impacts is challenging for producers.

Sustainability certification intends to mitigate this lack of oversight and regulation. It ensures that only sustainably produced feedstocks are allowed, and sustainability requirements are obeyed along the entire supply chain. Creating a sustainable market niche through certification benefits local producers that otherwise could not compete with unsustainably produced products. Consumers also benefit from being able to purchase a product with confidence that it has been produced and delivered in a truly sustainable manner without undesired negative environmental and societal impacts.

A recent article by Prof. Gernot Klepper from the Kiel Institute for the World Economy discusses this topic with examples from the coffee sector, in particular from 4C certification experiences. Please click [here](#) to read the full article on „How Certification Meets the Interests of Consumers and Producers“.

4C is committed to perform comprehensive certification impact assessments on a regular basis in the future.

Ethiopian coffee delegation visits 4C



Earlier this week, we were pleased to welcome at our office in Cologne, Germany, and to connect to a group of Ethiopian managers from the coffee sector, among which were traders and producers. The aim of the visit was to get a close look into the 4C certification system, and how it could be best applied to the context of the Ethiopian market. In addition to technical issues on the 4C certification process, the socio-economic benefits of implementing good agricultural practices at the level of coffee producers were also discussed. The delegation was invited through the Fit for Partnership with Germany program, and left our office with a warming smile and an impressive comprehension of the benefits of 4C certification.

[“Fit for Partnership with Germany”](#) is a program funded by the German Ministry for Economy and Energy, managed by GIZ (German Corporation for International Cooperation) and carried out by [IMAP-Institut](#) as one of the training centers in Germany.

The Ethiopian Ministry of Trade and Industry selected a total of 22 participants in cooperation with GIZ, of which 12 joined our informative presentation and discussion session.

4C supports such initiatives and welcomes all those interested in learning more about how the 4C certification system can bring positive impact to different groups of stakeholders.

2020 save the date

- 23 January 2020, Antigua, Guatemala: 1st 4C Regional Stakeholder Conference
- 17 June 2020, Warsaw, Poland: 2nd 4C Global Sustainability Conference

Both events are free of charge, but they do require prior registration.

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