4C Projects to Improve Livelihoods of Coffee Growers

Dr Jan Henke, 4C Services GmbH
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4C is implementing projects on the ground

4C projects on the ground to support:

- Further 4C System development
- Continuous improvement
- Smart combination of certification with additional action on the ground
- Impact
- Tool developments
- Etc.
4C is implementing projects on the ground to support the further 4C System development and the continuous improvement.
Project example: Improving working and living conditions for coffee smallholders in Colombia

4C together with Melitta and KFW DEG conducts a develoPPP project, starting first quarter of 2020

- Timeframe: 3 years
- Budget: 400,000 Euros
- Project management: 4C Services
Project background

- Coffee production is an important agricultural activity in Colombia.
- Most coffee is produced by smallholders.
- Ageing coffee farmers (average age 55 years).
- Traditional farm practices applied.
- Lack of ecosystem-based adaptation strategies to cope with negative impacts of climate change.
- Migration of young adults due to low income of the sector.

To maintain coffee production in Colombia...

... sustainable farming practices are vital to generate more income and improve market access.

... the link to young adults and children in coffee communities and their education, expertise and knowledge about coffee production and required adaptations is crucial.
Objective of the project

- Improve sustainable agricultural management of Colombian coffee growers
- Contribute to long-term economic and ecologic viability of smallholder farms
- Increase attractiveness for young adults
- Market uptake in Europe
# Working packages of the project: Baseline Study, Training Programs, Market Access

## Baseline Study
- Baseline study to identify
  - production and social challenges in coffee farming
  - sustainability challenges
  - social and environmental risks
  - climate change challenges
  - improvement areas and best practices
  - obstacles for young adults to engage in coffee farming
  - regional cooperation and multiplier organisation for project execution

## Training Programs
- Develop training approach, content and documents for different target groups
- Set-up young farmer field schools and training plots
- Train-the-Trainer training
- Multistakeholder workshop to anchor and disseminate the results
- Roll out to create multiplier effects

## Market Access
- Conduct marketing and communication campaigns
- Establish direct links with European coffee roasters and coffee farmers to support uptake of 4C coffee
  - Support long-term viability and continuous improved market uptake of green coffee
Additional project options under 4C: Biobased and recycled packaging with ISCC

Independent ISCC certification guarantees:

- Sustainability
- Segregation or mass balance
- Traceability
- Feedstock identity
- Conversion factors/ volumes
- Add-ons (e.g. GHG/ LCA)
- Logos and claims
Additional project options under 4C:
Interested companies can apply the Food Security Standard

- **Human Right to Adequate Food** as a new building block for sustainability standards
- Practicable and measurable **food security criteria**
- **Pilot tests** and feedback to the project are possible
Ongoing 4C Project:
4C risk assessment and inclusion of coffee growing countries into GRAS

Coffee producing countries already included in the tool: Brazil, Colombia, Mexico, Guatemala, Honduras, Peru, the Democratic Republic of Congo, Indonesia, Malaysia, Kenya, Vietnam and Thailand. Additional countries are continuously being added.

After identifying the GRAS index for Producers of a 4C Unit, the auditor must analyze additional risk indicators.

GRAS tool: www.gras-system.org
4C is involved in additional projects. Results serve as input for the continuous improvement of the 4C standard

Examples of (potential) pilot projects recently designed to improve preservation of precious landscapes and biodiversity and improve labour conditions:

- **Soil health program** supported by on field survey and soil lab tests
- **Land use change maps** to protect forests and natural resources using satellite image technology
- 4C Climate Friendly Coffee (later presentation)
- **Climate adaptation strategies**
- **Supply chain mapping** and company dashboards
- Mapping of **biodiversity hot spots**
- Addressing **social issues** (minimum wage)
Interested in a joint project?

Please feel free to contact us!
Join 4C and create a sustainable future for the coffee sector!

4C Services GmbH
Hohenzollernring 72, 50672 Cologne, Germany
Email: henke@4c-services.org
www.4c-services.org