



4C Projects to Improve Livelihoods of Coffee Growers

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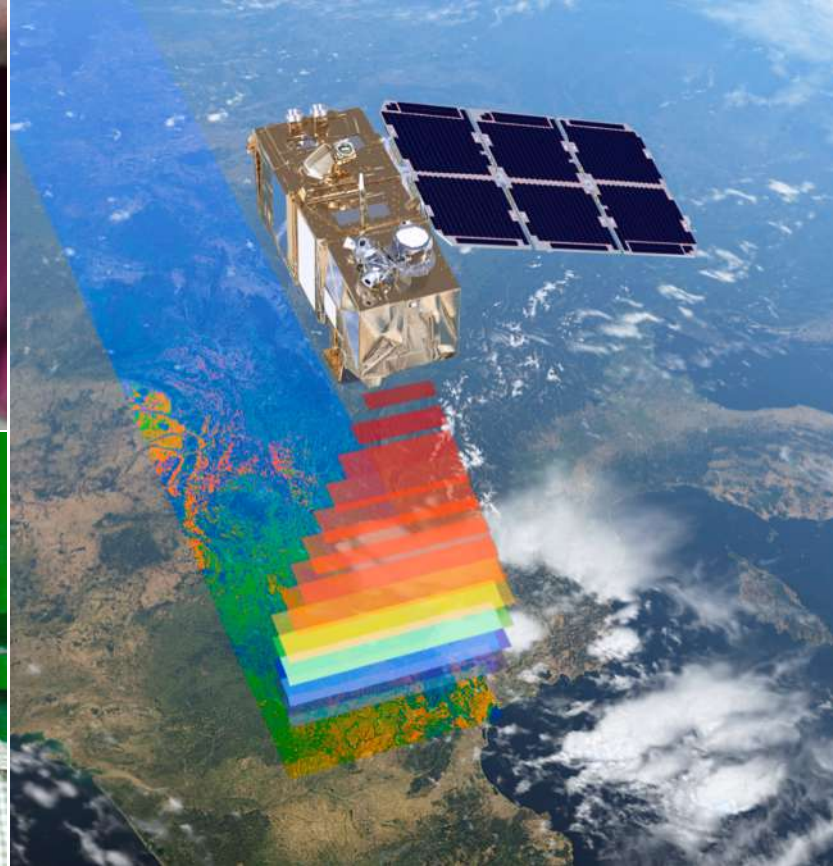
4C is implementing projects on the ground

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

Project Example

FSS | PROJECT



With support from



by decision of the
German Bundestag



- **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)

The background image shows a lush tropical landscape. In the foreground, there are dense banana plants. In the middle ground, several small, light-colored houses with tiled roofs are visible, partially obscured by the vegetation. In the background, a large, rounded hill covered in dense green trees rises against a cloudy sky. The entire image has a dark green overlay, and the text is centered in white.

Interested in a joint project?

Please feel free to contact us!



Join 4C and create a sustainable future for the coffee sector!



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