



## 4C Global Sustainability Conference

- Practical Solutions for Sustainable Coffee Supply Chains -

Warsaw, Wednesday 14 October 2020

Sheraton Grand Warsaw Hotel, Boleslawa Prusa 2, 00-493 Warsaw, Poland

### **Draft Agenda**

- 09.15 – 09.45 *Welcome Coffee, Networking and Registration*
- 09.45 – 10.00 *Welcome Address and Latest Developments in 4C*  
*Dr Norbert Schmitz, Member of the Board,*  
*Gustavo Bacchi, Managing Director, 4C Services GmbH, Germany*

#### **Changing Environment in the Green Coffee Market.**

**How does the Sector Respond: Panel** moderated by Michael von Luehrte

- 10.00 – 11.10 **Panel Participants**
- Nestle - Marcelo Burity*  
*Melitta - Stefan Dierks (tbc)*  
*MERCON - Giacomo Celi*  
*RABO Bank - Esther Berkelaar*
- 11.10 – 11.30 *Coffee Break and Networking*

#### **Innovative Tools and Solutions**

- 11.30 – 12.45 **4C - Practical Solution to Implement Sustainability Commitments**  
*Dr Norbert Schmitz, Member of the Board, 4C Services GmbH, Germany*
- Development Partnerships with the Private Sector – KFW DEG**  
*Myriel Camp, Program Manager, 4C Services GmbH, Germany*
- Sustainable Incomes through Coffee Farming Improvement**  
*Greg Meenahan, Partnership Director, World Coffee Research*
- Risk Assessments and Traceability**  
*Pia Rothe, Global Risk Assessment Services (GRAS), Germany*
- 12.45 – 13.45 *Lunch*

#### **Sustainability Policies and Strategies**

- 13.45 – 15.10 **Sustainability – A Commitment by the ECF / ICO London Declaration**  
*Eileen Gordon Laity, European Coffee Federation, (ECF), Belgium*
- Certification to Support Sustainable Coffee Production in East Africa**  
*John Schluter, Café Africa, East Africa*



4C On-Product Logo and Claims for Improved Market Access

*Marco Valério Araújo Brito, Cocatrel, Brazil*

Impact of 4C Certification on the Ground

*Mario Eduardo Vega, Federación Nacional de Cafeteros de (FNC) Colombia (tbc)*

Sustainability Policies and Strategies

*Daniel Martz, Jacobs Douwe Egberts (JDE), Netherlands*

15.10 – 15.30 *Coffee Break and Networking*

**Impact of Sustainability Certification / 4C Certification on the Ground – Case Studies**

15.30 – 17.00 Trends in Germany and Europe – Consumer Behaviour and Buying Decisions

*Dr Johannes Hielscher, German Coffee Association, Germany*

How Sustainability Claims Influence Consumers Purchasing Decisions

*Prof. Dr. Oliver Kaul, Smartcon, Germany*

The Global Coffee Platform – Local Action for Global Results

*Annette Pensel, Global Coffee Platform, Germany*

Sustainable Packaging

*Dr Jan Henke, Member of the Board, 4C Services GmbH, Germany*

17.00 – 18.00 *Reception*

- End-