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Revision of the 4C Code of Conduct: Public Consultation Open

Within the previous months, we have extensively worked on compiling all our experiences made within the last years and the feedback received from our stakeholders in order to revise the 4C Code of Conduct.

This step aims at making the system more robust and fostering a continuous improvement process on the farm level. The revision is primarily based on the stakeholder feedback, received during previous stakeholder meetings, calls, and via business correspondence. Today we announce the final stage of the stakeholder consultation process: the public consultation is open now.

We are very much looking forward to your feedback. To get acquainted with the revised version of the 4C Code of Conduct and leave your comments, please click the button below. The public consultation will be open until 28 June 2020.

Participate in public consultation

4C Roadshow in Vietnam

4C had a pleasure to meet various stakeholders of the Vietnamese coffee sector this March before the travel restrictions came in force for the international space.

Our team spoke to representatives of several companies, certification bodies, and NGOs, as well as the local government, in Ho Chi Minh City, Gia Lai and Dak Lak Provinces. It was a great opportunity to present 4C and demonstrate how it changed and improved during the last years, and to provide valuable insights into the 4C sustainability requirements and special features, strengthening the work of the system.

It was enlightening for both sides: while stakeholders learned new information, the 4C team could get useful feedback on positive aspects as well as recommendations for improvements. The main discussion topics included innovative tools applied in managing coffee producer groups, risk assessment and 4C certification auditing, trainings, monitoring and integrity and last but not least access to international coffee markets and incentives for farmers. In addition to that, the dialogue on potential partnerships for local project implementation was launched.
among the crucial topics are soil, chemicals, and traceability.

The discovered needs of the system users and external stakeholders are now being discussed in the headquarters. The first step is already taken: to be closer to our Vietnamese stakeholders and enable more efficient and smooth communication, 4C is going to hire a locally based Integrity Auditor (see the Career section below).

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**Improving Sustainability of the Coffee Sector in a Climate Change Era: 4C at CaféPoint**

A coffee news portal in Brazil, CaféPoint, published an insightful article on 4C and its path to anchoring sustainability in the entire coffee sector. It introduces readers to the 4C certification and its solutions as well as the self-improvement process and continuous multi-stakeholder dialogue, strived by the system. Enjoy reading the full article [here](#).

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**4C Examined Social Issues in the Philippines**

4C helps companies to pursue their commitments to sourcing environmentally and socially sustainable coffee. This does not only include certification services, but also complementary projects to address specific issues. One of the examples is a recent 4C partnership with Nestlé. The goal of the project was to conduct a study with a focus on social issues in the Philippines.

4C assessed the local situation and identified critical topics as well as developed and recommended feasible measures to address the corresponding issues together with Nestlé’s staff. The methodological approach included a desk-study and a field trip, where multiple interviews with producers, workers, local government and NGO representatives were conducted. The main issues of concern identified by 4C were related to the minimum wage legislation and a generally low level of school enrollment for children at secondary and high school age.

With 4C’s recommendations in mind, Nestlé is now addressing the situation and developing potential solutions. Read the recently published Nestlé’s “Created Sharing Value Progress Report 2019” [here](#).

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**FSS Study on the Significance of Sustainability in Consumer Purchasing Behavior**

The accompanying research on the Food Security Standard (FSS), which was developed by WWF, Welthungerhilfe and ZEF, with support of the German Ministry for Food and Agriculture, investigated the significance of sustainability standards in German consumer behavior on the example of chocolate. The short study demonstrated that consumers are generally willing to pay more for certified sustainable products: “The more knowledge the respondents have about sustainability and certifications, the greater is the willingness to pay”. To learn more, please follow the [link](#).

If you are interested in integrating the FSS into your 4C certification, please [contact us](#).

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**Career: 4C Integrity Auditors in Asia and Latin America (Brazil)**

4C is looking for highly motivated locally based auditors to conduct integrity assessments in the framework of the 4C Integrity Program. The key activities include planning, organization, and coordination of 4C integrity assessments with a focus on traceability, social, and environmental issues, compilation of integrity reports, and contribution to the continuous development of the 4C System and the 4C Integrity Program. Professional experience in certification and high proficiency in English and the language corresponding to the focus area (Vietnamese or Portuguese) are crucial for the candidate’s profile. Interested? You will find further details on the openings and information on candidate profiles [here](#).

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About our mailings:
4C sends out mailings, event, and training invitations to its system users, partners, cooperating certification bodies, and subscribers to the 4C newsletter. If you are not the correct recipient, or if you do not wish to receive these updates from 4C in the future, please [click here to unsubscribe](#).

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