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Official Welcome of the 4C Advisory Board Members

We are thrilled to announce that the 4C Advisory Board is now complete and would like to officially welcome its members. The main role of this body is to support 4C with advice on strategic issues. We are looking forward to fruitful cooperation and future discussions on strengthening 4C’s position and vision.

The 4C Advisory Board brings together representatives of different stakeholder groups with years of experience in the sustainability and coffee areas:

- Marcelo Burity, Head of Green Coffee Development, Nestlé
- Andreas Feige, Managing Director, Meo Carbon Solutions
- Dr. Jan Michael Henke, Managing Director, GRAS Global Risk Assessment Services

- Michael von Luerthe, Coffee Market Consultant
- Nhung Ngoc Ly, Chairman and Managing Director, ComCo Trading Co Ltd
- José Sette, Executive Director, ICO
- Dr. Rafaël Schneider, Deputy Director Policy and External Relations and Coordinator Food Security Standard (FSS), Welthungerhilfe
- Dr. Jennifer Wiegel, Regional Coordinator for Central America, the Alliance of Bioversity International and CIAT

4C is fortunate to have so many talented people serving on its Advisory Board. To get familiar with their detailed biographies, please follow this [link](#).

4C Partners with Simexco, IDH – the Sustainable Trade Initiative, and JDE for Reducing GHG Coffee Emissions in Vietnam

Agriculture belongs to the main greenhouse gas (GHG) emitters, and coffee production is - due to intensive fertilizer and pesticide use, energy consuming machines as well as inefficient wastewater management - no exception here.

Measurement of GHG emissions provides an opportunity to address this problem by conducting **a scientific and comprehensive evaluation of a farm's potential to reduce its climate change impact**. Having GHG information at hand makes it possible to proceed to the next step and **develop an appropriate and viable action plan to reduce, inset, and offset GHG emissions in the green coffee bean supply chain**.

This year, 4C partnered with Simexco Dak Lak Ltd (SMC), a major Vietnamese coffee exporter, in a pilot project in cooperation with IDH, the Sustainable Trade Initiative, and Jacobs Douwe Egberts (JDE) to calculate GHG emissions in coffee production. Based on the calculation results, corresponding measures will be developed to mitigate GHG emissions. Four partners believe that combining their forces will **improve the environmental footprint of coffee production in Vietnam and make a valuable contribution to the global combat against climate change**.

[Read more about the project](#)

More 4C System Users Share Testimonials to Describe Their Experience with 4C

What do 4C System Users think about 4C? We know now and are proud to share our users' testimonials with you. Roasters and brand owners highlight 4C's role in providing independent and credible support for their sustainability aspirations, while producers and cooperatives recall all the positive changes that happened since they joined 4C. Additionally, we appreciate the feedback from the certification bodies cooperating with 4C, as they witness how the system evolves and progresses over time.

The most recent statement was submitted by **Mr. Hideki Takeuchi from Ajinomoto AGF, Inc.** who emphasized the trustworthiness of the 4C certification and Ajinomoto AGF's intent to keep promoting ethically

produced coffee with the 4C logo on their products. This autumn, [Ajinomoto AGF introduced the 4C certification logo for a series of their flagship coffee products for the first time on the Asian market.](#)

Explore 4C System User testimonials

Buckle up! 4C Online Seminar Series “Sustainable Coffee Day” Starts in 7 DAYS – Register Now

4C cordially invites every interested party to join its bi-weekly online seminars devoted to the sustainability issues in the coffee sector.

Learn more about the latest developments in the field and listen to coffee experts and sustainability professionals! Various topics will be covered, including deforestation, biodiversity, carbon footprint of coffee and climate change, social challenges, and last but not least – sustainability as a core requirement for market acceptance.

Let’s pre-celebrate the International Coffee Day together – join us for the first online seminar in the series on 30 September 2020 and stay tuned every second Thursday, at 14:00 (Berlin time)!

Online seminar dates:

- 30 September 2020 - **Truly Green Bean: Deforestation-Free Supply Chains and Biodiversity Improvement** with *Marion Hammerl, Bodensee Stiftung; Niels Haak, Conservation International* and *Dr. Norbert Schmitz, 4C Services GmbH.*
- 15 October 2020 - **Carbon Footprint of Coffee and Climate Change Adaptation Strategies** with *Dr. Vern Long, WCR; Julia Ostrowski, Meo Carbon Solutions,* and *Adis Dzebo, Stockholm Environment Institute.*
- 29 October 2020 - **People Matter: How to Address Social Challenges in the Coffee Production?** with *Dr. Rafaël Schneider, Welthungerhilfe; Daniele Martins, inPACTO* and *Myriel Camp, 4C Services GmbH.*
- 12 November 2020 - **Sustainability as a Core Requirement for Market Acceptance.** More details to follow soon.
- 26 November 2020 - **Upcoming Due Diligence Requirements and Their Implications for Coffee Supply Chains.** More details to follow soon.

To learn about the agenda of the separate online seminars and register please click the button below. We are looking forward to having you with us.

Register now

4C Online Trainings 2020: Last Chance to Register for the Training in English, 5-7 October

4C Online Training in English is the last training to be conducted by 4C in 2020. **Do not miss this opportunity to receive a crucial update** on the latest revision of the 4C Code of Conduct and detailed guidance through the certification process.

- **Module I:** 4C Certification Process: From Risk Assessment and Audit to Issuance of Certificates
- **Module II:** 4C Code of Conduct – Revised Version (3.0): Robustness and Continuous Improvement
- **Module III:** 4C Supply Chain Traceability and Chain of Custody (CoC) Certification

We welcome you to participate! Get familiar with the 4C Certification System, learn how to implement sustainability requirements, boost your proficiency in assessing deforestation and biodiversity risks, and discover the CoC certification to ensure responsible sourcing. Please note that **participation is mandatory for the new auditors, evaluators and certifiers.**

The 4C Online Training in English starts in 10 days – last chance to register! →



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About our mailings:

4C sends out mailings, events, 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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