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Content

4C Online Seminar on Sustainability as a Core Requirement for Market Acceptance – Tomorrow! Last Chance to Register

4C System Documents Now Available in Portuguese and Spanish

New Report Links 4C and over 200 Other Voluntary Standards to the UN Sustainable Development Goals

4C Online Seminar on Sustainability as a Core Requirement for Market Acceptance – Tomorrow! Last Chance to Register

4C cordially invites you to **join the fourth part of its online seminar series!** The focal point of this seminar will be sustainability as a core requirement for market acceptance.

Our keynote speakers will share their insightful presentations: **Prof. Dr. Oliver Kaul** (smartcon GmbH) on **sustainability's influence on consumer purchasing decisions**, **Stefan Dierks** (Melitta Group Management GmbH & Co. KG) on **sustainability as the basis for a long term success**, and **Prof. Dr. Gernot Klepper** (Kiel Institute for the World Economy) on the **role of certification in making coffee sustainable**.

When? Tomorrow, 12 November 2020 from 14:00 to 15:15 CET. Participation is free of charge, but a registration is required. This is your last chance to register!

FURTHER UPCOMING ONLINE SEMINARS:

26 November 2020 - **Upcoming Due Diligence Requirements and Their Implications for Coffee Supply Chains** with *Isabelle Lemmens, European Coffee Federation; Marcelo Burity, Nestlé; Michael von Luehrte, MVL coffee, and Norbert Schmitz, 4C Services GmbH.*

We are looking forward to having you with us!

[Register here](#)

4C System Documents Now Available in Portuguese and Spanish

We are pleased to announce that the translation of our **4C Code of Conduct, 4C System Regulations as well as 4C audit checklist for 4C Units** into Portuguese and Spanish is completed. You can find the translated documents [here](#).

Please note that for documents translated into languages other than English, the English language version remains the definitive version and 4C accepts no responsibility for any discrepancies between translated versions and the original English document.

New Report Links 4C and over 200 Other Voluntary Standards to the UN Sustainable Development Goals

The report “**Linking Voluntary Standards to Sustainable Development Goals**” aims at helping decision-makers in the public and private sector to understand where voluntary sustainability standards are best placed to contribute. The report was prepared by the International Trade Centre in collaboration with UNCTAD, the European University Institute, the University of Amsterdam, and the German Development Institute.

The report covers **232 voluntary sustainability standards (VSS)** and shows that the

following three SDGs are **mostly covered by the VSS: SDG 8 (Decent Work and Economic Growth), SDG 12 (Responsible Consumption and Production), and SDG 2 (Zero Hunger)**. Few or no links were found for SDG 17 (Partnerships for the Goals), SDG 14 (Life Below Water), and SDG 13 (Climate Action). This finding reflects the fact that these SDGs are either formulated in a state-centric way or cover issues for which fewer VSS exist.

4C achieved a very good result: according to the analysis, **4C supports 16 SDGs in total and has the strongest connection with SDG 5 (Gender Equality), SDG 10 (Reduced Inequalities), and SDG 8 (Decent Work and Economic Growth)**. To read more about 4C's contribution to SDGs, please visit our [website](#).

[Download the report](#)



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