



## 4C NEWSLETTER



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### Seminario Online 4C “La Sostenibilidad como un Requisito Básico para la Aceptación en el Mercado” – Tomorrow! Last Chance to Register

Don't miss the last 4C online seminar in Spanish on **4 March 2021 at 10 am** (Bogotá time)! The focal point of this seminar will be **sustainability as a core requirement for market acceptance**. **Betina Bacelis, 4C Services GmbH, Claudia Meier, FiBL, Steffany Bermudez, IISD, and Orlando García, Nestlé (Mexico)** will share their insightful presentations, followed by a discussion panel with **Orlando García, Diego Robles, Federación Nacional de Cafeteros (Colombia) and Jennifer Rojas, ED&F Man Volcafe (Perú)**. Join us and use this unique possibility to learn, connect and ask questions!



Los invitamos cordialmente a participar nuestro cuarto y último seminario online 4C en español titulado “**La sostenibilidad como un requisito básico para la aceptación en el mercado**” a llevarse a cabo el día de mañana **04 de Marzo (10 am Bogotá)**.

Durante esta sesión, **Betina Bacelis, 4C Services**, les presentará el rol de las certificaciones sostenibles para llegar a nuevos mercados, asimismo tendrán la oportunidad de conocer con **Claudia Meier y Steffany Bermudez, Research Institute of Organic Agriculture e International Institute for Sustainable Development**, sobre la producción y consumo de café sostenible en América Latina y en el mundo. En representación de **Nestlé, Orlando García** les hablará sobre las experiencias de la compañía en su travesía hacia la sostenibilidad.

Luego de las presentaciones tendremos un panel de discusión con responsables de Entidades Gestoras 4C de diferentes países de la región, nos acompañarán en este panel:

- **Diego Robles, Federación Nacional de Cafeteros (Colombia),**
- **Orlando García, Nestlé (México) y**

- Jennifer Rojas, ED&F Man Volcafe (Perú).

La participación es gratuita, pero es necesario registrarse. Para conocer más sobre los seminarios e inscribirse por favor haga clic en el siguiente enlace. ¡Nos vemos pronto!

[Register here](#)

### Magdalena (Colombia) to be the Department for Project Intervention to Improve Working and Living Conditions for Coffee Smallholders



The baseline study of the project, conducted by the Alliance of Bioversity International and the International Center for Tropical Agriculture (ABC), identified **Magdalena** as one of the departments with the greatest need of intervention **to improve productivity and living conditions of coffee smallholders**, especially when considering economic opportunities for rural youth, gender balance, productivity, access to markets and adaptation to climate change.

The department of Magdalena is located in the north of Colombia, with **more than 4,000 coffee growers**, many of them belonging to indigenous communities. On average, the coffee farms have a planted area of 2.76 hectares.

Magdalena has been identified as the department with some of the highest rates of **rural poverty, youth unemployment and lack of rural education** compared to the other six departments assessed as well as one of the departments affected most by the **impact of climate change**, facing a high risk of deforestation of the remaining forest area. For instance, climate change adaptation and mitigation strategies to avoid expansion into forests are particularly needed, as the **forested area under deforestation risk was identified to be more than 63%**.



Source: FNC

The baseline study provided a **broad input on the main challenges to be addressed within the training program** that will be jointly developed by 4C, ABC, Federación Nacional de Cafeteros de Colombia (FNC), and NES Naturaleza in the coming months.

To **read the full article and learn more** about the baseline study and the project in general please follow the link below.

[Read more](#)

### Save the Date! 4C Online Seminar Series II in English: Comeback in April-June 2021

In 2020, 4C conducted its first online seminar series and received very positive feedback from the participants, who also expressed their interest in attending another round. **We are pleased that our event was of value and benefit for so many of you** and would like to invite you to our **next bi-weekly online seminar series in English in April – June 2021**.

The series will keep the **focus on sustainability challenges and solutions** within the coffee supply chains, as we believe that these topics are as important as ever. If you would like to learn more about the latest developments in the field, hear from coffee experts around the globe and simply network, this series is for you! Various topics will be covered, including **deforestation, biodiversity, carbon footprint, sustainable packaging, climate change, child labor and gender equality**, and last but not least – **supply chain due diligence**.

**Join us for the first online seminar in the series on 15 April 2021 and stay tuned every second week, at 14:00 (Berlin time)!**



**Online Seminar Series**  
**SUSTAINABLE COFFEE DAY II**  
April – June 2021

**15 April 2021**  
14:00 – 15:00 CEST\*  
A Path to Coffee's Climate Neutrality:  
From a Tree to a Cup

**29 April 2020**  
14:00 – 15:00 CEST  
Global Coffee Value Chains and Sustainability <sup>IBC</sup>

**12 May 2020**  
14:00 – 15:00 CEST  
Coffee: Tasting Good, Improving Lives

**27 May 2020**  
14:00 – 15:00 CEST  
Zero-Deforestation, Biodiversity and Climate  
Adaptation: Safeguarding Coffee of the Future

**10 June 2020**  
14:00 – 15:00 CEST  
Upcoming Due Diligence Requirements and Their  
Implications for Coffee Supply Chains

\*Central European Summer Time

We are looking forward to having you with us!

[Save the date](#)

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### Career: 4C Program Manager and 4C Sustainability and Integrity Manager

**4C Services GmbH is hiring!** We are looking for highly motivated professionals for the positions of: **4C Program Manager** and **4C Sustainability and Integrity Manager**. To find further details on the openings and information on the tasks and candidates' profiles, follow the link below.

[Apply now](#)



#### Contact 4C

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