



**GLOBAL COFFEE
SUSTAINABILITY
CONFERENCE 2017**

SECURING THE ECONOMIC VIABILITY OF COFFEE

**GENEVA, SWITZERLAND
OCTOBER 4-5TH, 2017**

**BROUGHT
TO YOU BY**



**GLOBAL COFFEE
PLATFORM**

DAY 1: SECURING THE ECONOMIC VIABILITY OF COFFEE

08:30
—
09:00

Registration

09:00
—
09:10

Opening

Moderator: Mary Pettitt, North American Ambassador
– Global Coffee Platform.

09:10
—
09:25

Keynote Address

This session will explore the power of public-private collaboration for real, tangible change.

Speaker: Dominic Waughray, Head of Public-Private Partnership, Member of the Executive Committee, World Economic Forum

09:25
—
09:45

Principal Speaker

Roberto Vélez, CEO of the Colombian Coffee Growers Federation (FNC) will elaborate and connect the next steps of the World Coffee Producer Forum to the need for broader collaboration and collective action.

Moderator, Principal Speaker:
Roberto Velez, CEO Colombian Coffee Growers Federation

09:45
—
10:30

Collaboration to ensure the Economic Viability of Coffee Farming: where do we stand?

This session builds on the outcomes of the World Coffee Producers Forum and captures a variety of perspectives and existing efforts from around the coffee world to unite and drive our collaborative efforts.

Speakers: José Sette, Executive Director, International Coffee Organization; Carlos Brando, Director, P&A Marketing Brazil; Karel W. Valken, Global Head Trade & Commodity Finance Agri, Rabobank; Annette Pensel, Executive Director, Global Coffee Platform.

10:30
—
11:00

Networking Coffee

11:00
—
13:00

Securing the Future of Coffee Through Country Collaboration

Two subsequent break-out sessions will detail the power of country platforms and provide opportunities on how participants can share costs, make smarter investments, and increase their impact on the economic viability of coffee farming.

Speakers: Representatives from National Coffee Platforms
Brazil: Silvia Janine Servidor De Pizzol, National Coffee Council (CNC)
Colombia: Gustavo Andrés Gómez Montero, Executive Director Asoexport Analdex
Honduras: Alberto Ponce, General Manager Quality Control – Cadexsa
Indonesia: Moenardji Soedargo, Chair of SCOPI
Veronica Herlina, Executive Director of SCOPI
Uganda: Apollo Kishagumi, Director of Development Services – UCDA
Vietnam: Mr. Le Van Duc, Vice General Director of Department of Crop Production (DCP) and Vice Chairman of Vietnam Coffee Coordinating Board.

13:00
14:00

Lunch

14:00
15:00

Securing the Future of Coffee Through Global Collaboration

Participants will explore how they can contribute their knowledge, expertise, resources, and energy to either scale successful initiatives or lift off the ground innovations and collectively contribute to coffee farmer prosperity and improved livelihoods in a measurable way.

Speakers: Jeremy Dufour, Sustainability Manager, OLAM; Steven Collet, IDH Executive Board Member; Joel Brounen, Country Director, Solidaridad Network

15:00
15:15

Networking Coffee

15:15
17:00

Local Impact From Global Action: Examples & Opportunities

This session involves both an interactive marketplace with practical opportunities to channel their activities and efforts through coordinated and collective action as well as a panel showcasing concrete examples of collaborations along the supply chain, their learnings and the impact they are having at farm level.

Speakers: Example by JDE and partners (Dan Martz, Director, Corporate & Government Affairs and further speakers); Example by Nestlé & partners (Marcelo Burity, Head of Green Coffee Development); Learnings from Tchibo's perspective (Cornel Kuhrt, Senior Manager Coffee)

17:00
17:40

A Sustainable Coffee World: Our Shared Journey Towards 2030

This session sets out the shared vision to which every coffee stakeholder can set their compass, the measurable goals that will guide us there, and the planned contributions by different coffee organizations and initiatives on our shared journey to 2030.

Speakers: Annette Pensel, Executive Director, Global Coffee Platform; José Sette, Executive Director, International Coffee Organization; Angel Mario Martínez, Member of the Advisory Council to the SCA Sustainability Center for SCA; Raina Lang, Director for SCC; Bill Murray, CEO for NCA; Han de Groot, ED for UTZ/RA; Samuel Kamau, ED for AFCA

17:40
18:00

Wrap up & Closing

This session condenses the day's discussion and sets out a pathway we can all walk to collectively secure the economic viability of coffee farming.

18:30
21:30

Dinner Soiree

Continue the discussion, meet new partners, or learn something new. Join the global coffee community for an evening of good food, live music, and great conversation.

DAY 2: MEMBERSHIP ASSEMBLY

09:00
—
09:30

Registration

09:30
—
09:40

Opening

09:40
—
10:00

Activity Report & Discussion

A recap and discussion on the progress made in the coffee sector in 2016.

10:00
—
11:00

The Road to 2020: Endorsement of Strategic Goals, Business Model, and Annual Plan

This session aims to align the expansive and diverse group of GCP Members on what success looks like and how we can work together to achieve a thriving and sustainable coffee world.

11:00
—
11:15

Coffee Break

11:15
—
11:45

Opportunities for Accelerating Local Impact

This session gives GCP Members exclusive access on how they can multiply their sustainability efforts through collective impact at a local level.

11:45
—
12:00

GCP Tools

A closer look at some of the innovative tools the GCP is creating to support its members in reaching their potential - GCP Baseline, GCP Progress and GCP Connect.

12:00
—
12:45

Voting Items & Board Elections

Please refer to the notice board for a recap on decision items.

12:45
—
13:00

Announcements & Closing

Let's take stock of where we are at and how the last 1.5 days have accelerated our collective efforts and together, return to our respective companies and organizations equipped to push the needle on sustainability in the right direction!

13:00
—
14:00

Light Lunch

