Common Code for the Coffee Community Association (4C)
Shared responsibility towards a sustainable coffee sector
Efficiency & productivity as part of a sustainability strategy
Brands (with respective qualities) are the value of coffee companies.

Consumers trust in these brands.

Comprehensive product quality is more and more demanded.

Still, 95% of consumers buy „mainstream“ products.

Transparency along the supply chain is necessary to keep comfort.

Transparency leads to efficiency which leads to profitability!

BUT transparency in „mainstream“ production needs a community approach!
The members of the 4C Association

≈ representing approx. 60% of the global supply and demand of coffee

Associated members:
- Flemish International Cooperation Agency
- Millenium Management Consultants
and many more

+ many individual members
The 4 C´s – What do they mean?

**Common**
Joint interests of all the sector, membership concept, consensus driven

**Code**
Code of conduct as guidance for gradual improvement with increased efficiency and profitability of production systems – process verification

**Coffee**
All types of coffee, production systems, regions & consumers – the mass & mainstream market!

**Community**
Joint concept from coffee tree to cup – ownership through membership!
Vision of the Common Code for the Coffee Community

“Sustainability for green coffee is a productive, competitive and efficient way to enhance the economic conditions of the stakeholders employed and engaged in the production, post-harvest processing and trading of green coffee.”

- Increase sustainability of global coffee sector – a joint effort!
- Strengthen value chain – higher efficiency and profitability.
- Address ‘mainstream’ green coffee chain.
- Exclude worst social & environmental practices.
- Encourage continuous improvement.
- Increase ownership through stakeholder participation.
- Establish partnerships of producer, public sector & private companies.
What does 4C offer to the coffee sector? 5 main elements:

1. Multi-stakeholder cooperation for commitment & ownership

2. Guidance to improvement with a comprehensive Code of Conduct

3. Shared responsibility through clear Rules of Participation

4. Access to know-how, tools & trainings with the Support Services

5. Baseline & level playing field for the entire sector
Shared responsibility towards more sustainability

- Buying members commit to increasing volumes of 4C coffee over time
- Producing members exclude worst practices and start improvement process
- Prices reflect the 4C quality, no fixed/guaranteed price or premium
- Support measures assist farmers in continuous improvement
- Membership fees cover the operational costs/verification of producers
- Capacity building activities & training for producers
- More transparency and efficiency along the supply chain
- Regular reporting on 4C coffee and capacity building activities
Communication – a tool for more sustainability

Consumers are part of the chain – communicate market demand.

Market information = better market access.

Cooperation along the supply chain.

Global network of information – share knowledge & experience.

B2B communication = shared responsibility, less value, unlimited market.

B2C communication = product differentiation, higher value, limited market.
Efficiency & profitability – how 4C impacts

- Cost reduction with better management and production practices.
- High productivity with good agricultural practices.
- Better marketing conditions for consistency in quality and quantity.
- Improved transfer of value along the supply chain.
- Remuneration of 4C quality.
- Support services provide access to best practices and useful tools.
- Trainings introduce and share learnings of innovative projects.
Muchas gracias

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What benefits offers 4C to the Central American coffee sector?

- Global code as baseline standard.
- Level playing field for the entire coffee sector.
- Lifting power towards product differentiation.
- Demand-driven B2B concept.
- Mainstream concept to meet consumer’s demand & public expectations.
- Communication of market demand translates into cooperation.
- Tool to contribute to social & environmental improvement processes.
- Long-term supply of qualities & quantities needed by the market.
- Improved business through enhanced supply chain & traceability.