Welcome to

Measuring Sustainability Progress

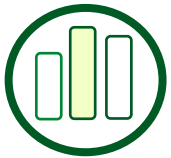
20.8.2020

AGENDA

- Measurement in the context of GCP
- Why we measure
- What we measure
- How we measure
- More partners and other commodities
- What about you? Sustainability is OUR JOINT responsibility

THIS SESSION IS BEING RECORDED

USE THE Q&A BOX TO ASK A QUESTION



PARTICIPATE IN POLLING

OUR SPEAKERS TODAY

Caroline Glowka

Andreas Terhaer

George Watene

Doan Thi Nhung

Pham Quang Trung

Eduardo Matavelli

Tamara Barim

BUILDING A THRIVING AND SUSTAINABLE COFFEE SECTOR

Country Platforms

Convene for Impact

Enable Local Action

Measure to Advance

Sustainable Coffee Sector: Environmental, Social and Economic

SUSTAINABLE DEVELOPMENT GOALS

GCP GOALS

Thriving & Sustainable Coffee Sector

1	2	3
IMPROVED LIVELIHOODS	**FARMER PROSPERITY**	**CONSERVATION OF NATURAL RESOURCES**
Gender & youth equality	Increased income	Water usage
Better working conditions	Optimum productivity	Reduced deforestation
Improved health and nutrition	Improved quality	Soil protection
	Supply chain efficiency	
	Increased demand	

POLL 1

WHICH GROUP DO YOU BEST REPRESENT

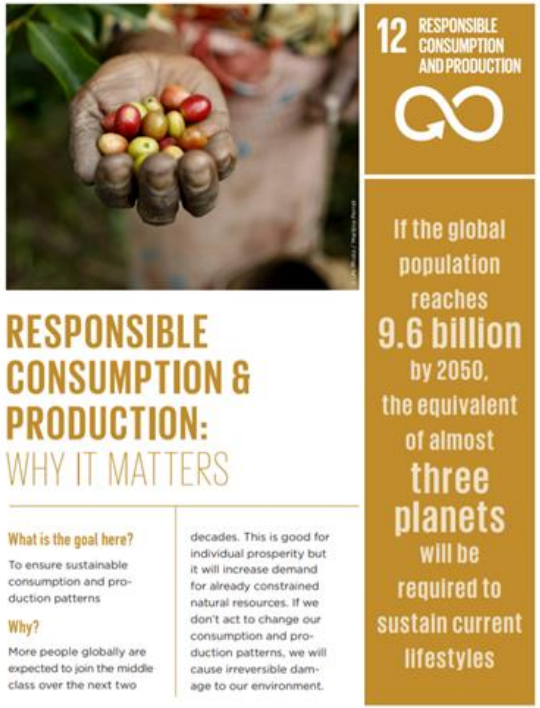
WHY?

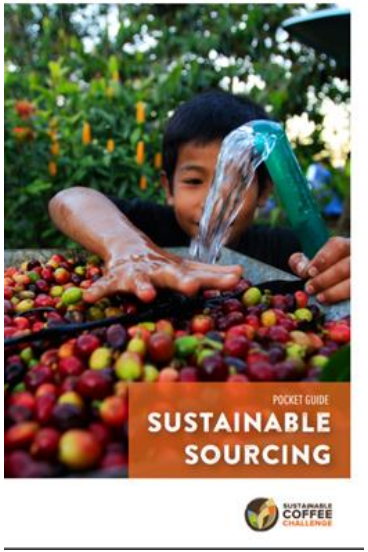
George Watene

GLOBAL THEME

INTERNATIONAL COFFEE ORGANIZATION

2019/2020
Sustainable Coffee value chains and responsible sourcing”





CALL TO ACTION

GCP calls on all coffee industry stakeholders and partners

1. International coffee exchanges
2. **Roasters & Retailers**
3. Stakeholders in producing countries
4. Government, private sector, civil society

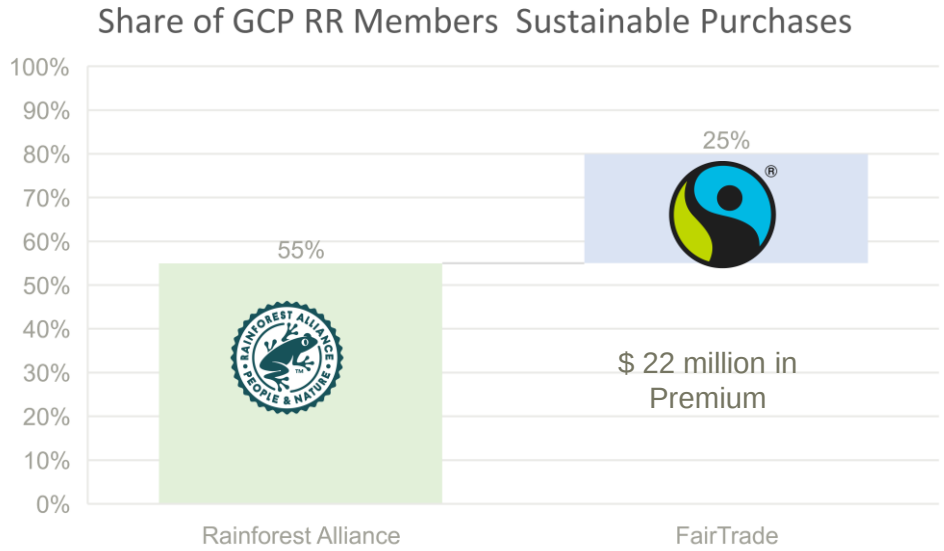
Encourage roasters and retailers to:

- Make forward looking and increasing commitments about sourcing sustainable coffee with remunerative prices that allow for investments into sustainable coffee production
- **Transparently report volumes of sustainable coffee purchased by origin on an annual basis to encourage diversity of sourcing**
- Promote consumption of sustainable coffee both in coffee importing markets and coffee producing countries
- Enlarge the scope of sustainable coffee, enabling greater participation of smallholder farmers to manage their farms as businesses

SNAPSHOT

Sustainable purchases

Volume of sustainable purchases by buyer and as a proportion of total, and change year to year.



Economic
- Coffee Profit
- Yield / Productivity
- Cost of Production
- Price – Chain efficiency &
- Sustainable purchases

Social
- Poverty Level
- Wages
- Child labour
- Hunger
- Labor Practices

Environmental
- Forest and Ecosystem Protection
- Fertilizer use
- Water Conservation & Contamination Prevention
- Pest control/ hazards
- Soil Conservation

WHAT?

HOW DO WE GET THERE?

What to do and how **??**

Guidance

Am I on the right track **??**

Measurement

1 Improved Livelihoods

The **15 common indicators** for farm-level sustainability

Economic

- Coffee Profit
- Yield / Productivity
- Cost of Production
- Price – Chain efficiency & returns distribution
- Sustainable purchases

Social

- Poverty Level
- Wages
- Child labour
- Hunger
- Labor Practices

Environmental

- Forest and Ecosystem Protection
- Fertilizer use
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- Pest control/ hazards
- Soil Conservation

COFFEE DATA STANDARD

Harmonising indicators and metrics

Report A

Name	Tran Thi Nguyen
Geolocation	41.65-584.9857
Cost	2000 USG
Yield	27 bags/a
Water Usage	High

≠

Report B

Name	Tran Thi Nguyen
Production cost	Fertilizer: 2600.00 VND/a Labour: 2.300.000 VND/m Energy: 43.000 VND/month
Yield	900 Kg/ha
Water Usage	250 liters/ha

?

Name	Tran Thi Nguyen
Geolocation	41.65-584.9857
Production Cost (Fertilizers, Pesticides, Hired Labour, Renovation)	2000 USD
Yield	900 kg/ha
Water conservation practices	Irrigation, catchments, efficient processing

YOU WANT TO:

1. Demonstrate your impact against others (e.g. regions)?
2. Save money and effort for data collection?
3. Support development of farmer services
4. Utilize traceability for sustainability messaging towards customers?
5. Contribute to or learn from certification audits?

...THIS COULD HELP YOU...

POLL 2

HAVE YOU HAD CHALLENGES DECIDING ON WHAT INDICATORS TO USE TO SHOW YOUR PROGRESS AND PERFORMANCE

HOW?

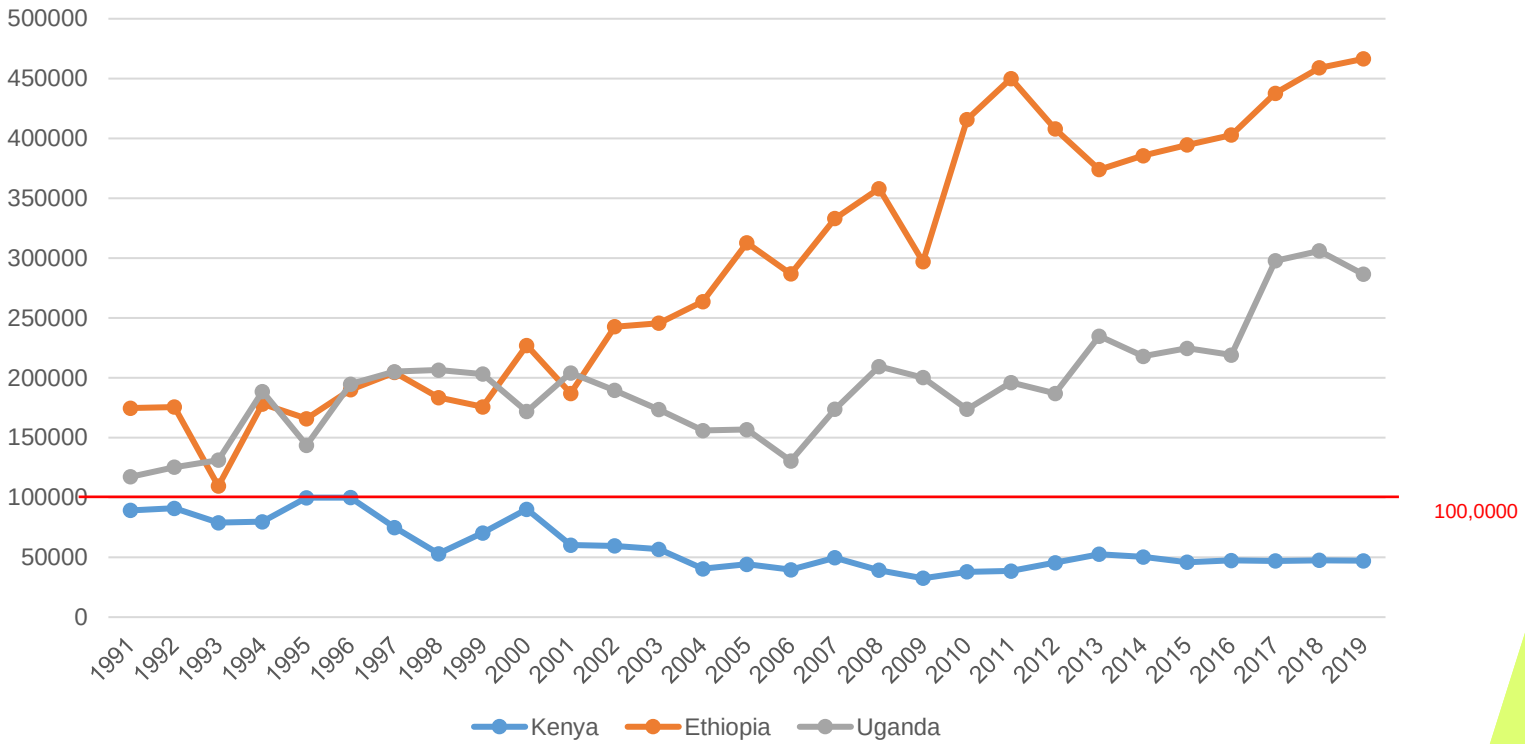
KENYA

INSIGHTS

George Watene

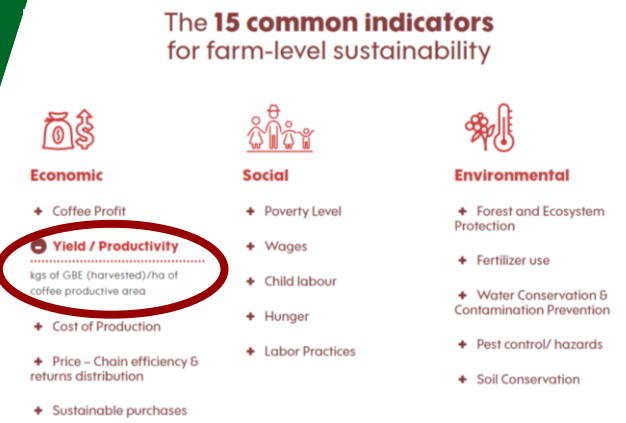
COFFEE PRODUCTION ETHIOPIA, UGANDA AND KENYA

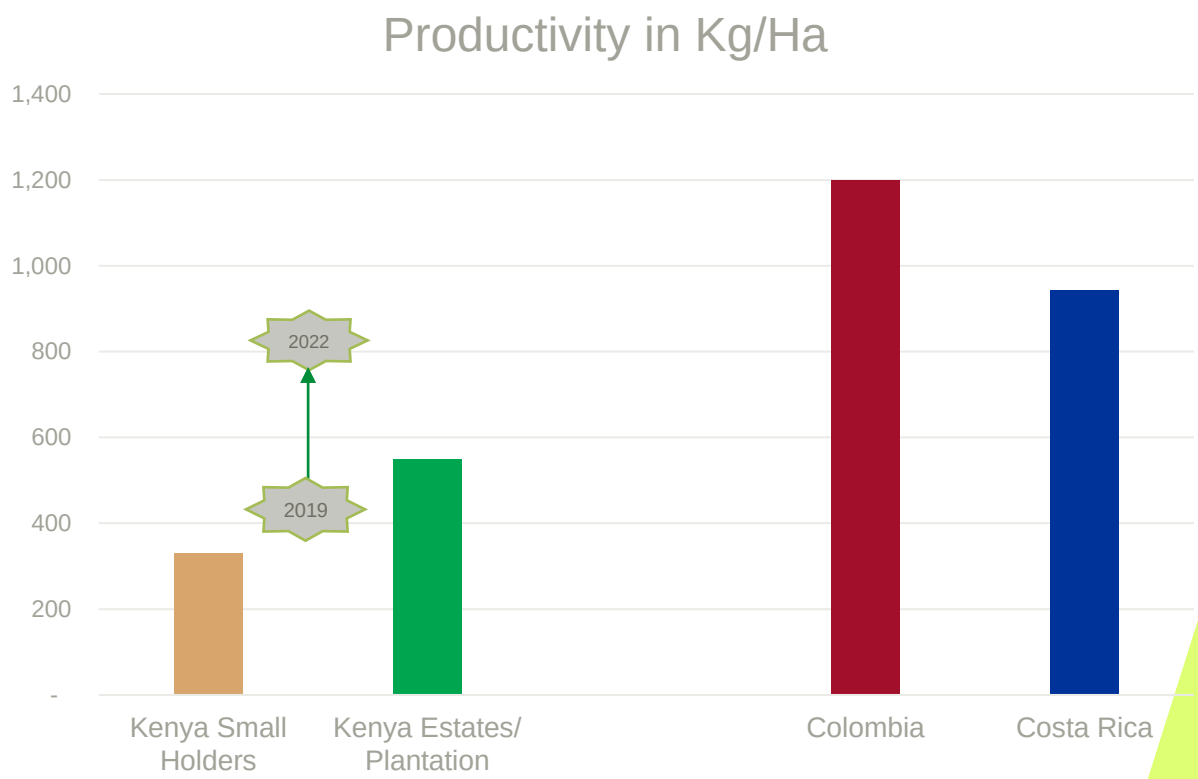
Kenya



INITIAL REVIEW OF SYMPTOMS

Kenya





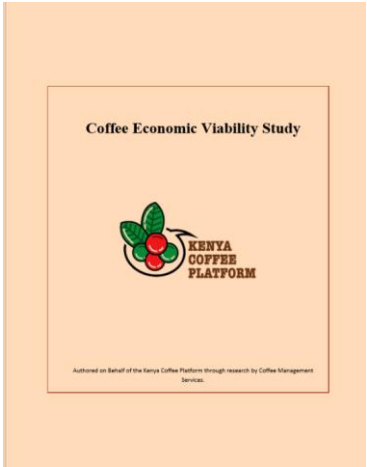
DIAGNOSIS AND MEDICINE

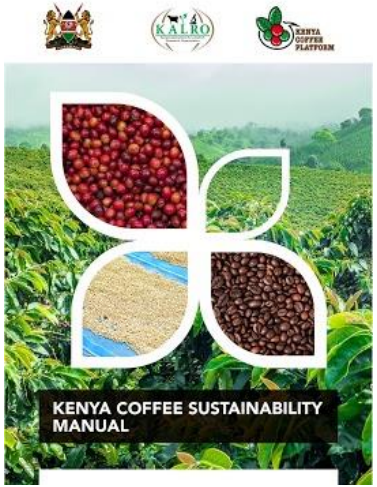
Kenya

- Economic viability Study- published

- Harmonized training material development 2018 – Kenya Coffee Sustainability Manual, with support from GIZ

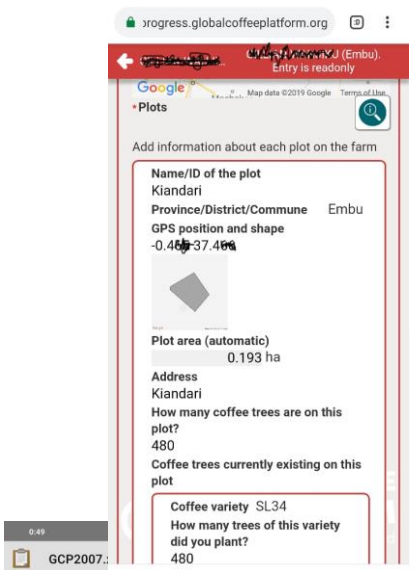
- Partnered with CRI and County government to build capacity of about 1000 master trainers, with support from GIZ

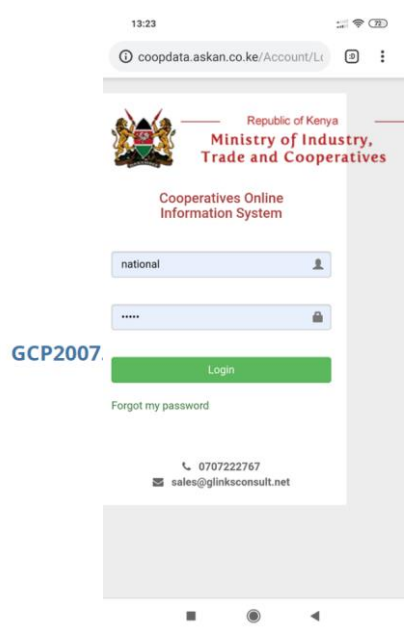


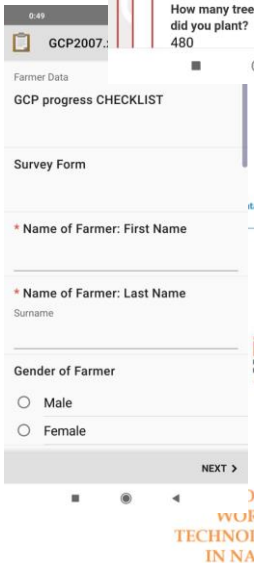


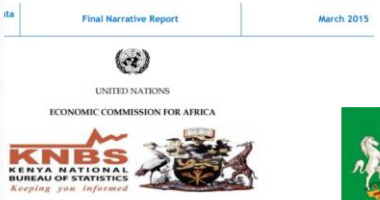
DIAGNOSIS-KIT

- Feedback to the farmers for action
- Feedback to stakeholders for strategy and policy
- Collect the data as efficiently as possible
- Share the data on GCP progress for analysis, inference and insights
- Confirm the medicine is working and advance.

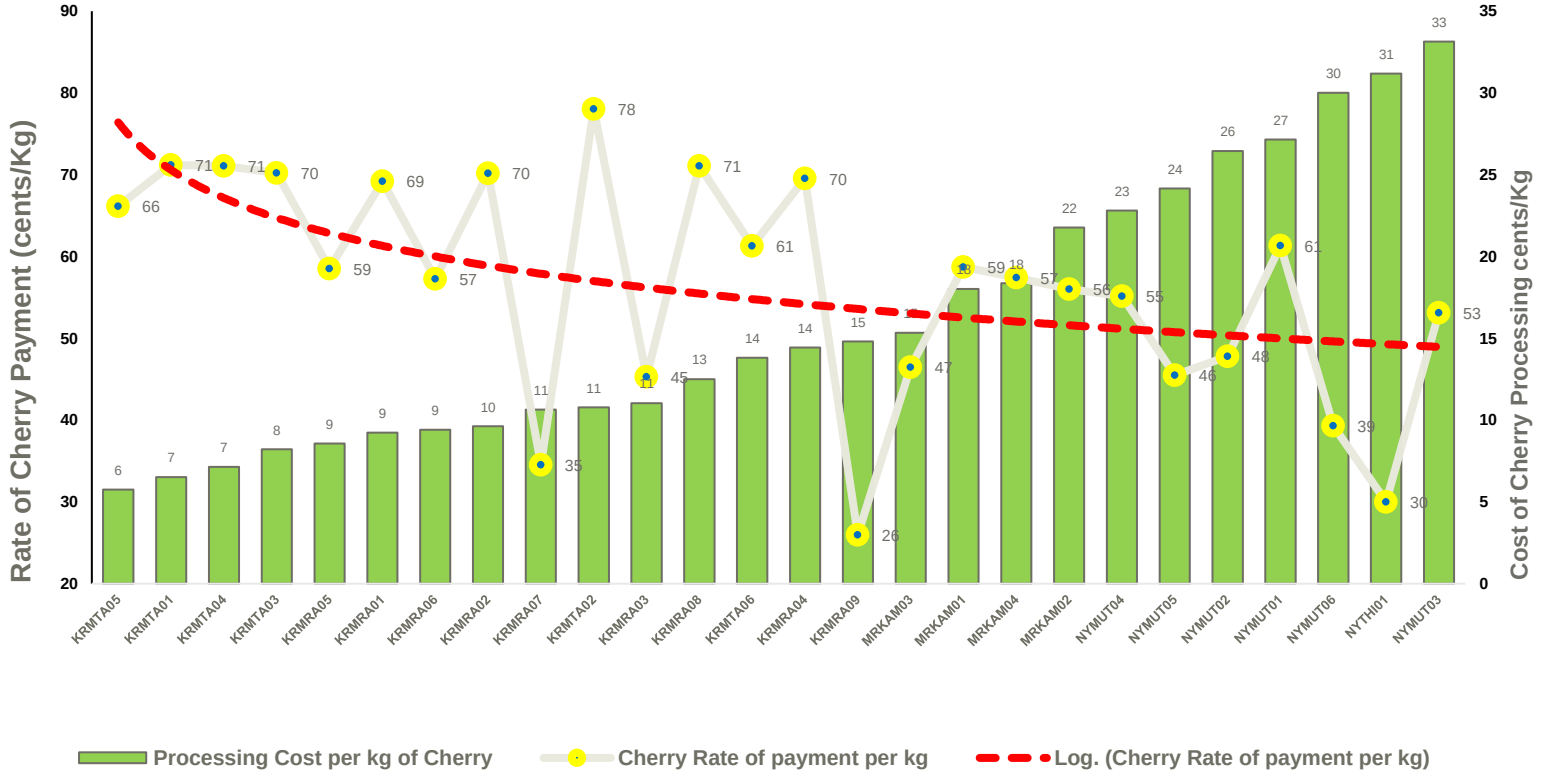








PROCESSING COST, EFFECT ON FARMGATE PRICE IN COOPS (*6.5 FOR GBE)



Economic

- Coffee Profit
- Yield / Productivity
- **Cost of Production**

Costs incurred to produce the coffee during the last production year (calculated per kg of GBE)

- Price – Chain efficiency & returns distribution
- Sustainable purchases

ONE VOICE

Kenya

The **15 common indicators** for farm-level sustainability

Economic

- Coffee Profit
- Yield / Productivity
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- Sustainable purchases

Social

- Poverty Level
- Wages
- Child labour
- Hunger
- Labor Practices

Environmental

- Forest and Ecosystem Protection
- Fertilizer use
- Water Conservation & Contamination Prevention
- Pest control/ hazards
- Soil Conservation

VIETNAM

Insights

Pham Quang Trung

Doan Thi Nhung

OVERVIEW

Vietnam

- Objectives of implementing the GCP Measurement Tools in Vietnam
- What are we measuring?
- The Benefits
- Next steps

OBJECTIVES

Vietnam

Improve **sector management** through application of technology in data collection for identification of coffee regions

Enhance the **transparency** in the value chain

Support the **traceability** of products

TOOL STRUCTURE

Vietnam

HH’s information-based household codes, map

Farm characteristics

Production and adoption level of sustainable practices

Economic, Environmental, and social aspects

KEY LEARNINGS: DATA COLLECTION

Vietnam

- Coffee trees are aging
- High demand for hired labour
- Amount of organic fertilizer used is still low (17% farms in Krong Nang)
- Demand for finance assess

Yield / Productivity

kgs of GBE (harvested)/ha of coffee productive area

Cost of Production

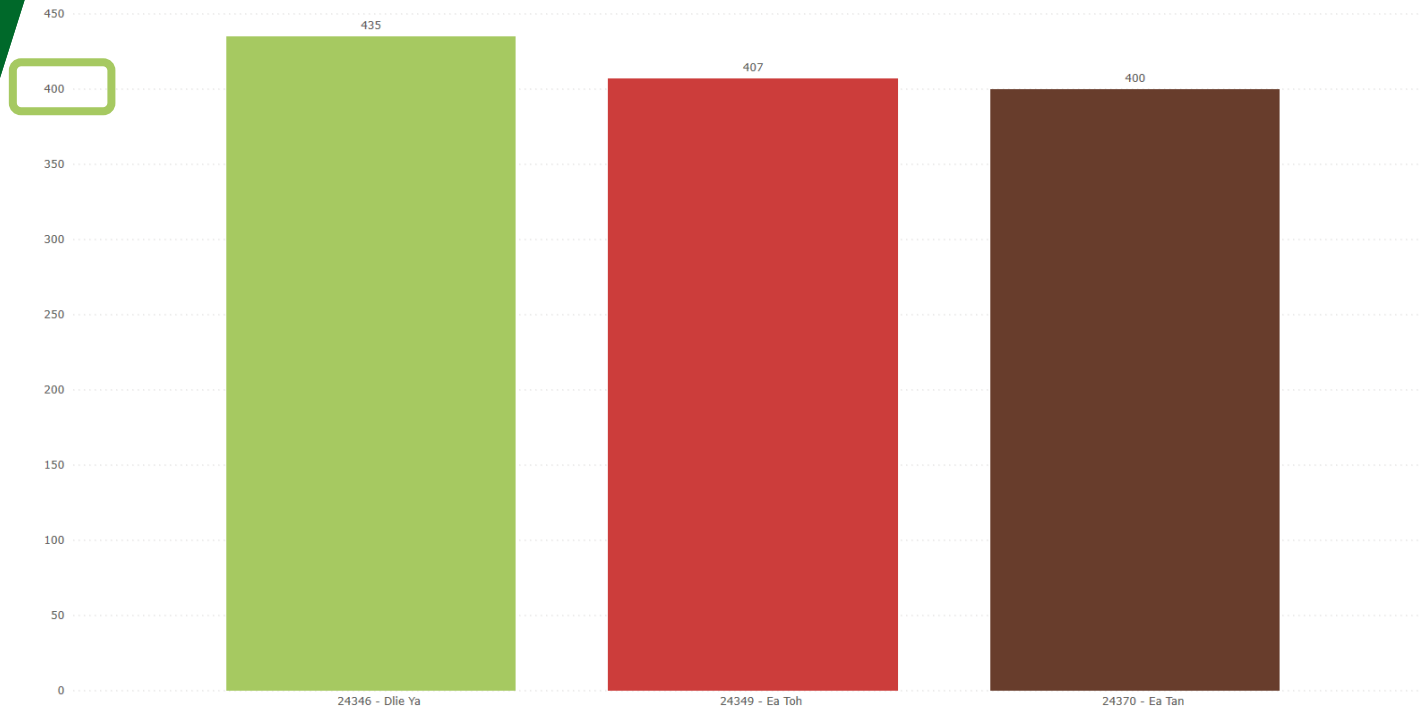
Costs incurred to produce the coffee during the last production year (calculated per kg of GBE)

Soil Conservation

% of applicable soil conservation practices used on the farm (of those listed)

INSIGHTS: WATER USE

Vietnam



Environmental

- Forest and Ecosystem Protection
- Fertilizer use

Water Conservation & Contamination Prevention

% of applicable water conservation practices used on the farm (of those listed)
% of water contamination prevention practices used on the farm (of those listed)"

- Pest control/ hazards
- Soil Conservation

HOW IS THE DATA USED?

- Private sector: using data for strategic planning and supporting contracted farmers
- Public sector: using information for analysing and planning to
  - (i) identify issues of coffee production such as amount of water, pesticide, fertilizer used in coffee production
  - (ii) improve education in target areas
- Contributing to existing programs of partners
- Advancing Public Private compact initiatives

NEXT STEPS

Vietnam

- Keep sharing information and responsibilities across local coffee stakeholders for joint activities and decisions
- Road-test harmonized metrics and create cross-learnings
- Promote aligned reporting and collective action
- Advocate local authorities to institutionalize existing tools
- Include aligned metrics into local initiatives to become comparably measurable

BRAZIL

Insights

Tamara Barim

Eduardo Matavelli

Tools for continuous improvement

Identify gaps

IMS

CSC

Train technicians to use the CSC

CSC Fundamental Items

CSC App

Collective Action Initiatives

The CSC indicators

Economical issues

8 INDICATORS

	FUNDAMENTAL ITEM	CSC ITEM		SUSTAINABILITY INDICATOR	UNIT
1	Cost of production	1.1.4	1	Average price obtained from coffee sales.	RS / 60Kg bag
			2	Workers that have simplified production costs (Effective Operational Cost).	%
2	Control, recor documentatio				
3	Soil and leaf a fertilization pl				
4	Productivity				
5	Integrated Pes Management				

Environmental issues

13 INDICATORS

	FUNDAMENTAL ITEM	CSC ITEM		SUSTAINABILITY INDICATOR	UNIT
6	Agrochemical warehousing	2.7.1 2.7.3 2.6.1 2.6.2	9	Coffee farmers that have a proper storage for agrochemicals.	%
7	Return of agrochemicals packages	2.6.4	10	Coffee farmers that send all empty agrochemical packages back to suppliers and keep record of receipts that certify it. No reused package in found the property.	%
8	Treatment and destination of waste				
9	Permanent Preservation Area (PPA)				
10	Soil conservation, coverage and weed management				
11	Rational use of water				
12	Registered agrochemicals and grace period				
13	Climate				

Social issues

14 INDICATORS

	FUNDAMENTAL ITEM	CSC ITEM		SUSTAINABILITY INDICATOR	UNIT
14	Health and safety	11.6.1	23	Workers who undergo mandatory medical examinations.	Nº (workers)
			24	Accidents at work in the coffee farm per year (by official communication), including short-term workers.	Nº (accidents)
15	Training	8.3.6	25	Workers trained in agrochemicals application.	Nº (workers or coffee farmers)
16	Labor legislation	11.1.1 11.1.2 11.3.1 11.8.1 11.8.2 11.8.4	26	Coffee farmers that hire workers according to labor laws, including seasonal and short-term workers.	%
			27	Coffee production that is related to recruitment of workers according to labor laws, including seasonal and short-term workers.	%
			28	Coffee farms that have access to clean and pure water (free of total and fecal coliforms).	%
			29	Workers that earn at least minimum wage.	%
			30	Coffee farmers that provide accommodation/housing (at minimum baseline standards).	%
17	Personal Protective Equipment (PPE) usage and washing	8.3.4 8.3.7 11.6.3	31	Coffee farmers and workers that use PPE in all situations that might bring risks of contamination by agrochemicals.	%
			32	Coffee farmers that own a proper place to wash PPEs.	%
18	Youth, women and family succession	11.10.1	33	Women in management or leadership positions in the farm compared to men in the same conditions.	%
			34	Women working in the coffee farm compared to other farm workers.	%
			35	Coffee farms where young people are engaged or wish to stay in coffee activity.	%

Brazilian Sustainability Indicators vs. Coffee Data Standard

ECONOMIC

Coffee Profit
Total revenue from coffee sales minus total costs for coffee production (Reported in USD/ha of coffee productive area.)

Yield / Productivity
kgs of GBE (harvested)/ha of coffee productive area

Cost of Production
Costs incurred to produce the coffee during the last production year (calculated per kg of GBE)

Price - Chain efficiency & returns distribution
Average Price received per kg of coffee (GBE)

Sustainable purchases
Volume of sustainable purchases by buyer and as a proportion of total, and change year to year.

SOCIAL

Poverty Level
Comparison of total household revenue to International (World Bank) Poverty Line (total divided by # adult individuals in hh

Wages
Daily average earnings for farm labor compared to (rural) minimum wage

Child labour
Percentage of school-age household members, under age 18, who have completed appropriate grade level for their age **Option:** Prohibition of children in hazardous working conditions

Hunger
Whether the household was food secure during the last production year (report 0 days of food insecurity--i.e., not skipping meals or significantly reducing food intake because food was not available)

Labor Practices
% of good labor practices adopted (of those listed)

ENVIRONMENTAL

Forest and Ecosystem Protection
Land area (in ha) and proportion of the farm that was converted from natural land (e.g., forest, savanna) to land used for coffee production in the last 5 years. Percentage of forest and ecosystem protection practices used on the farm

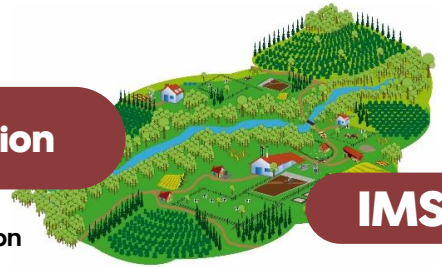
Fertilizer use
Whether a professional assessment or advice was used to determine fertilizer needs on the farm

Water Conservation & Contamination Prevention
Percentage of applicable water conservation practices used on the farm (of those listed). Percentage of water contamination prevention practices used on the farm (of those listed)

Pest control/ hazards
Percentage of IPM practices employed on the farm
Use of banned or hazardous pesticides on the farm

Soil Conservation
Percentage of applicable soil conservation practices used on the farm (of those listed)

Internal Management System



Administration

IMS

Information

IMS Coordinator

- Economical
- Environmental
- Social

Information

Agronomists or technicians

Field visit

IMS Internal Inspector

Information

Coffee farmers

Bottlenecks

Acting together to eliminate bottlenecks & promote continuous improvement

Environmental issues

- Responsible Use of Agrochemicals CAI
- Social Well-being CAI

	FUNDAMENTAL ITEM	CSC ITEM		SUSTAINABILITY INDICATOR	UNIT
6	Agrochemical warehousing	2.7.1 2.7.3 2.6.1 2.6.2	9	Coffee farmers that have a proper storage for agrochemicals.	%
7	Return of agrochemicals packages	2.6.4	10	Coffee farmers that send all empty agrochemical packages back to suppliers and keep record of receipts that certify it. No reused package in found the property.	%
8	Treatment and destination of waste	2.4.2 2.3.1 2.3.5 2.5.3	11	Coffee farmers that have a septic tank or wastewater treatment system and do not pour them into water streams or soil without previous treatment.	
			12	Coffee farmers that do not pour wastewater into water streams.	%
			13	Coffee farmers that take their garbage or waste to a landfill or have access to public garbage collection system and don't burn or bury them.	%
9	Permanent Preservation Area (PPA)	2.2.1 2.2.4	14	Coffee farms where PPAs are maintained or recovered.	%
			15	Native vegetation and recovery areas in the property.	ha
			16	Native vegetation and recovery areas when comparing to the total property area.	%
10	Soil conservation, coverage and weed management	2.1.2 6.1.3 6.2.1 6.3.1	17	Coffee farmers that adopt at least two soil conservation practices.	%
			18	Coffee farmers that keep the soil covered between coffee lines.	%
11	Rational use of water	7.2.2 7.2.3 7.2.4	19	Coffee farms that use irrigation rationally (when available).	%
12	Registered agrochemicals and grace period	8.2.5 8.3.1 8.3.3	20	Coffee farmers that register and control grace periods after applying agrochemicals.	%
			21	Coffee farmers that use only registered/authorized products for coffee.	%
13	Climate	6.4.1	22	Coffee farmers that use at least two climate effect mitigation practices, especially those related to tolerance to drought.	%

Social

+ Poverty Level

Wages

Daily average earnings for farm labor compared to (rural) minimum wage

+ Child labour

+ Hunger

Labor Practices

% of good labor practices adopted (of those listed)

Social issues

	FUNDAMENTAL ITEM	CSC ITEM		SUSTAINABILITY INDICATOR	UNIT
14	Health and safety	11.6.1	23	Workers who undergo mandatory medical examinations.	Nº (workers)
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			28	Coffee farms that have access to clean and pure water (free of total and fecal coliforms).	%
			29	Workers that earn at least minimum wage.	%
			30	Coffee farmers that provide accommodation/housing (at minimum baseline standards).	%
17	Personal Protective Equipment (PPE) usage and washing	8.3.4 8.3.7 11.6.3	31	Coffee farmers and workers that use PPE in all situations that might bring risks of contamination by agrochemicals.	%
			32	Coffee farmers that own a proper place to wash PPEs.	%
18	Youth, women and family succession	11.10.1	33	Women in management or leadership positions in the farm compared to men in the same conditions.	%
			34	Women working in the coffee farm compared to other farm workers.	%
			35	Coffee farms where young people are engaged or wish to stay in coffee activity.	%

Responsible Use of Agrochemicals CAI

Social Well-being CAI

INSTITUTION | MUNICIPALITY | STATE | REGION | COUNTRY | COLLECTIVE ACTION INITIATIVE | SPECIFIC PROGRAM

ITEM REFERENTE DO CSC	Nº	Indicador	MÉDIA DOS USUÁRIOS DA INSTITUIÇÃO TAMARA CONSULT	MÉDIA DOS USUÁRIOS DO MUNICÍPIO DE VARGINHA	MÉDIA DOS USUÁRIOS DO ESTADO DE MG	MÉDIA DOS USUÁRIOS DA REGIÃO MINAS GERAIS - SUL	MÉDIA DOS USUÁRIOS NO BRASIL	MÉDIA DOS USUÁRIOS: MI AGROQUÍMICOS	MÉDIA DOS USUÁRIOS: PRODUTOR INFORMADO
1.1.4	1	Preço médio obtido com a venda do café	472.5 R$/saca	700 R$/saca	2566.67 R$/saca	1350 R$/saca	814.76 R$/saca	2804.1 R$/saca	1140.12 R$/saca
	2	Percentual de produtores que possuem custo de produção simplificado e direto (Custo Operacional Efetivo).	50%	100%	100%	100%	82.35%	75%	55.56%
	3	Valor do custo de produção (Custo Operacional Efetivo).	R$ 251.33 / Saca	R$ 450.00 / Saca	R$ 1975.00 / Saca	R$ 450.00 / Saca	R$ 1334.22 / Saca	R$ 2236.00 / Saca	R$ 1832.00 / Saca
5.1.1 / 5.1.2 / 5.1.3	5	Percentual de produtores que faz análise de solo anualmente.	50%	100%	100%	100%	79.41%	62.5%	44.44%
	6	Percentual de produtores que faz adubação e correção de solo baseada na análise de solo.	41.67%	100%	100%	100%	76.47%	62.5%	33.33%
8.1.1 / 8.2.1	8	Percentual de produtores que realizam um MIP efetivo, monitorando a infestação da principal praga e doença e usando métodos alternativos ao químico	41.67%	100%	100%	100%	79.41%	75%	44.44%
2.7.1 / 2.7.3 / 2.6.1 / 2.6.2	9	Coffee farmers that have a proper storage for agrochemicals	41.67%	100%	100%	100%	73.53%	62.5%	33.33%
2.6.4	10	Coffee farmers that send all empty agrochemical packages back to suppliers and keep record of receipts that certify it. No reused package in found the property	41.67%	100%	100%	100%	76.47%	62.5%	33.33%
	11	Percentual de produtores que possuem fossa séptica ou tratamento de esgoto e não os lançam em corpos de água, nem diretamente no solo sem tratamento.	41.67%	100%	100%	100%	76.47%	62.5%	33.33%
2.4.2 / 2.3.1 /	12	Percentual de produtores que não lançam diretamente águas residuárias em	50%	100%	100%	100%	82.35%	75%	55.56%

relatorio

YEAR 1

RESULTS: Responsible Use of Agrochemicals Collective Action Initiative

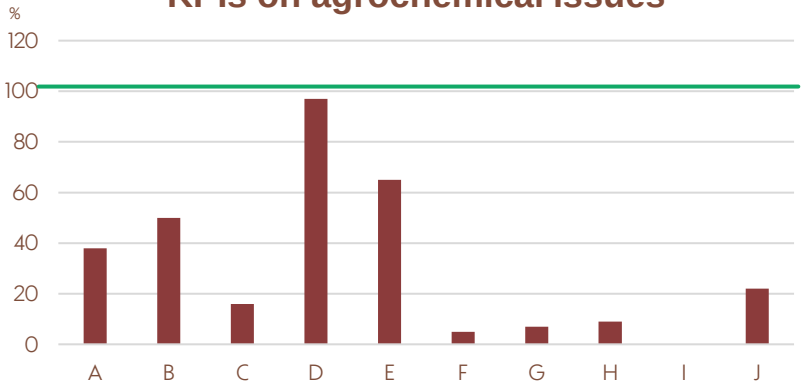
KPIs on agrochemical issues

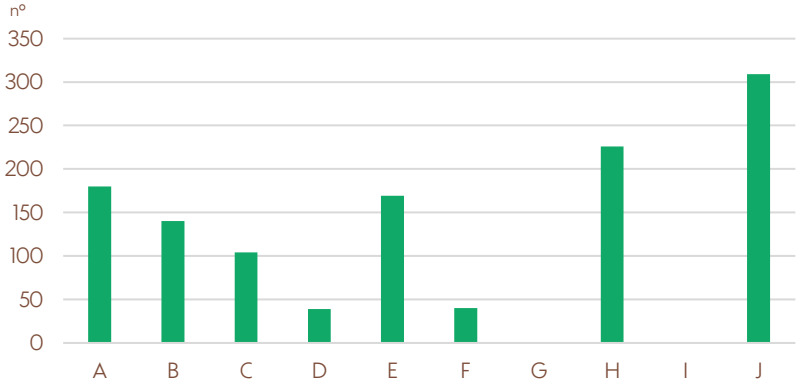
9 Proper storage of agrochemicals

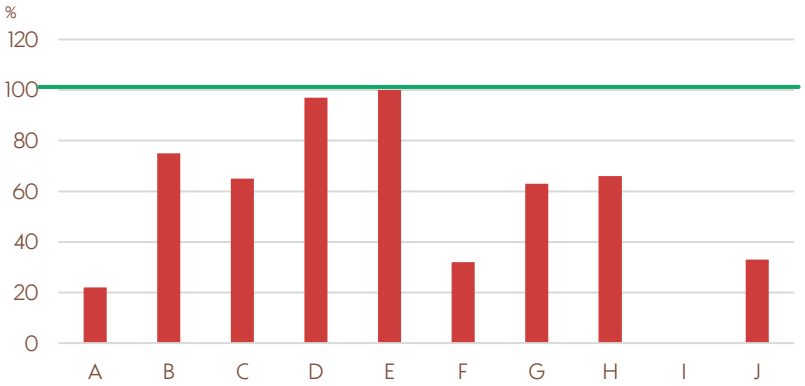
25 Spraying technology training

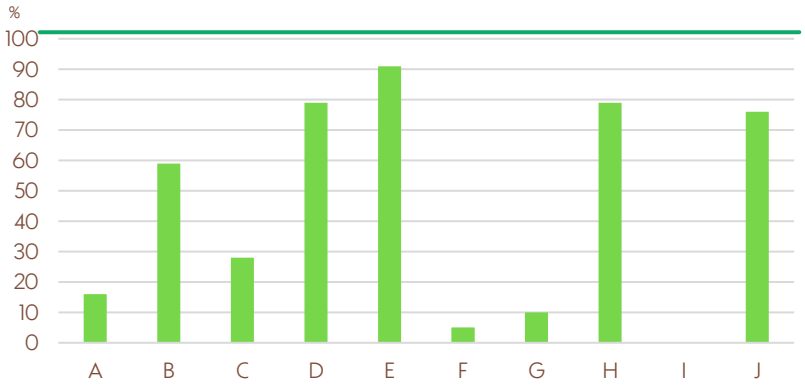
10 Proper disposal of agrochemical packages

31 Proper use of PPE









Coffee Data Standard

INFORMATION & COMPARISON LEVELS

- Institution
- Municipality
- State
- Region
- Country
- Collective Action Initiative
- Specific program

Next step:

GLOBAL LEVEL

COFFEE DATA STANDARD

- Brazilian Sustainability Indicators vs. Coffee Data Standard
- Alignment process to incorporate standardized metrics into existing measurement approaches
- Standardized reporting

RECAP: CONNECTING THE DOTS

Address global issues collectively

Setting national priorities for interventions

Measure progress and compare with or learn from others

Alignment adds value on the ground, be it water efficiency or social conditions

MORE PARTNERS & OTHER COMMODITIES

ADD VALUE TO DATA: THE DELTA FRAMEWORK

- Cross-commodity sustainability performance framework: coffee & cotton
- Adds value by:
  - Triggering development of advanced services to farmers
  - Links to business needs
  - Creating feedback mechanisms for producers
  - Seeking government endorsement

BCI Better Cotton Initiative
BetterCotton.org

GLOBAL COFFEE PLATFORM
for a sustainable coffee world

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs, Education and Research EAER
State Secretariat for Economic Affairs SECO

NOW IT’S UP TO YOU

Make your sust. efforts and investments more visible

Be a community member → use common indicators and help shaping them

Discuss with us on cross-commodity performance measurement

Align your efforts and join Collective Action Initiatives

POLL 3

WHAT'S YOUR ROLE

(SUSTAINABILITY IS OUR SHARED RESPONSIBILITY)


SUSTAINABILITY IS OUR
SHARED RESPONSIBILITY