

GCP Board Candidate Motivation 2020

Dear GCP member,

Board member nominees are kindly requested to complete this motivation sheet so that:

1. The Nominations Committee can check nominees' applications against the defined qualifications profile criteria , and
2. All members of Global Coffee Platform will have a more complete picture of the profile, experience, skills and interests of the candidates standing for Board elections. This year the Board elections will take place through online voting prior to the GCP Membership Assembly. The proposed slate of Board candidates will be presented to the Membership on November 2, 2020 via Members' Brief; a week before the start of the online Board election period.

Your submission will be confirmed via email, upon which time you will be requested to submit a profile photo for use during the voting stages. The deadline for handing in applications is October 20th, 2020 COB (CET).

Thank you for your cooperation!

E-Mail-Adresse *

marcelo.burity1@uk.nestle.com

Eligibility Note

Defined qualification profile criteria for Board candidates include:

1. appropriate senior level executive,
2. strategic thinker (leadership profile as opposed to managerial/operational focus),
3. governance experience (track record on previous roles in Boards, Steering Committees etc.) and
4. fluency in English



Name *

Marcelo Burity

Member Organization *

Nestle S.A.

Function / Position within organization *

Head of Green Coffee Development

Stakeholder Group *

- ☐ Producer / local exporter from coffee origin country
- ☐ Trade house
- ☒ Industry
- ☐ Civil Society Organization

Nationality / residency *

UK-Brazilian national / UK resident

Your Motivation

Please restrict yourself to a maximum of 3 lines for activities, interests and background in order to concentrate on the most essential points.

Please give a few details about your personal experience & background in relation to the coffee sector/ sustainability *

- Green coffee procurement @ Nestle for 16 years until 2015
- Green coffee development (Sustainability+Quality+Research) for past 5 years
- Work and exposure to coffee farmers and farming across Latin America, Southeast Asia, West Africa and East Africa.

Please describe your previous involvement, experience or role with the Global Coffee Platform, its predecessor or the Sustainable Coffee Program and its Steering Committee, or in sustainability topics or other initiatives in the coffee sector so far *

- GCP Board member since 2017
- Indirect interactions with 4C Association and Sustainable Coffee Program (2011-2015)
- Presently representing Nestle at ICO Taskforce, ECF Sustainability Committee and Sustainable Coffee Challenge.

Please indicate major future developments / achievements of the Global Coffee Platform you want to support. Please indicate focus and priorities of related activities. *

If re-elected, I will continue to support and reinforce the collaborative in-country field programs and initiatives to tackle the most complex and systemic issues faced by coffee farmers and the coffee sector. Particular areas of focus on farmer and farm-worker livelihoods, opportunities for youth and women and reducing the carbon footprint of coffee farming.

What is your vision for a sustainable coffee sector? *

All coffee farmers enjoying prosperity, growing coffee efficiently in an environment-friendly way, thus fuelling the acceleration of consumption growth all around the world. Within the sector, optimised collaboration realised among pre-competitive organizations, private sector competitors and public sector authorities and institutions, all towards that common goal.

Potential conflict of interest arising from my Board membership: (Please indicate specific commercial relationship/ interests that might be relevant for your role as Board member)

If re-elected, I will continue to represent Nestlé in the GCP Board, absolutely respecting all anti-competition rules, and commit to promote pre-competitive collaboration across the whole coffee sector with all participants, irrespective of size and role.

Additional skills

	None	Low	Medium	High
Finance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Donor landscape	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Board Management (multi-stakeholder / corporate governance)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Coffee production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Value chains (beyond coffee)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Social dimension of production / Human Rights / Rural Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Environmental aspects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Referring to your additional skills (above). Please provide a brief description of skills for which you indicated "high" *

Finance - Risk management tools, financing, economics of production and value creation

Board management - Experience in Board representation and interactions with fellow Board members

Coffee production - Arabica and Robusta production, post harvesting and milling, coffee research and quality development

Social dimension - Rural development programs, farmer/family livelihoods, community development, labour rights/health & safety, women/youth empowerment

Environmental aspects - Better management and conservation of water, soil and biodiversity, carbon reduction and removals linked to coffee farming, intercropping, agroforestry and reforestation projects.

Leadership - Global leadership of coffee procurement function, Global operational leadership of Nestle's coffee sustainability program.

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