Create a sustainable future for coffee with 4C

Introduction for NCA members

4C Services GmbH
Cologne, 2020
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4C – Who We Are

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Recognitions and Benchmark Results

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Securing Sustainable Coffee Supply Chains

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Benefits of 4C Certification
4C is a result of a multi-stakeholder initiative, which started in 2007. Today 4C is the largest coffee certification system worldwide.
4C is very well established in the sustainable coffee sector. More than 2.7 Million tons of coffee are certified under 4C.


“85% of retailers report increased sales of sustainable products over the past five years.

98.5% consider sustainability as a factor in product sourcing, according to 1832 retailers contacted in France, Germany, Italy, the Netherlands, and Spain.”

Source: The European Union Market for Sustainable Products – ITC, May 2019
4C is actively working with sustainability initiatives and coffee associations

- 4C closely collaborates with the GCP and is a member of the GCP Technical Committee
- 4C will continue to contribute to the continuous development of the Baseline Code of the GCP
- 4C Code of Conduct is recognized as equivalent to the GCP Baseline Code and will not go below it
- 4C is a member of the German Coffee Association
- 4C supports ISEAL’s mission to strengthen sustainability standards’ systems for the benefit of people and the environment
- 4C is a partner of the Sustainable Coffee Challenge, seeking to promote deforestation-free and biodiversity-protected coffee supply chains
The 4C Code of Conduct applies strict criteria to coffee production and processing, based on the three dimensions of sustainability:

**Economic Dimension:**
- 8 Principles
- 23 Indicators

**Social Dimension:**
- 9 Principles
- 31 Indicators

**Ecological Dimension:**
- 10 Principles
- 30 Indicators

Central pillar of the 4C system:
Improvement plan, that focuses on *continuous development at farm level* through *support and training* from the Managing Entity.
4C applies zero-tolerance for ten unacceptable practices (UAPs)

1. Child labor
2. Forced labor
3. Lack of freedom of association and trade unions
4. Forced eviction
5. Lack of adequate housing
6. Lack of potable water to all workers
7. Cutting of primary forest or destruction of other forms of designated natural resources
8. Use of unacceptable pesticides
9. Use of genetically modified (transgenic) organisms (GMO)
10. Immoral transactions in business relations
4C is a comprehensive standard with high economic, social and ecological requirements – as proven by the International Trade Center

Number of requirements covered by the standards under review

Source: ITC, Sustainability Map, www.sustainabilitymap.org, as of 16 January 2020
4C Units fulfill sustainability requirements of key customers in the food sector through its **SAI Silver equivalence**

SAI Platform members (active and affiliate)

* For comparison reasons, Rainforest Alliance and Fairtrade have been also benchmarked as silver equivalent
4C applies risk assessment and verification of land use change during the audit procedures

Available local and national datasets on biodiversity and protected areas are used to check the overlap with the assessment areas

Latest remote sensing technology to identify deforestation

Identification of fires in sourcing areas

Reliable biodiversity databases
4C certificates are only issued after a successful independent 3\textsuperscript{rd} party audit

- 4C certification is an independent third-party system
- 4C approved certification bodies must operate according to ISO 17065 to address impartiality, to avoid conflict of interest, to ensure confidentiality and appropriate qualification
- Audits are conducted according to standard procedures to verify compliance with 4C standard independently
- 4C certificates are issued for groups of coffee producers (4C units), including processing and handling activities of the supply chain such as milling, warehousing and trading
- 4C Integrity Program ensures reliable and objective certification process. The integrity assessments are planned randomly or on a risk basis

4C stands for independence, impartiality, and reliability
4C invests in training measures and stakeholder dialogue

- Development of training concept and training material
- Twelve 4C trainings conducted in 2018 – 2019
- Global and regional 4C stakeholder dialogue in Berlin (2019) and Antigua (2020)
Improvement plans lead to better living standards for farmers and maintain the continuous development of the communities.

- Farmer capacity building
- Good agricultural practices
- Farm record keeping
- Shadowing and biodiversity
- Improving livelihoods
- Field monitoring
The 4C program helped me to reduce the amount of fertilizers applied in the coffee fields. Before joining the program we were applying fertilizers without criteria. We also increased our income diversifying our production with banana and pepper thanks to the trainings provided by the 4C program. We started keeping our records related to the production costs and now we have a good overview of our cashflow and financial results."

Ngatinem, Dsn. Kampung selang, Baturetno, Dampit – Malang - Indonesia

The 4C program helps us to develop the organization of our farms (fincas) and to increase the awareness regarding environmental issues. Quality of coffee beans has also been improved. Fair agreements with workers have been implemented thanks to 4C.”

Diana Florez, President, Ubaque UbaCafé Cooperativa
Why use 4C?

* Special for Producers:

- Socially and environmentally beneficial farming
- Increasing performance across sustainability dimensions
- Inclusive: Four out of five 4C coffee producers are smallholders
- Integrated smallholder solutions to achieve real impact on the ground
- Increased productivity and profitability
- Better working and living conditions
- Professionalization of coffee production
- Improved access to information and markets
- Pursuing price premium for certified coffee

- The largest certification system for coffee: 4C coffee is produced in 24 countries by more than 400,000 farmers
- Widely-recognized by relevant actors inside and outside the coffee segment
- A thorough and reliable standard as independent benchmarks show
- Consumer-oriented standard, based on a global multi-stakeholder initiative
- Providing cost-effective sustainable solutions for the entire sector

- Innovative, applying modern technologies to support the certification process, ensure credibility and safeguard the brand value of its users
- Contributes to natural resources protection and improvement of working conditions
- Impact-driven beyond certification: 4C develops projects to mitigate local environmental and social issues

* Special for Brand Owners, Coffee Roasters and Retailers:

- Strict criteria across the sustainability dimensions
- Independent third-party certification: ISO 17065, ISEAL, SAI Silver Level
- Trainings and capacity building measures ensure impartiality and reliability
- 4C Integrity program secures credibility of the system
- Remote sensing technologies ensure forest and biodiversity preservation
- CO₂ footprint calculation and supply chain mapping
- Guarantees your commitment to sustainable sourcing and traceable supply chains
- 4C logo increases visibility and supports claims to the final customer

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Join 4C and create a sustainable future for the coffee sector!

Please reach out to the 4C team for a personalized discussion