

Common Code for the Coffee Community

Sustainability in the Coffee Sector

Round Table on Equitable Trading and Coffee

International Coffee Organization
London, May 18 2004

Common Code for the Coffee Community

Common Code for the Coffee Community

Sustainability in the Coffee Sector

- „It's the economy, stupid!“
- Cooperation along the chain.
- Develop a comprehensive understanding of Sustainability.
- Compete on a new definition of quality.
- „With a little help from my friends...“

Sustainability in the Coffee Sector
May 2004

Common Code for the Coffee Community

Three Dimensions of Sustainability in the Coffee Sector

- human rights and social standards
- decent standard of living
- decent income and working conditions...

- reasonable earnings over time, for all in the coffee value chain
- market access
- improve quality
- sustainable livelihood
- develop new markets...

- protecting the environment
- conserving natural resources...

Sustainability in the Coffee Sector
May 2004

Common Code for the Coffee Community

CCCC Steering Committee

Trade & Industry

Producers

Extra-ordinaries

NGOs & Unions

Sustainability in the Coffee Sector
May 2004

Common Code for the Coffee Community

Ecological Standards

Social Standards

Common Code

Worst ecological Practice

Worst social Practice

Sustainability in the Coffee Sector
May 2004

Common Code for the Coffee Community

Together we can make a difference!

www.sustainable-coffee.net

Sustainability in the Coffee Sector
May 2004