



19TH JUNE 2024

INTERNATIONAL TRADE CENTRE, PLENARY ROOM

SUSTAINABILITY IN THE COFFEE VALUE CHAIN: FROM AWARENESS TO ACTION

Coffee is produced in over 50 countries, with global consumption exceeding 3 billion cups daily, and the sector generating more than \$200 billion annually. Millions of smallholder farmers have increased production by 50% in the past two decades, with demand expected to continue rising. However, the industry faces significant challenges, such as climate change, price volatility, and difficulties in ensuring fair incomes and attracting younger generations to farming.

The International Trade Centre (ITC), through its Alliances for Action (A4A) initiative and partnerships with organizations such as the International Coffee Organisation (ICO), ACRAM, and the Centre for Circular Economy in Coffee (C4CEC), is addressing these issues.

This event on “Sustainability in the Coffee Value Chain: From Awareness to Action” will provide a critical dialogue on how we can transform the coffee value chain through sustainable, partnership driven collaborative actions.

People, Profit and Planet are interconnected and interdependent more than ever. Through the event, you will hear insights from industry, producers, MSMEs and international organizations on current challenges and solutions.

The Centre for Circular Economy in Coffee (C4CEC) will be introduced by the founding partners and innovative production and consumption models will be showcased. In coffee, a circular economy system aims to conserve and regenerate natural resources and ecosystems, promote the well-being of coffee-producing communities, and offer economic opportunities for all stakeholders to increase their competitiveness.

Participants will have the opportunity to interact with entrepreneurs, policy makers and supporting institutions that are at the forefront of new business practices and that generate opportunities for value addition and job creation.



Wednesday 19 June 2024 at ITC, Geneva.

- 10:00** **Opening remarks**
Dorothy Tembo, Deputy Executive Director, ITC
Vanusia Nogueira, Executive Director, ICO
H.E. Mr. Tsegab Kebebew Daka, Ethiopian Ambassador to the United Nations
Enselme Gouthon, President, ICO, ACRAM
- 10:20** **ITC interventions on sustainability, value addition and Circular Economy**
An overview of ITC coffee projects
Giulia Macola, ITC Alliances for Action
- 10:30** **Opportunities for a sustainable and circular approach in coffee**
Panel discussion on sustainability and benefits of circular production and consumption models in coffee
Moderator: Hernan Manson, Head Agribusiness team, ITC
Speakers:
Vanusia Nogueira, Executive Director, ICO
Mario Cerutti, President, C4CEC
Sara Yirga, President, Ethiopia Women in Coffee Association
Prof. Yeretziyan Chahan, Zurich University
- 11:30** **Coffee value addition**
Testimonies and case studies
Mr. Omer Maledy, Executive Secretary of CICC, Cameroon
Mr. Jordan Caillault, Co-founder of Berry Tale
- 12:00** **Q&A and opportunities for collaboration**
- 12:30** **Lunch**
- 14:00** **Brew bar: Open to all with coffee tasting of coffees from ITC projects**
- 14:30** **New Generation Coffee Presentation**
EU-ACO Business Friendly programme work in Cameroon. Presentation in collaboration with the French Roasters Association and CICC Cameroon.
Omer Maledy, Executive Secretary, CICC, Cameroon
Sadiq Syed, EU-ACP Programme Manager
- 15:00** **Cupping**
Intro by: Mr. David Serruys, President of Collectif Café
Cupping of coffees from ITC's projects by the French Roasters Association
- 15:30** **B2Bs**
Event in collaboration with French Importers and Roasters promoting Coffees from the ACRAM region
- 16:30** **Closing remarks**
Vanessa Erogbogbo, Chief DSIT/GIVC, ITC