

## PURPOSE

- Setting and maintaining the 4C baseline standard (4C verification Code of Conduct); this Code of conduct is they key tool of the 4C association to help producers take their first steps in the implementation of economic, social and environmental sustainability practices;
- Setting the rules of the 4C verification system and checking them;
- Promoting sustainability standards and initiatives in the market - creating value for verified/certified sustainable coffee;
- Make the Guide available in French, Kiswahili and Amharic in order to reach more coffee farmers;
- This verification program requires teamwork between the coffee farmers.

## TARGET GROUP

- Coffee farmers communities as well as other coffee supply chain actors: the farmers who benefit from the project include both those who are already part of a 4C unit and are working to implement the 4C Code as well as those who are not yet part of the 4C system but are interested in joining it.
- Moreover, the Illustrated Guide has been specifically thought for those farmers who have no previous experience with sustainability concepts and those who are illiterate or have limited literacy.

## DISSEMINATION OF THE 4C ILLUSTRATED GUIDE TO REACH OUT TO MORE COFFEE PRODUCERS IN AFRICA

ETHIOPIA, KENYA, TANZANIA AND WESTERN AFRICA - approved by the Efico Fund on 20/12/2011

### Location

Western Africa, Kenya, Tanzania & Ethiopia

### Description

The 4C association has developed a Guide including illustrations depicting each of the 10 Unacceptable Practices and 28 Principles of the 4C Code of Conduct. The Guide is available in English, Spanish, Portuguese, Indonesian and Vietnamese, and has proved to be a very useful tool for farmers to understand and implement the 4C Code, exploring the first step to sustainable practices. The project will make the Guide available in French, Kiswahili and Amharic and enable broader dissemination among coffee producing communities in Africa. The Illustration guides will be printed locally.

### Project Budget

Total budget: € 24 000

Efico Fund contribution: € 10 000

### Project Duration

March 2012 to October 2013

## PARTNERS

### 4C Association

[www.4c-coffeeassociation.org](http://www.4c-coffeeassociation.org)

- Project applicant
- Not-for-profit organization
- Aims at uniting all relevant stakeholders in the coffee sector to work together towards improving the economic, social and environmental conditions of coffee production and processing
- Provides an open and attractive platform to exchange and work together on pre-competitive sustainability issues that affect the entire sector
- Efico is founding member of the Association and part of the Technical Committee on Climate Change

### Local communities and authorities



## EXPECTED RESULTS

- 1) Farmers in the targeted regions will have an information tool to help them understand and therefore implement the first steps in the sustainability principles of the 4C Code of Conduct in their own language.
- 2) Coffee producers will progressively improve their coffee production and processing practices in the three dimensions of sustainability: economic, social and environmental.
- 3) In the medium long-term, this can result in reduced production costs, increased efficiency, and better intrinsic quality of the crop.
- 4) Coffee producers will have access to a new market for their product.
- 5) The possibility will arise to step up to other certification standards. After complying with the 4C baseline sustainability standard, coffee farmers are more confident to undertake additional compliance efforts as required by more demanding certification schemes. The 4C Association is already collaborating with the Rainforest Alliance and with UTZ Certified (both members of 4C Association) on this stepping up approach.

# TRANSLATION OF THE 4C VERIFICATION GUIDE COFFEE EDUCATION AND PRODUCT DIFFERENTIATION IN AFRICA

