



Guidelines for Trade and Industry Contribution to 4C Support Services

including Criteria for 4C training and Capacity Building activities

1. Introduction

The Common Code for the Coffee Community (4C) is an open and voluntary initiative which aims at implementing sustainability practices for socially acceptable, environmentally friendly and economically successful coffee production, post-harvest processing and trading. Being designed as a long-term process, 4C aims at decent conditions and continuous improvement. 4C is an offer and a tool for coffee producers, post harvest processors and buyers worldwide to meet the demand of the markets – and a leverage for the coffee sector to emphasize the shared responsibility and commitment of all actors along the chain.

4C Members acknowledge that access to information and support for producers, especially small farmers and unorganized farmers and better collaboration along the chain are key factors to enhance sustainability in the coffee sector. Therefore, 4C contributes to existing efforts by providing Support Services to facilitate continuous improvement on the producing side. Under the umbrella of the 4C Association, the public and private sector provides funding for

4 main 4C Support Services:

1. **Information and Knowledge Management** through a network to exchange learnings, experiences and existing tools.
2. **Facilitation of Partnerships** amongst actors of the coffee chain and further interested partners (e.g. donors, commercial banks).
3. **Training and access to Capacity Building**, esp. training of multipliers, in coordination and cooperation with existing efforts.
4. **Projects, Tools/Instruments and Innovation**, in coordination of and cooperation with further partners.

2. Framework for the use of private contribution to 4C Support Services

With its mainstream character, 4C's Support Services put emphasis on the integration and assistance of small producers. Members of the coffee trade & industry through their membership in 4C and their compliance with the Rules of Participation commit themselves to this support of small producers through

- a) spending 30% for final buyers; 50% respectively for intermediary buyers of the membership contribution to respective support activities of 4C, especially 4C training programs and
- b) aiming at a cooperation with small producers in specific projects designed to enable social, environmental and economic sustainability in mainstream.

In the first phase of the 4C Association in 2007 /2008, the related support activities shall specifically focus on the provision of necessary information to enable increasing membership in 4C.



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Further 4C related training programs for 4C members comprise activities in the field of:

- Access to information
- Quality improvement, including basic social and ecological standards
- Good Agricultural Practices and Good Manufacturing Practices
- Managerial skills (bookkeeping)
- Organizational development
- Access to financial tools

(see: “List of training and capacity building activities under 4C”)

4C training activities shall be in line with the criteria for membership contribution to 4C Support Services (see below) and aim at a broad range of beneficiaries, especially to small producers, their organizations and unorganized small holders.

3. Criteria for membership contribution to 4C Support Services

All 4C related activities financially supported by membership contribution to 4C Support Services shall comply with the following criteria. Based on the recommendations of the 4C Technical Committee, the 4C Council of the 4C Association can modify and further specify these criteria.

- 4C training workshops shall be conducted by trained 4C multipliers who carry a certificate of the 4C Association. A list of registered, “certified” 4C trainers is made available on the website.
- 4C training shall be based on 4C training modules which can be combined with further sustainability related methodologies and content.
- The 4C related training workshops shall be open to a broad range of interested participants, especially small producers and their organizations.
- Material, instruments and generic tools which were developed and financed by 4C membership contribution shall be made available to 4C members through the 4C Secretariat.
- The costs for the related support activities can only account for the amount respectively listed in the cost estimation of Support Services.

The conceptual quality and impact of 4C services will be assessed by the 4C Technical Committee. (see 4C Document_011_TOR_TechnicalCommittee_v.1.0_en)

4. Support contribution process

During the starting phase of the 4C Association (2007-2008), it is strongly recommended that the membership contribution shall be contributed in cash and will be mainly used to finance 4C training courses for multipliers in producing countries, to enlarge the potential membership and supply with 4C coffee. As a second step – support activities would be dedicated to producers and their 4C Units directly.

Mechanism for in cash contribution:

The 30% contribution in cash of the final buyers (respectively 50% of the intermediary buyers) is collected together with the annual membership fee, but managed separately and transparently in the Support Component of the 4C Association. On a yearly basis, the Support Component will report publicly on the use and allocation of the support contributions in the annual report.



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Producer organizations show an interest in access to 4C support services – especially trainings – by submitting a proposal to the 4C Secretariat:

- Coffee institutes, extension services, NGOs and further supporting organizations in producing countries apply for financial support to conduct 4C training workshops.
- They choose a registered 4C trainer from the list of trainers (available on the website) and submit a 4C application form (available on the website) to the 4C Secretariat for financial support for the calculated workshop costs.
- The 4C Management assesses the submitted proposals according to the criteria for 4C training and Capacity Building.
- The 4C Management closely cooperates with evolving 4C Forums / contact persons and organizes the transfer of financial resources.
- All upcoming 4C training workshops will be announced on the 4C website.

This mechanism is subject to modification by the Council of the 4C Association after the starting phase 2007-2008.

From 2009 on, members can contribute in cash or in-kind.

Mechanism for in kind contribution:

Additional to the cash contribution through the membership fee of buying members, also an in-kind contribution is possible if in line with the respective criteria.

There are two ways to allocate in-kind contribution:

- **Sponsorship:** Buying members sponsor a 4C training workshop which they choose from the submitted proposals for 4C related training workshops on the 4C webpage. They organize the transfer of resources to the applicant who is responsible to organize the activities and inform the 4C Secretariat and the respective 4C Forum to announce the workshop in due time. The contracted 4C trainer reports back to the 4C Secretariat and 4C Forum.
- **Upon request:** The 4C Secretariat distributes a list of requests for 4C workshops. Buying members finance a 4C training workshop in their preferred region/country according to the requests on the list. They choose a 4C trainer from the list of registered trainers (available on the webpage) and inform the 4C Secretariat and the 4C Forum in due time about this activity. The 4C trainer conducts the 4C workshop and sends a report to the 4C Secretariat and 4C Forum.

The 4C Management provides information about all upcoming 4C workshops on the 4C website.

Quality of 4C training workshops:

In order to ensure a certain quality of 4C training workshops, only trained multipliers from coffee institutions, extension services, 4C member companies and supporting organizations with reputation shall be contracted to conduct 4C trainings. Names and contact details of registered trainers are made available on a list of 4C trainers (on the 4C website). Participants can comment on the quality of the workshops in 4C discussion forums or give their feedback to the local contact persons and National 4C Forums.