

## PRESS RELEASE

## ALLIANCES FOR SUSTAINABLE COFFEE AND A CIRCULAR ECONOMY AT COP28 IN DUBAI

**London, United Kingdom, 19 December 2023** - The International Trade Centre (ITC) signed and strengthened partnerships for promoting a circular economy and sustainable coffee value chains at the UN Climate Change Conference (COP28) in Dubai. The goal is to ensure that the perspectives of producers and small businesses are included in climate discussions.

ITC and the International Coffee Organization (ICO) signed a memorandum of understanding (MoU) on 3 December to pilot projects that could be replicated across the ICO's 75 Member countries. Coffee producers will receive training on value addition, circular economy, sustainable production practices, improving productivity, coffee quality and resilience to climate change. The end goal is to generate decent, living incomes.

On 10 December, ITC, the ICO and the Center for Circular Economy in Coffee signed a MoU to support coffee farmers and producers to sustainably generate new value out of traditional waste. Both agreements are subject to final validation by the International Coffee Council (ICC).

### ITC and ICO: A historic partnership that is gaining momentum

The ITC and ICO partnership spans many years. Their first MoU in 2000 lay the foundations for an improved coffee sector that is more inclusive of producers.

In 2012, they co-released the third edition of ITC's popular Coffee Guide. Ten years later, they renewed this collaboration for the fourth edition, with the ICO supplying the latest trends and statistics to accurately represent today's coffee landscape.

Cooperation recently resumed with renewed vigor, after Dr Vanúsia Nogueira became Executive Director of the ICO. Joint activities include:

- coffee data
- mapping of sustainability initiatives
- circular economy
- the European Corporate Sustainability Due Diligence Directive
- value addition at coffee origin
- innovative financing for coffee

Through these newly signed partnerships, ITC aims to formalize and further expand this collaboration.

### **Circular economy in the coffee sector**

The Center for Circular Economy in Coffee (C4CEC) is a global, precompetitive platform for enhancing circular economy in the coffee sector. This centre is a hub funded by the Lavazza Foundation, the Polytechnic of Turin (PoliTo) and the University of Gastronomic Sciences (UNISG) in Italy. The centre is supported by the ICO, ITC, and the United Nations Industrial Development Organization (UNIDO).

The ITC agreement with the ICO and C4CEC will accelerate putting a circular economy in practice. Together, the three organizations seek to make knowledge available to small businesses, value chain operators, farmer organizations and consumer-facing companies worldwide.

This collaboration builds on the partnerships established through the ITC Coffee Guide Network initiative and the circular economy working group co-facilitated by ITC, the ICO and the Lavazza Foundation.

This year's COP28 [Trade House](#) provided a space for ITC and its partners to explore the circular economy in coffee.

Hernan Manson, Head of Inclusive Agribusiness, Food Systems and Trade at ITC, moderated the session 'Global green deal: How would it fit the Global South?' The panel explored how to transform global food systems in the face of climate change, as countries design measures to address climate goals.

"If on the one hand tangible action by individual players is indispensable, it is only by joining forces with all the other players in the coffee industry that we can give a real boost to the circular transition. This Center represents a valuable precompetitive area which has the potential to deliver lower impacts on environment and improve the income for coffee growers and other stakeholders: a very good reason for all the actors of the supply chain to join the group and actively participate." – Mario Cerutti, Lavazza Foundation Secretary and Lavazza Group Head of Institutional Relations & Sustainability

"Through our enduring partnership with ITC, we are committed to driving impactful change in the coffee sector. The alliances forged at COP28 mark a significant step towards a sustainable future, ensuring the well-being and prosperity of coffee farmers and advancing circular economy practices." – Dr Vanúsia Nogueira, International Coffee Organization Executive Director

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**Note to Editors:**

**International Coffee Organization (ICO)**

The International Coffee Organization (ICO) is the only intergovernmental organization supporting exporting and importing countries to improve the sustainability of the coffee sector. It provides a high-level forum for all public and private stakeholders in the sector; official statistics on coffee production, trade and consumption; and support for the development and funding of technical cooperation projects and public- private partnerships.

<http://www.icocoffee.org/>

**International Trade Centre (ITC)**

The International Trade Centre is the joint agency of the [World Trade Organization](#) and the [United Nations](#). ITC assists small and medium-sized enterprises in developing and transition economies to become more competitive in global markets, thereby contributing to sustainable economic development within the frameworks of the Aid-for-Trade agenda and the United Nations' Sustainable Development Goals. [Alliances for Action](#) is an ITC initiative that seeks to transform food systems through producer partnerships that cultivate ethical, climate- smart, sustainable agricultural value chains.