

# Transparency and Traceability (also) with regard to Regulatory Frameworks

**Inputpresentation:** *Sjoerd Panhuysen, Ethos Agriculture*

**Marketplace of ideas: Solutions for transparency and traceability**

1. Der Specialty Coffee Transaction Guide - Für mehr Transparenz in der Supply Chain: *Martin Elwert & Katharina Scholz, Coffee Circle & Quijote*
2. Study on value distribution within the coffee supply chain: *Gabriel Chait, IDH/GCP/Solidaridad*
3. Truemorrow: *Lena Schweighöfer, Tchibo*
4. Transparency and traceability in Kenya: *George Watene, Global Coffee Platform (GCP)*
5. Helpdesk Wirtschaft & Menschenrechte - Ein kostenfreies Unterstützungsangebot der Bundesregierung: *Jana Sievers, Agentur für Wirtschaft und Entwicklung*
6. Menschenrechte und Umwelt im Fokus - Gemeinsame Risikoanalysen der Kaffeebranche: *Dr. Charlotte Heyl & Pia Rothe, Deutscher Kaffeeverband & GRAS*
7. Beyco - Access to markets and finance for producer organizations worldwide: *Federica Marra, Progreso*
8. INATrace - Eine blockchainbasierte Rückverfolgbarkeitslösung: *Anna Kühnel, Initiative für Nachhaltige Agrarlieferketten*
9. DIASCA - Interoperabilität für Waldmonitoring & Einkommen: *Laura Bender, Initiative für Nachhaltige Agrarlieferketten*



## Background

In recent years, discussions about the impacts of climate change, environmental pollution and human rights violations along supply chains have become increasingly recognized in politics, society, and business.

Traceability of a product along these supply chains is a key element to address these issues. Clear documentation should cover every actor involved in the production of a product. Information such as the location where a product was manufactured, from which raw materials and under which conditions should be accessible. In addition, it is demanded that as much transparency as possible be created along this chain. This should improve the integration of primary producers of raw materials. Governments should be able to steer their policies in a more targeted way and end consumers should be better informed about the origin of products. For many final consumers transparent and sustainable supply chains have become a purchasing criterion and thus increasingly relevant for companies.

New digital solutions are breaking down information barriers between different business units. Optimizing interfaces between tools from different actors in the supply chain can unlock untapped potential for transparency and traceability. As a result, customer satisfaction as well as flexibility with closer cooperation in the chain can increase. However, the multitude of actors in the coffee sector, especially at the production level (smallholder production), as well as competition law restrictions, make it difficult to pre-competitively capture entire supply chains.

## Objective of the Session

- Introducing the topic of transparency and traceability in the coffee sector
- Pointing out opportunities and challenges
- Demonstrating the link between current German (LkSG) and European regulations (EUDR) and transparency and traceability in the coffee sector
- Identifying possible approaches to introducing transparency and traceability in the coffee sector

# Input Presentation



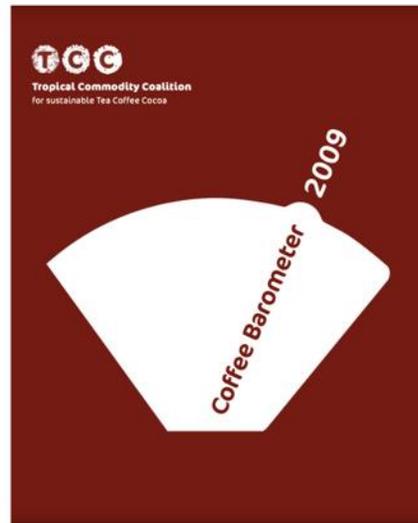
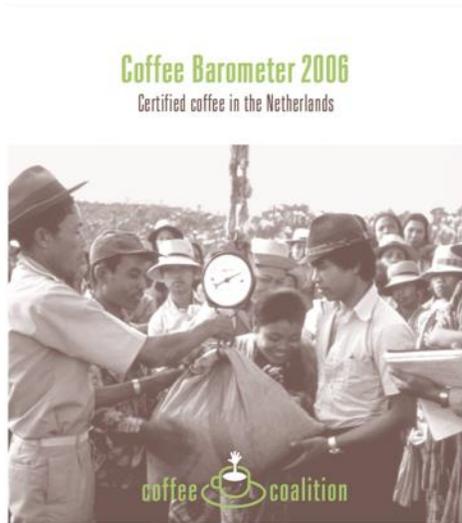


**esa**  
**ethos**  
**agriculture**

**Transparency and traceability in the coffee sector**

**Sjoerd Panhuysen**

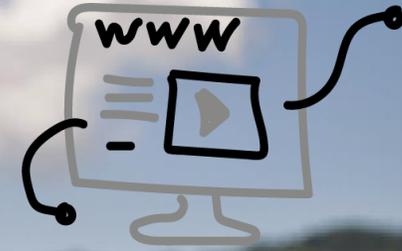
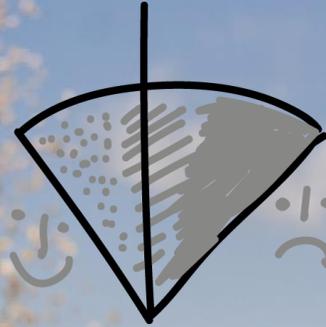
**Berlin 5/5/2023**





# Coffee Barometer 2023

## Building blocks



Coffee  
Barometer

Background  
Essays

Top 10  
coffee  
Roasters

Website

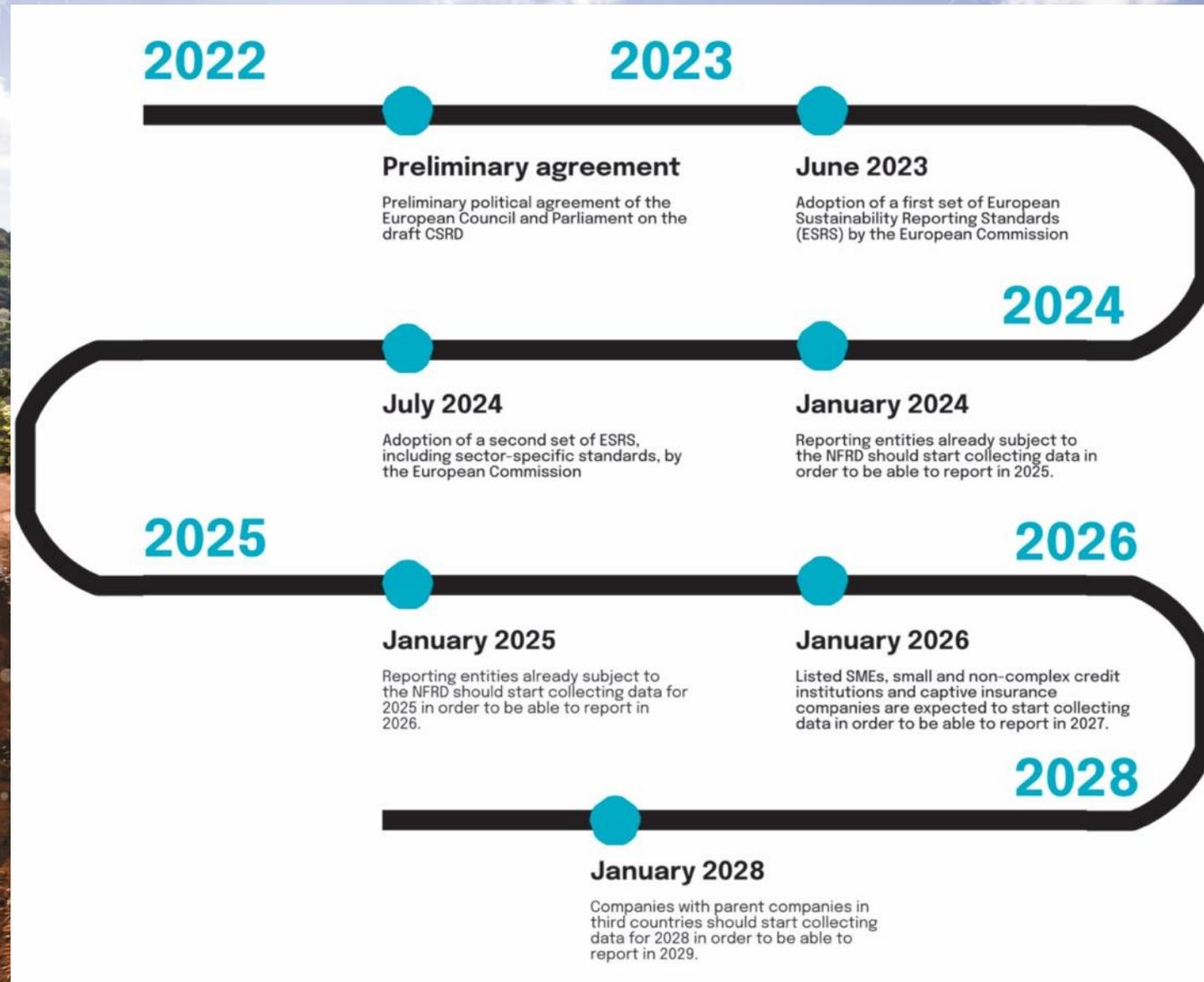
# Transparency and traceability CB 2023

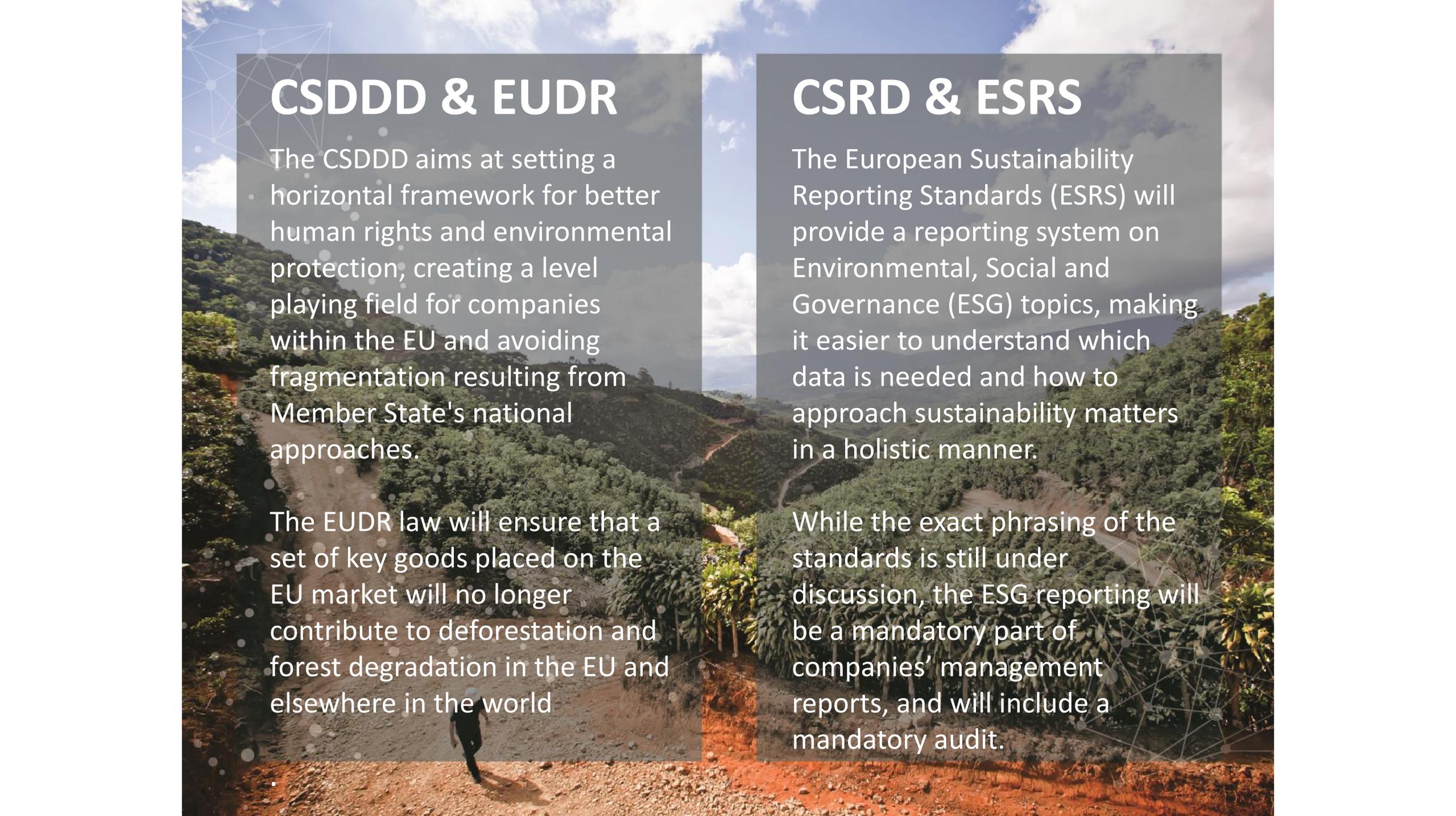


*Proof of concept/not actual data:*  
Publication in Coffee Barometer (September 2023)



# Optional to obligatory disclosure in the EU



The background image shows a dirt road winding through a lush, green tropical landscape. A person is walking away from the camera on the road. The sky is blue with some clouds. There are decorative network-like patterns in the top left and bottom right corners of the image.

## CSDDD & EUDR

The CSDDD aims at setting a horizontal framework for better human rights and environmental protection, creating a level playing field for companies within the EU and avoiding fragmentation resulting from Member State's national approaches.

The EUDR law will ensure that a set of key goods placed on the EU market will no longer contribute to deforestation and forest degradation in the EU and elsewhere in the world

## CSRD & ESRS

The European Sustainability Reporting Standards (ESRS) will provide a reporting system on Environmental, Social and Governance (ESG) topics, making it easier to understand which data is needed and how to approach sustainability matters in a holistic manner.

While the exact phrasing of the standards is still under discussion, the ESG reporting will be a mandatory part of companies' management reports, and will include a mandatory audit.

*Reporting is  
not a proxy for  
progress!*

Reporting does  
not ensure  
environmental  
and social  
improvement—  
though people  
often conflate  
the two.

Mr. Ayub Asingataba  
Training in coffee cupping  
2023





ea

ethos

agriculture

Thank you

• [Sjoerd@ethosagriculture.com](mailto:Sjoerd@ethosagriculture.com)

[www.coffeebarometer.org](http://www.coffeebarometer.org)

# Marketplace of ideas

**1** Martin Elwert  
& Katharina Scholz  
Coffee Circle & Quijote

**2** Gabriel Chait  
IDH/GCP/Solidaridad

**3** Lena Schweighöfer  
Tchibo

**4** George Watene  
Global Coffee Platform

**5** Jana Sievers  
Agentur für Wirtschaft  
und Entwicklung

**6** Dr. Charlotte Heyl  
& Pia Rothe  
Deutscher Kaffeeverband  
& GRAS

**7** Federica Marra  
Progreso

**8** Anna Kühnel  
GIZ INA

**9** Laura Bender  
GIZ INA

# SPECIALTY COFFEE TRANSACTION GUIDE

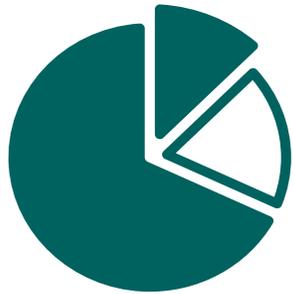
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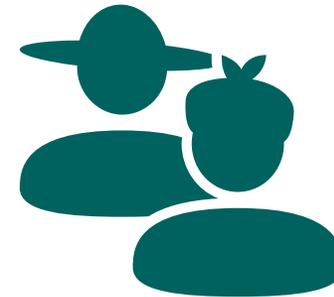
More  
Information:

[Transaction  
Guide](#)

# Value distribution study of the German coffee market



Can the current coffee market provide all those working in coffee with a decent livelihood?



Inspire action for prosperous income for coffee farmers globally

**Tchibo**  
**BLACK & WHITE**  
 KAFFEE WIE DU IHN LIEBST!  
 FILTER ODER VOLLAUTOMAT  
 SCHMECKT MIT JEDER MILCH!  
 DEINE TASSE ÄNDERT WAS  
 TRUE MORROW  
 500g GANZE BOHNE

SCHMECKT MIT  
**JEDER MILCH!**

FILTER ODER  
**VOLLAUTOMAT**

STARKER  
 GESCHMACK!

DIR IST NICHT EGAL, WAS  
 DIR IN DIE TASSE KOMMT?  
 UNS AUCH NICHT!

TRANSPARENT

FÜR MENSCH  
 UND UMWELT

# TRUEMORROW

Lena Schweighöfer (CR Managerin, Tchibo)

Berlin, 05. Mai 2023

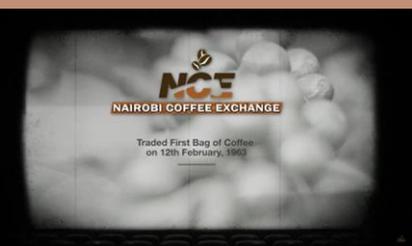
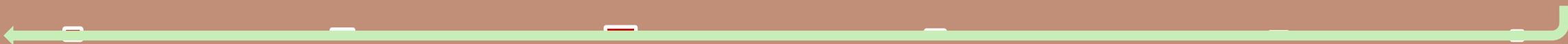
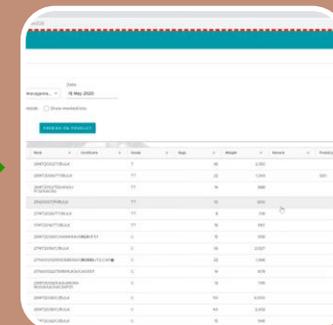
More  
 Information:

[TRUEMORROW](#)



# Transparency and Traceability in Kenia: Global Coffee Platform (GCP),

George Watene



More Information:  
[Kenyan Coffee Platform](#)

More  
Information:  
[Helpdesk  
Wirtschaft &  
Menschenrechte](#)

# Helpdesk Wirtschaft & Menschenrechte

*Kostenfreies Unterstützungsangebot für Unternehmen zur Umsetzung  
menschenrechtlicher Sorgfalt*

Finanziert durch:



Bundesministerium für  
wirtschaftliche Zusammenarbeit  
und Entwicklung

Durchgeführt von:

**KFW** DEG Impulse

Mit Unterstützung durch:

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



# Menschenrechte und Umwelt im Fokus: Gemeinsame Risikoanalysen der Kaffeebranche

Dr. Charlotte Heyl (Deutscher Kaffeeverband) & Pia Rothe (GRAS Global Risk Assessment Services)

**Beyco:**  
**Access to markets and finance**  
**for producer organizations worldwide**



COFFEE CONNECTED BY **Progreso**

Federica Marra – 5<sup>th</sup> May 2023

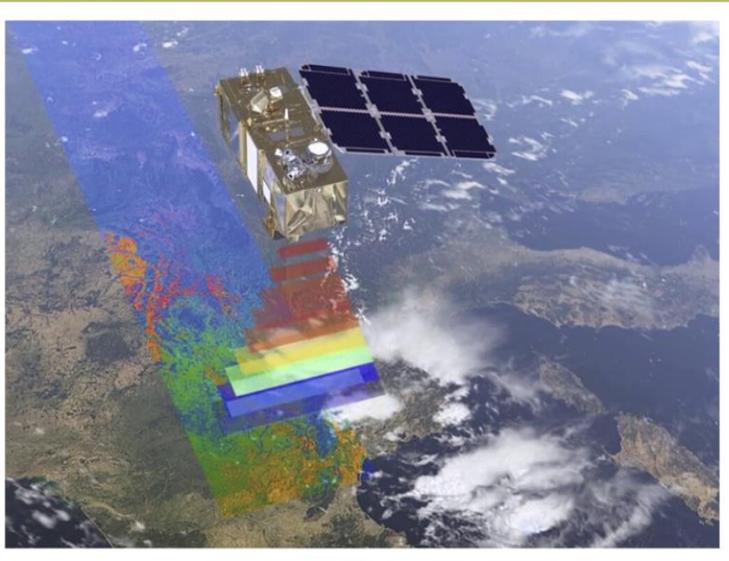
Mehr Info  
unter:

[Beyoc](#)

# Rückverfolgbarkeitssystem INATrace

Treiber für die Transformation nachhaltiger Agrarlieferketten

05.05.2023



More  
Information:

[INATrace](#)

INA



*I thought,  
digitalization makes  
life easier...*



**DIASCA**

More  
Information:

[DIASCA](#)

Laura Bender

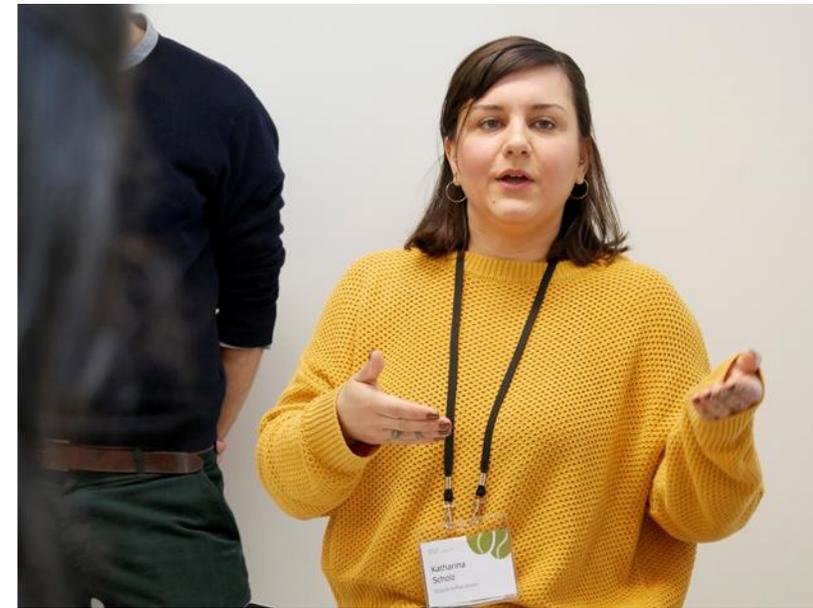
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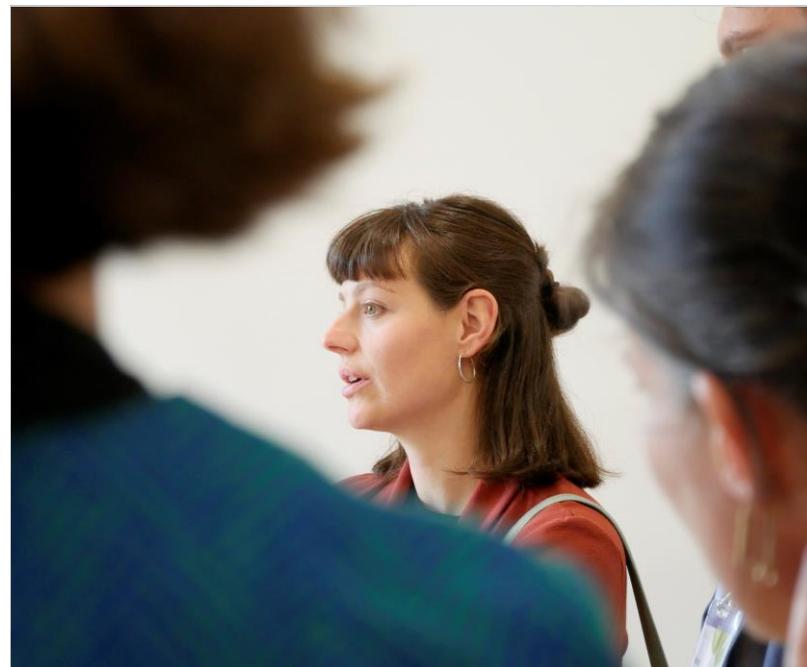
Tim Bartram

INA Initiative für nachhaltige  
Agrarlieferketten



# Image Gallery





# Social Media & Podcast

Follow us and listen !



## Podcast „Vom Feld ins Regal“

(Only available in German)

[Kaffee, Klima und Katastrophen – Wie der Klimawandel unseren geliebten Wachmacher gefährdet](#)



## Twitter

@INAsustainable



## LinkedIn

**DE:** @Initiative für nachhaltige Agrarlieferketten

**EN:** @Initiative for sustainable supply chains





**Thank you for your participation in  
the Coffee Sustainability Dialogue!**

**Goodbye!**