

Three Waves of Sustainability Initiatives in the Coffee Value Chain

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Digital Development Dialogue

LSE

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Civil War in South Sudan



Source: AP News (2020).

Nespresso — Coffee in South Sudan



Source: TechnoServe and Nestlé Nespresso (2014).

A Global Value Chain:





RETAILING

Brands / Retailers
selling to
customers

United States

H&M

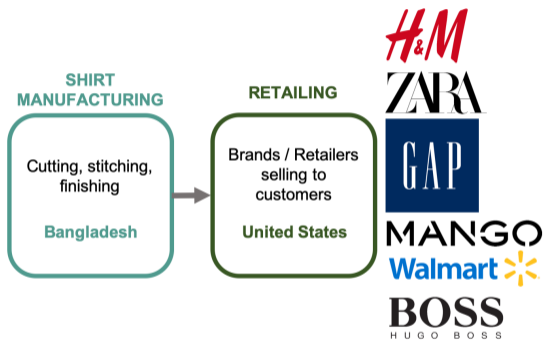
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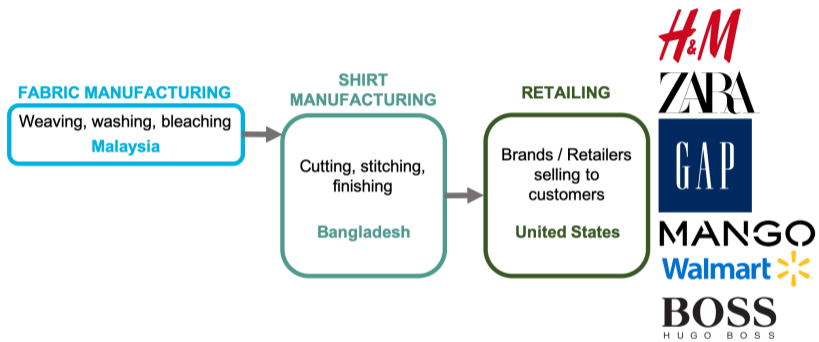


MANGO

Walmart 

BOSS
HUGO BOSS





COTTON YARN MANUFACTURING

Cotton, ginning, spinning
China

RESIN BUTTON MANUFACTURING

Poly resin processing, mixing,
heating, pressing
China

FABRIC MANUFACTURING

Weaving, washing, bleaching
Malaysia

**SHIRT
MANUFACTURING**

Cutting, stitching,
finishing
Bangladesh

RETAILING

Brands / Retailers
selling to
customers
United States

H&M

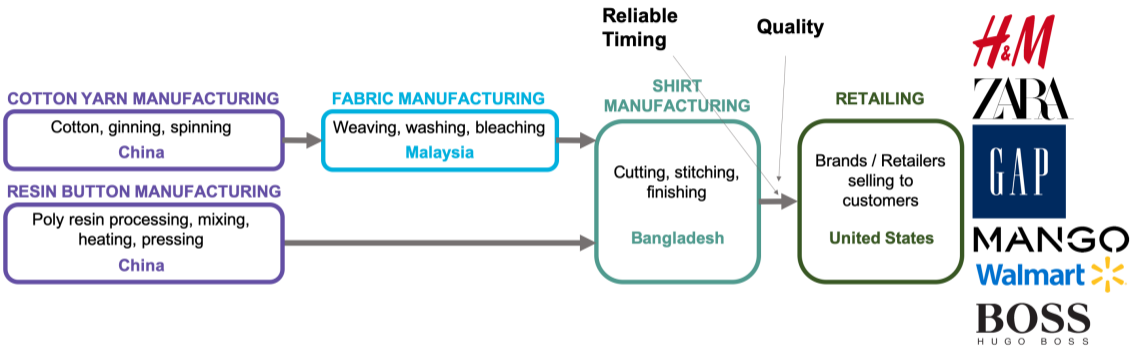
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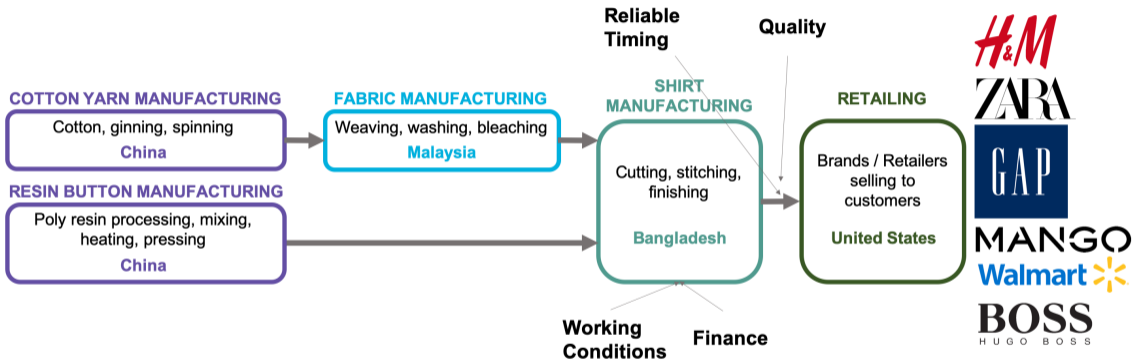
GAP

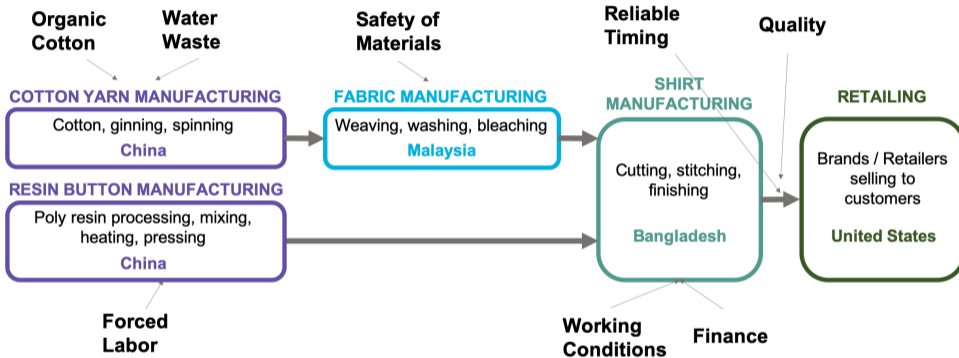
MANGO

Walmart

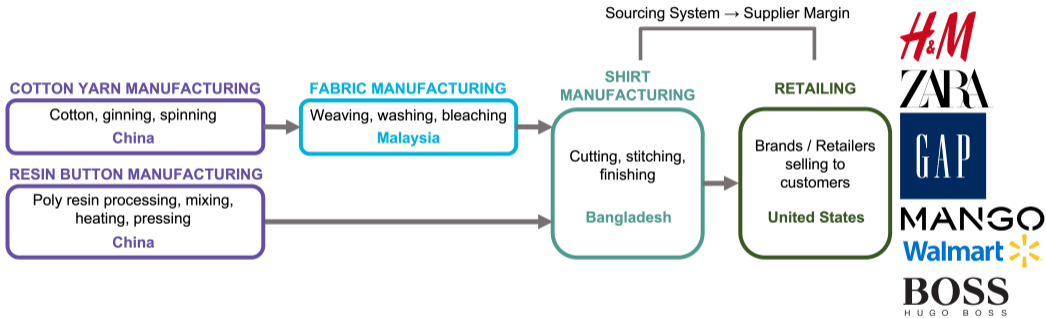
BOSS
HUGO BOSS



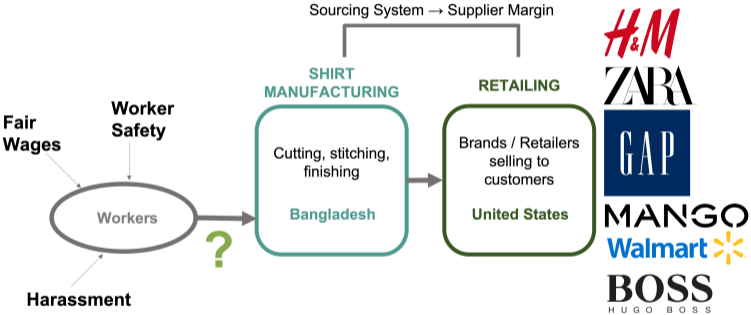




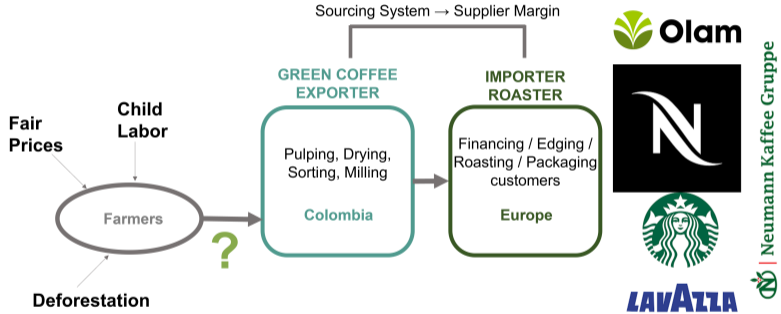
Why This Matters



Why This Matters



Why This Matters



NGO-driven Certifications



Fair Trade Certification



The Arabica Coffee Market 1989-2010: Comparison of Fairtrade and New York Prices



Initiatives

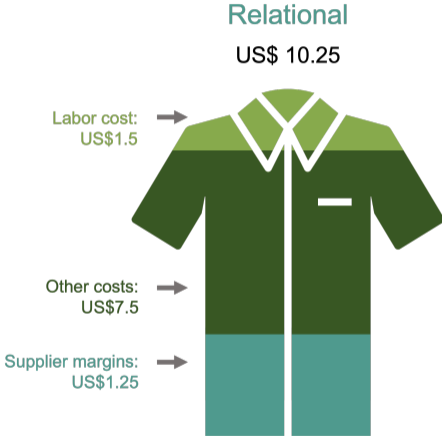
NGO-driven Certifications



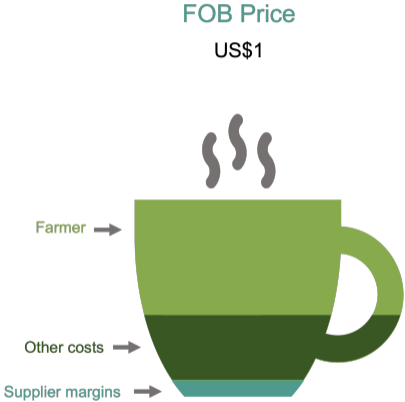
Buyer / Multi-Stakeholder Initiatives










Relational Buyers Pay Higher Prices and Markups



Nespresso AAA Program



NGO-driven Certifications	Buyer / Multi-Stakeholder Initiatives	Multilateral Agreements / Regulation
 	    	<p>Korea – Colombia FTA Japan – Philippines FTA Dominican Republic – Central America FTA</p> <p>↓</p> <p>US Dodd-Frank Act on Conflict Minerals German Supply Chain 22 Act European Union Directive</p>

