



PCR development for Green Coffee Project Newsletter

April 2012

Launch 1 March 2012

Well, we are now up and running with the project and are currently in the process of registering the PCR accreditation process.

We are still seeking increased involvement at a range of levels in this project as detailed in the attached information sheet that we have developed for the project. Please feel free to encourage organisations/associations or individuals who you feel should be connected to the project to get in touch with me, or provide me with their details and I will make contact with them.

Deliverables for phase 1 – months 1 and 2

The key deliverables for the 1st of this three phase project are as follows:

Phase 1 – Project establishment: - Months 1 and 2

- **Formation of the Steering Committee and associated Terms of Reference agreed**
- **Formation of the Technical Group and associated Terms of Reference agreed**
- **Establishment and wide notification of the engagement opportunities with the project for the global green coffee community**
- **Development of a communications plan and associated materials where required.**
- **Registration of the PCR Green Coffee process with selected PCR accreditation body**
- **Work program developed and communicated with the Technical Group**

What is a PCR and why pursue this?

Many of you have asked what actually a Product Category Rule (PCR) is. ISO 14025 defines a PCR as:

'PCR is a set of specific rules, requirements and guidelines for developing Type III Environmental Product Declarations (EPD) for one or more product categories. EPDs present quantified environmental information on the life cycle of a product to enable comparisons between products fulfilling the same function. Such declarations are subject to the administration of a programme operator.'



The important point in this definition is ‘*specific rules, requirements and guidelines*’. Though it is a requirement for Environmental Product Declarations, this is not the driver of our particular project. We are seeking a consistent method of calculating GHG emissions from Green Coffee, so that we are all speaking the same language and are comparing like with like when seeking mitigation opportunities.

By undertaking a PCR approach to our project, this will also allow any organisation who would like to pursue an EPD for their products, to do so using the PCR that has been developed and agreed by the green coffee sector.

ICO Presentation

Though the project only started on March 1st, The International Coffee Organisation (ICO) were generous enough in providing an opportunity to share with their members the aims and objectives of this PCR development project during their Annual General Meeting on March 6 in London. Importantly this platform provided the opportunity to officially invite the ICO to join the Steering Committee of the project.

The project was well received and we are grateful to the ICO for allowing us to share this exciting project with their members.

CE Delft report

SAI Platform has undertaken considerable background work before launching this project with their partner IDH. The purpose of their preliminary work was to fully appreciate the current state of knowledge when considering the quantification of GHG emissions from Green Coffee production.

I have attached for your information one of the reports the SAI Coffee Working Group commissioned as you may find it valuable in understanding what we are trying to achieve with this project.

Communications

You will note that one of the key deliverables for this first phase of the project is the development of a communications strategy. So should you have any ideas for effective communications related to the project, be they press/magazine interviews/articles, conference presentations or even webinars for specific groups, please do feel free to suggest them for potential inclusion into the strategy.

Please do feel free to circulate the attached information sheet related to the project widely. The success of this project will be greatly influenced by the associated communications and transparency during the developmental phases. The greater number in the sector that are aware of it and have engaged with the process the better.



For those requiring further information about the project, they can of course refer to the SAI Platform website www.saiplatform.org or even contact me directly to discuss specific aspects of the project. (BLindsay@saiplatform.org)

Kick Off Meeting – April 19

To ensure the project maintains its focus and to enable similar level of understanding regarding the project ahead, the Steering Committee will be meeting with the Technical Working Group at the IDH offices on April 19.

The key work areas that will be considered at the meeting are:

- Appreciate the PCR approval process and timescales
- Discuss and agree membership and terms of reference for each of the Groups
- Review work already undertaken in the coffee and GHG calculation area
- Understand the recording requirements that enable funding (IDH financial support) to be released at key points during the project
- Consider future meeting dates
- Discuss the draft communications plan

Relevant actions and decisions will be communicated in the next newsletter.