



Sixth Sustainable Coconut Roundtable

# RESTORING COCONUT FARMERS' SUSTAINABLE LIVELIHOODS

31 MARCH, 2022

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# Coconut Alliance

## Towards an organisation on sustainable coconut

Results of the Taskforce



Implemented by



Funding programme



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USAID GREEN INVEST ASIA







# Taskforce – Background

- Launched in December 2021
- 6 sessions (January – March 2022) to provide expert input on existing proposal for an entity to drive sustainability in coco

- **Haigan Murray**  
Chairman  
**The Coconut Knowledge Center**
- **Cameron Dick**  
Director and shareholder  
**TM Duche and Son**
- **Mawardin M.Simpala (Ardi)**  
Project Manager Coconut  
**Daemeter Consulting (Indonesia)**
- **Neil Judd**  
Independent Consultant/senior advisor  
**Proforest**

- **Agnes Cristobal**  
Executive Director  
**Virgin Coconut Oil Philippines**  
affiliate of the **United Coconut Association of the Philippines**
- **Kuanchun Lee**  
Principal Scientist at Procter & Gamble  
**P&G**
- **Girish Deshpande**  
Sustainability Director  
**P&G**

- **Megan Willis**  
Sustainability Director,  
Agricultural Supply Chains, APEC  
**Cargill**
  - **Stefano Severi**  
Raw materials responsible  
sourcing  
**Ferrero**
- Facilitators:
- **Jaimes Gallentes**  
GIZ PH
  - **Kerstin Linne**  
Green Line Consulting



# Taskforce Recommendation: Theory of Change (rough outline)

The organisation should address the following issues in the coconut sector:

- Farmers' livelihoods and Human Rights + Labour Issues
- Unsustainable farming and unattractiveness for the next generation
- Lack of farming capacities/ knowledge
- Lack of investment climate/ lack of replanting at scale
- Misaligned incentives and structural barriers in the industry

...via the following intervention areas:

- Offering a platform for collaboration
- Advocacy for/ collaboration with government programs
- Collaborative funds for impact projects
- A joint monitoring framework
- Advocacy towards industry and public players covering the whole supply chain



# Taskforce Recommendation: Structure + governance

## Governance:

- Industry-led to start with a view to a partially participatory governance model in the mid- to long-run
- One member, one vote

## Board of Directors:

- Term: 2 years
- Composition: 2 industry seats, 1 civil society seat, 1 government seat, 1 farmer group seat, and the Executive Director
- At least 2 meetings per year

## Membership requirements:

- Develop action plan to increase sustainability in own operations
- Report progress on a yearly basis
- Active participation in working groups





# Taskforce Recommendation: Structure + governance

## Membership:

- Any interested actor can join; precondition: signing of Coconut Charter
- 2 member categories:
  - supply chain actors = ordinary members → voting rights
  - non-supply chain actors = affiliates → no voting rights

## Membership fees/ funding:

- 2 tiers for ordinary members based on coconut volumes traded (above/ below X tons per year, threshold to be defined by signatories): 5,000-10,000 Euros p.a.
- Affiliates: 1,000 – 2,000 Euros p.a.
- Plus external funding to start the organisation



## Taskforce Recommendation: Next steps

The full proposal is available via the signatory members and/ or GIA.

To lift such an organisation off the ground, the Taskforce recommends the Signatory Members take the lead in...:

- ...identifying suitable candidate/s for the secretariat and the Board of Directors.
- ...asking these candidates to further develop the organisation.



**THANK YOU!**







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