



SCTA

SCHWEIZERISCHE KAFFEEHÄNDLER VEREINIGUNG
ASSOCIATION SUISSE DES NÉGOCIANTS EN CAFÉ
ASSOCIAZIONE SVIZZERA DEI NEGOZIANI IN CAFFÈ
SWISS COFFEE TRADE ASSOCIATION



Welcome to the 4C Side Event at the 16th SCTA Forum and Dinner 2025

Building Resilience in Coffee: *Compliance, Credibility, and Carbon Footprint Solutions with 4C*

Agenda

Time	Topic	Presenter
14:15 – 14:20	Welcome	Michael von Luehrte, Vice-Chairman, 4C Advisory Board
14:20 – 14:30	4C Overview <i>Safeguarding your Brand in Times of Regulatory and Climate Uncertainty</i>	Norbert Schmitz, Managing Director, 4C Services
14:30 – 14:40	The 4C Product Carbon Footprint Certification <i>Credible, Compliant, Competitive Solution to Measure and Reduce Carbon Footprint Emissions</i>	Claudia Bulgheroni, Senior Project Manager, Meo Carbon Solutions
14:40 – 15:30	Panel: Low-Carbon Footprint Coffee Supply Chains – Insights Producers, Roasters, and NGOs <i>Our panellists discuss practical pathways to low-carbon footprint coffee and the business value of 4C certification.</i> - Starting with introductory statements from our panellists - Followed by a moderated discussion focusing on building resilience, ensuring compliance, and driving climate impact across the supply chain	Moderator: Michael von Luehrte, Vice-Chairman, 4C Services Panellists: - Nadia Hoarau-Mwaura, Sustainability Director, JDE Peet's - Claudia Bulgheroni, Senior Project Manager, Meo Carbon Solutions - Niels Haak, Director Sustainable Coffee Partnerships, Sustainable Coffee Challenge/Conservation International - Breno Mitidieri, Director, Agrogenius Consulting Group - Huy Duc Le, Chairman, Simexco Daklak - Norbert Schmitz, Managing Director, 4C Services
15:30 – 15:45	Q&A, Closing Remarks	Michael von Luehrte and Norbert Schmitz, 4C Services



Messe and Congress Center Basel
Sydney Conference Room



Thursday - 2 Oct.
14:15 to 15:45