
Coffee Price Crisis Response Initiative

Request for Proposals

Objective

The Specialty Coffee Association (SCA) has committed to organizing an industry-driven Coffee Price Crisis Response initiative with the express purpose of activating the organization, its members, and other relevant actors in the coffee industry toward addressing long-term cyclical pricing decline. The current market scenario for coffee represents a grave threat to a substantial majority of the world's coffee farmers, and by extension to a substantial share of the world's coffee consumers.

SCA has committed resources and will utilize its staff, its convening power, and its good will to execute a detailed plan, including assessment of the current state of activity in this arena, mapping the landscape of the coffee economy, and identifying opportunities for driving change in coffee trading and risk management systems. SCA desires to engage a facilitating partner with proven experience in mapping systems and implementing systemic change over a broad range of conditions, geographies, value chain participants, and supporting structures and entities. The successful partner will have proven and demonstrable experience in facilitating the research, planning, mapping, and disposition of a set of targeted activities aimed at making systemic change.

Key Dates

The organization would like to begin the first phase of research and system mapping no later than February 2019. Proposals should include timing on each of the objectives mentioned, with the total proposal not to exceed 6 months for delivery.

Overview

Current leadership of SCA are committed to the support of this project through the disposition of four full time senior executive and management staff, a budget for travel and expenses, and the contracting of a facilitating partner for the system mapping and activity launching. This support is fully committed for the period of Jan-Dec 2019, and additional or continued resource allocations will be considered beyond this time.

SCA is constituted as a 501(c)(6) trade association in the State of California, but operates on an international basis, with a principal office in Santa Ana, California, and satellite offices in Chelmsford, UK and Seoul, South Korea. The organization represents 100,000 members and member companies worldwide, and carries out activities, education, and events in more than 20 countries each year.

Services Requested

- Develop a process for mapping the coffee value chain as a system and identify relevant interests, points of leverage, impediments to change, etc. as precursor to activating a plan for systemic change;
- Develop a comprehensive assessment of the necessary perspectives and viewpoints from internal and external stakeholders to ensure effective system mapping;
- Facilitate meetings, convenings, and interrogatories with relevant stakeholder representatives and SCA staff and leadership;
- Provide organizational and reporting support in the development and output of a visual mapping of the coffee value chain and actively drive towards completion of all scheduled work on a timely basis;
- Assist in researching other value chain initiatives outside of coffee and explore best of class solutions for relevancy and modeling;
- Design programs, projects, and platforms for implementing change with clearly identified milestones, success metrics, and evaluation protocol;
- In collaboration with SCA and coffee stakeholders develop a recommended strategy for implementing change in relevant business segments and identify timelines, resource needs, and implementation strategies for a variety of deployments.

Desired Credentials

Experience with systems mapping with a focus on driving systemic change

Experience with agricultural value chains

Experience with multi-national clients

Proposal Submission Guidelines

- Due date 30 January 2019
- Statement of interest
- Description of organization or individual experience
- Explanation of qualifications
- Proposed approach and timeline (completion by November 2019 required)
- Budget
- Submitted to pricecrisis@sca.coffee