



Projects Committee
5th Meeting
7 March 2013
London, United Kingdom

**Empowering women in Brazilian coffee
cooperatives to improve coffee quality**

Background

1. This document, submitted by the Brazilian Chapter of the International Women's Coffee Alliance (IWCA), contains the summary of a new project proposal designed to train women in the coffee sector from several producer regions in Brazil in order to provide them with the necessary knowledge about the product they produce and how to improve the quality of this product and consequently obtain a better price.
2. The proposal will be evaluated by the Virtual Screening Subcommittee (VSS) and considered by the Projects Committee in March 2013.

Action

The Projects Committee is requested to consider this proposal as well as the recommendations of the VSS and, if appropriate, to recommend its approval by the Council.

PROJECT SUMMARY

- 1. Project title:** Empowering women in Brazilian coffee cooperatives to improve coffee quality
- 2. Duration:** Six months
- 3. Location:** Producer regions in Brazil: (a) Minas Gerais (Cerrado Mineiro, Sul de Minas, Matas de Minas and Chapada de Minas); (b) Montanhas de Espírito Santo; (c) Northeast (Chapada Diamantina, Oeste da Bahia, Pernambuco and Ceará); (d) São Paulo (Mogiana and Centro-Oeste Paulista); and (e) Paraná (Norte Pioneiro).
- 4. Nature of Project:** This project aims to train women in coffee from the key producer regions in Brazil in order to provide them with the necessary knowledge about the product they produce and how they can improve the quality of this product and consequently obtain a better price. This will expand the sphere of influence of women in coffee in Brazil and consequently will advance the United Nations 2015 Millennium Development Goals of promoting gender equality and empowering women.
- 5. Brief description:** The project goal is to identify at least one woman from cooperatives in each of those producer regions to become a Quality grader (Q grader). The training will strengthen women's capacity in coffee classification and cupping, in order to qualify them as coffee quality Q graders, and provide knowledge in trade-related aspects. This will give them visibility and empowerment through education, with a view to improving their position in the coffee market, since they will have acquired knowledge for trading. They will also be trained as multipliers, in order to share information and build capacity through the cooperatives in their regions.

6. **Estimated total cost:** US\$50,000
7. **Financing sought from the Fund:** US\$45,000
8. **Mode of financing:** Grant
9. **Co-financing:** US\$5,000 (in cash) from IWCA
10. **Mode of co-financing (in cash):** Grant
11. **Counterpart contribution:** In-kind contribution in the form of training courses (venue and instructors) at the Federal Institute of Education, Science and Technology of Sul de Minas Gerais (IFSULDEMINAS) situated in Machado, Minas Gerais.
12. **Project Executing Agency (PEA):** International Women's Coffee Alliance (IWCA) Brazil
13. **Supervisory Body:** International Coffee Organization (ICO)
14. **Estimated starting date:** The project will be executed in the six months before the 2014 harvest.

Background

1. Brazil is the biggest coffee producer in the world yet many people, especially in the coffee production sector, do not know much about coffee quality, including women. In addition, the number of Q graders in the country is not representative. Training women from the different regions can be a way to disseminate knowledge and information about coffee. This will have a multiplier effect: The Q graders trained with this programme will be responsible for training other women in their respective regions, particularly young women. The training will contribute to raising and empowering the status of women in their communities.

2. The project will be executed by the Brazilian Chapter of the IWCA. IWCA is a global network of women in coffee that advocates the reduction of barriers for women in coffee

producing countries, by providing access to resources while creating a forum in which to connect with other women throughout the coffee chain from seed to cup. IWCA believes in **“Success through Localization”** by creating IWCA Country Chapters in all coffee producing and consuming countries. Through its shared values and vision it will create opportunities to impact and expand the sphere of influence of women in coffee and to advance the United Nations 2015 Millennium Development Goals of promoting gender equality and empowering women.

3. The establishment of IWCA Country Chapters creates the local and global infrastructures needed to provide networking platforms, technical training in all aspects of coffee production, preparation and marketing and local projects targeted towards sustainable and productive livelihoods in coffee communities.

4. The Brazilian Chapter of IWCA was officially created on 6 October 2012, during the 7th Espaço Café Brasil in São Paulo. On that occasion women from several coffee producing regions in Brazil took part in a seminar that culminated with the signature of a Letter of Understanding with the IWCA. The Brazilian Chapter's Board of Directors includes 13 women from different regions, different ages and sectors of the coffee industry – producers, import/export, baristas, cooperative employees and roasters. The Board alone represents thousands of women, since every member belongs to an association or cooperative in its specific producing region.

5. The Brazilian Service of Support for Micro and Small Enterprises (SEBRAE) supported the establishment of the Brazilian Chapter from the very beginning through providing space for meetings and travel support for the participants from different regions to attend seminars held in 2011 and 2012, in the context of the Espaço Café Brasil, during which training was offered in cupping and workshops on leadership, cooperativism and gender issues as well as coffee and sustainability. The cupping was tailored to demonstrate this activity to the women who had never had such an experience. It turned into business since the coffees the women had brought drew the attention of buyers. The women not only sold their coffee for a good price but also had the opportunity to show their products. Contacts with SEBRAE, as the main Brazilian institution supporting micro and small businesses, will be maintained throughout the project.

6. The Brazilian Chapter of the IWCA is already making a difference to the lives of many producer families as well as the young baristas, tasters and cooperative employees from the South to the North of Brazil who are eager to share information, create contacts and make their voices heard and their opinions considered.

7. IFSULDEMINAS, situated in the town of Machado, Minas Gerais, is part of a federal network of professional, scientific and technological education offering a wide range of technical, technological, masters and doctorate courses. The mission of IFSULDEMINAS is to promote excellence in professional and technological education at all levels, with a creative, competent and humanist approach, undertaking, teaching, research, and extension activities and contributing to the sustainable development of the South of Minas Gerais region. The training will be held at the Integration Woman Centre of IFSULDEMINAS. Machado is renowned as a centre of excellence for coffee – related activities (research, training, extension, etc.) and offers the perfect structure for the Q graders course to be administered. IFSULDEMINAS, in Machado, has experience in providing this form of training and in hosting participants from different regions of Brazil.

LOGICAL FRAMEWORK

Narrative summary	Objectively verifiable indicators	Means of verification	Assumptions
<p>Broad goal: Empower women in the coffee sector from the key producing regions in Brazil</p>	<ul style="list-style-type: none"> ▪ Number of women that succeed in the Q grader exams 	<ul style="list-style-type: none"> ▪ External evaluation report ▪ Project report 	<ul style="list-style-type: none"> ▪ Women are important actors in the coffee sector in Brazil but there is insufficient information on their role in the industry ▪ The knowledge available indicates that training for Q graders would have an important impact on the capacity of women to market their products in better conditions
<p>Project purpose: Provide training for women in coffee from key producing regions in Brazil so they can acquire the necessary knowledge about the product they produce, improve quality and better market their coffees</p>	<ul style="list-style-type: none"> ▪ Increase the percentage of women Q graders and multipliers in several coffee producer regions 	<ul style="list-style-type: none"> ▪ Project report 	<ul style="list-style-type: none"> ▪ See above

Outputs	Objectively verifiable indicators	Means of verification	Assumptions
<p>1. Identifying women from coffee cooperatives</p>	<ul style="list-style-type: none"> ▪ Map women in the coffee chain industry in Brazil ▪ Identify women leaders from the 12 key producing regions in Brazil 	<ul style="list-style-type: none"> ▪ Project report 	<ul style="list-style-type: none"> ▪ Lack of sufficient information on women in the coffee sector in Brazil
<p>2. Provide training for women leaders from coffee cooperatives in 12 key producing regions in Brazil</p>	<ul style="list-style-type: none"> ▪ Number of women trained as Q graders (12) 	<ul style="list-style-type: none"> ▪ Training workshop reports 	<ul style="list-style-type: none"> ▪ Very few women Q graders in Brazil
<p>3. Provide kick-start support for the women Q graders to multiply their learning in their region, nationally and internationally</p>	<ul style="list-style-type: none"> ▪ Number of women Q graders promoted by the Brazilian Chapter of the IWCA through their social media and events (conference, symposiums, etc.) 	<ul style="list-style-type: none"> ▪ Project report 	<ul style="list-style-type: none"> ▪ Women can improve their role as multipliers in their communities, with positive effects on women empowerment and gender equality

BUDGET
DURATION: 6 MONTHS

EDUCATION	QUANTITY	UNIT COST (R\$)	TOTAL COST (R\$)	UNIT COST (US\$)	TOTAL COST (US\$)
Q GRADER FORMATION					
Course	12	3,500	42,000	1,627.91	19,534.92
Domestic travels	12	2,000	24,000	930.23	11,162.76
Subtotal			66,000		30,697.68
PROJECT MANAGEMENT*					
Project Coordinator	1		9,000		4,186.05
Administrative Assistant	1		2,000		930.23
Evaluation and auditing	1		3,000		1,395.35
Subtotal			14,000		6,511.63
MATERIALS AND SUPPLIES			3,650		1,697.67
MARKETING					
BRAZIL INSTITUTIONAL COMMUNICATION					
Art design	1		7,000		3,255.81
Printing of visiting cards	7,000		1,300		604.65
A4 printing paper	3,000		1,700		790.70
A4 printing envelopes	3,000		2,000		930.23
Folder printing	2,000		3,500		1,627.91
Informative IWCA Brazil folder	5,000		1,000		465.12
Site	1		7,000		3,255.81
Subtotal			23,500		10,930.23
Total**			R\$107,150		US\$49,837.21

*Costs exclusive for this project

**Costs for Brasilia/Federal District, Brazil