ABOUT OXFAM

AROUND THE WORLD, OXFAM MOBILIZES THE POWER OF PEOPLE AGAINST POVERTY

OXFAM HEADQUARTER COUNTRIES

COUNTRIES WHERE WE WORK
ABOUT OXFAM

• Oxfam is a worldwide development organization that mobilizes the power of people against poverty
• Confederation of 17 affiliates, 2 observer members
• 9,400 staff, working in more than 90 countries
• Helping 21 million people directly
• Supported by 1.9 million donors and supporters
OXFAM AND COFFEE

We work with coffee producing communities in the following countries:

• AFRICA - Ethiopia, Uganda, Tanzania, Rwanda, DRC
• CENTRAL AMERICA – Haiti, Honduras, El Salvador, Mexico, Guatemala, Nicaragua, Costa Rica
• SOUTH AMERICA – Ecuador, Colombia, Bolivia, Peru
• EAST ASIA - Indonesia, East Timor
OXFAM AND COFFEE

We work with these communities on:

• Sustainable production (eg Starbucks collaboration in Mexico)

• Resilience (especially in producer groups affected by roya / rust )

• Women's rights (many of the partners we work with are women's cooperatives)

• Land ownership Fair trade production and market access.
PARTNERSHIP INTERNATIONAL COFFEE ORGANIZATION AND OXFAM
INTERNATIONAL COFFEE DAY
PURPOSE

• To promote the International Coffee Day around the concepts of culture, health and sustainability

• Benefitting smallholder farmers and the environment
PARTNERSHIP ACTIVITIES

A. International public engagement and virtual fundraising
   • Concept: ‘Caffé Sospeso against poverty’
   • Online and through partnerships

B. In country public engagement and fundraising
   • In store fundraising
   • On pack promotion
   • Community fundraising

C. EXPO site events
   • Promotion ‘Caffé Sospeso against poverty’
   • On site events before and on October, 1
   • Participation in the Global Coffee Forum
THANK YOU