PARTNERSHIP FOR GENDER EQUITY
A Coffee Industry Collaboration
An opportunity to fulfill on our shared vision and commitment to:

- Improved sustainability of supply
- Better quality coffee
- Greater dignity and well-being for farming families
- A vibrant industry for generations to come
THE FUTURE OF OUR BUSINESS
To work internationally to improve the quality of coffee and the lives of the people who produce it.

We achieve our mission through programs that:

- Foster a global language of coffee quality & value
- Enhance producer livelihoods & industry competitiveness
- Leverage collaboration to build supply chain reliability
A Multi-Stage Collaborative Initiative

Public – Private Partnership Throughout

STAGE 1
Research & Discovery
- Workshops in coffee growing regions
- Academic literature review
- Roadmap for industry engagement

STAGE 2
Strategy & Pilot Projects
- Strategic interventions identified
- Pilot projects, communities identified
- Pilots assessed, strategies refined

STAGE 3
Scalable Investments
- Larger scale investments designed, implemented
- Iterative assessment and refinement for impact
- Increased economic power for women & families
- More sustainable supply of quality coffee
Research & Workshop Themes

- Access to and Control over Assets
  - Land, Productive Assets, ICTs
- Decision-Making Power over Income
  - Shared vs Independent, Expenditures and Savings
- Return on Labor Investment
  - Productive and Reproductive Activities
- Coffee Quality and Productivity
Current Partners

Founding Partners
ACDI/VOCA
AMFOTEK
Falcon Coffees
Mars Drinks

Sustaining Partners
Equal Exchange
Farmer Brothers
Blue Bottle Coffee
Upcoming Events

• NCA Conference – March 2015
• SCAA Symposium and Expo – April 2015
• Indonesia Workshop – May 2015
• Report Publication – September 2015
• ICO Conference, Meetings – Fall 2015

Research & Discovery

Strategy & Pilot Projects

Scalable Investments
An Invitation

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We stand together for gender partnership!

Name: ___________________________ Organization: ___________________________

Email address: ___________________________

Please select the following options:

One thing I'm taking away from this conversation/pondering is: ___________________________

My next steps:

☐ I'm ALL IN and I (my organization) would be willing to provide:
  ○ Technical assistance ___________________________
  ○ Capacity building ___________________________
  ○ Hosting an event or pilot ___________________________
  ○ Funding ___________________________

☐ I'm a supporter; keep me informed.

☐ I'm interested in learning more (add questions here): ___________________________

☐ Wish you the best with this.
☐ Other: ___________________________

Email: keasson@coffeeinstitute.org
We look forward to working with you.

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http://youtu.be/4HN1RFQtbBI
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