

NESPRESSO®

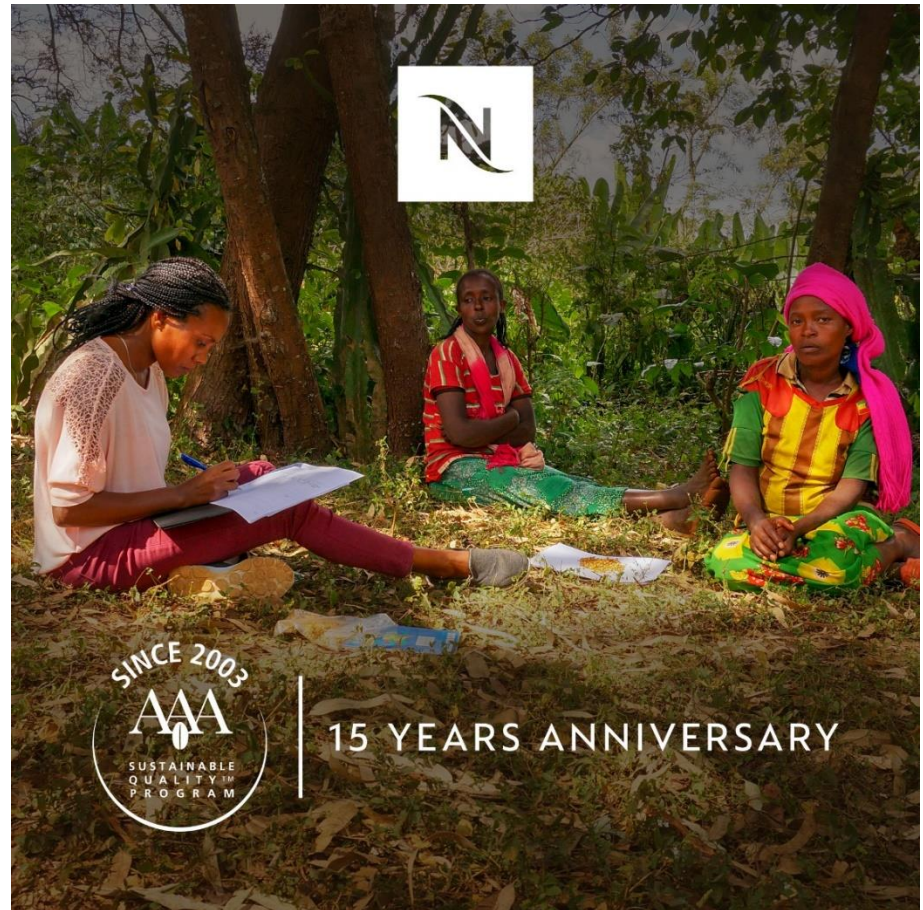
WORKING TOGETHER
FOR GENDER EQUALITY

DATE 17/09/18



AAA GENDER EQUALITY STRATEGY

1. AAA reaches and benefits men and women equally
2. Targeted interventions reduce gender disparities and increase women's empowerment
3. AAA agronomists, field managers, and suppliers are better informed and gender-sensitized
4. Nespresso contributes to a sector-wide change



AAA GENDER ANALYSIS TOOL

The AAA Gender Analysis Tool generates insights for appropriate and impactful interventions that can reduce gender disparities and increase women's empowerment

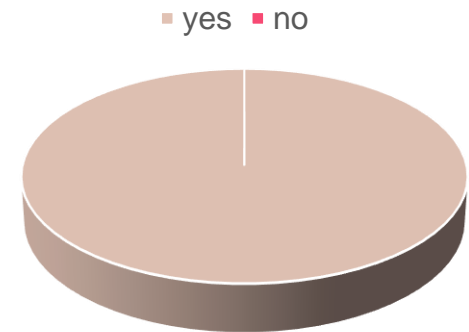
- Collaboration with NGO partner TechnoServe
- Rigorous data collection and in-depth gender analysis
- Survey instrument adjusted to suit cultural contexts, gender norms and local coffee production specifics
- Field-tested across coffee-producing regions in Indonesia, Guatemala and Ethiopia
- Peer reviewed by experts from IFPRI, UN ITC, FAO and IDH



MAIN FINDINGS: ACEH



„Would you like to attend more coffee trainings?“



(N=36. Only women were asked this question)

“I do not know how to prune. Only my husband knows it.” (female participant)

“I am afraid to get more involved in coffee farming. If I prune the wrong way, my husband will get very angry.” (female participant)

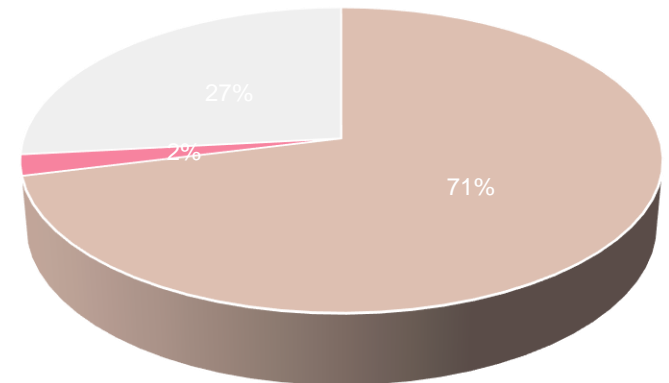
“It depends on my husband. He will allow me to go as long as I take good care of my children.” (female participant)

MAIN FINDINGS: ACEH



„Who in your household should attend coffee trainings?“

■ Only I attend ■ Wife attend ■ Both attend



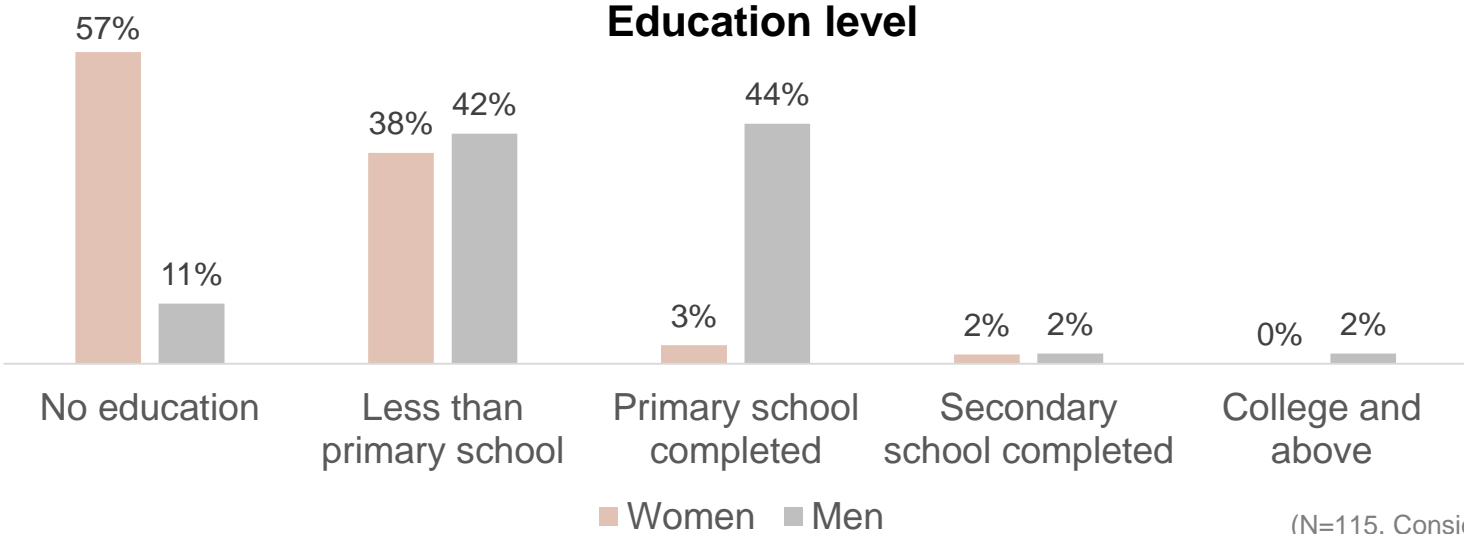
(N=45. Only men were asked this question)

“My wife will probably forget what she learns.” (male participant)

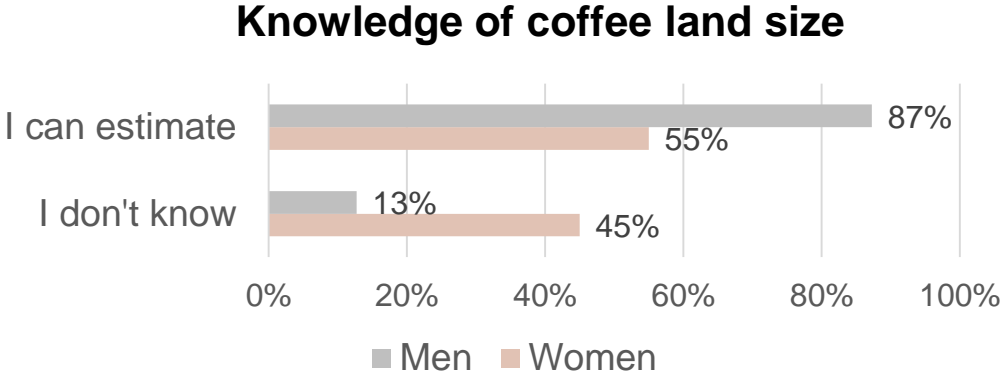
“It will not work, because the kids will cry, and it will be a mess.” (male participant)

“It is me who takes care of coffee farming. Then why should my wife come to training?” (male participant)

MAIN FINDINGS: SIDAMO



(N=115. Considers responses of all participants)



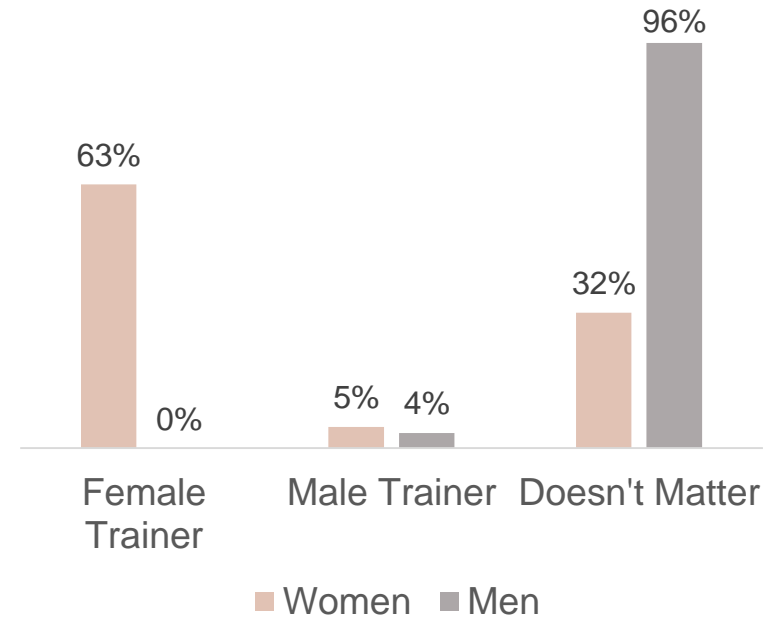
(N=88. Considers responses of married couples)



MAIN FINDINGS: SIDAMO



Preference of trainer



(N=114. Considers responses of all participants)

“A woman trainer can empathise with our problems.” (female participant)

“Having a woman trainer means we can ask questions and share ideas freely.” (female participant)

“She will help ensure confidentiality of my information.” (female participant)

“A woman trainer will be able to ‘tolerate’ me.” (female participant)

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Please find the report under:
www.nestle-nespresso.com/sustainability

