

# INTERNATIONAL COFFEE DAY

PARTNERSHIP ICO AND OXFAM

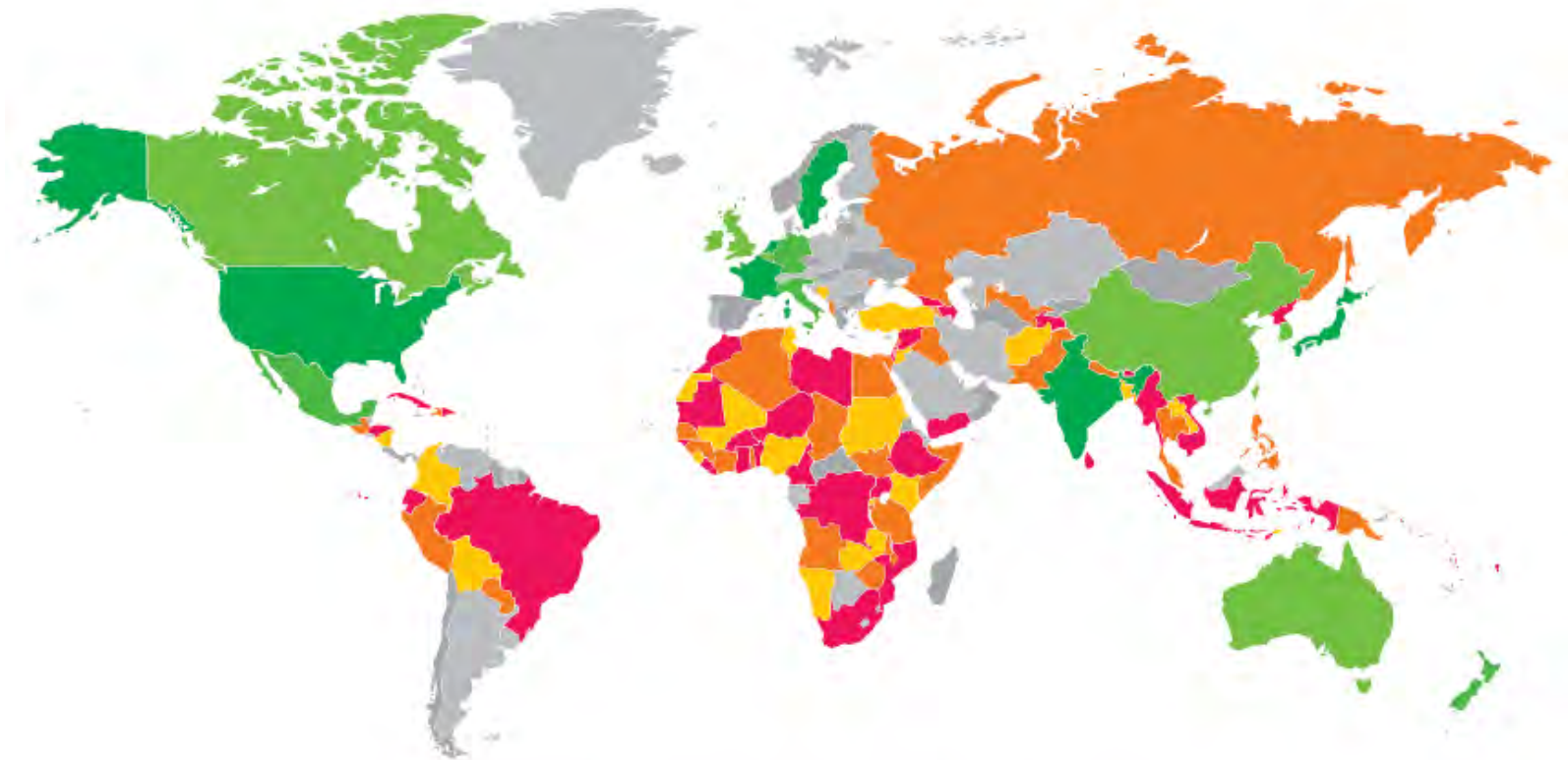
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**OXFAM**

# 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**



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