

# PARTNERSHIP FOR GENDER EQUITY

*A Coffee Industry Collaboration*



# PARTNERSHIP FOR GENDER EQUITY

**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





# CQI Mission

**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



## PARTNERSHIP FOR GENDER EQUITY

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### *A Coffee Industry Collaboration*

*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](mailto:keasson@coffeeinstitute.org)





Coffee Quality Institute®

We look forward to working with you.

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<http://youtu.be/4HN1RFQtbBI>



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