

VZF CAMPAIGN

Realizing the right to a safe and healthy working environment in the coffee supply chain



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This project is funded by
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**SAFETY
+ HEALTH
FOR ALL**

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**RESULTS ACHIEVED IN THE COFFEE
SUPPLY CHAIN: 2018-2022**

2023 ONWARDS

Specialized agency of the United Nations working to promote decent work for all women and men

G7 initiative administered by the ILO that seeks to achieve zero severe and fatal work-related accidents, injuries, and diseases in global supply chains

5 countries: Laos, Mexico, Colombia, Honduras, and Vietnam
3,5 million workers
20+ different OSH tools developed in the coffee GSC

Focus on pursuing strategic alliances to replicate and scale work to date and amplify impact

MAIN OBJECTIVES

- Raise awareness about OSH
- Scale up good practices
- Spread knowledge materials
- Mobilize collective action

KEY MESSAGES

- Every coffee worker, at every job, has the **right to a safe and healthy working environment**.
- Coffee workers suffer **work-related injuries and diseases** every year. These are largely preventable.
- **Safe and healthy working conditions** are fundamental to decent work.
- **70% of labour** in coffee production is provided by **women**. Recognizing the division of labour from a gender perspective is the first step in promoting safer, healthier workplaces.
- To find solutions, we must take **collective action**. Together, we can build unprecedented **alliances** and deliver enduring **solutions** for coffee workers' safety and health.
- Join the **movement** to protect coffee workers' safety and health.

TARGET AUDIENCES

GLOBAL

- Governments
- Employers and their organizations
- Workers and their organizations
- Organizations, particularly those active in the coffee sector

LOCAL

- Governments
- Employers
- Coffee growers (farmers, producers, and workers)
- Intermediaries
- Organizations, particularly those active in the coffee sector

GLOBAL CAMPAIGN

1. INSPIRE

2. INFORM

3. TRIGGER ACTION

4. LOCALIZE

5. SHOW IMPACT

PART 1
INSPIRE

Start a conversation about OSH in the coffee supply chain

PART 2
INFORM


Launch people-focused activities to build a movement

We will spread information about OSH in the coffee supply chain through **data-driven stories**. These will be published on the VZF, ILO, and other stakeholders' websites.

In parallel, we will produce **social media cards** and **print products**.




Coffee data stories: Understanding the coffee supply chain.

 Vision Zero Fund



5 best practices for a safer and healthier coffee

 International Labour Organization

PART 3

TRIGGER ACTION

Gather pledges and help stakeholders communicate around the issue

We will provide a "**collective action**" **kit** for stakeholders, categorized by type (ex: government, trade union, etc)

The toolkit will include **suggestions** and **templates for outreach and engagement**. It will be available in **multiple languages**, translated as needed.



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COLLECTIVE ACTION KIT

Action to realize the right to a safe and healthy
working environment in the coffee supply chain

**SAFETY
+ HEALTH
FOR ALL**

VISION ZERO FUND IS PART OF SAFETY
& HEALTH FOR ALL, AN ILO FLAGSHIP
PROGRAMME BUILDING A CULTURE OF
SAFE, HEALTHY WORK.



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The ILO will provide:

- Key messages, editable photo/video social media cards, posters, etc. (available on the Trello board)
- Reference materials such as training guides, reports, toolkits, etc. (VZF products)

Stakeholders will implement/organize:

- Local engagement activities, such as fun runs, art contests, and outreach events
- Communication materials, like social media posts, brochures, stories, etc.

We will ask specific stakeholders to go a step further and make a **Coffee People Pledge**.

The Coffee People Pledge will be a way for stakeholders to **commit to the movement** and communicate their dedication to their followers. It will also be a **networking opportunity**. All pledges will appear on the VZF website.

Sample pledge:

The National Federation of Coffee Growers of Colombia stands with coffee workers, and pledges to organize a regional webinar to share its OSH training materials and experience with similar coffee organizations. #CoffeePeople

PART 4
LOCALIZE

Travel to Viet Nam, Brazil, and Uganda to raise awareness and grow the movement

The following slide contains an **example of activities** that will be proposed in the "**Collective Action**" kit (practical guide).

These activities, events, and communication products would be organized and implemented by the **local stakeholders**.

Example of local activity

Event:

5k fun run

- coffee tasting
- information stands
- toolkit for workers
- networking



PART 5

SHOW IMPACT

Tell the story of the coffee project and campaign, highlighting major milestones

We will create a **documentary** that shifts the global focus of the campaign to “**coffee people**” in **Viet Nam, Brazil, and Uganda**.

Through **personal interviews on rural plantations**, we will get a **first-hand account** of what it's like to work in the coffee supply chain today and how VZF is making **positive changes** in coffee workers' lives.

HOW TO GET INVOLVED

Next steps: contact us to express your interest to join the campaign

- we can provide you and your team with additional information on the campaign (materials, presentations)
- we can share the Collective Action Kit and discuss possible “pledges” that your organization could make (and what support we can provide from our side)

Contact information: Maria Munaretto,
munaretto@ilo.org; vzf@ilo.org

HOW TO GET INVOLVED

Non-state actors (companies and foundations) wishing to become members of the movement will need to sign a **public-partnership agreement with the ILO**, describing the responsibilities of the organization in relation to the campaign. If the company/actor already has an **existing PPP agreement with the ILO**, or is **part of an existing ILO platform** (e.g., business platform), a **“fast track” clearance process** may apply.

The **VZF website** will only include **pledges from non-state actors with whom the ILO has a PPP agreement** in relation to the #CoffeePeople campaign.

Thank you!