



2022 **SOCIAL
REPORT**

FONDAZIONE
GIUSEPPE E PERICLE LAVAZZA ONLUS

2022
SOCIAL REPORT

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1. CHAIRMAN'S LETTER



Professor Giovanni Zanetti

Chairman of the Giuseppe and Pericle Lavazza Foundation

Introducing the 2022 Social Report of a vibrant, dynamic, and constantly evolving organization such as the Lavazza Foundation requires us to take stock of the experience of a year in facing the challenges that emerged in the same period and to indicate the new goals to be achieved.

The account of the work done in 2022 bears witness to our persistent striving for the best that often brings us beyond tried and tested choices,

with a view to best responding to the most unexpected and, at the same time, most urgent needs. Moreover, consideration and analysis of the financial and non-financial resources allocated to the projects implemented reveal a valuable interrelationship — a source of mutual benefits — between the Foundation and the Lavazza Group.

In 2022, three specific funds were established: one for the development of sustainable entrepreneurship and agriculture in coffee-growing countries, and two for the most recent international emergencies arising from the war in Ukraine and the Covid-19 pandemic. The establishment of the aid fund for Ukraine and its continued operation also in 2023 testify the flexible approach of the Foundation's commitment always responding to new emergencies. As far as the Covid-19 fund is concerned, a distinction should be made between the Italian and foreign approaches: the former reveals the significant — and relatively new when compared to the past — choice of acting also on a national scale, with the possibility of working in synergy with qualified Italian institutions. In any case, all the funds set up and disbursed underpin the decision to tackle poverty in all its different aspects: education, employment, health, housing, and food.

The projects in India, El Salvador, Mexico, and Uganda were continued as part of the fund focused on coffee production. The Foundation also continued the project in Yemen which instead focuses on the promotion of young people's entrepreneurial initiatives aimed at managing the local coffee and increasing coffee consumption nationally and internationally.



To this end, worth of mention is the plan to start a social business in a coffee-growing country for the first time. In this regard, the contact made with founder of microcredit and Nobel Prize winner for Economics, Muhammad Yunus, was a positive result: the Foundation opened up a dialogue with him on the occasion of his Global Social Business Summit, the largest meeting of the world social business community, which was held in Italy for the first time in 2022, hosted at the Nuvola Lavazza Headquarters, in Turin.

The Foundation's training efforts in 2022 are likewise worth mentioning. They will undoubtedly continue in the belief that they are essential in enabling a steady overcoming of conditions of poverty. Initiatives such as the international project "A Cup of Learning" are noteworthy for the results achieved, as they involved a very high number of young people in various countries around the world in cooperation with NGOs and associations with which the Lavazza Foundation has been working for years.

In sending this Report to print and following numerous first-hand visits to the various geographical areas where the Foundation's projects are based, a positive aspect needs to be highlighted: a complementarity has been developed between the actions of the Foundation and those of the Lavazza Group. This contributes to making the Company a true case of organisation that pays attention to and is integrated into the social context in which it operates.

Giovanni Zanetti
Giovanni Zanetti

2. METHODOLOGY FOR PREPARING THE SOCIAL REPORT

The Social Report of the non-profit Giuseppe and Pericle Lavazza Foundation, also referred to hereunder as the "Foundation" or "Lavazza Foundation", is the annual reporting tool for all the activities carried out by the Foundation from a narrative, management and economic-financial point of view and meets the need for transparency and adequate information to stakeholders.

In fact, this Social Report was prepared according to the *Guidelines for the Preparation of the Social Report of Third Sector Entities* — contained in the Decree of the Italian Minister for Employment and Social Policies of 4 July 2019, regarding the obligation to draw up the social report on the part of third- sector entities — and inspired by the GRI Standards 2021, issued by the *Global Reporting Initiative (GRI)*, and the *UN 2030 Agenda Sustainable Development Goals (SDGs)*. The said Guidelines were complemented by an analysis of the stakeholders and their needs. Moreover, the method for collecting data and information and the engagement of beneficiaries are the result of measurements and studies carried out on site by third-party entities in collaboration with the Foundation.

The projects supported by the Foundation are long-term, the 2022 Social Report illustrates the projects underway, launched or ended during the year.

This document refers to the 1 January 2022-31 December 2022 reporting period.



3. THE LAVAZZA FOUNDATION: HISTORY AND STRUCTURE

3.1 THE FIRST BEANS THAT MADE HISTORY

In 2001, after the end of the International Coffee Agreement (ICA)¹, most of the coffee-producing countries decided to implement several structural reforms aimed at liberalizing exports. These reforms were unable to tackle the increased volatility of international coffee prices, and the expansion of cultivated land in countries such as Brazil and Vietnam led to an excess of supply not absorbed by demand. It was during these years that the coffee as a commodity reached an all-time low of 45-dollar cents per pound causing widespread poverty that severely affected small producers. Within this context, the first sustainability project entirely conceived and developed by Lavazza— ¡Tierra! — was launched. This project aimed at promoting good agricultural practices, safeguarding the environment, and supporting the economic and social development of coffee-growing communities. The first beneficiaries of ¡Tierra! were small communities of *caficultores* in Peru, Honduras, and Colombia.

Subsequently, in 2004, the Company set up the non-profit Giuseppe and Pericle Lavazza Foundation to manage sustainable development projects, such as ¡Tierra!, which were gradually growing in number and scope.

Its name was chosen in honour of Giuseppe and Pericle Lavazza, sons of the Company's founder, Luigi Lavazza. Through a process of structural, industrial, and commercial transformation, the two Lavazza brothers had managed to achieve an unprecedented expansion in the Italian and European coffee markets, laying the foundations for the development of what has now become an international Group operating in 140 countries with over 4,000 employees.

In addition to projects aimed at coffee-growing communities, in its nineteen years of activity the Foundation has been committed to supporting populations affected by natural disasters and conflicts and, as of 2020, it has allocated a fund to respond to the Covid-19 pandemic.

¹ The International Coffee Agreement (ICA), set up in 1962, is an international agreement between the coffee-producing countries and the consumer countries. Its aim was to allocate the export quotas to keep coffee prices high and stable on the market. <https://www.ico.org/ica2007.asp>



GIUSEPPE LAVAZZA

from his marriage to Giovanna Olivero, he had two children: Emilio and Vladimira. After an experience in a small grocery shop during the First World War and having ended his military career in the infantry, Giuseppe joined the first Lavazza company as a partner with his parents and his sister Maria. He became Director and then Chairman, a position he continued to hold until his death. He was succeeded by his brother Pericle.



PERICLE LAVAZZA

from his marriage to Marina Operti, he had two children: Elena and Alberto Pierluigi. At Lavazza, he oversaw analysing and purchasing green coffee and coffee blends — an activity in which he was supported by his son Alberto, when he joined the Company. After the death of his brother Giuseppe, he became Chairman of the Company. He was succeeded by his grandson Emilio.



3.2 MISSION

The projects supported by the Lavazza Foundation are primarily intended to increase coffee yields and quality, while also promoting entrepreneurship among coffee growers and improving their living conditions.

These goals are mainly achieved through:

- the spread of sound agricultural practices that foster coffee quality and respect for the environment;
- support growers in building and managing their own organizations, including associations, cooperatives, or companies, with a view to giving them the possibility to gain access to broader markets, obtain services useful to improving production, and enjoy better access to credit and marketing opportunities.

In addition, the Lavazza Foundation's projects also aim at:

- promoting gender equality within families and communities;
- enhancing the work of young people through training programs that encourage them not to abandon coffee-growing lands and to become instead coffee entrepreneurs;
- promoting the diversification of crops and facilitating greater food production;
- supporting reforestation;
- spreading farming techniques that enable growers to respond effectively to the effects of climate change;
- introducing technologies to support traditional coffee-growing techniques.





3.3 STRUCTURE, GOVERNANCE, AND ADMINISTRATION

The Foundation is governed by a Board of Directors (hereinafter referred to as the "Board") made up of five members: two Lavazza members, Antonella Lavazza and Giuseppe Lavazza, and three external members, Giacomo Büchi, Full Professor of Business Economics and Management at the University of Turin; Arnaldo Bagnasco, Professor Emeritus at the University of Turin (formerly Full Professor of Sociology); and Giovanni Zanetti, Professor Emeritus at the University of Turin (formerly Full Professor of Political Economy), who also serves as Chairman of the Foundation.

The Secretary is Mario Cerutti, Lavazza Group's Chief Sustainability, and Institutional Relations Officer.

The Foundation has also a Board of Statutory Auditors, appointed by the Founders and consisting of three members: Gianluca Ferrero, Lucio Pasquini and Angelo Gilardi.

The Board sets the general operating guidelines, defines the strategic choices and the priorities of the initiatives to be implemented or funded, and exercises the powers of extraordinary administration. As provided for by the Articles of Association, it meets twice a year to address operating and organizational issues, selecting the initiatives to support in line with its institutional purposes. The Board is also tasked with approving the Social Report of the Foundation.

ANTONELLA
Lavazza

GIUSEPPE
Lavazza

GIACOMO
Büchi

ARNALDO
Bagnasco

GIOVANNI
Zanetti

MARIO
Cerutti

ANGELO
Gilardi

LUCIO
Pasquini

GIANLUCA
Ferrero

1

ANTONELLA LAVAZZA

"Since 2004, we have carried out a significant number of activities and initiatives for the benefit of the communities in which we operate. This testifies to the profound sense of responsibility that has constantly inspired our conduct, both as a family and as a company.

The first projects, especially focused on coffee growers, were mainly aimed at promoting an economically and environmentally sustainable entrepreneurship, respectful of good agricultural practices.

Over the years, the focus of subsequent projects broadened to include new generations and gender equality issues, to support women's and young people's work, and ensure their autonomy and decent living conditions, while also including countries from several continents.

The upheavals we have witnessed since 2020 have not left us indifferent. Faced with the pandemic and the economic crisis that followed and which unfortunately has not yet come to an end, we decided to make available as many resources as possible to offer immediate, tangible help to those most in need, both in Italy and abroad. We were equally active concerning the emergency in Ukraine: in addition to the funds, we allocated in the first months of the war, we will add more for the reconstruction of the country, which we hope will take place as soon as possible, at the end of the conflict.

Our Foundation's activities are increasingly extending overbroad and diverse areas. We face this growing commitment with the same creative, passionate, and professional approach that has enabled us to overcome the many difficulties of our long business history: we are proud to make a concrete contribution to building a prosperous and better future for all. The flexibility and speed of the actions implemented in recent years, the projects' heterogeneity, and the most importantly, the results achieved are the best instruments for facing the coming years with enthusiasm and dedication!"



2 GIUSEPPE LAVAZZA

"The excellence of the Foundation's model rests on the involvement of numerous partners and the ability to create a wide-ranging network of high-level interlocutors across different thematic areas. This also offers our company, the Lavazza Group, an opportunity for learning and for testing new routes: the knowledge gathered through the Foundation can permeate the Company's strategic thinking and steer it towards sustainability. The Foundation's role is not only to act and bear witness to the Company's sense of responsibility but also to provide strategic guidance on sustainability issues."

3 GIACOMO BÜCHI

"In 2022, the resource allocation process of the Foundation was mainly driven by its strong attention to the Covid emergency, both in Italy and in coffee-growing countries. This testifies to its flexible management approach in extraordinary situations and confirms, also in this regard, its ability to avail of interesting partnerships."



4 ARNALDO BAGNASCO

"It has been a privilege for me to sit on the Board of the Lavazza Foundation for many years. It renews its commitments with intelligent sensitivity, displaying great organisational efficiency and the ability to work in synergy with other institutions. This year's Social Report shows again a broad set of diversified — and in many respects consolidated — actions, but also the ability to immediately embrace and effectively respond to exceptional events, such as the Covid pandemic or the invasion of Ukraine."

5 MARIO CERUTTI

"In looking at the future, the Foundation's strategy is to pursue the paths of sustainable economic, environmental, and social development already traced. At the same time, we also, strengthen our commitment to those issues that are made more urgent by the current global environment, such as deforestation, the empowerment of young people and women, and the use of innovative technologies to combat the impact of climate change. Within this context, the Foundation continues to operate according to a virtuous perspective of dialogue and on-site multistakeholder engagement which allows to undertake a deeper change of pace in the medium-long term."



4. MAIN STAKEHOLDERS

The Foundation has defined its stakeholder map through an in-depth analysis of the projects, initiatives, and relationships that it has set up over the years with other institutions and organizations. This map represents the main categories of parties and institutions that interact with the Foundation, supporting and implementing its numerous projects and initiatives.

The following types of stakeholders have been identified:

- **Primary stakeholders:** the parties depending on and mostly influenced by the Foundation's activities.
- **Secondary stakeholders:** the parties that are indirectly interested in and influenced by the Foundation's activities.
- **Internal stakeholders:** the parties acting from within the Foundation and the Lavazza Group.
- **External stakeholders:** the parties operating outside the Foundation but interested in its activities.

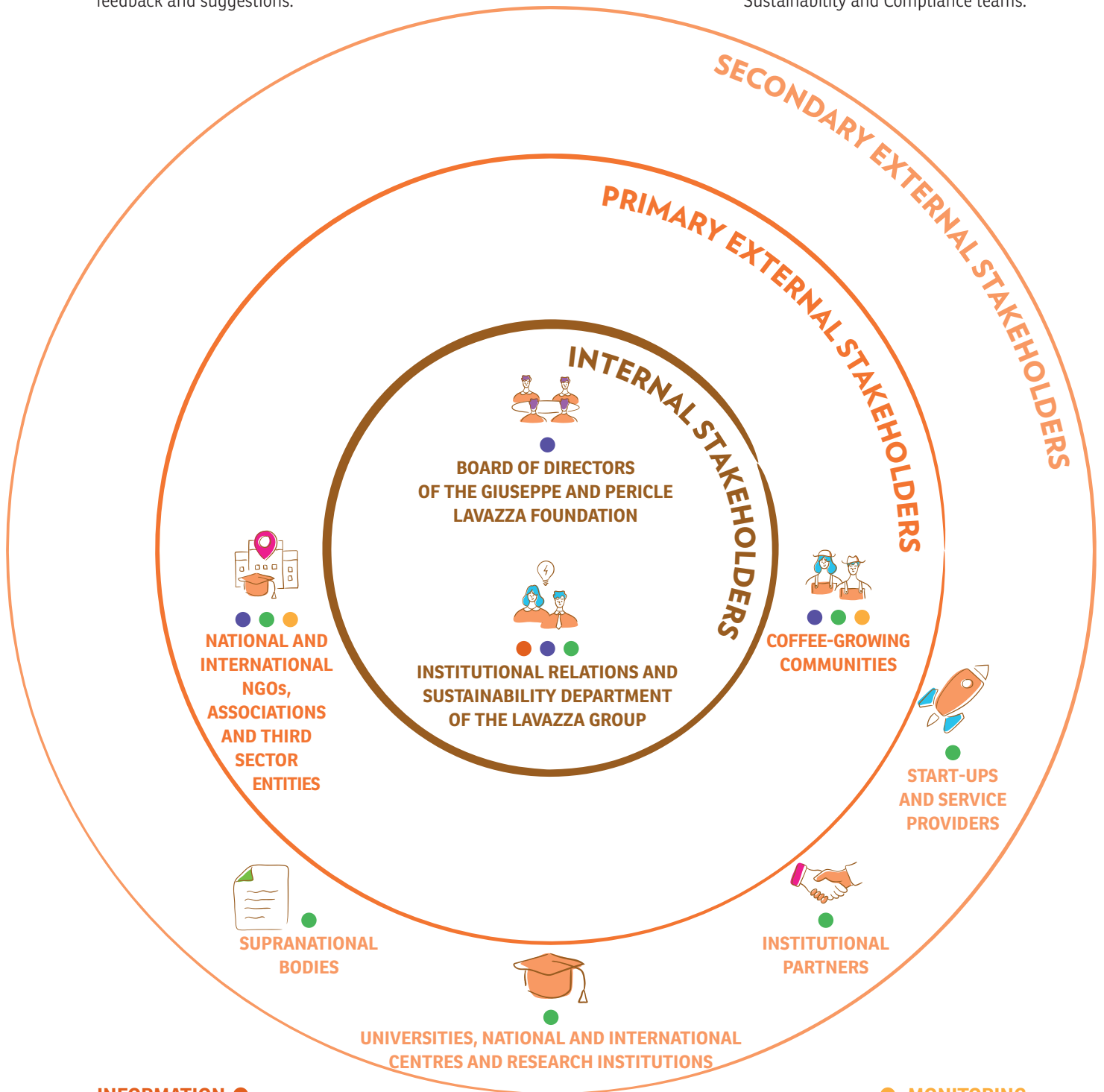


LISTENING AND ANSWERING ●

Periodic meetings, sharing and updating of activities, specific surveys, analysis of needs, listening of feedback and suggestions.

● **CO-PLANNING**

Partnership development. Design of projects based on common objectives. Technical support of the Sustainability and Compliance teams.



INFORMATION ●

Sharing of commitments and objectives. Periodic updates on the Foundation's activities.

● **MONITORING**

Requests of data and reports. Sharing of results. On-site meetings.

























































ANALYSIS OF THE STAKEHOLDERS' NEEDS

The following page presents a table with all active projects in the producing countries. Each project is linked to specific needs of local communities identified by analyses carried out by partners in the field.







































































The main beneficiaries of the projects:

- coffee producers;
- women part of the coffee chain;
- young people part of the coffee chain.



	ECONOMIC GROWTH	GREATER USE OF TECHNOLOGY	WOMEN'S EMPOWERMENT	YOUTH ENGAGEMENT	ADAPTATION TO THE EFFECTS OF CLIMATE CHANGE	PROTECTION OF THE FORESTS AND ECOSYSTEMS
1. Brazil, GCP						
2. Brazil, Consórcio Cerrado das Águas						
3. Brazil, XFarm						
4. Brazil, Cecafé						
* Brazil, ICP						
5. Colombia, Engim						
6. Colombia, Fundación Carcafé						
7. Cuba, Grupo Empresarial Agroforestal						
8. Ecuador, Engim						
9. Ecuador, UNDP, PROAmazonia						
10. El Salvador, Soletterre Foundation						
11. Guatemala, Action Against Hunger						
12. Guatemala, Verdad y Vida						
* Guatemala, ICP						
13. Haiti and the Dominican Republic, Oxfam						



	ECONOMIC GROWTH	GREATER USE OF TECHNOLOGY	WOMEN'S EMPOWERMENT	YOUTH ENGAGEMENT	ADAPTATION TO THE EFFECTS OF CLIMATE CHANGE	PROTECTION OF THE FORESTS AND ECOSYSTEMS
14. Honduras, HRNS						
* Honduras, ICP						
15. Mexico, LDC						
16. Nicaragua, Seeds for Progress						
17. Peru, Cesvi						
18. Global Landscapes Forum						
19. Burundi, Supremo						
20. Ethiopia, HRNS						
* Ethiopia, ICP						
21. Uganda, Sawa World						
22. Uganda, Sucafina						
* Uganda, ICP						
* Tanzania, ICP						
23. India, Save the Children						
24. India, Ofi						
* Indonesia, ICP						
25. Vietnam, GCP						
26. Yemen, Qima Foundation						

* An in-depth look at ICP projects is on page 97





5. THEORY OF CHANGE

This chapter will describe the Theory of Change and the priority actions of the Foundation.

The Theory of Change begins with the assumption that coffee production is at risk, as the current climatic instability is menacing the supply of high-quality coffee. If we fail to take action to stem this phenomenon, millions of hectares of coffee plantations risk vanishing in the coming decades, and millions of coffee growers risk losing their primary livelihoods, thus being forced to migrate.

The five major challenges facing the agricultural coffee sector are:

- loss of cultivable areas and shifting of cultivation to higher altitude;
- increased water stress with loss of plant quality and yield due to irregular rainfall, especially during the flowering phase;
- poor flowering due to rising temperatures;
- increased outbreaks of plant pests and diseases;
- greater vulnerability among coffee growers.

Although the Covid-19 pandemic produced the biggest shock along the value chain in recent history, it can be considered just the latest in a series of challenges that have exposed the fragility of the global coffee sector.

Only a decade ago, the aftershocks of the global economic crisis and the devastating spread of *Roya* — the parasitic fungus that causes a plant disease known as “coffee rust” — in Central and South America caused massive damage to coffee-growing communities. Furthermore, low prices and high production costs have further reduced incomes, affecting especially

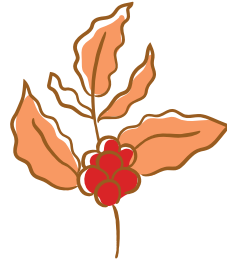
small producers. The Foundation's goal is to make coffee a great opportunity for all: a quality product for prosperous communities that respect and protect the environment within the framework of long-term sustainable social and economic development.

Many of these activities are beginning to be supported by technological platforms that accelerate and facilitate the training process in the field. Indeed, technological progress is another relevant factor that provides farmers with tools to anticipate actions in the field by working more efficiently. It is important to spread it as widely as possible, even in the most remote communities, to reduce inequalities. The effects generated by the implementation of agricultural and social training sessions have led to an increase in the application of good agricultural practices in the field and greater engagement of young people and women, in addition to boosting the role of cooperatives.

The impacts achieved include a higher quality of coffee that is resilient to climate change, an improvement in the living conditions of coffee-producing communities with an ensuing increase in income, and growing professional development accompanied by an entrepreneurial vision of the sector.

The Foundation's approach is characterized by its collaboration with excellent partners operating in the local areas, such as NGOs, institutions, and local associations. This allows to boost the ability to listen to the real needs of people and of the environment and succeed in providing answers with effective, tangible, and timely support.

COFFEE AT RISK



For the
environment

For
people

**TRAINING ON BEST
AGRICULTURAL PRACTICES**

ACTIONS

**TRAINING AND DEVELOPMENT
OF WOMEN AND YOUTH**
(programmes of social sustainability)

**INCREASE IN SUSTAINABLE
AGRICULTURAL PRACTICES**

EXPECTED SHORT-TERM
OUTPUTS

**INCREASED INVOLVEMENT
OF WOMEN AND YOUTH
IN DECISION MAKING**

**HIGH-QUALITY
AND RESILIENT COFFEE**

EXPECTED LONG-TERM
OUTCOMES

BETTER LIVING CONDITIONS
(wages, children education,
average farmer age)

THRIVING COFFEE FOR THRIVING COMMUNITIES



LAVAZZA FOUNDATION IN THE WORLD



+180 thousand
beneficiaries

33
projects

20
countries



6. THE COMMITMENT FOR THE LOCAL COMMUNITIES WORLDWIDE





“

“Our model calls for very deep participation in activities. We understand first-hand the diverse situations of these countries and the people involved. We adopt an approach based on proximity to the project that gives us the possibility to swiftly modify programs, thus obtaining more valuable results for the communities.”

Mario Cerutti
Secretary of Lavazza Foundation

CENTRAL AND SOUTH AMERICA

1



PROJECT SHEET:

Name of project: *Social Well Being Collective Initiative*

Partners: Global Coffee Platform Brazil, Cecafé and InPACTO

Geographical area of interest: Minas Gerais, Espírito Santo

Period: 2020-2024

Objective: Improving the working conditions of coffee growers by promoting a more responsible use of agrochemicals and by providing individual protection devices

ACTIVITIES IMPLEMENTED:

1. Qualitative study "Living Wage & Living Income".
2. Training of technicians and agronomists.
3. Analysis of the risks of forced labour calculated through the InPACTO's social vulnerability index.
4. Evaluation of water potability and hygiene-sanitary conditions in the areas where coffee is grown.

RESULTS OBTAINED:

1. Final report of the "Living Wage & Living Income" study and definition of a work plan focused on coffee growers' prosperity.
2. Training of 60 technicians and agronomists on labour law, working conditions and, good social practices.
3. Water potability analysis on 370 farms and 370 growers following the presence of cholinesterase in blood. Creation of a digital brochure with information on diseases and health problems linked to the consumption and use of non-potable water and unsuitable hygiene-sanitary conditions.
4. Supply and installation of 92 sets of water filters and chlorinators. Construction of septic tanks.

Beneficiaries: 5,150





2



PROJECT SHEET:

Name of project: *Protegendo Minas*

Partners: Consórcio Cerrado das Águas

Geographical area of interest: Serra do Salitre, Coroman, Carmo do Paranaíba, Rio Paranaíba, Araguari, Monte Carmelo, Minas Gerais

Period: 2019–2023

Objective: Promoting and enhancing the natural ecosystems of the region with a special focus on the existing water resources

ACTIVITIES IMPLEMENTED:

1. Design of a long-term strategy to protect and improve the ecosystem services to make the region more resilient to climate change.
2. Technical training on soil and water to implement restoration activities and new sustainable development strategies.
3. Development and implementation of alternative technologies for a transition towards smart agriculture.

RESULTS OBTAINED:

1. Improvement of water availability and soil maintenance. Training on the management of climate change impacts and on strategies for implementing cover crops.
2. Creation and dissemination of the first seven episodes of the *MudAgora* podcast focused on the topics of coffee harvesting and plantation improvement.
3. Training to encourage the transition to smart agriculture through a series of modules concerning production, organic fertilisation, and improvement of the water cycle.

Beneficiaries: 741

3 X FARM



PROJECT SHEET:

Name of project: *Salvar a gota de agua*

Partners: X-Farm

Geographical area of interest: Minas Gerais

Period: 2020-2022

Objective: Research and development project for the optimisation of irrigation advice

ACTIVITIES IMPLEMENTED:

1. Installation of weather stations and soil sensors to identify the best irrigation strategy and measure water consumption per hectare.
2. Data collection to perform qualitative and quantitative analyses to assess the benefits deriving from the model implementation.

RESULTS OBTAINED:

1. Combination of data obtained from Earth Observation, on-field sensors, and climate-related data. Identifying the best approach for water optimisation.
2. Saving up to 25% of water and energy costs.

Beneficiaries: 1





“

“We use data from satellites and in-field sensors, we process it, and, on this basis, we are able to provide targeted advice to the farm to allow it to be more efficient from several perspectives.”

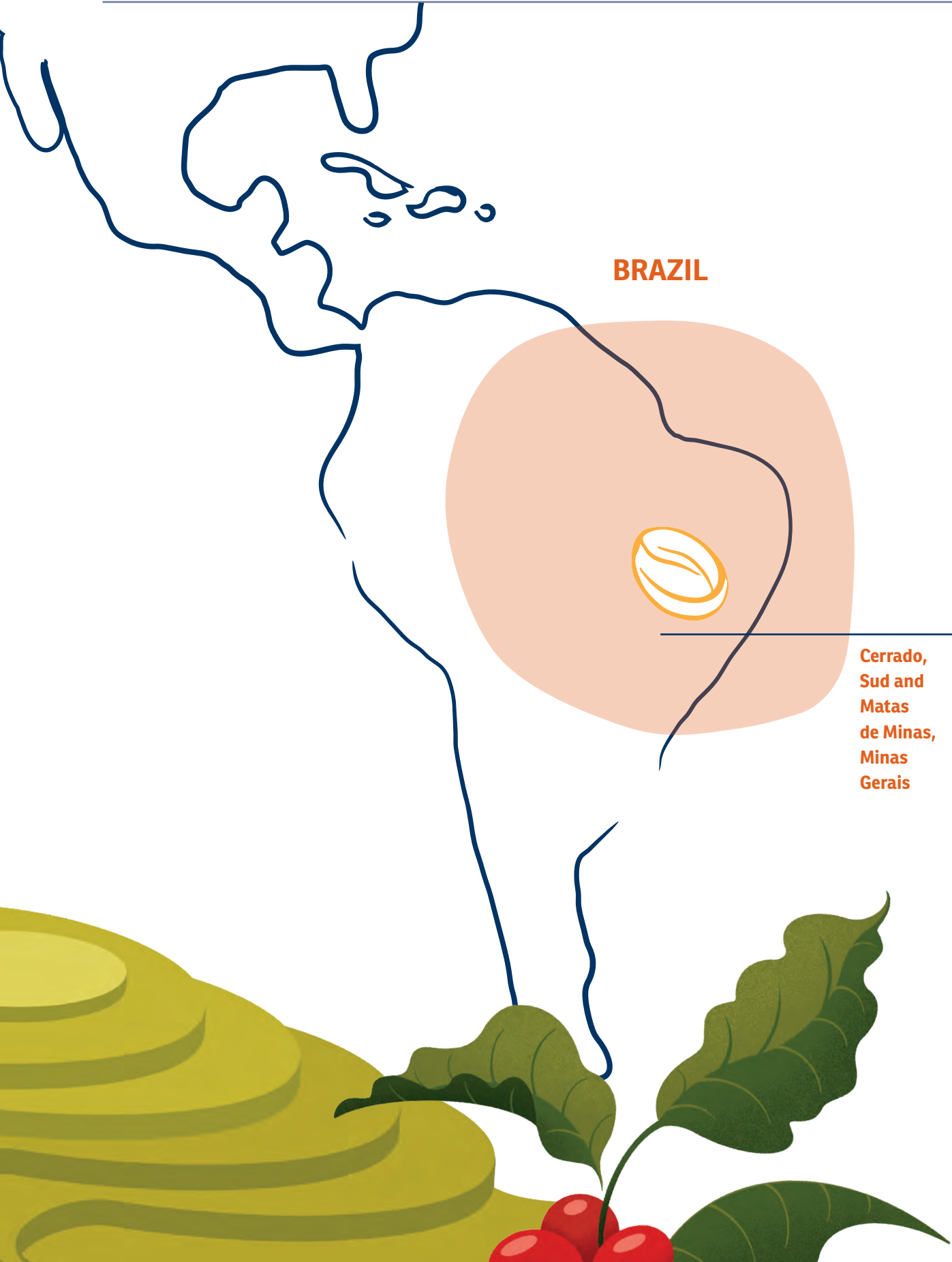
Matteo Vanotti,
Ceo & CDO di XFarm



Up to

25%

of **water** and **energy costs** saved



BRAZIL

**Cerrado,
Sud and
Matas
de Minas,
Minas
Gerais**

4



PROJECT SHEET:

Name of the research study: *Estimate of the GHG Emissions and Sequestration in Coffee Plantations in Brazil*

Partners: Cecafé, Imaflora

Geographical area of interest: Cerrado, Sud and Matas de Minas, Minas Gerais

Period: 2021-2022

Objective: Scientific-technical study aimed at determining the net balance of greenhouse gas emissions, considering both emissions from farming and sequestrations related to plant and soil biomass and the effect of agricultural practices implemented on field

RESULTS OBTAINED:

1. The results of the study indicate that the adoption of good practices in coffee cultivation, in addition to increasing productivity, generates greater carbon sequestration in plants and soil than traditional management.

Beneficiaries: 40



PROJECT SHEET:

Name of project: *The City of Coffee*

Partners: Engim

Geographical area of interest: Medellín

Period: 2022-2024

Objective: Improving the coffee production chain in the peripheral belt of Medellín through professional training, cultural enhancement of the product, and the integration of young people into the job market

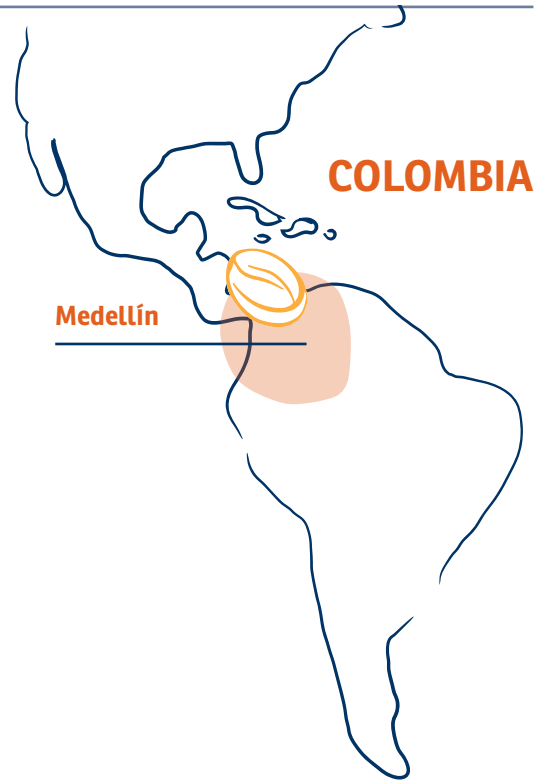
ACTIVITIES IMPLEMENTED:

1. Training on coffee growing and the implementation of good agricultural practices.
2. Provision of ten scholarships to ensure access to higher education in technical and social areas for young people in the neighborhood.
3. Setting up of a school garden in a high school and provision of training sessions with the participation of students for garden management.
4. Training on food security.

RESULTS OBTAINED:

1. Implementation of a community plant nursery and activation of botanical training on coffee.
2. Selection of 60 boys and girls to offer job opportunities in the installation of irrigation and rainwater drainage systems and planting.
3. Meeting with a nutritionist and launch a cookery class for vulnerable families.

Beneficiaries: 194





Mesetas,
Lejanías,
San Juan de Arama,
El Dorado,
Cubarral and El Castillo,
Meta Department

“

“When the Lavazza Foundation put us in contact with operators from other projects, we had the opportunity to learn from many diverse experiences and develop together solutions able to benefit the grower involved.”

Vivian Vasquez,
Fundación Carcafé project manager



6

Carcafe LTDA



giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



PROJECT SHEET:

Name of project: *Coffee as a megaphone of peace*

Partners: Fundación Carcafé & Giz

Geographical area of interest: Mesetas, Lejanías, San Juan de Arama, El Dorado, Cubarral, and El Castillo, Meta Department

Period: 2015–2024

Objective: Strengthening the coffee sector through the implementation of agroforestry systems and systems for preventing deforestation and loss of biodiversity

ACTIVITIES IMPLEMENTED:

1. Planting of 150 hectares of coffee for 300 coffee growers. Construction of water drainage channels.
2. Distribution of organic products for plantation maintenance.
3. Planting of 45,580 new trees in 111.5 hectares dedicated to silvopasture, agroforestry systems, and assisted natural regeneration.

RESULTS OBTAINED:

1. Increase the surface area of high-quality coffee plantations.
2. Increase in coffee productivity: 400 farmers pruned 20% of their plantations and planted 1,000 new coffee plants for a total of 400,000 plants.
3. Implementation of certified agroforestry systems for reducing emissions because of avoided deforestation.

Beneficiaries: 900



THE STORY OF JOHANA

The docu-film "Coffee Defenders – a Path from Coca to Coffee" tells the true story of Johana, a young Colombian woman who is a beneficiary of the project set up between the Lavazza Foundation and Fundación Carcafé. During the armed conflict, Johana and her six children lost everything but, in 2013, the Colombian government granted peasant families in the Meta region plots of land previously used for illegal cultivation. Johana, determined to take back control of her life, returned to her homeland, to her community, reviving the coffee plantation abandoned for years.

This story is a story of female emancipation, of courage, of rebirth.

"At that time cocaine was grown," recalled Johana. "I was afraid, but deep down I said to myself:

"I'm going home because that's my home and it has been abandoned. I don't care if they want to kill me. They may kill me, but I must go back home."

Today, Johana continues to work on her plantation. Her family will be able to count on an additional income also thanks to the new job of her son as a technical assistant in the field.



DISCOVER THE DOCU-FILM
COFFEE DEFENDERS:
A PATH FROM COCA TO COFFEE.



Santiago de Cuba,
Granma,
and Guantnamo

CUBA

7



PROJECT SHEET:

Name of project: *BioCuba Caffè*

Partners: Grupo Agroforestal, Agency for Cultural and Social Interchange with Cuba

Geographical area of interest: Santiago de Cuba, Granma, and Guantnamo

Period: 2022-2028

Objective: Supporting the revitalisation of Cuban coffee

ACTIVITIES IMPLEMENTED:

1. Creation of centers to produce coffee seedlings. Implementation of agricultural practices that ensure the development of coffee plants while respecting nature and protecting forests.
2. Training of young people and women on how to grow new plants and on the coffee selection process.
3. Supporting coffee growers in achieving the Certification of organic coffee.

RESULTS OBTAINED:

1. Achievement of the organic certification for 170 coffee growers.
2. Employment of 95 women in the coffee sector, and in the quality selection process.

Beneficiaries: 250



“The program has a two-fold objective: relaunching coffee farming — which had drastically decreased within the country between XIV and XX centuries due to exploitation and deforestation — and therefore contributing to the reforestation plan underway and bringing the Cuban green coffee back to excellent levels. We pursue a policy aimed at creating shared value throughout the production chain, starting from the improvement of the social and economic conditions of local coffee growing communities, with a particular focus on women and young people.”

Giuseppe Lavazza,
Director of the Lavazza Foundation



8



Napo
Province

ECUADOR

PROJECT SHEET:

Name of project: *The supply chain of rights*

Partners: Engim International

Geographical area of interest: Napo Province

Period: 2021-2024

Objective: Boosting production and trade, and supply chain inclusion for two associations of coffee growers

ACTIVITIES IMPLEMENTED:

1. Training on the basics of finance. Training on green coffee cupping techniques.
2. Delivery of over 9,000 Robusta coffee plants to coffee growers. Training on good agricultural practices and disease prevention. Purchase of materials required to operate the sorting and roasting plant.

RESULTS OBTAINED:

1. Organizational strengthening of associations and engagement of young coffee growers.
2. Implementation of agroforestry systems to establish optimal shade conditions in the field.

Beneficiaries: 420





PROJECT SHEET:

Name of project: *Deforestation-Free coffee*

Partners: United Nations Development Programme, Ecuador's Ministry of Environment, Ecuador's Ministry of Agriculture and Livestock, Lavazza Group

Geographical area of interest: Sucumbíos, Orellana, Napo, Morona Santiago, and Zamora Chinchipe

Period: 2020-2024

Objective: Producing and marketing the first certified Deforestation-Free coffee

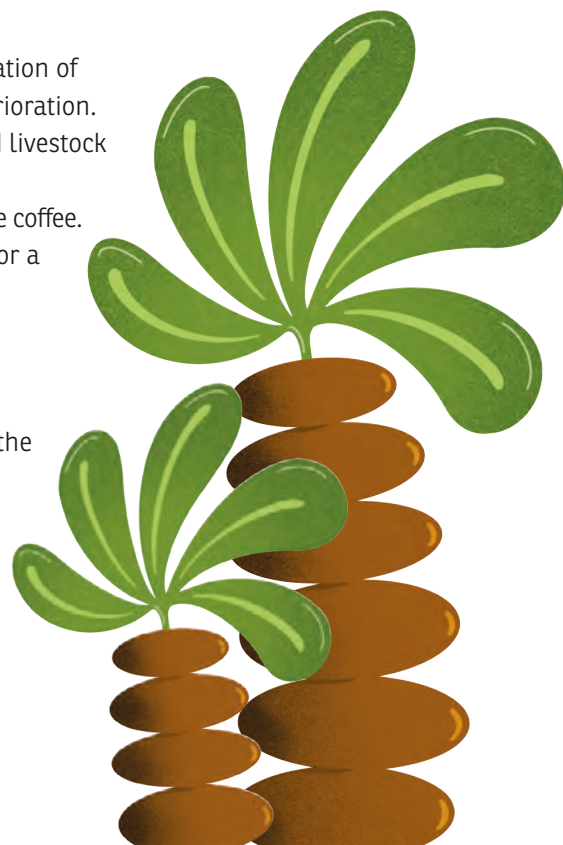
ACTIVITIES IMPLEMENTED:

1. Integration of measures to tackle climate change and implementation of the plan to reduce emissions due to deforestation and forest deterioration. Transition towards sustainable, deforestation-free agriculture and livestock practices.
2. Definition of the world's first national standard for Deforestation-Free coffee.
3. Technical training on sensory analysis and green coffee cupping for a group of 39 young coffee growers.

RESULTS OBTAINED:

1. Consolidation of sustainable forest management practices.
2. Coffee plants that are more resilient to climate change thanks to the adoption of sustainable agricultural practices.
3. Providing coffee growers with access to international markets.

Beneficiaries: 393



10




EL SALVADOR

Municipalities of San Fernando, San Francisco Morazán and Dulce Nombre de María in the Chalatenango Department

PROJECT SHEET:

Name of project: *Sustainable Community Coffee*

Partners: Soleterre Foundation

Geographical area of interest: Municipalities of San Fernando, San Francisco Morazán, and Dulce Nombre de María in the Chalatenango Department

Period: 2021–2025

Objective: Promoting diversified production systems and the use of sustainable agricultural practices. Forming and strengthening the organisations of coffee growers

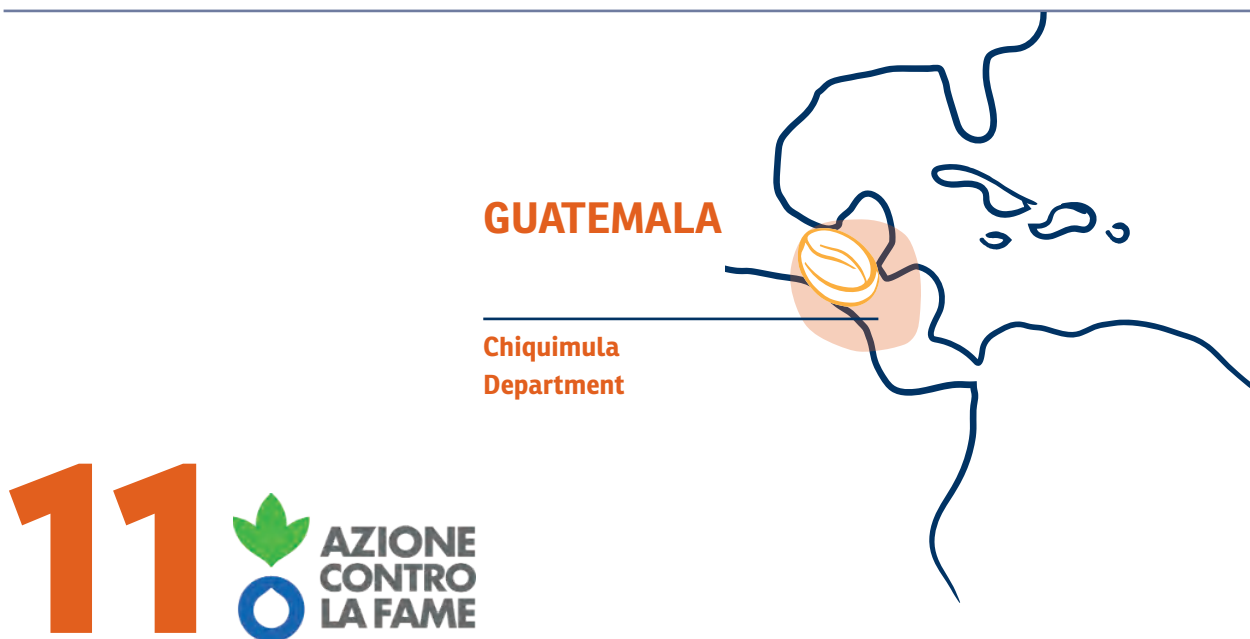
ACTIVITIES IMPLEMENTED:

1. Creation of an agricultural cooperative. Setting up of a plant nursery for germination of 50,000 seeds.
2. Purchase of machinery to process coffee drupes and basic instrumentation for dry and wet coffee processing.
3. Training of young people in the community on plant production in organic gardens built in three school centers.
4. Activation of artistic, music, painting, and drawing workshops. Group meetings for psychosocial activities and children's rights education and awareness-raising activities.

RESULTS OBTAINED:

1. Increase the surface area dedicated to coffee from 21 to 50 hectares. Delivery of 2,500 seedlings to each coffee grower.
2. Training on crop diversification and delivery of 25 plants of a different variety to each coffee grower.
3. Dry and wet coffee processing and marketing of the Pacas, Lempira, and Pacamara varieties.

Beneficiaries: 665



PROJECT SHEET:

Name of project: *Coffee, hope in the dry corridor of Chiquimula*

Partners: Action Against Hunger

Geographical area of interest: Chiquimula Department

Period: 2021-2022

Objective: Contributing to the development of the most vulnerable households to reduce food and nutrition insecurity

ACTIVITIES IMPLEMENTED:

1. Training on sustainable agricultural production techniques. Strengthening of coffee-growers' organizations. Implementation of agroforestry systems. Setting up coffee plants and fruit tree nurseries.
2. Technical training in collaboration with *the Technical Institute for Training and Productivity* specifically for young people and women.

RESULTS OBTAINED:

1. Improvement of food security of vulnerable households through the adoption of sustainable agricultural production techniques. Increase in avifauna to rise the availability of animal protein.
2. Strengthening of the in-field technical capabilities and the skills of young people and women through participation in technical training.

Beneficiaries: 475







GUATEMALA

Communities of San Lucas
Chiacal, San Cristóbal Verapaz

12



PROJECT SHEET:

Name of project: *Coffee to be Reborn*

Partners: Verdad y Vida Association

Geographical area of interest: Communities of San Lucas Chiacal, San Cristóbal Verapaz

Period: 2016-2022

Objective: Involving a group of women of the indigenous Maya *Poq'omchi* community impacted by internal armed conflicts for coffee production and marketing

ACTIVITIES IMPLEMENTED:

1. Implementation of agricultural best practices and agroforestry systems. Planting of 180 demonstration plots for the cultivation of native produces.
2. Training on pre- and post-harvest-techniques, coffee quality and selling price. Renewal of plantations with the planting of a variety resistant to *Roya*. Purchase and installation of three pulping machines. Purchase of equipment to produce roasted coffee powder.

RESULTS OBTAINED:

1. Strengthening of the women's role in the technical and agricultural areas. Improvement of land administration.
2. Active participation in financial literacy training. Production and marketing of roasted artisanal coffee powder in the local market.

Beneficiaries: 180





“

“We have always been committed to support the women victim of the armed conflict that heavily hit our country.

This project aims at training coffee-growing women from the San Lucas Chiacal community on all the production chain phases, from soil preparation to product sale.”

Dora Estela Mirón Campos,
Verdad y Vida project manager

HAITI AND THE DOMINICAN REPUBLIC

13



OXFAM

PROJECT SHEET:

Name of project: *Café sin Fronteras / Kafe san fwontié*

Partners: Oxfam

Geographical area of interest: Haiti and the Dominican Republic

Period: 2015-2022

Objective: Contributing to the long-term economic development of the small coffee growers in Haiti and in the South of the Dominican Republic

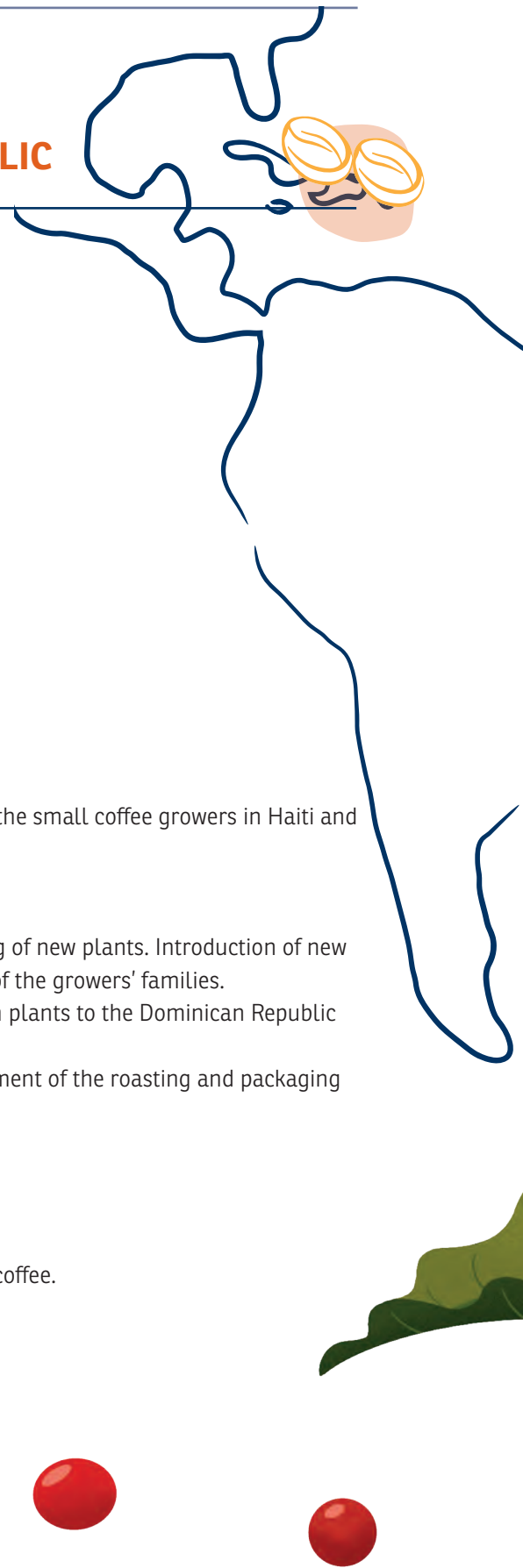
ACTIVITIES IMPLEMENTED:

1. Renewal of plantations through pruning, grafting, and re-planting of new plants. Introduction of new crops (bananas, beans, and sweet potatoes) for the food security of the growers' families.
2. Production of coffee plants resistant to *Roya*. Delivery of 6 million plants to the Dominican Republic and 2 million to Haiti.
3. Definition of the activity plan for promoting local coffee. Improvement of the roasting and packaging plant.

RESULTS OBTAINED:

1. Increase in coffee production and crop diversification.
2. 50% increase in the last harvest's yield.
3. Income optimisation through the marketing of roast and ground coffee.

Beneficiaries: 1,230 in the Dominican Republic and 800 in Haiti







HONDURAS

Copán, Ocotepeque,
and Lempira Departments

14

Hanns R. Neumann Stiftung



coffee & climate
enabling effective response

PROJECT SHEET:

Name of project: *Climate-Smart Region*

Partners: Hanns R. Neumann Stiftung (HRNS) and Coffee&Climate

Geographical area of interest: Copán, Ocotepeque, and Lempira Departments

Period: 2020–2023

Objective: Promoting the development of a climate-smart region through the application of transformative technologies to conserve and restore the environment and promote coffee farming

ACTIVITIES IMPLEMENTED:

1. Collaboration with the *Conecta+* program implemented by *Honduras' National Coffee Institute* to expand crop diversification activities. Delivery to 100 farms of avocado, lime, and plantain plants and promotion of fish farming as additional income.
2. Development of a work plan for women and the young members of cooperatives. Training of young people to encourage the development of new models of entrepreneurship.
3. Collaboration with *Healing Water International* for the building of water purification systems.

RESULTS OBTAINED:

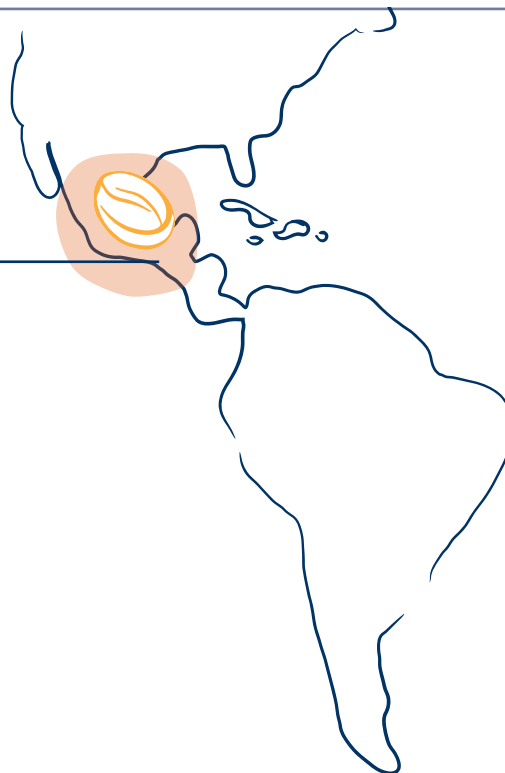
1. Crop diversification. Promotion of inclusive community development.
2. Development of entrepreneurial activities with the activation of 17 micro-enterprises managed by coffee growers' young children.

Beneficiaries: 1,392



MEXICO

Municipalities of Yajalón,
Motozintla, and Tapachula,
Chiapas State



15 LDC.
Louis Dreyfus Company

PROJECT SHEET:

Name of project: *Maya's Coffee*

Partners: Louis Dreyfus Company (LDC)

Geographical area of interest: Municipalities of Yajalón, Motozintla, and Tapachula, Chiapas State

Period: 2019-2022

Objective: Strengthening of the coffee production chain in the pre- and post-harvest processes

ACTIVITIES IMPLEMENTED:

1. Training on good agricultural practices and post-harvest practices. Installation of 40 African dry beds. Fertiliser distribution. Soil diagnosis and water consumption and availability. Development of 20 demonstration plots. Implementation of XFarm technology with the installation of soil sensors and weather station to monitor field data.
2. Economic and financial training for cooperatives.

RESULTS OBTAINED:

1. Improvement of coffee quality and increase in productivity. Increase of farmers' resources and expertise in agricultural best practices and the in-field use of technologies.
2. Strengthening of the management practices and administration and financial capacity of agricultural cooperatives.

Beneficiaries: 675





NICARAGUA

Las Colinas community, Yali,
Jinotega Department



16



PROJECT SHEET:

Name of project: *Seeds for growing*

Partners: Seeds for Progress Foundation INC

Geographical area of interest: Las Colinas community, Yali, Jinotega Department

Period: 2021-2022

Objective: Increasing the quality of school educational services for the coffee-producing communities

ACTIVITIES IMPLEMENTED:

1. Awareness-raising campaign for parents to prevent child labour "Together we sow for the future of children during coffee harvesting". Creation and dissemination of "Semillas para emprender" manuals for students in the last year of elementary school and the second year of high school.
2. Internet network installation in schools. Teacher training on Montessori methodology.

RESULTS OBTAINED:

1. Strengthening the basics of student learning: writing, reading fluency, and mathematical comprehension.
2. Strengthening of teachers' technological skills.

Beneficiaries: 424



17



Madre de Dios, communities
of Boca Paríamanu, Palma Real,
Puerto Maldonado



PROJECT SHEET:

Name of project: *The forest guardians*

Partners: CESVI

Geographical area of interest: Madre de Dios, communities of Boca Paríamanu, Palma Real, Puerto Maldonado

Period: 2020-2024

Objective: Preserving and sustainably managing Amazon nut forests to reduce greenhouse gas emissions in the Madre de Dios Department

ACTIVITIES IMPLEMENTED:

1. Implementation of a forest management plan for seven Amazon nut forest concessions in the areas of three indigenous communities.
2. Training on organic compost installation. Eight training courses on agroforestry systems and forest enrichment. Interventions in 919.5 hectares for planting native tree species. Creation of an Amazon nut tree nursery. Construction of storage warehouses.
3. Consultancy for organic certification and fair trade. Implementation of a revolving fund to apply for organic certification.

RESULTS OBTAINED:

1. Implementation of the "avoided deforestation" mechanism in 36 thousand hectares of primary forest.
2. Recovery of 712 hectares of primary forest through reforestation and implementation of agroforestry systems based on Brazil nut trees and associated crops. Planting of 15,708 fruit trees and 5,225 new Amazon nut plants.
3. Strengthening of the supply chain sustainable economic development.

Beneficiaries: 666

AMAZON NUT

The Amazon nut tree is an ancient plant, reaching in some cases between 800 and 1,000 years. It is among the tallest in the forest, reaching up to 60 meters. This nut tree can capture 33 kg CO₂ on average, equal to 190 km traveled by car.





18



Global Landscapes Forum

PERU
EL SALVADOR

PROJECT SHEET:

Name of project: *Together with GLF's youth to protect ecosystems*

Partners: Center for International Forestry Research (CIFOR)

Geographical area of interest: Peru and El Salvador

Period: 2022-2023

Objectives: Raising the awareness of local communities about the sustainable use of soil and the promotion of landscape restoration activities. The project aims at supporting two programs: the Restoration Stewards, young leading activists committed to activities to raise awareness and promote best practices within their local communities; and the Community-led Chapters, local associations that promote collective actions to protect biodiversity and ecosystems.

Beneficiaries: 2 Community-led Chapters and 4 Restoration Stewards



[QR CODE TO ACCESS GLOBAL LANDSCAPES FORUM](#)



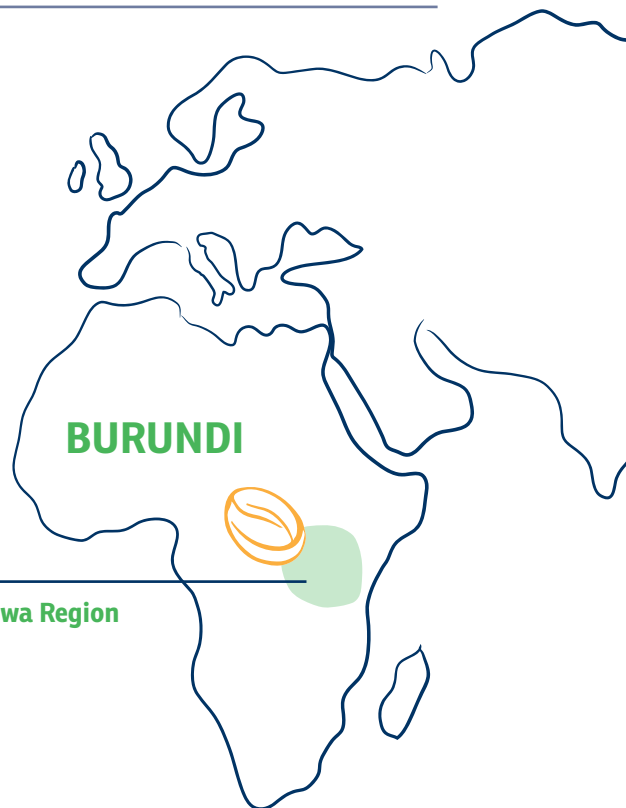
AFRICA

19

SUPREMO
COFFEE IS OUR LANGUAGE



Mumirwa Region



PROJECT SHEET:

Name of project: Akawa

Partners: Supremo

Geographical area of interest: Mumirwa Region

Period: 2020-2022

Objective: Increase productivity, income, and access to potable water

ACTIVITIES IMPLEMENTED:

1. Protection of water sources to ensure access to drinking water. Hygiene training for 30 people per village.
2. Grants to 27 farms run by women for starting-up businesses. Implementation of the *Integrated Farm Plan* (PIP) methodology, development of an action plan including the design of the current farm and the expected farm in 3-5 years.
3. Training on agricultural best practices to improve harvesting techniques, soil management, pruning, and organic manure production. Leading growers have received goats as a solution and incentive for organic manure production.
4. Setting up of 6 plant nurseries. Distribution of 8,445 coffee seedlings and 2,205 eucalypti, grevillea, orange, papaya, and green bean seedlings for income diversification to 141 growers.

RESULTS OBTAINED:

1. Protection of 31 natural water sources and total purification from contaminating muddy water. Increase in the community's sense of responsibility and awareness on hygiene.
2. Improvement of savings management at the household level. Inclusion of women in the community's decision-making processes.
3. Increase in knowledge of agricultural best practices. Farmers are less dependent on government inputs thanks to training on composting techniques and the implementation of pest control measures.

Beneficiaries: 11,582



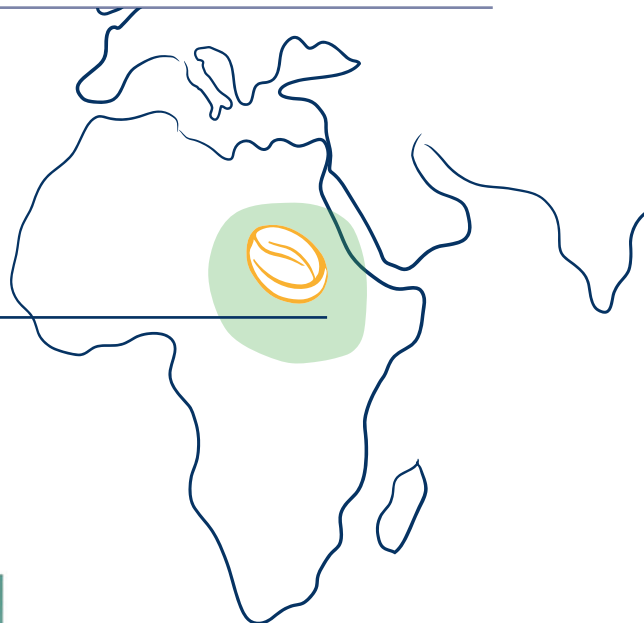
20

Hanns R. Neumann Stiftung



ETHIOPIA

Yayu Biosphere Reserve in the Oromia Region



PROJECT SHEET:

Name of project: *Garden Coffee*

Partners: Hanns R. Neumann Stiftung (HRNS)

Geographical area of interest: *Yayu Biosphere Reserve in the Oromia Region*

Period: 2018-2024

Objective: Development and dissemination of a scalable "garden coffee" livelihood and business model to reduce the pressures generated by deforestation, engaging the coffee-growing communities in forest conservation.

ACTIVITIES IMPLEMENTED:

1. Planting of 50,000 forest trees and 1,500 avocado and banana trees. Revitalisation of 151,175 coffee plants and purchase and distribution of 50,000 new coffee plants. Support for the management of 63 nurseries through the provision of agricultural tools.
2. Development and dissemination of the scalable "garden coffee" model to reduce the pressure of deforestation.
3. Training of 460 households on domestic economy management and leadership. Promotion of women's active participation in domestic economy.

RESULTS OBTAINED:

1. Climate change mitigation through the conservation and sustainable management of shade trees. Strengthening of growers' technical skills.
2. Increase in small growers' skills to use smart agriculture practices to fight against climate change.
3. Reduction of the gender gap to ensure equal access to knowledge and resources by improving productivity and increasing the household income.

Beneficiaries: 2,008

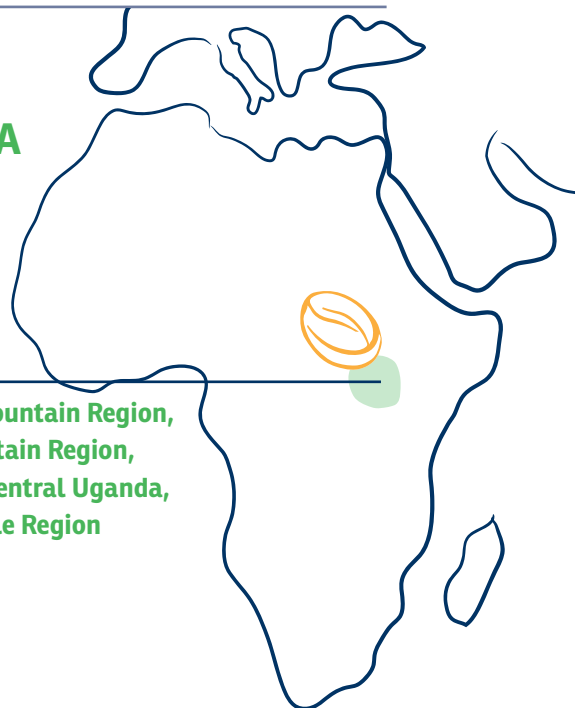


21



UGANDA

Rwenzori Mountain Region,
Elgon Mountain Region,
North and Central Uganda,
and West Nile Region



PROJECT SHEET:

Name of project: *Ujana Coffee Project*

Partners: Sawa World

Geographical area of interest: Rwenzori Mountain Region, Elgon Mountain Region, North and Central Uganda, and West Nile Region

Period: 2019-2028

Objective: Introduction of an innovative approach to identify new income opportunities for the young Ugandans

ACTIVITIES IMPLEMENTED:

1. Identification of 18 entrepreneurial activities. Development of educational videos and technical manuals. Creation of a Web page dedicated to entrepreneurial activities. Frontal training sessions and distribution of "Learning Kernel" tablet-like devices for offline training.
2. Selection and training of ten coffee growers to become Ujana Coffee Ambassadors.

RESULTS OBTAINED:

1. Training of 765 young people. Start-up of 343 micro-enterprises leading to an average increase in monthly income of 25%. 79% of young farmers in the project feel more motivated to continue working in agriculture.
2. Training of 4,394 young people reached by the Ambassadors, 40% of whom were women.

Beneficiaries: 765





343

new micro-enterprises

+25%

average increase
in monthly income



PIUS KISALA AND THE KIKI ACADEMY SCHOOL

What's your name and how old are you?

My name is Pius Kisala, I am 26 years old, and I live in Kampala, Uganda.

How long have you been working as a barista and how has the business been going in recent years?

I've been a barista since 2015. I started working in several hotels, but that wasn't enough for me anymore, so I took part in the barista championship organised by the *Uganda Coffee Development Authority* where I got to the semi-finals. It was a great achievement, but I didn't want to stop: in 2018, a friend and I opened a school for baristas, the *Kiki Academy School*, and I supply coffee to three hotels and ten cafés in the area.

How many young people have enrolled in the Kiki Academy School?

102 people to date. The overall training lasts six months and, once completed, the participants receive a certificate from the *Uganda Coffee Development Authority*.

What do the young people do after training and delivery of the certificate?

Many young people have continued to work as baristas and have been hired in coffee cafés, both in Uganda and abroad. Others have started their cafés in villages nearby Kampala, such as Nansana and Nsambya.

How do you see your future?

I believe that you never stop learning. I'd like to improve and add new skills to become an even more experienced barista. I have many goals for the future: to open a roastery and expand my training school. But above all, my big dream is to start competing again in the competitions organised by the *Uganda Coffee Development Authority*.





[QR CODE TO ACCESS THE UJANA COFFEE PROJECT PAGE](#)

22



PROJECT SHEET:

Name of project: *Diversifying the future*

Partners: Kahawatu, Sawa World, Ugacof

Geographical area of interest: Kalungu, Greater Masaka

Period: 2017-2022

Objective: Engaging young people and women to ensure equal job opportunities within the production chain and start-up micro-enterprises

ACTIVITIES IMPLEMENTED:

1. Identification of innovative solutions supporting growers' income.
2. Distribution of 50 "Learning Kernel" tablet-like devices to ten groups of farmers. Training on commercial skills, marketing, product, and business promotion and accountancy basics.
3. Selection of ten young Ambassadors for the start-up of micro-enterprises.

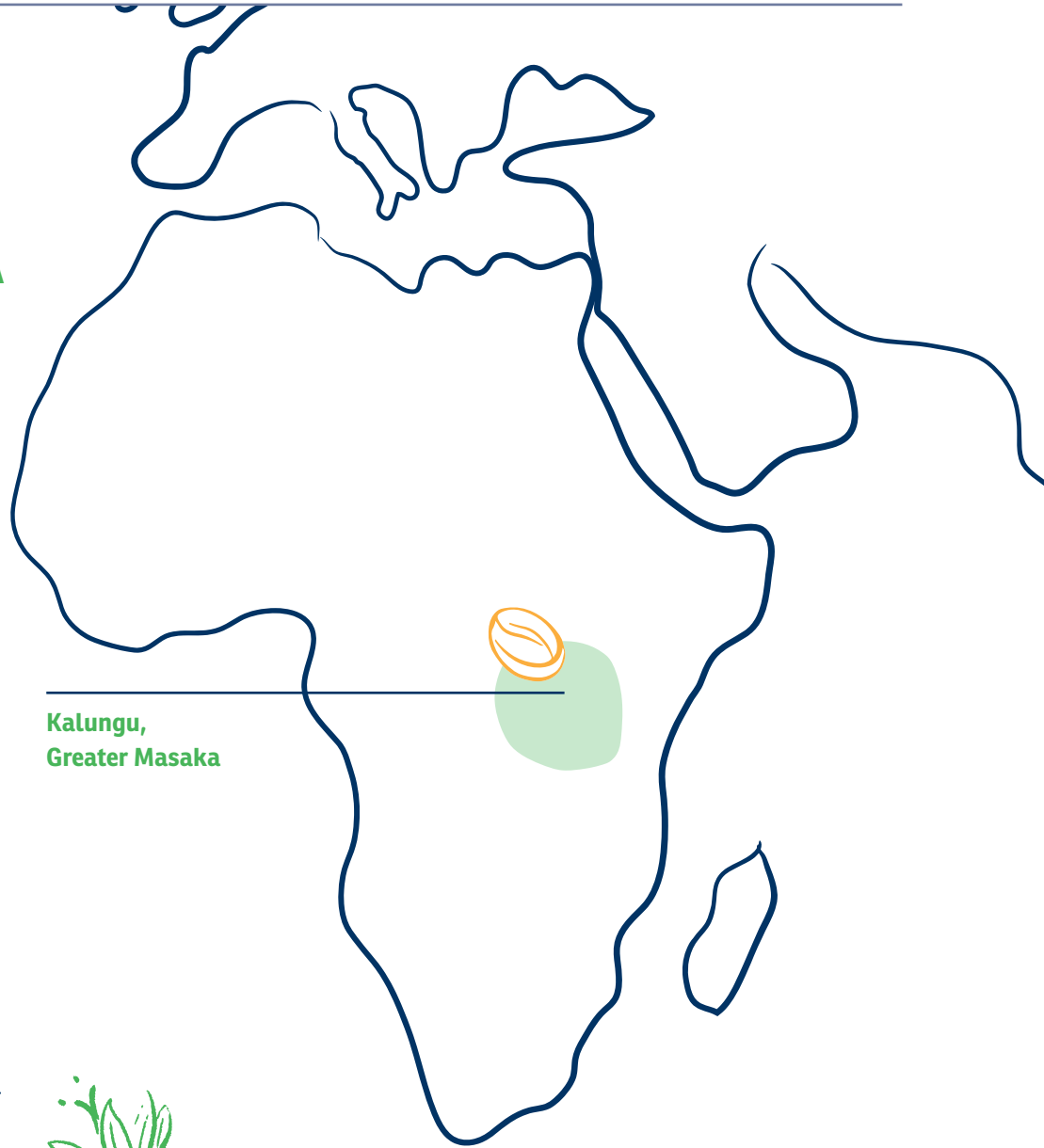
RESULTS OBTAINED:

1. Activation of 183 micro-enterprises for the poultry farming, mushroom cultivation, fertiliser production, production of notebooks and liquid soap. Additional average monthly income of \$76.
2. Use of technological tools for training and knowledge sharing within the community.

Beneficiaries: 573



UGANDA



Kalungu,
Greater Masaka

183

new micro-enterprises



76\$

additional average
monthly income

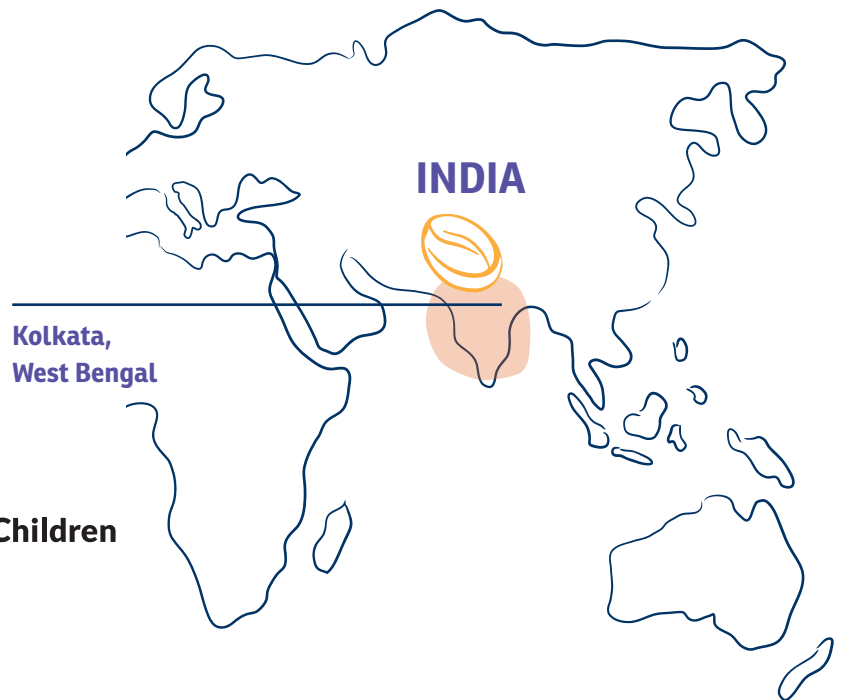


ASIA

23



Save the Children



PROJECT SHEET:

Name of project: *New Horizon+*

Partners: Save the Children

Geographical area of interest: Kolkata, West Bengal

Period: 2020-2023

Objective: Breaking the vicious cycle of intergenerational poverty in families supporting the most vulnerable adolescents and young people (15-24 years) through the creation of job opportunities and facilitating access to government social security programs

ACTIVITIES IMPLEMENTED:

1. A Cup of Learning "Basic of Barista" vocational training promoted directly by Lavazza. Meetings with the main players in the world of vocational training, trade organisations, and business platforms.
2. Training on life skills and children's rights, particularly the importance of education and gender equality, on "Sexual and reproductive health and rights" and decent working conditions.
3. Training of groups of adults and households on employment opportunities and access to different forms of social security, and support in contacting the structures responsible for service activation.
4. Advocacy activities to implement social protection policies and skill-building initiatives and improve access to livelihood programs for vulnerable young people.

RESULTS OBTAINED:

1. Access to employment opportunities for 276 adolescents and young people. Integration into the job market and incentives for micro-businesses. Training on life skills, children's rights, and labour rights "Barista Basics" training for 32 young people, 28 of whom have already found employment.
2. Guarantee of social protection and the activation of financial inclusion services to the benefit of 1,188 adults belonging to vulnerable households.
3. Networks with vocational training agencies (74 training partners). 274 commercial activities for vocational employment and involvement of 26 government agencies for labour policies.
4. 5,274 community members reached out for community awareness-raising activities on vocational training and social protection for households, young people, and stakeholders.

Beneficiaries: 7,052

**A Cup of Learning
"Basic of Barista"**

training

32
young people

28
of them have already found
employment

5.274
community members
reached out for
awareness-raising
activities

“EMPOWER A WOMAN AND YOU’LL CHANGE THE WORLD”

The story of Anwari, a young girl, began on the roadside in the Kolkata slums, a difficult place to grow up, with a high level of crime. Women are not allowed to go out, they only have access to homework such as embroidery and sewing. But Anwari dreamed of independence, sought freedom, and thus discovered the *New Horizon+* program.

“I learnt a lot from this training, I understood the importance of setting goals, I improved my communication skills, my soft skills, and how to manage groups. I am happy because thanks to this program I’ll no longer be a burden to my family, and I’ll be able to contribute to its income.”

After the internship and two years of work, Anwari was promoted to a managerial position. She feels fulfilled.

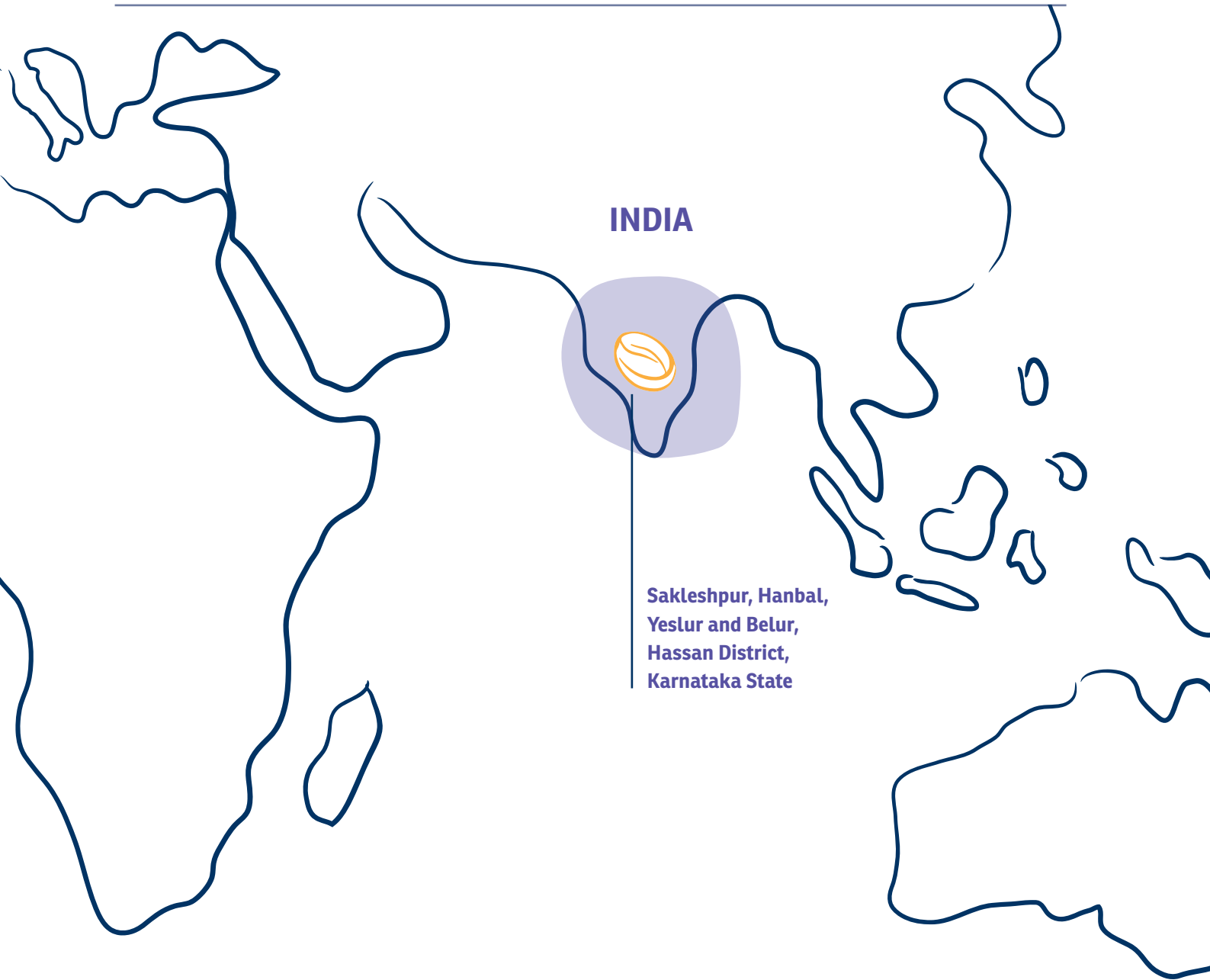
“Sometimes customers can be difficult but now I know how to handle them.”

Anwari's story reminds us that female empowerment is about empowering women to decide for themselves. Now, Anwari not only supports her family financially but also her studies and those of her sister.



“No one can bring me down if I don't give up. Over the past decade, I have found myself in several situations where I was encouraged, challenged, criticised, and supported, all with one purpose: to allow me to grow to be my best. My sister will have her dreams and I want to support whatever she wants to do.”





INDIA

Sakleshpur, Hanbal,
Yeslur and Belur,
Hassan District,
Karnataka State

Installation of a
water filtration system
for

200
households





PROJECT SHEET:

Name of project: *Hassan Kaafi: for a valuable impact*

Partners: Ofi-Olam Food Ingredients

Geographical area of interest: Sakleshpur, Hanbal, Yeslur and Belur, Hassan District, Karnataka State

Period: 2021-2024

Objectives: Increasing skills for harvesting practices and improving working conditions

ACTIVITIES IMPLEMENTED:

1. Training on pre- and post-coffee harvest practices and good agricultural practices. Training on sensory analysis and green coffee cupping.
2. Renovation of school buildings in coffee-growing communities and provision of educational materials for nurseries.
3. Installation of solar streetlights and domestic lighting. Installation of a water filtration system for 200 households.
4. Full medical check-up for workers. Supply of 750 pairs of glasses.
5. Training on the correct use of chemicals and supply of 250 protection and safety kits.

RESULTS OBTAINED:

1. Improvement of growers' on-field skills.
2. Improvement of children's learning conditions.
3. Better and safe working conditions and access to medical services for coffee growers.

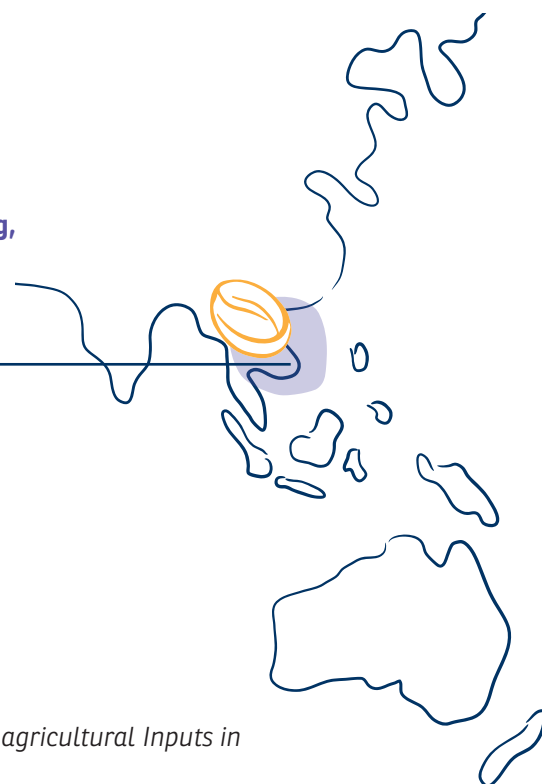
Beneficiaries: 1,100



VIETNAM

Provinces of Lam Dong,
Dak Lak, Dak Nong,
Gia Lai, and Kon Tum,
Central Highlands

25



PROJECT SHEET:

Name of project: *Collective Action Initiative for sustainably using agricultural Inputs in Vietnam*

Partners: Global Coffee Platform (GCP)

Geographical area of interest: Provinces of Lam Dong, Dak Lak, Dak Nong, Gia Lai, and Kon Tum, Central Highlands

Period: 2020-2024

Objective: Improving the responsible use of agricultural inputs (pesticides and herbicides) to reduce environmental pollution, improve farmers' well-being, cutting production costs, and meeting the regulatory requirements of exporting countries

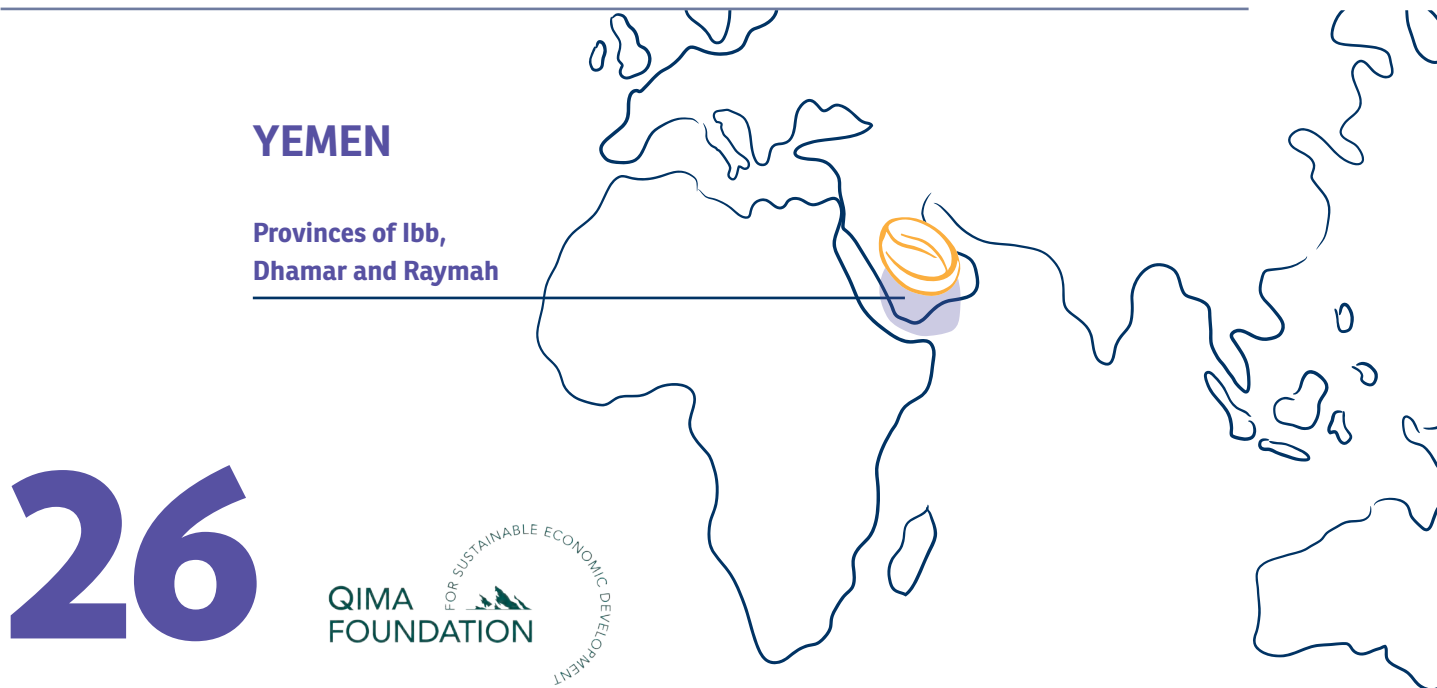
ACTIVITIES IMPLEMENTED:

1. Field research to understand current fertilisation practices. Development and introduction of suitable alternatives to meet the regulatory requirements of coffee destination countries.
2. Awareness-raising campaign on the risks of glyphosate use. Communication and training materials widely used in public and training events hosted by partners.

RESULTS OBTAINED:

1. Reduced contamination, increased efficiency, prevention of risks, and decrease in overuse of harmful products.
2. Reduction of the use of glyphosate.

Beneficiaries: 40,000



PROJECT SHEET:

Name of project: *The first*

Partners: Qima Foundation, Qima Coffee LTD

Geographical area of interest: Provinces of Ibb, Dhamar and Raymah

Period: 2021-2023

Objectives: Tackling the social and economic challenges impacting coffee-growing communities

ACTIVITIES IMPLEMENTED:

1. National survey on 148 coffee-growing households.
2. Creation and management of a coffee drying center. Implementation of a model farm, a plant nursery, and a reservoir. Distribution of 70,000 coffee seedlings.
3. Setting up an advisory committee, made up of a majority of women (60%).

RESULTS OBTAINED:

1. Identification of three main cash crops: maize, coffee, and qat. On average, coffee represents 50% of total crop income.
2. Involvement of 1,500 coffee growers, 60% of whom are women. 70% production efficiency reached.
3. Women's active role strengthened and encouraged.

Beneficiaries: 1,580



“

“In a fragmented land, plantations will become a peaceful and productive place. The Lavazza Foundation and Qima Foundation intends to provide farmers and women in particular, with means of livelihood and restore the country’s prestige.”

Faris Sheibani - Founder and CEO
of Qima Coffee

7. THE RESPONSE TO HUMANITARIAN EMERGENCIES

7.1 THE RESPONSE TO THE EMERGENCIES WORLDWIDE

The Foundation set up a fund which enabled to intervene promptly and effectively to help the communities hit by natural disasters, conflicts, and health emergencies. In 2022, the fund was distributed to 13 entities in 12 countries to the benefit of over 39,500 direct beneficiaries.



In **Ethiopia**, with Oxfam, the Foundation supported the population in the Tigray region, where since 2020 there has been a bloody armed conflict between the Popular Front for the Liberation of Tigray and the Ethiopian National Army. The activity involved the distribution of food directly to households and the rehabilitation of water sources with the repair of damaged systems.



In **Yemen**, with Intersos, where the war has severely affected the education system and in recent years has caused the closure and destruction of schools and universities, the number of boys and girls who cannot access university education is growing. 22 scholarships for university students have been established, supporting them in their studies, daily expenses, and access to healthcare.

In **Peru**, with the CESVI Foundation, there has been support for social projects in favour of the community canteens – the *Ollas Comunes* – to respond to the food crisis and for activities aimed at integrating young women within the social restaurant "Come con Causa".

In **Guinea Bissau**, thanks to the partnership with Mani Tese, the Foundation has been involved with the only Reception Centre for women and girls victims of violence in Bissau to guarantee and offer a reception, protection, and family reintegration services, as well as promoting vocational training opportunities.



In **Senegal**, with the Red Cross, a Multipurpose First Aid training program has been set up for 35 volunteers focused on the management of emergencies and assistance to the community.

Also, this year in **Vietnam**, with the Blue Dragon Foundation, there has been continued action for the prevention of child labour and exploitation to ensure that all street children have a safe place and the possibility of receiving an education.

In **El Salvador**, with Plan International, an agricultural project on coffee has been established with a particular focus on the implementation and use of renewable energies. The social protection and integration of women in agricultural organisations have also played a fundamental role.

Again in El Salvador, with Coffee Kids, more than 10,000 meals were provided for 60 young people seriously hit by the emergency.

+ 39 thousand 
DIRECT BENEFICIARIES

  **+ 80 thousand**
meals distributed

+ 40 thousand
WASH kits distributed





In **Uganda**, together with the Italia Uganda Foundation, the Seeds of Hope project sought to improve food security and the beneficiaries' knowledge about nutrition. In addition, nine "care homes", i.e., homes that welcome abandoned children with physical and cognitive disabilities in the slums of Kampala, has been supported with basic necessities.

In **Nepal**, with the Campo Base Association, 20 scholarships have been established for boys and girls interested in embarking on a career as a barista.

In **Kenya**, with the Karibuni Association, an aid plan for schools has been established to ensure food security, reduced due to a lasting drought that has seriously hit rural areas.

Since June, **Pakistan** has been severely hit by floods, resulting in numerous casualties and destruction of infrastructure and farmland and forests. Together with the non-profit organisation Action Against Hunger, emergency kits with basic necessities have been distributed and psychological support and training on food security provided.

Lastly, together with I Sant'Innocenti (ISI) another intervention focused on supporting the younger generations in their academic education, by providing a scholarship that allowed a young student from **Central America** to spend an academic year at the Roma Tre University.

43

scholarships activated

+ 380

HOURS OF BARISTA TRAINING PROVIDED

+ 40

hours of first aid training

7.2 THE RESPONSE TO THE EMERGENCIES IN ITALY

During the global health emergency that broke out in early 2020, the Foundation took prompt action to concretely support the communities in the coffee-growing countries and in Italy.

The serious difficulty caused by the persistence of the pandemic led to the Foundation, in 2022 as well, to decide to renew its commitment towards local communities. Ongoing dialogue with local institutions and associations in Italy brought to light new needs and urgencies triggered by the impact of the pandemic on the most vulnerable segments of the population. The Foundation changed its approach based on emergency support, which had marked the first phase of aid, developing actions aimed at reducing the structural problems accelerated by the pandemic: early school leaving and educational poverty, unemployment and occupational poverty, food security, health, and housing poverty.



“Thanks to the contributions received, families and vulnerable people have been supported in accessing housing and initial reception facilities, meals have been provided, the community’s awareness has been raised about the homeless situation in order to overcome barriers and mistrust, young students have been engaged in social projects, long-term job placements have been provided for vulnerable people, and for a disabled minor has been offered the possibility of commuting to and attending school.”



IN ITALY, IT WAS POSSIBLE TO REACH THE FOLLOWING RESULTS:

+ **15** thousand
beneficiaries reached

+ **19** thousand
personal protective
equipment – surgical
and FFP2 masks

29
projects supported

800
health kits distributed

27
institutions – local NGOs
and associations

+ **7** thousand
meals distributed

Training activities in
local schools and 4 after-school
programmes

2
educational centres refitted







MEDICAL BUS - TURIN STREET CARE

With the support of the Foundation, the Piedmont-based NGO Rainbow 4 Africa managed to buy a used bus and convert it into a mobile medical unit. This bus aims to provide basic and specialised healthcare assistance through the work of the medical staff onboard. In emergencies, the bus can be converted in a housing facility with 8 beds and 2 cradles, or in an orientation center for the population or a center for basic legal assistance. The bus was used to supply medicines and essential goods to the Ukrainian population hit by the conflict, for a total value of nearly one million euros in medications, equipment and electromedical devices donated to the hospitals in Odessa and Chernivtsi and civil society organisations. In addition, as part of a humanitarian campaign, over 200 refugees were visited in Chişinău and Siret.

In December, the association remained one day in the garden of the Lavazza Nuvola Headquarters with its bus, to provide the Lavazza employers and the people of the neighborhood the possibility to know the project and talk with the association volunteers.

In 2023, the bus will instead be used as a mobile unit to assist homeless and vulnerable people in Turin.



SUPPORT AS PART OF THE HUMANITARIAN EMERGENCY IN UKRAINE

Following the outbreak of the conflict in Ukraine, the Foundation has promptly mobilised to support the populations impacted. During the first phase of the emergency, the Foundation allocated funds intended for several NGOs with which it has partnered over the years, launching a process for identifying the specific needs to finance the primary emergency activities.

In addition to supporting **UNICEF**, the United Nations Children's Fund, the following organisations received support: **Soletterre Onlus**, which operates a pediatric cancer hospital in Kiev; **Save the Children**, which operates in the Donbass region and on Ukraine's western borders, where it provides support to families fleeing the conflict; **INTERSOS**, an organisation with a presence in Poland and Moldavia, where it sets up refugee camps; **CESVI**, which is active on the borders of Poland, Moldavia, Romania, and Hungary and is involved in distributing food and essential goods; the Piedmont-based NGO **Rainbow 4 Africa** and the organisation **SOS Italia Villaggi dei Bambini**, with their humanitarian missions; and **Community of Sant'Egidio**, an association that manages four communities for orphans in Ukraine.

Some of the funds allocated were then used to organise two emergency humanitarian flights. The initiatives, carried out in collaboration with the Piedmont Region and Reale Foundation, made it possible to charter a Boeing 737, which flew from Turin airport to Iasi, Romania, transferring **23 young cancer patients** to Regina Margherita Hospital in Turin. The patients, accompanied by close family members, came from hospitals in Odessa and Kiev and were forced to suspend treatment due to the conflict.



Since the outbreak of the war, it was possible to achieve the following results:

14

institutions — local NGOs and associations — supported

2

humanitarian flights organised from Ukraine to Italy

7

humanitarian relief projects in the countries neighbouring Ukraine



4,264 kg

of coffee products donated

5

activities promoting hospitality supported in Italy, including a psychological support initiative for refugee families in the Piedmont region, the set-up of an emergency library and job research activities.



8. PARTNERSHIPS

The projects are implemented thanks to the partnership with NGOs, international development agencies, local institutions, and traders that operate in the producing countries and work in close collaboration with the coffee-growing communities, supporting them in developing the projects.

The 2030 Agenda's SDG 17 is the key pillar for implementing the sustainability programs of the Foundation, which firmly believes in the promotion of an integrated collaborative system, supplemented by multilateral partnerships able to mobilise and share knowledge, competencies, technologies, and resources to foster the achievement of the sustainable development goals in the beneficiary countries. The most longstanding partnerships are illustrated below.





coffee & climate
enabling effective response

INTERNATIONAL COFFEE PARTNERS

Even before the Foundation was set up, in 2001 Lavazza participated as a founding member in the creation of International Coffee Partners (ICP), a pre-competitive platform involving the leading coffee companies at the European level with the aim of joining forces to carry out sustainability projects in favour of coffee growers and their families.

Today, after more than 20 years, the Lavazza Foundation is involved in implementing projects that aim to spread good agricultural practices in order to improve resilience to climate change, promote gender equality, encourage the development of producer organisations, facilitate the involvement of young people, and improve the environmental sustainability of coffee production.

The sustainability projects implemented by Hanns R. Neumann Stiftung are seven, namely in Brazil, Ethiopia, Guatemala, Indonesia, Tanzania, and Uganda.

They involve a total of 109,000 beneficiaries.



QR CODE [HTTPS://WWW.COFFEE-PARTNERS.ORG/](https://www.coffee-partners.org/)

COFFEE&CLIMATE

To respond to the need to mitigate the effects of climate change, Lavazza has been a part of the Coffee&Climate (C&C) initiative since 2010 and is one of its founding members. This project is based on a pre-competitive partnership between various companies in the coffee industry, including both traders and roasters, with the active involvement of agronomists, trainers, and small-scale coffee producers.

C&C has set itself the goal of studying the impact of climate change on coffee yields and quality, testing, and putting forward smart agriculture climate solutions that are easy for small-scale producers to apply in the field. The tried-and-tested solutions range from more efficient irrigation techniques to better cover crops for keeping the soil at the right temperature, advice on how to best diversify agricultural production, and which shade trees to use to protect coffee plants.

C&C has also developed a platform containing the tried-and-tested solutions and tutorials such as manuals useful to implement them, which are available in four languages (English, Portuguese, Spanish, and Vietnamese).

Results from 2010 to today:

- +800 trainers trained in C&C solutions;
- +90,000 small coffee growers participated in the training courses;
- 4 regions involved: Central America, Brazil, Tanzania, Vietnam.



GLOBAL COFFEE PLATFORM

The Global Coffee Platform (GCP) is a multi-stakeholder initiative that brings together producers, traders, and roasters, but also civil society and government organisations, with the aim of promoting sustainable development in the coffee sector. The Lavazza Foundation has collaborated with the GCP for many years and, in 2022, it renewed its support for two projects: the first in Vietnam, to promote the production of sustainable coffee and the responsible use of agricultural inputs; the second in Brazil, to promote an initiative focused on the collective social well-being of coffee growers, as well as improving the life and working conditions within the sector.





WORLD COFFEE RESEARCH

World Coffee Research (WCR) is a non-profit organisation founded in 2012 entirely dedicated to scientific research on coffee. It aims to promote science-based agricultural solutions, to ensure diversified and sustainable production of quality coffee, today and for generations to come. WCR brings together more than 170 companies in 29 countries to promote global research and development projects to secure the future of coffee.

The WCR 2021-2025 strategy aims to preserve coffee biodiversity to mitigate the effects of climate change, accelerating agricultural innovation processes aimed at increasing the quality, productivity, and the profitability of coffee in the world.



LAVAZZA FOUNDATION AND OXFAM TOGETHER FOR THE COMMUNITIES

Oxfam is an international confederation of non-profit organisations operating in over 90 countries worldwide to fight inequality and end poverty and injustice. During these ten years of partnership, various projects have been developed including, first and foremost, the program "Café sin Fronteras/Kafe san fwontié" with the coffee growers in the Dominican Republic and Haiti, and the project "Cafèscuela" for the coffee-growing communities in Cuba. In addition, the collaboration has been further reinforced through the support to the humanitarian assistance in the most severe emergencies, including the earthquake in Nepal in 2015, the crisis in Yemen, the Covid-19 emergency in India, and the support to the population hit by the Tigray Conflict in Ethiopia.





THE RESULTS ACHIEVED SINCE 2012:

75.370

beneficiaries reached

4.900

food packs and meals supplied

13,000

Covid-19 kits equipped with masks, gloves, and aprons

140

WASH kits (1 container for clean water, 2 jerry cans, water purification sachets, soap, and oral rehydration solutions)



10,102

hygiene kits delivered (disinfectant, mosquito nets, soap, detergent, and sanitary pads)

10 million
coffee plants distributed

1
tank of water
of 5,000 litres built

3
solar energy production systems
implemented in the hospitals

2
hand washing stations built





OXFAM TESTIMONY – GABRIELE REGIO

The initiatives carried out with the Lavazza Foundation in the Caribbean area began at a time when the world of coffee was experiencing a serious crisis due to the losses that the plant disease *Roya* — known as “coffee rust” — was generating. The loss of the plantations, which was total in many cases, had, in fact, caused a drastic reduction in the incomes of households who based their economy (already precarious) on this crop and led to reduced motivation on the part of coffee growers to continue their activity. This resulted in the widespread occurrence of deforestation and reconversion of coffee plantations to produce short-cycle crops with agricultural practices that created serious problems of biodiversity erosion and loss.

Starting with a research process to discover local rust-resistant varieties and thanks to close collaboration with the public and private sectors, the Lavazza Foundation's initiatives helped to identify plantations where resistant coffee varieties were present, and that were then reproduced and distributed to coffee growers. It was possible to produce more than 10 million *Roya*-tolerant plants (also thanks to the micro-grafting techniques on *Coffea Robusta* promoted in Cuba, where we produced and distributed more than 2 million seedlings) and recover more than 2,000 hectares of coffee plantations in the 3 countries where we carried out the projects. The coffee growers and their children regained their motivation and enthusiasm to start producing coffee again, and the results were not long in coming. Coffee production reached record levels with yields per hectare that today are three times higher than the average production in the pre-rust period. Thanks to our projects, the cooperatives we have worked with have also developed an entrepreneurial mindset that has allowed them to generate an aggregate value for their coffee through industrial roasting processes and the creation of brands that today are sold in the local market.

Finally, worthy of mention is the work with the Dominican Republic institutions: as part of the campaign to raise awareness about the importance of small-scale coffee growing in the country (“Un café por”), a first public policy proposal was drawn up with the aim of identifying synergies between the different ministries and implementing a comprehensive strategy to improve the competitiveness of Dominican coffee.

We can therefore say that undoubtedly the initiatives carried out with the Lavazza Foundation have represented an important incentive for the sustainable recovery of coffee production in the Dominican Republic, Haiti, and Cuba, with a significant impact for more than 3,600 coffee growers and their families.

THE PROGRAM *CAFÈ SIN FRONTERAS* IN THE DOMINICAN REPUBLIC AND HAITI

Launched in 2014, the binational program developed in the Dominican Republic and Haiti has disseminated and implemented national coffee programs with an approach based on resilience, the empowerment of women and young people, the protection of biodiversity and the dissemination of good agricultural practices.

The program identified and took into account the challenges of the coffee sector in the two countries and developed actions to increase resilience, to help women achieve rights and economic empowerment and solve the problem of generational renewal. It was also possible to strengthen relations between the two countries — historically not easy — both at the community (exchanges between coffee growers) and institutional level, through the promotion of exchanges and visits between the institutions of the two countries.

In addition, the program contributed to the sustainable and enduring development of the living conditions of small producers, with a view to improving their social, economic, political, environmental, and cultural situation.

The project was launched in 2014 and ended in 2022.

Roya, or coffee rust

In 2012, *Roya*, or coffee rust, a fungus that attacks the plant leaves and causes a sharp drop in production, began to spread in the area. Rust spores are light and easily carried by wind, rain, and insects. Young plants are generally very resistant to attack compared to more mature plants.

To solve this problem, rust-resistant plants were selected that are locally available in certain areas of the Dominican Republic. After analysing the samples in laboratories, it was discovered that this variety has precocious productivity (the first crop is already available after two years), it has high production, (1,000 kg/ha), and good in-cup quality, with a score of 82.

Following the analysis, 8 million plants were planted in the two countries.

The “Plan de Ferme” approach

A potential loss of income is generated during the renovation period, when old coffee plants are cut to plant new ones. The “Plan de Ferme” approach has been activated, namely the annual planning for each coffee grower to diversify crops and activities, such as livestock breeding and the production of other fruits or cereals. This approach has been incorporated into activity planning to ensure a regular income, support basic expenses, and improve women's access to and control of resources.

Some data relating to the project:

2 

countries, Haiti
and the Dominican Republic



2,030
direct beneficiaries

4,000
families involved

13 thousand
indirect beneficiaries

8 million 
coffee plants produced
and transplanted in the field





'CAFESCUELA', THE PROJECT SUPPORTING THE COFFEE DEVELOPMENT PROGRAM IN CUBA

The "Cafescuela" project in collaboration with Oxfam, GAF and INAF have had a significant impact on the development of the coffee sector in Cuba, moving employment, economic and social empowerment of youth and women, as well as training and dissemination of best practices in coffee cultivation and processing. Implemented in 12 municipalities in Santiago de Cuba, the project started in 2018 and ended in 2022.

The project contributed to the rehabilitation and enhancement of coffee cultivation and, thanks to the creation of 10 grafting centers and 10 technological nurseries, led to an increase in production in the area. These centers played a crucial role in ensuring a supply of high-quality plants for the producers.

In the 20 centers, 196 jobs were created for young people and women, offering them employment opportunities in the coffee sector, and 6 million of new high-quality coffee plants, resistant to *Roya* were planted.

Within the overall project framework, more than 13,000 people have been trained, including coffee producers and tasters, and 2 million certified grafted plants are produced each year.





"STARE AL PASSO", THE SOCIAL INCLUSION PROJECT IN TURIN

In collaboration with Oxfam and Diaconia Valdese, the Foundation supported the project "Stare al Passo" to increase support for children, young people, and families in difficulty in the Barriera di Milano district, in Turin.

Positive and supportive social relationships are promoted between different generations and cultures within the social and community center located in a complex district. In addition, educational and training activities and specific listening and supporting services.

Thanks to the project, more than 60 children were able to attend the free after-school program, over 40 boys and girls attended the space dedicated to adolescents, and more than 40 foreign mothers and young women were able to receive assistance in looking for work, and social support to attend Italian courses and training courses.





FONDAZIONE

GIUSEPPE E PERICLE LAVAZZA ONLUS

FONDAZIONE GIUSEPPE E PERICLE LAVAZZA ONLUS

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ACRONYMS

ICP - International Coffee Partners

GCP - Global Coffee Platform

HRNS - Hanns R. Neumann Stiftung

UNDP - United Nations Development Programme

LDC - Louis Dreyfus Company

GRI - Global Reporting Initiative

SDGs - Sustainable Development Goals

WCR - World Coffee Research

GLF - Global Landscapes Forum

R4A - Rainbow 4 Africa

UNICEF - United Nation International Children's Emergency Fund

C&C - Coffee&Climate

GAF - Grupo Empresarial Agroforestal

INAF - Instituto de Investigaciones Agroforestales

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TRANSLATED BY: Koinè

GRAPHIC CONCEPT AND DESIGN: BeStudio

ILLUSTRATIONS BY: Valentina Bongiovanni

Printed in Italy

August 2023

