

SOCIAL  
REPORT

2023







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# 1. CHAIRMAN'S LETTER



*This annual report is a reflection on the choices made, in other words, what has been learnt from the experience gained and the innovations introduced during the year.*

*In structural terms, the Foundation continued to operate according to the institutional choice it has made to work in the countries where the Lavazza Group system is in place, with the aim of improving both production efficiency and the conditions in which work is carried out.*

*As existing relations were naturally continued and renewed, new approaches were also developed involving countries such as India, El Salvador, Mexico, Yemen, and the Democratic Republic of Congo. Of particular interest and intensity, especially due to its importance at the international level, was the launch of a development programme with the Cuban Ministry of Agriculture: an agreement rich in concrete operational aspects, but also in further important development prospects. This is a programme designed to restore coffee cultivation in the country, as it was drastically reduced in the past two centuries due to land exploitation and deforestation. It's aimed at reviving the quality of Cuban green coffee to the levels of excellence for which it was famous all over the world in the past.*

*In line with previous years, there has been an intensive focus on contributing to the transition to changes in the agricultural production process with a view to shared value for the entire supply chain — from raising product quality to improving the social and economic conditions of coffee-growing communities and act to also safeguard the environment and biodiversity.*

*These topics must always be kept at the forefront: the Foundation has also invested in them in terms of research, further opening to collaborations with excellent international and national partners, in view of particularly ambitious goals. I am referring, for example, to the development of the Center for Circular Economy in Coffee, which aims to create and make accessible a global network of coffee-related circular economy knowledge: leveraging the engagement of all the players in the supply chain and through pilot projects, this initiative intends to develop a scientific network of industry experts, with the aim of supporting new initiatives capable of accelerating the circular transition through innovative solutions.*

*This kind of choices allowed the Foundation to make an important quality leap, destined to lead it to new commitments that, also in this direction, take forward the decision to operate together with the Lavazza Group, openly giving a sense of community to the Company's activity.*

*However, it is no less important to highlight how the development of these new projects has not in any way lessened the Foundation's attention — matured over the recent years — towards the social context in the area in which it exists and operates: in fact, it has further enriched its strategic and planning direction.*

Giovanni Zanetti,  
Chairman of the Giuseppe and Pericle Lavazza Foundation Onlus



*Giovanni Zanetti*

## 2. METHODOLOGY FOR THE REDACTION OF THE SOCIAL REPORT

The Social Report of the non-profit Giuseppe and Pericle Lavazza Foundation Onlus, 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. It also meets the need for transparency and adequate information to stakeholders. This document 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 methods 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 have a multi-year duration. The 2023 Social Report illustrates the projects underway, launched or ended in the year. This document refers to the 1 January 2023 - 31 December 2023 reporting period.





## 3. WHAT FUTURE FOR COFFEE?

by World Coffee Research<sup>1</sup>

### The farming cycle

Today, coffee is one of the most important beverages and commodities worldwide, with over **12.5 million** coffee producers at global level and over **400 billion** coffee cups drunk every year.

Coffee beans come from the fruits of small, broad-leaved, evergreen plants that grow in the sheltered undergrowth of forests around the world but are native to the wild forests of Africa.

Coffee seeds are planted in shaded nurseries, giving rise to seedlings within six weeks. Once ready for the field and planted, these young seedlings grow into plants between two and eight metres high, with elliptical, dark green and shiny leaves.

Depending on the variety, it can take about three to four years for new coffee plants to bear fruit. After white and fragrant flowering, round, green fruits are produced that take on a bright red colour when they are ready to be harvested. These fruits, called drupes, contain two green seeds: these are coffee beans, which are then processed and roasted.

### The importance of environmental conditions

Coffee belongs to the genus *Coffea*, which has 131 recognised species, of which only two are widely grown

around the world: *Coffea Arabica*, or simply Arabica, and *Coffea Canephora*, commonly known as Robusta. Arabica accounts for most of the coffee produced thanks to its in-cup quality and sweeter taste. **Robusta** has higher caffeine content and typically yields a less acidic, more bitter, and 'full-bodied' coffee. Both species count dozens of varieties and their flavour varies depending not only on several production stages, but mainly on the land where they are grown, due to soil acidity, rainfall, altitude, temperature, and other environmental factors. Arabica requires more specific conditions to thrive, such as dense shade and higher altitudes. Robusta can instead be grown at lower altitudes, with higher productivity and less susceptibility to pests and diseases. However, it is important to note that all varieties require a combination of dry and rainy seasons and moderate, stable temperatures to thrive and produce abundant yields. This is contrary to what is happening today due to **climate change, which poses the greatest threat for the future of coffee.**

### Building the future through research

Coffee generates a huge economic value and supports the livelihoods of approximately **100 million people** in more than **50** countries worldwide.

Over the past three decades, demand has risen steadily,



while supply has been increasingly impacted by climate change and low-performing coffee varieties, many of which have not been improved for over half a century. Moreover, the diversity of origin is at risk: five countries — Brazil, Vietnam, Colombia, Indonesia, and Ethiopia — account for nearly 75% of global coffee production. 95% of the world's coffee growers are smallholders who manage less than five hectares of land and account for about 60% of total coffee production. These coffee farmers urgently need access to better varieties to remain profitable, so it is imperative that the industry **invests in research and development, especially with regard to the best varieties.**

## Varieties

Most coffee farmers, whose livelihoods depend heavily on thorough plant selection, lack access to transparent and scientific information on available varieties — a condition that puts their crops at risk of low productivity and low profitability. As the productive life of a coffee plant lasts 20-30 years, deciding which variety to plant is crucial. To help farmers make informed decisions, World Coffee Research has developed a comprehensive, open-access catalogue describing more than **one hundred** Arabica and Robusta varieties.

To ensure the social, economic and environmental sustainability of coffee farming, farmers also need a range of resilient varieties that can withstand serious problems and mitigate risks: there is an urgent need to replace old, more vulnerable varieties with new ones.

Enhanced varieties are a powerful solution: alone they can increase yields by up to 10 times, reduce the risk of

pests and diseases, help mitigate the effects of climate change and improve in-cup quality.



<sup>1</sup> World Coffee Research (WCR) is a non-profit global organisation bringing together more than 170 companies in 29 countries to promote worldwide coffee growing research and innovative and collaborative development in this sector. Its mission is to grow, protect and enhance supplies of quality coffee while improving the livelihoods of the families who produce it.

## 4. MISSION

The projects supported in coffee-growing countries 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:**

- spread of good agricultural practices that foster coffee quality and respect for the environment;
- support to coffee growers in building and managing their own organisations, including associations, cooperatives, or companies, with the goal of a view to giving them the possibility to gain access to broader markets, obtain useful production services and enjoy better access 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;
- harnessing the work among young people through training programmes to encourage them not to abandon coffee-growing lands and embrace coffee entrepreneurship instead;
- promoting the diversification of crops and facilitating greater food production;
- supporting reforestation with agroforestry systems aimed at safeguarding biodiversity of plantations;
- spreading effective farming techniques that enable to respond to the challenges imposed by climate change.
- introducing technologies to support traditional growing techniques.

MISSION



## 5. STRUCTURE, GOVERNANCE, AND ADMINISTRATION

The Foundation is governed by a **Board of Directors**, hereinafter referred to as the “Board”, composed by five Directors: 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 Foundation’s **Secretary** is Mario Cerutti, Lavazza Group’s Chief Sustainability and Institutional Relations Officer.

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

The Board of Directors determines 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. It meets twice a year, as provided by the Statute, to address management and organizational issues and to select initiatives to support in line with its institutional goals. Finally, the Board is responsible for approving the Foundation’s Social Report.

The Lavazza Foundation is primarily funded each year chiefly by Luigi Lavazza S.p.A., which provides the Foundation with the necessary resources to support planned activities and projects. The Foundation also participates in international calls for the co-financing of development cooperation projects.



### Antonella Lavazza

"As we reflect on our journey over the past year, we are immensely proud of the progress we have made in promoting sustainable practices and in supporting local communities.

Our social responsibility commitment is reflected in our role as a family and as a company.

By fostering innovation, inclusion, and collaboration, we aim to build a future where everyone can prosper, and our planet is respected.

Together, we can make a difference, one project at a time."

### Giuseppe Lavazza

"Almost 20 years ago, we established our Foundation first with the objective of improving coffee quality and production. We then thought about protecting biodiversity and introducing new varieties, and subsequently about empowering women, involving them in the production process and economic management. We did the same with young people, so that they would not leave the rural areas. Now, we are dealing with all the aspects associated with climate change."

### Arnaldo Bagnasco

"In a difficult global context full of unknowns, the Foundation maintains a high level of attention to the analysis of social and economic problems that are likely to worsen in the near future: in particular, always in line with our mission and objectives, we have already launched some studies in order to be able to give effective and innovative responses to the new, emerging needs and inequalities."

### Giacomo Büchi

"In 2023, the Lavazza Foundation continued to develop and promote sustainable projects — often spanning across different sectors — all along the coffee supply chain. These projects also included agreements with governments and in the successful participation of international tenders. Additionally, the Foundation extended its commitment to funding social initiatives both inside and outside the coffee supply chain, in Italy and in countries hit by emergencies."

### Mario Cerutti

"Working in the field with local organisations makes it possible for the Foundation to know the real needs of communities and thus provide people with the long-awaited and necessary support. Through this collaborative approach, we can address in a more effective and holistic manner the increasingly numerous global challenges, including the impact of climate change and fight against inequalities: we can make the difference, by promoting well-being and prosperity."



## 6. STAKEHOLDER ENGAGEMENT

### 6.1 Mapping

The mapping of stakeholders for the purposes of the Social Report is a strategic process aimed at identifying and understanding all the stakeholders in the Foundation's activities and impacts. **Stakeholders may include programme beneficiaries, collaborators, partners, organisations of the local communities, government institutions and other entities directly or indirectly involved in the Foundation's activities.**

This mapping entails the identification of the stakeholders' needs, expectations, interests, and potential influence on the Foundation's operations. Said process is key to establishing solid and constructive relationships, and thus to ensure transparency, effective communication, and alignment of objectives, as well as to develop stakeholder engagement strategies, improve governance and monitor the environmental and community impacts of our activities.

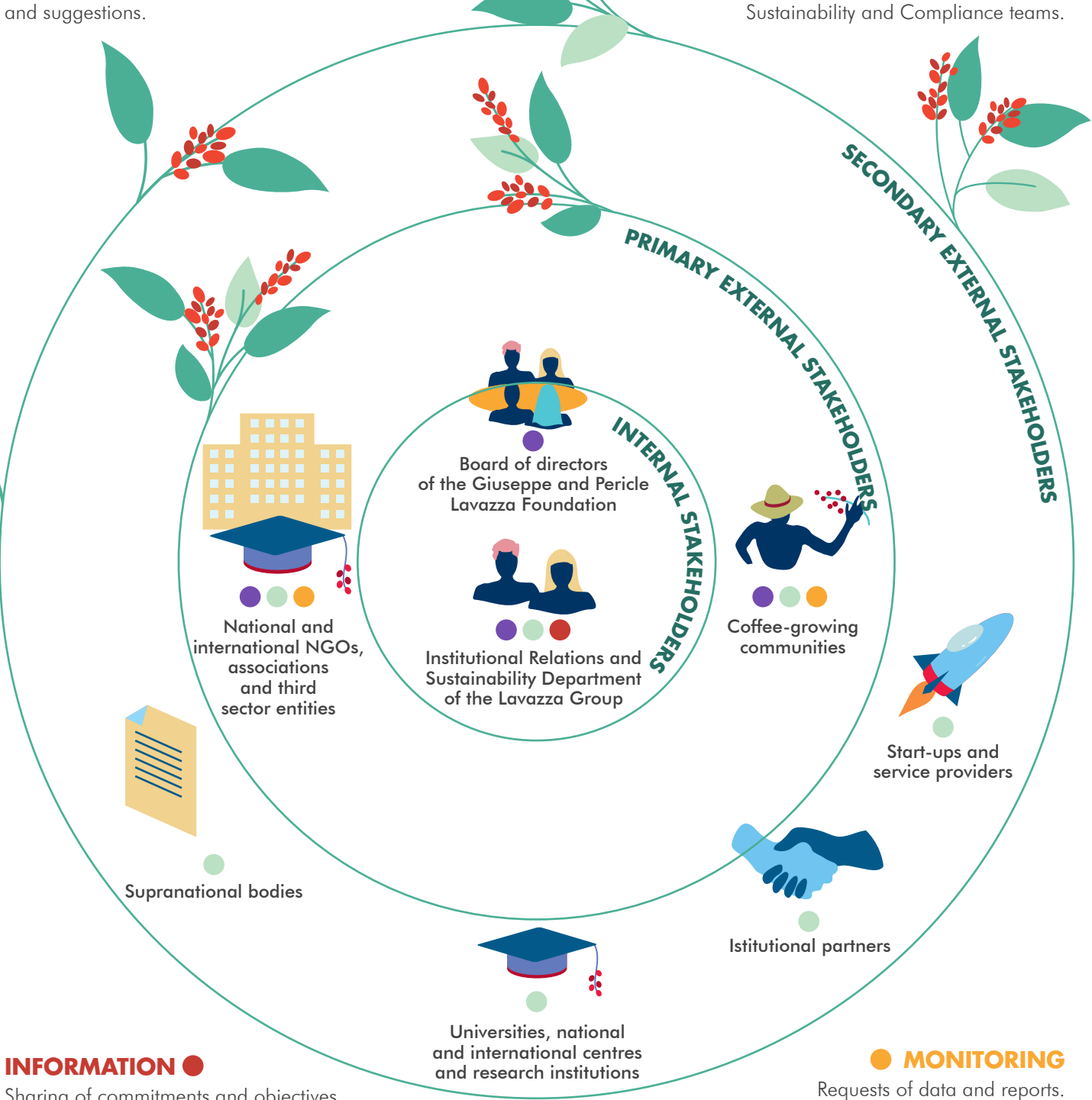


**LISTENING AND ANSWERING**

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

**CO-PLANNING**

Partnership development, design of programmes 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.

## 6.2 Analysis of the stakeholders' needs

A detailed analysis of stakeholders' needs — focused on the Foundation's projects currently underway in coffee-growing countries — is reported below. Each project is closely tied to the local communities' specific needs, **identified through the analyses carried out by the Foundation's partners in the field.**

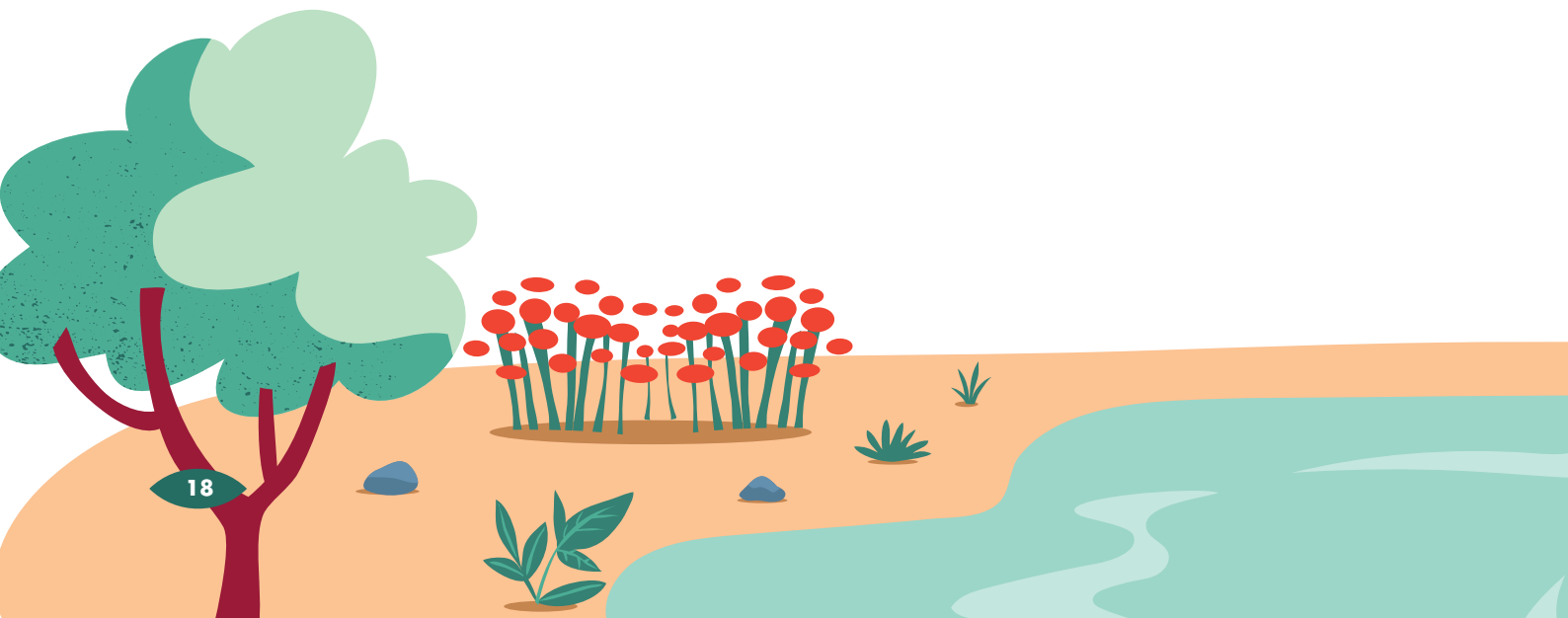
These analyses are aimed at providing a clear, comprehensive overview of the main needs and challenges faced, allowing for a more targeted and effective planning and implementation of the initiatives. Through an in-depth understanding of the local contexts and needs of stakeholders, it is in fact possible to adapt the initiatives and resources to **maximise the positive impact on the communities and promote sustainable development at local and global level.**







Country/partner	Economic growth	Greater use of technology	Women's empowerment in coffee-growing communities	Youth engagement	Adaptation to the effects of climate change	Protection of the forests and ecosystems
Brazil / Ceca�e	�	�				
Brazil / Cerrado das �guas	�	�			�	
Brazil / Global Coffee Platform	�					
Brazil / International Coffee Partners	�	�			�	
Brazil / XFarm	�	�				
Colombia / Carcafe Foundation	�	�	�	�	�	�
Colombia / Engim Internazionale	�		�	�		
Democratic Republic of Congo / Panzi Foundation	�		�	�		
Cuba / H.E.I. & G.A.F	�	�	�	�	�	�
Ecuador / Engim Internazionale	�			�	�	
Ecuador / UNDP, PROAmazonia	�	�			�	�
El Salvador / Soleterre Foundation	�		�	�	�	
El Salvador / Global Landscapes Forum		�		�	�	�
Ethiopia / Hanns R. Neumann Stiftung	�		�	�	�	�
Guatemala / Action Against Hunger	�		�	�		
Guatemala / Seeds for Progress	�			�		



Country/partner	Economic growth	Greater use of technology	Women's empowerment in coffee-growing communities	Youth engagement	Adaptation to the effects of climate change	Protection of the forests and ecosystems
Guatemala / Verdad y Vida	🌿		🌿			
Honduras / Hanns R. Neumann Stiftung	🌿	🌿	🌿	🌿	🌿	🌿
Honduras / International Coffee Partners	🌿	🌿	🌿	🌿	🌿	
India / Save the Children	🌿		🌿	🌿		
India / Olam Food Ingredients	🌿		🌿	🌿		
Indonesia / International Coffee Partners	🌿		🌿	🌿	🌿	
Mexico / Louis Dreyfus Company	🌿	🌿		🌿	🌿	
Peru / Cesvi	🌿	🌿			🌿	🌿
Peru / Global Landscapes Forum		🌿		🌿	🌿	🌿
Tanzania / International Coffee Partners	🌿		🌿	🌿	🌿	
Uganda / International Coffee Partners	🌿		🌿	🌿	🌿	
Uganda / Sawa World	🌿	🌿	🌿	🌿		
Vietnam / Global Coffee Platform	🌿				🌿	
Yemen / Qima Foundation	🌿		🌿	🌿	🌿	



## 7. THEORY OF CHANGE

The Theory of Change of the Foundation begins with the assumption that coffee production is at risk, as the increasingly stronger instability caused by the climate crisis is menacing the supply of high-quality coffee. According to several studies, 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 major **challenges** facing the agricultural coffee sector are:

- loss of cultivable areas and the ensuing shifting of cultivation to increasingly 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 major 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 — in Central and South America, low prices and high production costs have further reduced incomes, affecting small coffee growers in particular.

**In this context, the Foundation pursues its activi-**

**ty — making 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 characterised by its collaboration with excellent partners operating in the local area, 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 IS AT RISK



Commitment to the **environment**



**ACTIONS**



Commitment to **people**

Training on best agricultural practices

Increase in the use of sustainable agricultural practices

High-quality coffee and resilient to climate change

Training and development of women and youth (social sustainability programmes)

Increased engagement of women and youth in decision making

Better living conditions (wages, children education, average farmer age)

**EXPECTED SHORT-TERM OUTPUTS**

**EXPECTED LONG-TERM OUTPUTS**

# THRIVING COFFEE FOR THRIVING COMMUNITIES

## 8. PROJECTS IN THE COFFEE WORLD

### The growth of the plant and development of projects

Given the deep roots that the Foundation's activity has in the land and in coffee as raw material, and hence the link with the coffee-growing communities, in this 2023 Social Report the projects will be presented to reflect the different stages of plant growth, the adoption of the specific needs of each phase and plan to address the challenges, as well as the seize of opportunities in each phase. The following infographic outlines the maturity level of each of the projects described.

#### 0 – 3 years



In the first three years after planting, coffee plants grow by developing roots and foliage, requiring special care to ensure that such growth is healthy and robust.

At this stage, **the main activities implemented by the Foundation's projects focus on the dissemination and adoption of sustainable agricultural practices, such as the responsible use of fertilisers, the proper pruning of plants, and the implementation of soil management practices.**

#### 3 – 5 years



Coffee plants begin to bear fruit in quantities that can vary greatly and are not always sufficient for a significant harvest.

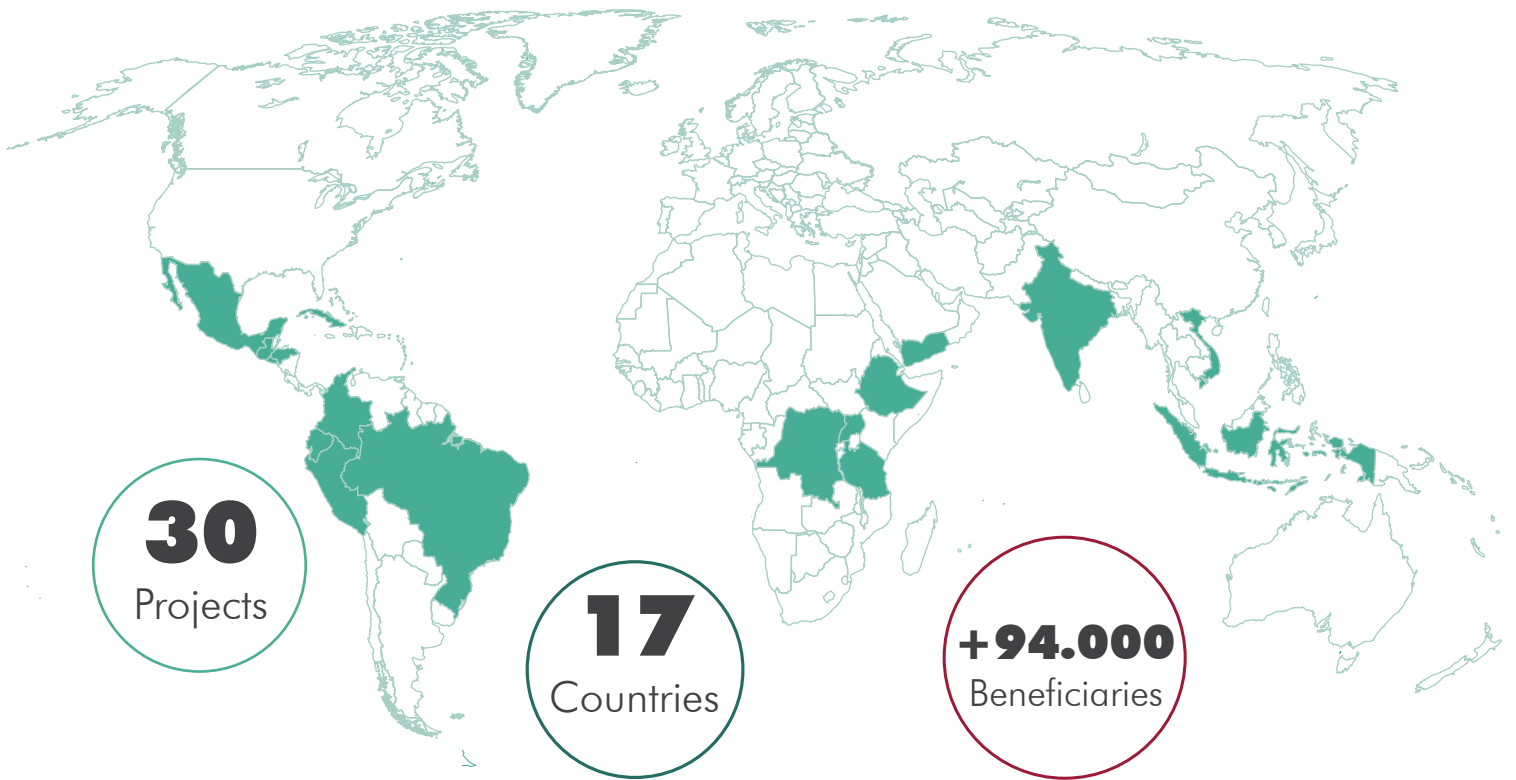
**At this stage, the Foundation's projects focus on optimising agricultural practices and increasing coffee production yield by introducing innovative technologies to improve efficiency and productivity.**

#### 5 – 8 years



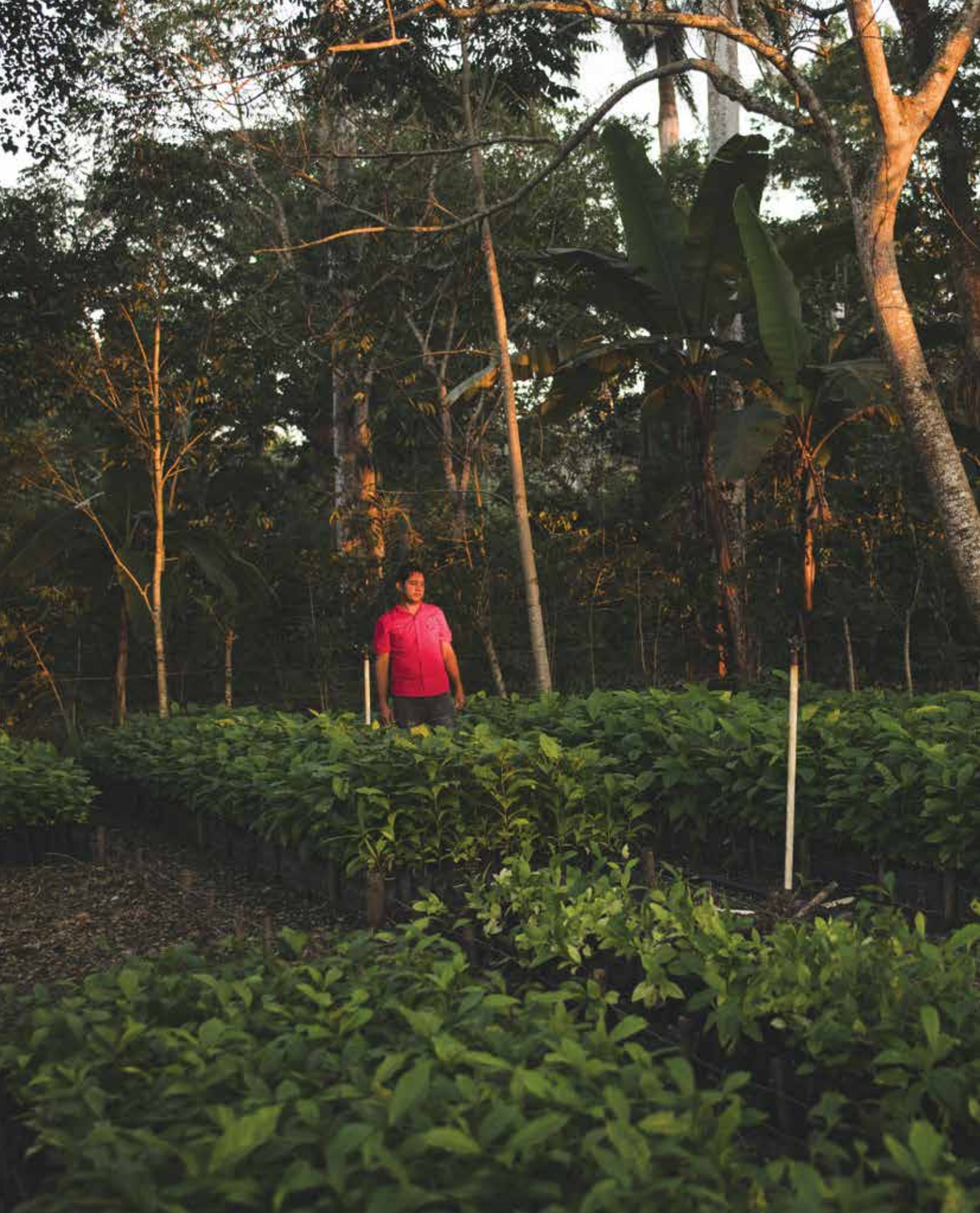
Coffee plants reach full maturity and are capable of producing a significant amount of high-quality coffee fruits.

In this last phase, **the Foundation's projects focus on consolidating and disseminating agricultural practices to an increasing number of coffee growers and on forming cooperatives. Economic and financial training programmes are introduced to encourage growers to understand the dynamics of the international market and sell their coffee at a fair price.**



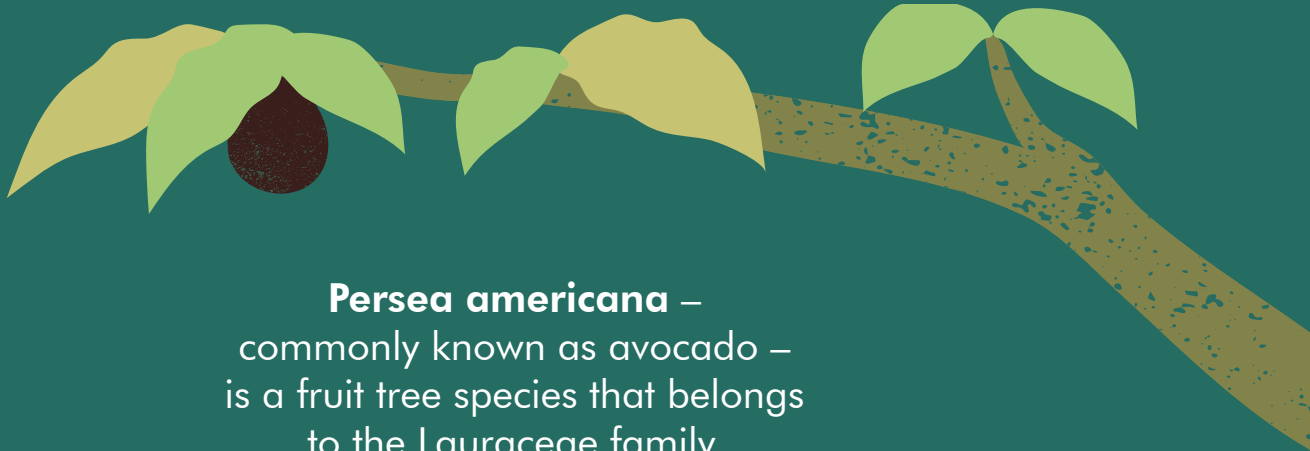
### Infographic for the activities:







## 8.1. PROJECTS IN CENTRAL AMERICA



***Persea americana*** – commonly known as avocado – is a fruit tree species that belongs to the Lauraceae family.

In coffee fields, avocados can be grown alongside other plants to promote biodiversity and improve the sustainability of agricultural practices, as well as to pass nutrients to the coffee plant.

The integration of the avocado plant into agroforestry systems reflects an innovative and sustainable approach to natural resource management, promoting the resilience of ecosystems and helping to improve the wellbeing of rural communities through the diversification of income sources and food security.

The avocado plant is one of the key plants for agroforestry activities in the Lavazza Foundation's Central American projects.



## BioCubaCafè

**CUBA**

**SANTIAGO AND GRANMA REGION**

**PERIOD:**  
2023 - on going

**AIM:**  
Promoting sustainable development and enhancing natural resources in the Cuban coffee-growing sector

**PARTNER:**  
Hecho En Italia (H.E.I.), Grupo Empresarial Agroforestal (G.A.F), Cuba's Ministry of Agriculture, and the Agency for Cultural and Social Interchange with Cuba (AICEC Torino)

**250**

**BENEFICIARIES**





Through the involvement of 170 farmers from Santiago and Granma, the Foundation and its partners are working to improve the quality of Cuban coffee by developing it into a premium local product, to support the sustainable development of local coffee-growing communities and to help protect biodiversity and forests from the risk of deforestation and exploitation.

The following results were achieved in the five areas of intervention:

### Protection of forests from the deforestation risk.



Obtention of the **organic certification** and provision of **training courses on good agricultural practices**, with the opening of 34 sustainable coffee farming schools.



Coffee **quality** improvement, through the renewal of machinery and the installation of sensors to monitor environmental data.



Promotion of the role of **women** and **youth** through training and education initiatives aimed at foster employment throughout the year.

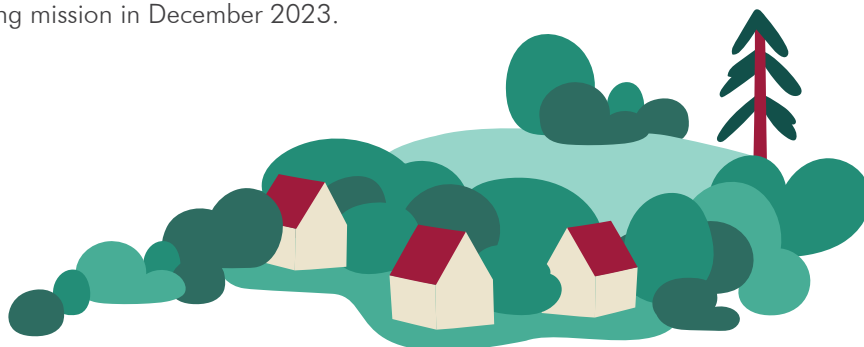


Value chain and **short supply chain**: the Lavazza Foundation is committed to simplifying the coffee supply chain by reducing intermediaries and to enhancing the key activities of the coffee production process and the role of coffee growers

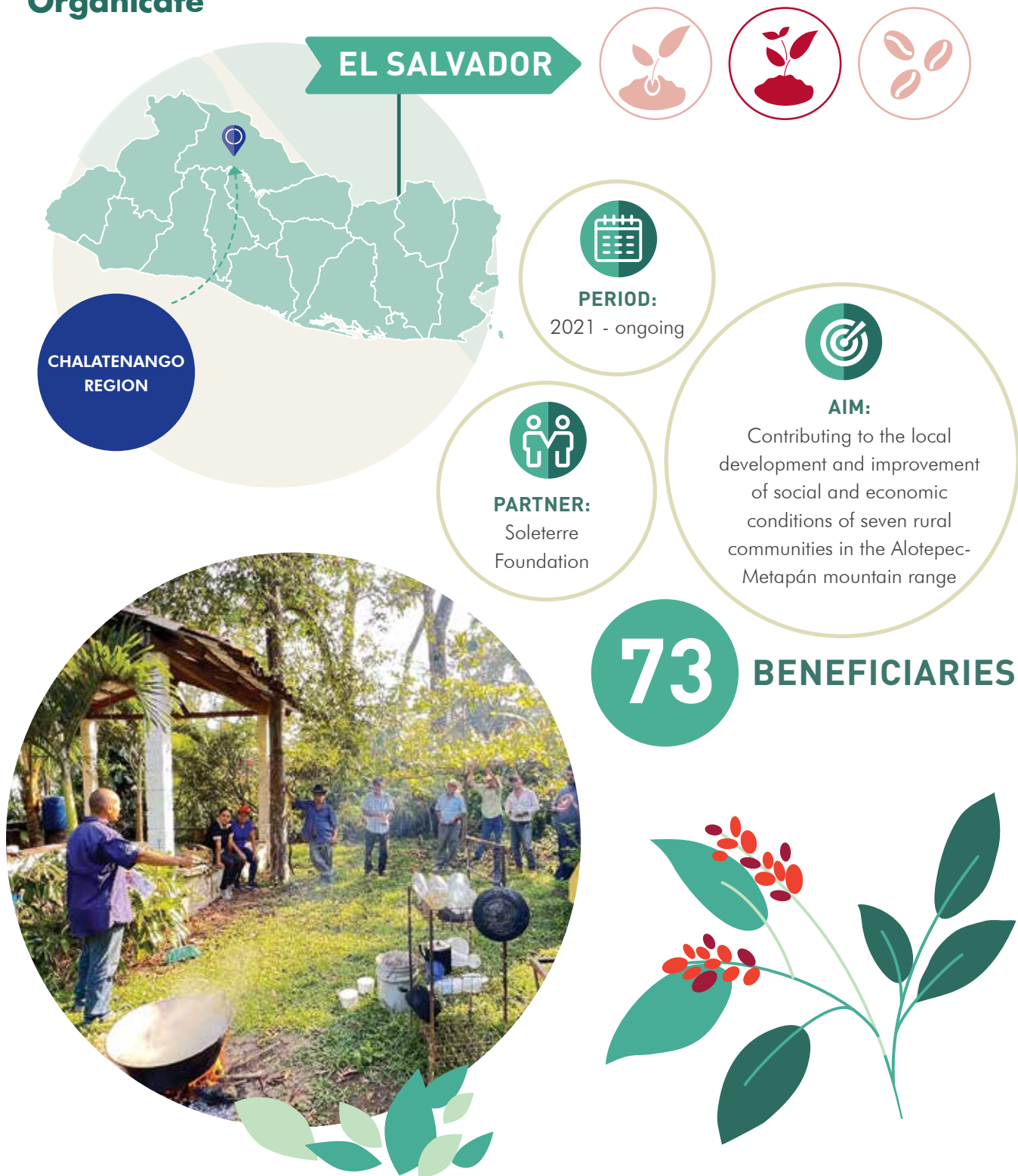
This sustainable development programme has led to the creation of an **Economic Association**, a Cuban organisation that systematically supports a process of strengthening the coffee production chain in order to unlock the full potential of production that has remained untapped in recent years.



Field monitoring mission in December 2023.



## Organicafè

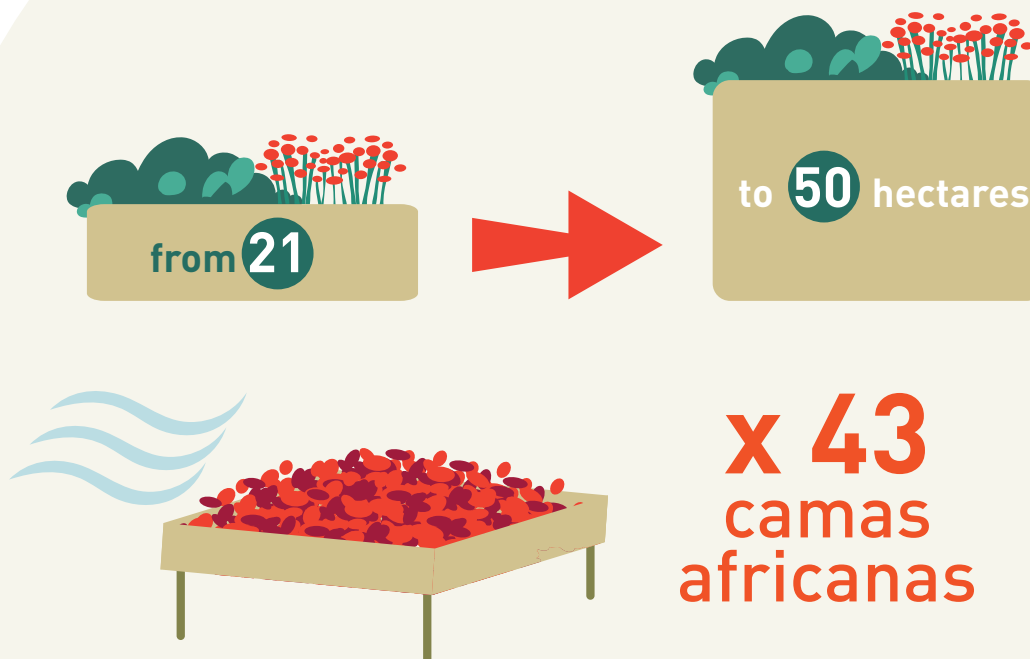


## Phase I:



In the first phase of the project, the main achievements included the development of associations between 23 growers, the enhancement of sustainable agricultural practices and farming techniques, the extension of the coffee production area and the improvement of growers' entrepreneurial capabilities. Workshops and group meetings were organised, with a special focus on topics such as human rights, gender equality and violence prevention.

## Expansion in the coffee production area



built to keep coffee cherries  
off the ground and allow air  
to circulate more easily



Use of the Train of Trainers (ToT) model in Field Schools for the training of growers, who in turn will train other growers.



Sessions dedicated to the control of plant diseases for the self-production of fungicides and insecticides.

Establishment of a regional working group for coffee supply chain innovation with a focus on market research and sharing of marketing strategies.



**4 scholarships** for young people from the community to attend music classes during secondary school.



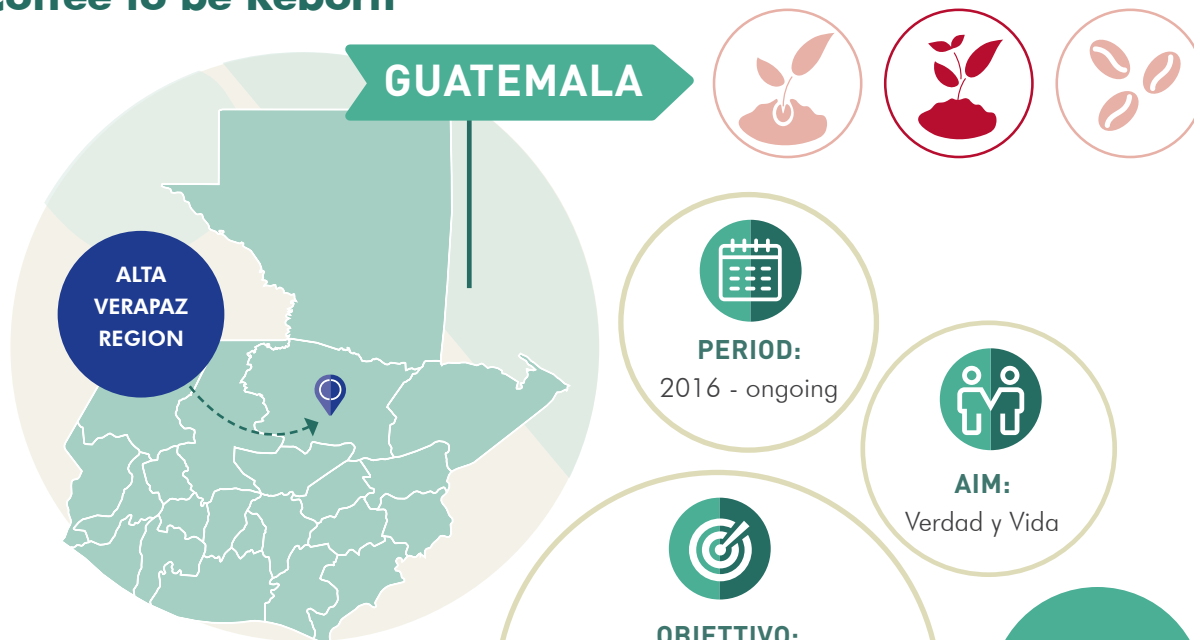


*“The project fosters social cohesion within the communities involved, improving relationships between generations in order to give continuity to coffee growing, offer young people opportunities, and income and future prospects in rural areas. Moreover, it is actively committed to promoting a culture based on rights, peace and women’s empowerment.”*

**Alberto Ivaldi,**  
Soleterre Foundation



## Coffee to be Reborn



**OBIETTIVO:**  
Fostering the involvement of a group of women of the indigenous Maya Poq'omchi community with the purposes of coffee production and marketing

**180**

**BENEFICIARIES**







Since its launch in 2016, the project has significantly grown and currently 180 women have not only resumed quality coffee production but have managed to make huge progress in marketing the coffee they produce by offering it on the market collectively, with a positive impact on their lives and on an entire community of **more than 1,000 people**.



Theoretical and practical training sessions were organised on coffee growing, in **collaboration with ANACAFE**.

Intercropping with agro-forestry crops, fruit trees and drugs to improve harvest quality. **720 field monitoring visits** since the beginning of the project.

**50 new home composting systems.** This pilot project encourages the use of organic compost, thus fostering the fertility of soil used for the cultivation of vegetables and coffee plants.



#### **Literacy classes for 45 women.**

Slow Food Coffee Coalition workshop to present the **Participatory Guarantee System (PGS)**, a second-party certification model for geographically close producers and external players that share the following fundamental pillars: a set of standards and rules defined together, common procedures, at least one coordinating body.



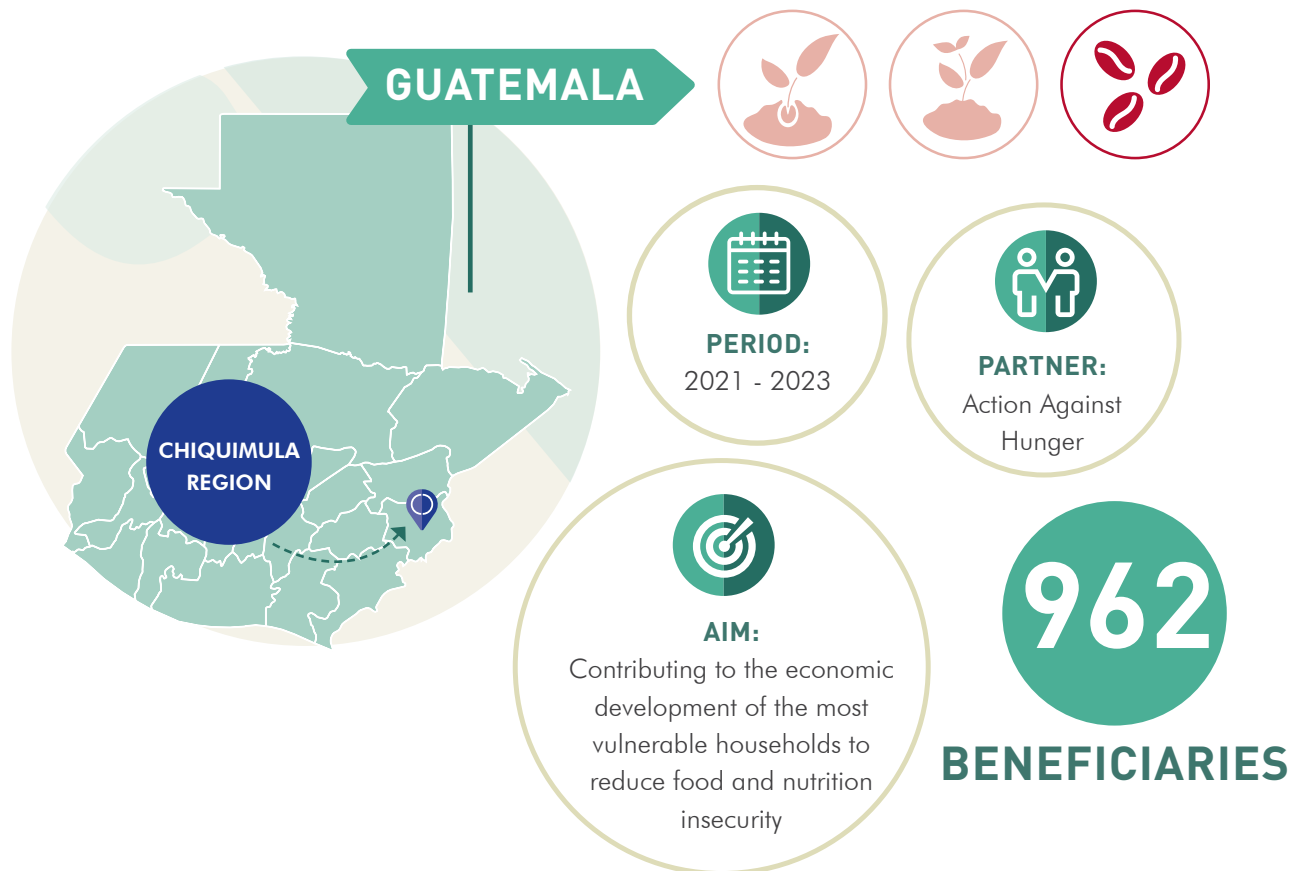
Field monitoring mission in February 2023.



In 2023, a group of 3 young people involved in the project took part in the Coffee Camp - a multistakeholder initiative organised by the NGO Hanns R. Neumann Stiftung (HRNS) -, in which the Lavazza Foundation participated with the A Cup of Learning programme, working with over 100 boys and girls from Guatemala as part of a training on roasting techniques and another on green coffee.



## Coffee, Hope in the Dry Corridor of Chiquimula



**Participatory Rural Appraisal (PRA) in 9 communities** to reduce food insecurity of participating households.

**Training workshops for technicians** to ensure a more efficient use of resources.

**70%** of growers recorded a **30%** productivity increase thanks to the adoption of new agricultural practices.



**100% of the households planted the coffee plants grown in nurseries.**

Installation of **family-run gardens for 171 households** for the cultivation of several vegetables, including tomatoes, sweet peppers, carrots, onions, parsley, lettuce and aubergines.

## Seeds for Growing



**PERIOD:**  
2021 - 2023



**PARTNER:**  
Seeds for Progress  
Foundation

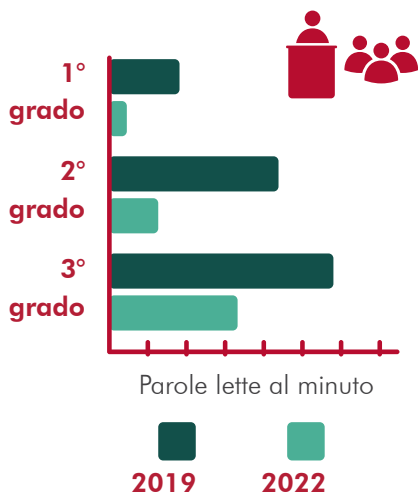


**AIM:**

Creating and raising awareness on safeguarding children's rights, the protection and importance of preventing child labour. Contributing to improving access to education and the quality for their children during the coffee harvesting period

209

**BENEFICIARIES**



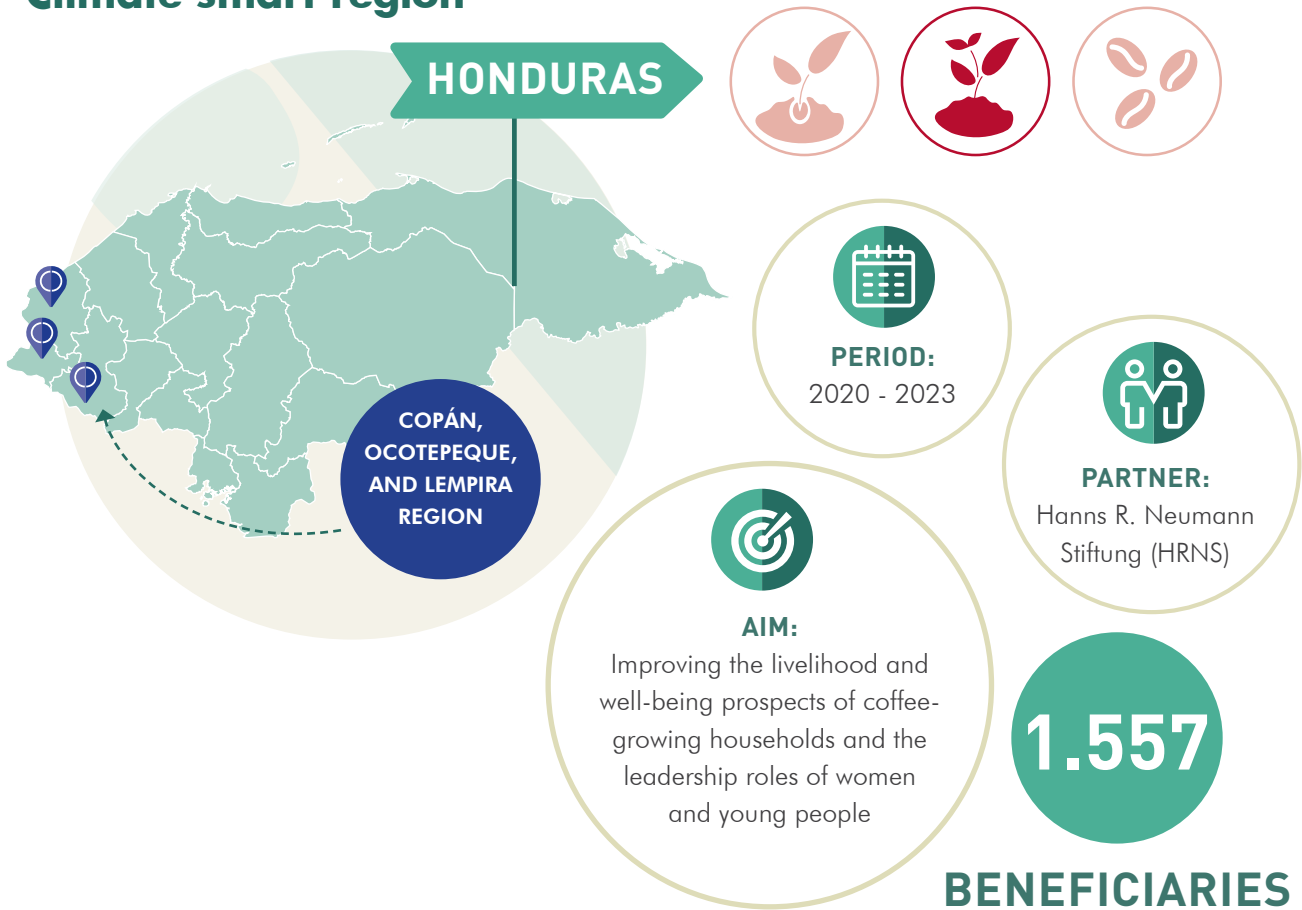
In 2022, reading and writing skills of the primary students from year one to three were tested.

Activation of the **Seeds to Learn** programme, aimed at pupils in **primary years one to three**, to enhance writing skills, fluency in reading and reading comprehension.

Promotion of the **Cultivating Education** initiative for **education and educational development within** the coffee-growing **agricultural communities**, with the aim of **combating child labour**.

Opening of three educational centres for 167 children.

## Climate smart region



Installation of **365 kitchen stoves** and **143 home vegetable gardens** for a group of women, thereby helping to improve food security and increase control over the food supply.

Creation of **135 new plots** for diversifying crops, with lemon, avocado and banana trees.

Construction of **24 nurseries** to produce resilient coffee varieties.



**6 water microenterprises** were set up for the benefit of 900 households and visits to the purification plants installed in 2022 were organised to ensure compliance with quality controls.



**10 business models for young entrepreneurs were launched, 7** of which were developed and approved by members of the farmers' youth organisation and are waiting to receive funding.



**3.739**

Coffee  
hectares



**605**

Women



**27.012**

Training hours on good  
agricultural practices



**14.553**

Training hours  
on women's leadership



Field monitoring mission in February 2023.





Erika Soriano, 34, Honduran, with a degree in computer science, is a coffee grower and an innovative entrepreneur, a leader in her community. Since joining the project, she has further developed her knowledge and skills by participating in several training courses and workshops, including the HRNS Gender School.



*“With the money I make, I can invest in farming activities using the practices I’ve learned, including fertilisation and pest management.”*

**Erika Soriano,**  
Project’s beneficiary



## Maya's coffee



Creation of **three cooperatives** focused on the Rainforest/UTZ programme to obtain coffee certification.

In 2023, training was provided to **621 coffee growers** from 43 different communities, of which 32% were women (201), 68% men (420) and 15% young people (92).



Installation of **16 demo plots**, cultivated land showing the best agricultural practices to be adopted for coffee production.

**Construction of 60 coffee dryers.**



Collaboration with **XFarm**, an agritech company that has developed a digital platform to support daily choices for growers in the field, was launched. **20 weather stations** were purchased and installed which, by collecting data, help coffee growers to better understand climate events impacting crops, such as drought and heavy rainfall.



Field monitoring mission in February 2023.





## 8.2. PROJECTS IN SUD AMERICA



The **Amazonia nut**, known as ***Bertholletia excelsa***, is a majestic tree that grows in the rainforests of the Amazon rainforest.

It can reach heights of 30 to 50 metres, with fruits that have large woody capsules that contain from 8 to 24 seeds, each of which is enclosed in a shell: inside there is a pulp rich in fats and proteins. With a buttery flavour, they are eaten raw or used as an ingredient in many recipes.

Amazonia nuts are a significant source of income for the indigenous and local communities. However, overharvesting and deforestation threaten their survival and that of their natural habitats, making it important to adopt conservation measures and sustainable management of resources.

The Amazonia nuts plant, with its precious fruit, is a key element of The *Guardians of the Forest* project, carried out in Peru together with the CESVI Foundation.





**NAME OF PROJECT:**

Estimate of the GHG Emissions and Sequestration in Coffee Plantations in Brazil



**PARTNERS:**

Cecafé, Imaflora



**PERIOD:**

2021 - ongoing



**AIM:**

Determining the net balance of greenhouse gas emissions, considering both emissions from farming and carbon sequestrations related to plant biomass and the effect of agricultural practices implemented on field.



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

40

**BENEFICIARIES**



In the second phase, the study aims to assess the potential increase due to the adoption of good agricultural practices in the cultivation of Conilon coffee in the Espírito Santo State and the potential for increase due to the change in land use for the cultivation of Conilon coffee.



# Protegendo Minas

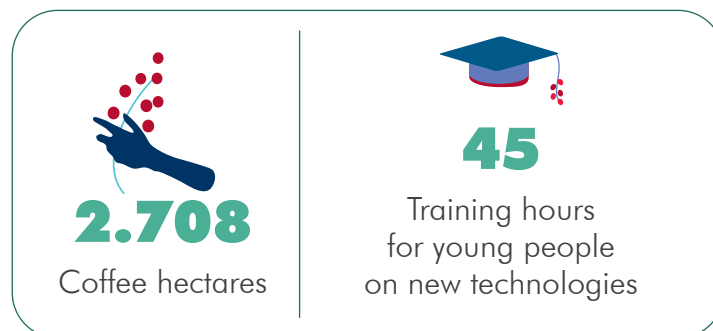


**Adoption of the Conscious Producer Investment Programme (PIPC)** aimed at supporting and promoting sustainable agricultural practices, environmental conservation and improving agricultural productivity. A total of **116 farms** involved.

**Implementation of plant conservation strategies on 50 hectares.** Activities include the protection of natural areas to avoid deforestation, and the restoration of previously degraded areas through reforestation and sustainable resource management.



A collaboration launched with the agritech company **XFarm**, developed a digital platform to assist producers in their daily decisions in the field to optimise irrigation. **12 farms** were involved, and weather stations and **soil sensors** were installed **to identify the best irrigation strategy.**



## Salvar a gota de agua



The objective of the activity is to identify optimal irrigation strategies for coffee plantations and evaluate water consumption per hectare compared to conventional irrigation techniques. Implementation of Internet of Things (IoT) sensors, interconnected devices that communicate with a digital platform and a weather station, to monitor plant water stress. Through the XFarm app, the farmer also receives personalised advice on when and how much to water.

During the two years of the project, water savings of 25% and a reduction in related energy costs were recorded.

In 2023, **twelve new farms** were involved, in which **twelve xNode devices** and **five xSense devices** were installed.

A total of ten farmers have been trained.



**12**  
**BENEFICIARIES**

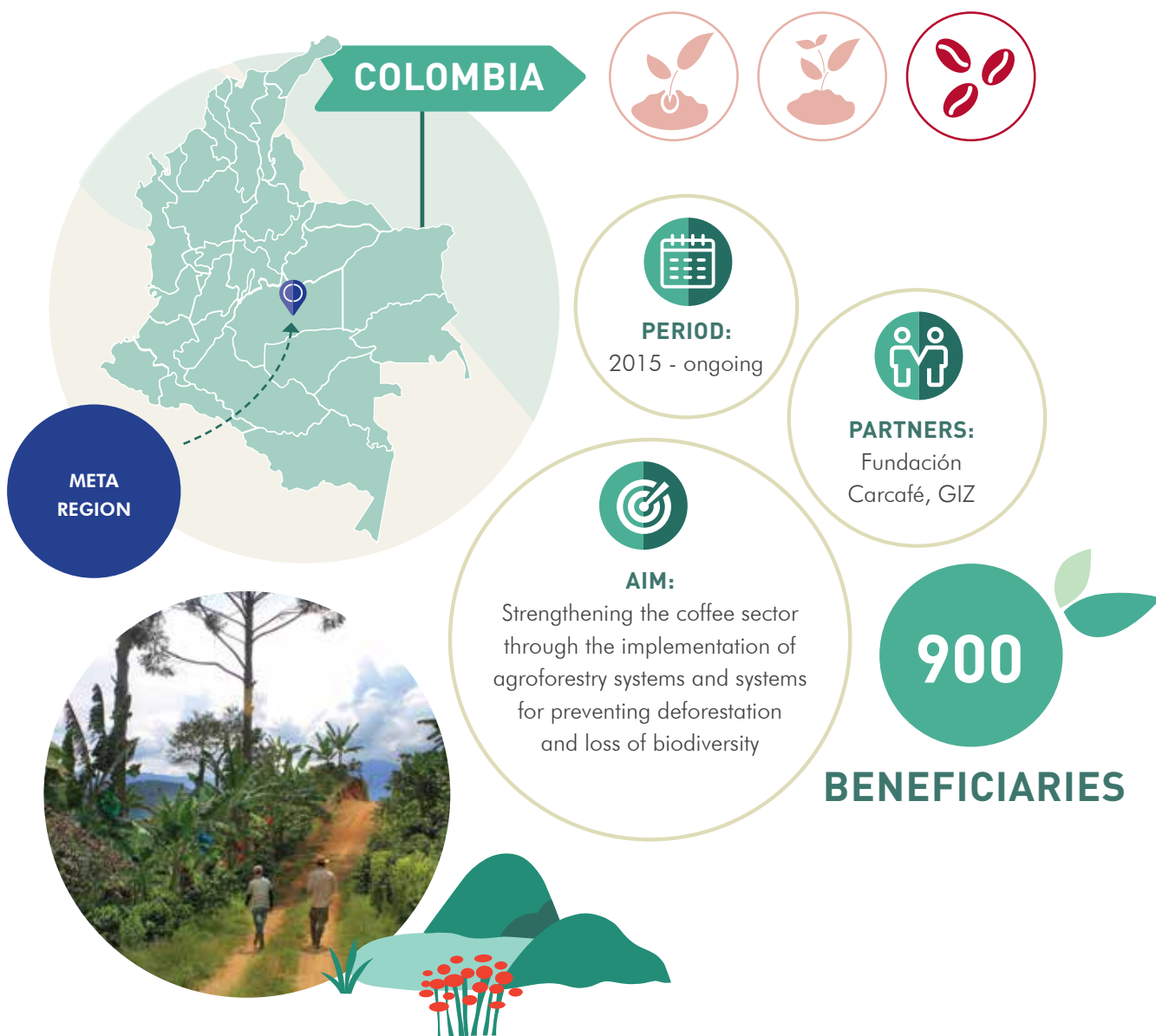


The xNode device is a sensor designed to monitor various environmental and agricultural parameters, such as soil moisture, temperature, and air humidity. Thanks to the wireless connection, xNode provides farmers with real-time data on the health of their soil and crops, allowing them to make more informed decisions and optimise farming operations.

The xSense device uses state-of-the-art technology to collect detailed environmental data, including parameters such as light intensity, wind speed, and atmospheric pressure. This data provides farmers with a comprehensive view of the atmospheric and environmental conditions that affect plant growth, allowing them to adapt farming practices more precisely and effectively.

**885**Devices  
installed**+ 20%**Total water  
savings

## Coffee as megaphone of peace



The project region is a protected area, located within the **AMEM Region**. The certified coffee area covers **993 hectares**, accounting for 15% of the total area, while the agricultural land under conservation, equal to 541 hectares, corresponds to 23% of the total area.



Implementation of the **ACORN initiative**, focused on climate change mitigation and greenhouse gas emission reduction and promotion of sustainable development through the sale of carbon credits.

In 2023, more than **300** growers received the funds for the carbon credits generated. Of the entire cost paid for these credits, 80% went to farmers, 10% to Rabobank for the costs of developing the enabling platform, and the remaining 10% to Solidaridad for implementation in the field. Solidaridad is an international civil society organisation whose main objective is to facilitate the development of socially responsible, environmentally sustainable, and profitable supply chains.



**496**

Hectares with  
agroforestry  
systems



**93**

New farms  
involved  
in the project



**302.000**

New coffee  
trees  
planted



**9.000**

New shade  
trees  
planted



## The city of coffee



**21 training sessions** on crop management and maintenance, as well as on post-harvest practices. Delivery of **6,000 coffee plants**. Each farmer has set aside a part of their land for new seedlings, building small wooden greenhouses.

The **15,000 seedlings** distributed in the previous year were planted in the ground, covering about **3 hectares**.



Collaboration with **Agricultura Vertical Ecológica (AVE)**, for the installation of 9 towers for the **aeroponic vertical garden** is managed with automatic humidity measurement and spraying irrigation system.

Aeroponics is a state-of-the-art agricultural production system that allows significant savings in water, soil and time in vegetables production, and represents an important response to the scarcity of resources that will increasingly affect the agriculture and food security, primarily of the most vulnerable communities.





Provision of **20 scholarships** to ensure access to higher education



Launch of the **Generación café** podcast. The podcast tells the story of coffee at La Sierra, the technical details relating to its growing and its cultural and economic importance for the community and the local area.



**6.589**

Hectares dedicated to agricultural land



**496**

Hectares dedicated to agroforestry systems



**733**

Farms taking part in the project



Field monitoring mission in September 2023.



## Deforestation-Free Coffee



## BENEFICIARIES

In 2019, the Lavazza Group joined the **Deforestation-Free Coffee** project in Ecuador, promoted by the **UNDP**, the International Organisation for the implementation of the United Nations Development Programme, with which the Company collaborates on various fronts, together with its Foundation. The initiative has led Ecuador to have its first production of high quality and sustainable coffee, both from an environmental and a social point of view, coming from a few plantations in 23 provinces bordering the Amazon rainforest.





In 2023, the Lavazza Foundation organised three **A Cup of Learning** training days in Ecuador, with the aim of promoting coffee culture and showing its potential in terms of preparation, markets, and use of the cafe tools.

Participant  to the training



### coffee growers' sons and daughters

aged between 18 and 30 - involved in the PROAmazonia project - participated in training in the territories of Amazonía Norte (Lago Agrio), Amazonía Centro (Morona Santiago) and Amazonía Sur (Zumba).



## The supply chain of rights



Programme **“renew plantations”** promotes biodiversity in the agroforestry production. **Training** on the correct application of natural fertilisers and on the use of phytosanitary products for pest and disease control purposes.

Distribution of over **7,700 coffee plants**.



Training for young people: support to the “cafe” workshop group continued.



New system ensure access to drinking water to **101 households.**



**Meetings** focused on **family violence and reproductive health** for women beneficiaries of the project.



Organisation of summer camps for **70 children.**



**1.549**

Hectares of protected forests



**4.800**

Hectares of coffee plantations



**50%**

Young female participants



## The Guardians of the forest



**PERIOD:**  
2021 - ongoing



**PARTNER:**  
Cesvi

**666**

**BENEFICIARIES**



**AIM:**  
Preserving and sustainably managing Brazil nuts forests to reduce greenhouse gas emissions





**Implementation of the “avoid deforestation” method** in the Amazon Madre de Dios Region: degraded and deforested areas are restored through reforestation and the implementation of agricultural systems based on the cultivation of Amazonia nut trees and related crops.



**Rehabilitation of 4.5 hectares of land through the implementation of agroforestry systems.** The species used in this initiative include orange, mandarin and lemon trees and cocoa plants, chosen for their ability to adapt to the climate and soil of the region, as well as for their value as food source and the economic opportunities they offer due to a strong demand on the local market.

Plantation of **2,596 fruit plants and trees.**

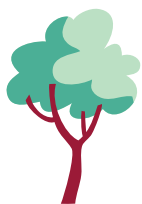
Involvement of **15 Amazonia nut concessionaires** and three indigenous communities, covering a total of 31,000 hectares of land. Implementation of the **Geobosques** service, a tool provided by the Peruvian Ministry of the Environment.



With its roots firmly planted in the depths of the Amazon rainforest, the **Amazonia nut** is not only an important **food and economic** resource but is also key to the **conservation** of the region’s valuable primary forests.

As part of the project, **271 hectares** of primary forest in **11 concessions** were enriched by planting **1,650 trees**. This extraordinary result exceeded by **171%** the objectives set for the project.

The indigenous communities of Puerto Arturo and Boca Pariamanu were enriched with 250 hectares of primary forest by planting 1,200 Amazonia nut seedlings. This was another successful result that exceeded by 185% the objectives set.



**1.594**

Hectares  
of preserved  
forest



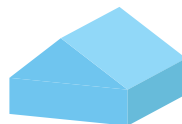
**3.350**

Amazonia nut  
trees  
planted



**8.886**

Trees for  
agroforestry  
systems



**3**

Plant  
nurseries  
created



**10**

Participation  
in agroecology  
fairs



*“Julia and her family one of the first to settle in the area where the Boca Pariamanu community lives today, with nearly thirty households. Before launching the project with CESVI, each one sold their share of nuts to the first bidder, whereas today the entire harvest is sold to a single buyer at a fair price. Julia would like to find equally good markets for the other products she grows as well. Her dream is to buy a street cart so that she can sell the fruits of her land.”*







## 8.3 PROJECTS IN AFRICA

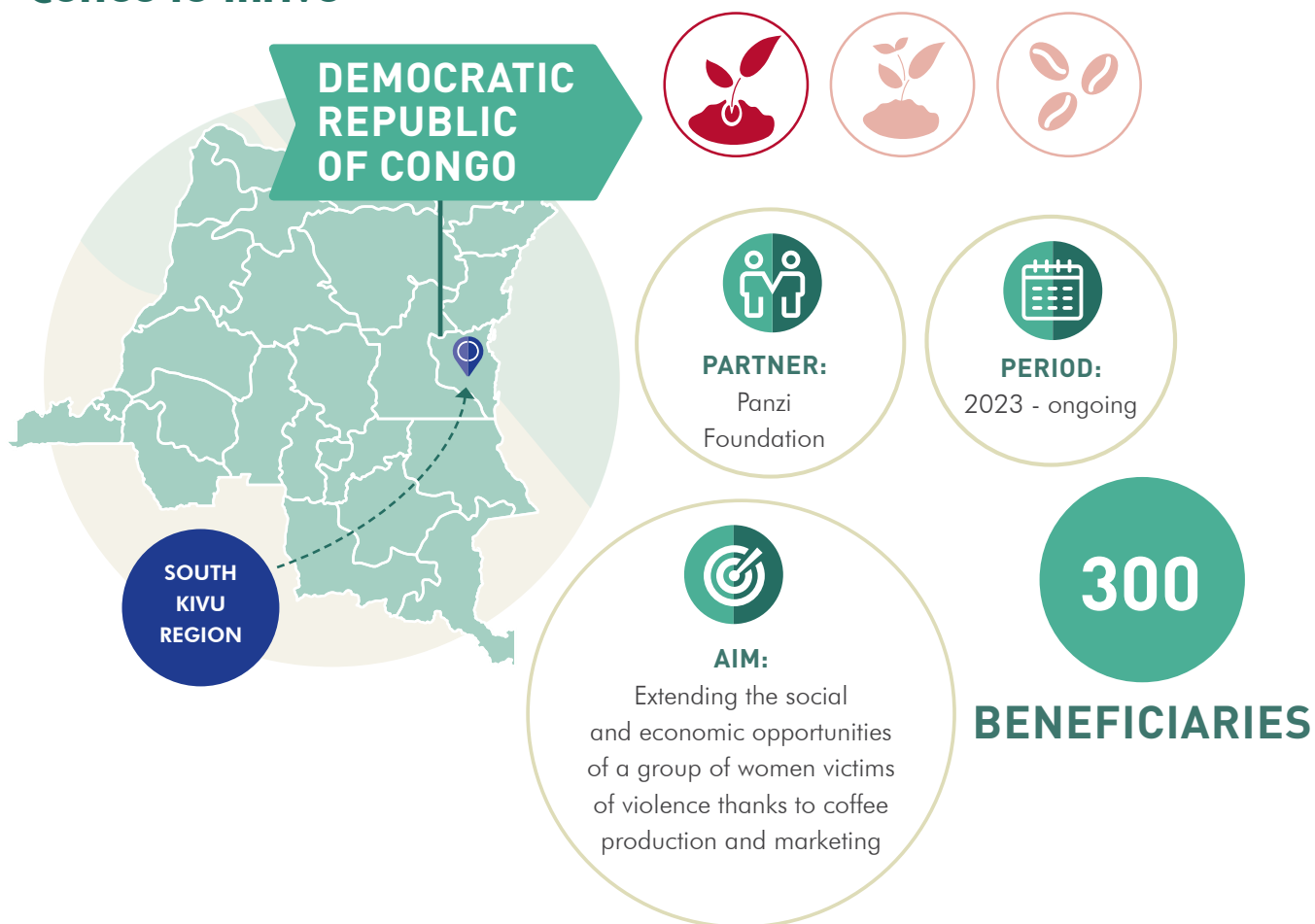
***Phaseolus vulgaris***, commonly known as black turtle bean, is a variety of bean widely grown in Uganda, renowned for its nutritional value and its adaptability to African environmental conditions.

These annual plants belong to the Fabaceae family. They have trifoliolate leaves and white or purple flowers that grow in clusters. Their fruits are elongated legumes containing edible seeds. Black turtle bean seeds are black, small, and round.

They are grown mainly for their nutritional value as they are an important source of protein, fibre, complex carbohydrates, vitamins, and essential minerals.

Regarding coffee intercropping, a technique used in many of the Lavazza Foundation's projects, black turtle beans offer several advantages. Their ability to fix atmospheric nitrogen in the soil improves the land fertility, thus fostering healthy coffee growth. They also offer an opportunity to diversify agricultural production and increase the yield of cultivated land.

## Coffee to thrive



Panzi Foundation is the non-governmental organisation founded by **Dr. Denis Mukwege**, specialising in gynaecology and obstetrics, widely recognised internationally for his treatment methods of pathological and psycho-social damage caused by sexual violence.



Denis Mukwege founded the **Panzi Hospital in 1998**, to provide psychological and physical care to victims of sexual violence, also offering them support to develop new skills and reintegrate into the community. Women who receive care at the Panzi Hospital have access to education reintegration programmes and legal advice.

In **2018**, he received the **Nobel Peace Prize**, further confirming his role as a leader in the defence of the rights of women and victims of sexual violence.



Construction of **20 nurseries** with the growing of **61,000 coffee seedlings** and over **9,000 plants** for the implementation of agroforestry systems (black turtle beans, soy, bananas). Over **30,000 coffee plants** were used to cover the **15 hectares** of the concession acquired by Panzi Foundation for the beneficiaries of the Kokondo and Lwiro areas.



**8 training sessions** in the field called **Farmer Field Schools (FFS)**, an approach strengthening collaboration among beneficiaries by facilitating the exchange of experiences.



**61.000**

New coffee seedlings



**9.100**

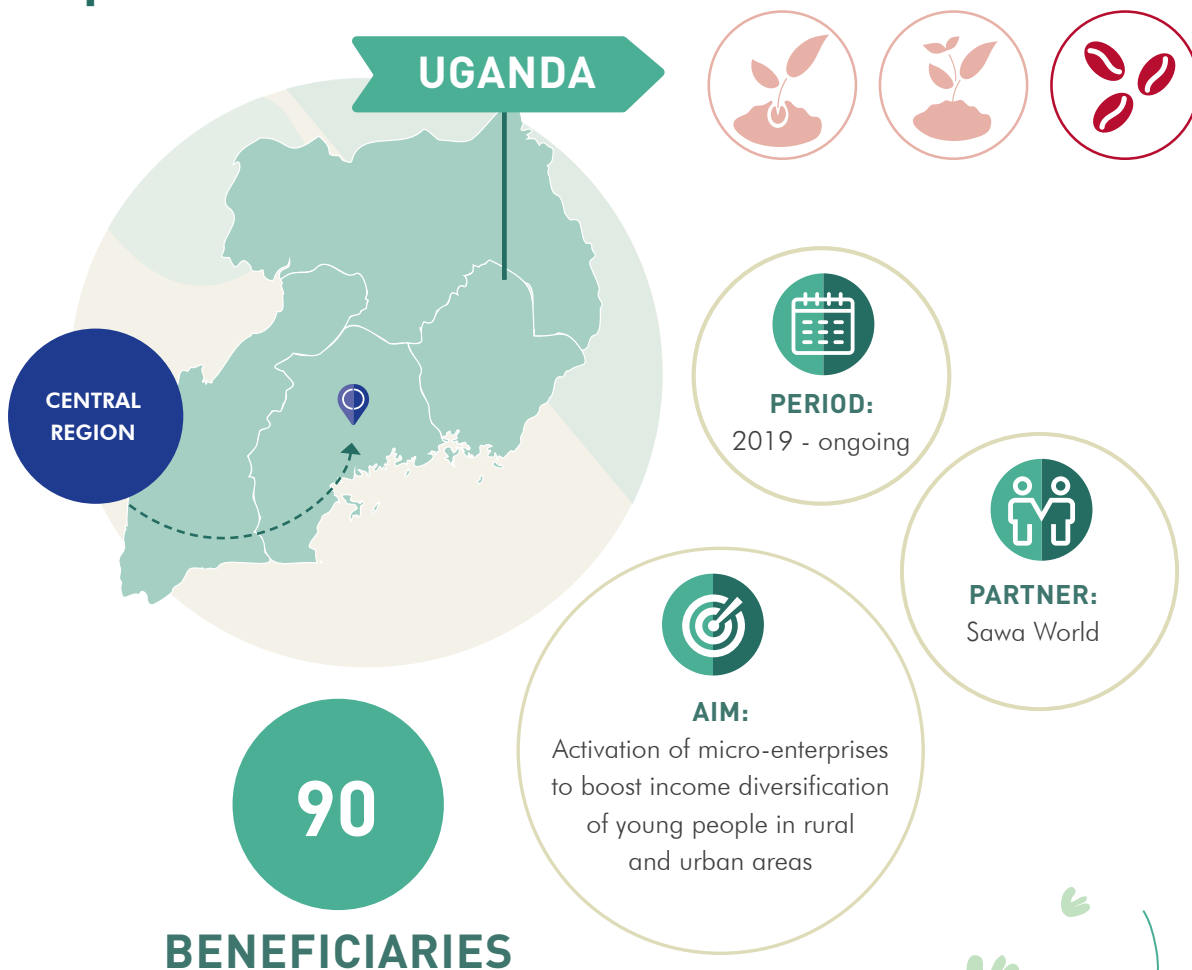
Plants for agroforestry systems



*“Panzi is dedicated to the holistic care of women who have survived sexual violence in the Democratic Republic of Congo. The Lavazza Foundation has embraced this ethos by supporting our socio-economic programmes to train survivors in coffee growing and roasting, an opportunity to develop work skills aimed at rebuilding their lives.”*

**Denis Mukwege,**  
Panzi Foundation

## Ujana Coffee

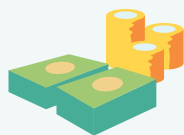


This project stands out for its unique approach, which offers access to local, easy-to-start, and low-cost income solutions, allowing young people to quickly start small-scale businesses.



Field monitoring mission in July 2023.





46% improvement of livelihood



Learning time of just 1-3 days



Generation of an additional monthly income between \$35 and \$45



Local income solutions have **six distinctive** characteristics



Activation within 1 month



Use of eco-friendly and local materials



The start-up capital is less than \$100

**18 income solutions** identified which are shared through face-to-face and online training sessions.



**79%**

Increased motivation to continue to work in the agricultural sector



**343**

Micro-enterprises activated



**885**

Young people trained



**+30%**

Percentage increase of young people who dedicate to coffee growing



**+10%**

Percentage increase of coffee growing



*Esther is Head of Impact & Outreach at Sawa World. Her work for the Ujana Coffee project has led to a greater understanding of the needs of vulnerable communities, particularly coffee farmers, while increasing their knowledge base in the agricultural sector.*

*In 2023, she was awarded a scholarship from the Foundation that allowed her to continue her studies: she enrolled in a postgraduate course in impact monitoring and assessment and completed her first-level degree.*

**Esther Makooma,**  
Sawa World







## 8.4 PROJECTS IN ASIA

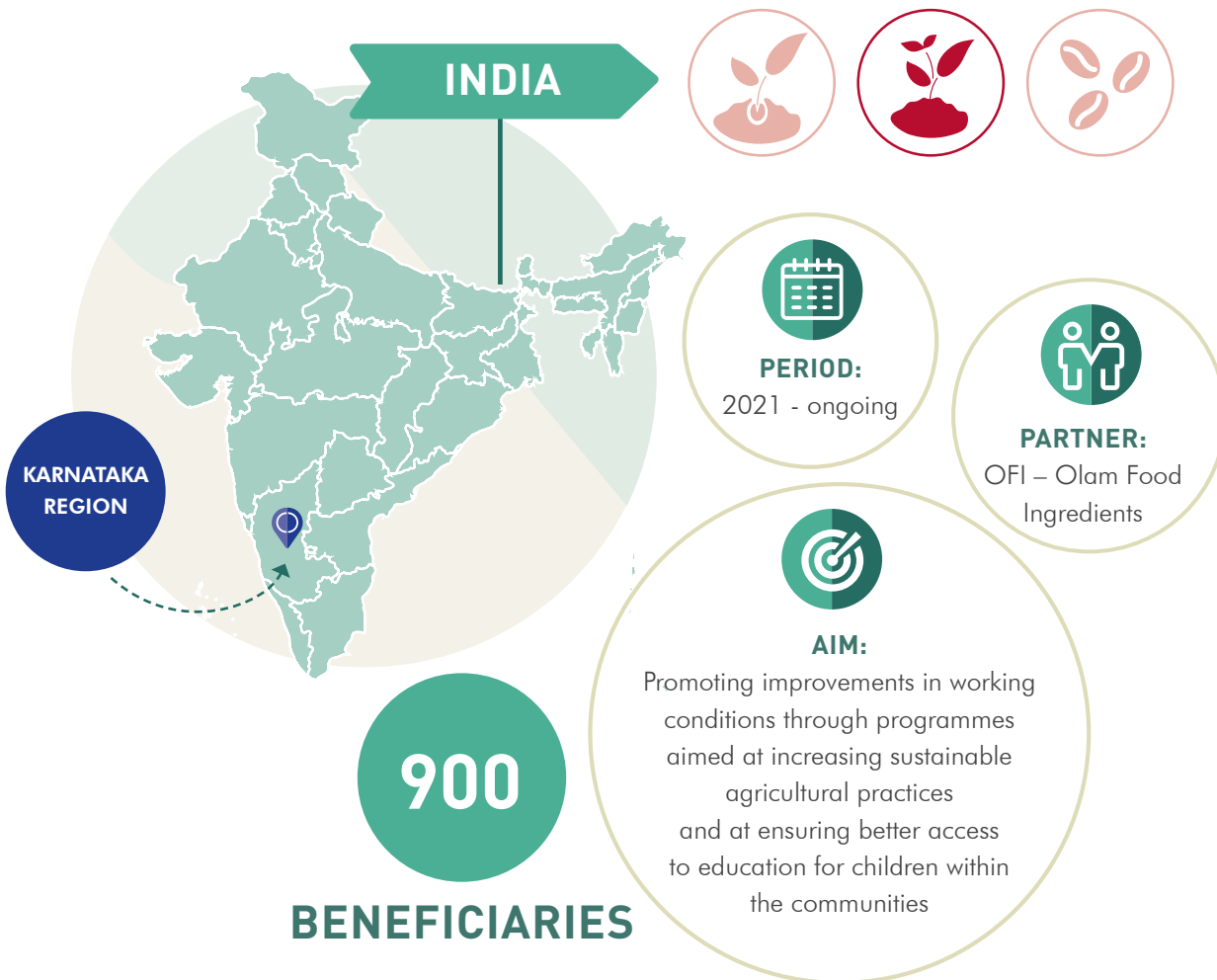
*Piper nigrum*, known as black pepper, is a plant of the Piperaceae family, mainly cultivated in Asia, particularly in Vietnam - one of its main producers - due to its favourable hot and humid climatic and environmental conditions.

In Vietnam, **pepper is often grown by intercropping it with coffee**, so as to optimise the space available, increase crop diversification and provide an additional source of income.

In addition to its economic benefits, intercropping pepper with coffee has significant environmental benefits: pepper plants **contribute to soil fertility** and can **reduce** the need for **pesticides** and **chemical fertilisers**, promoting more sustainable and environmentally friendly farming practices.

Pepper is a key element of the *Collective Action Initiative on the Responsible Use of Agro inputs for Coffee in Vietnam* promoted by the Global Coffee Platform (GCP).

## Hassan Kaafi: for valuable impact



Installation of **17 new water treatment systems** (a total of 55 systems were installed in three years).



Organisation of **12 training sessions** on pre- and post-harvest techniques.

Organisation of **4 courses** on the evaluation of green coffee and in-cup quality.



**1.006**

Medical check-ups performed



**22**

Farms involved



**1.073**

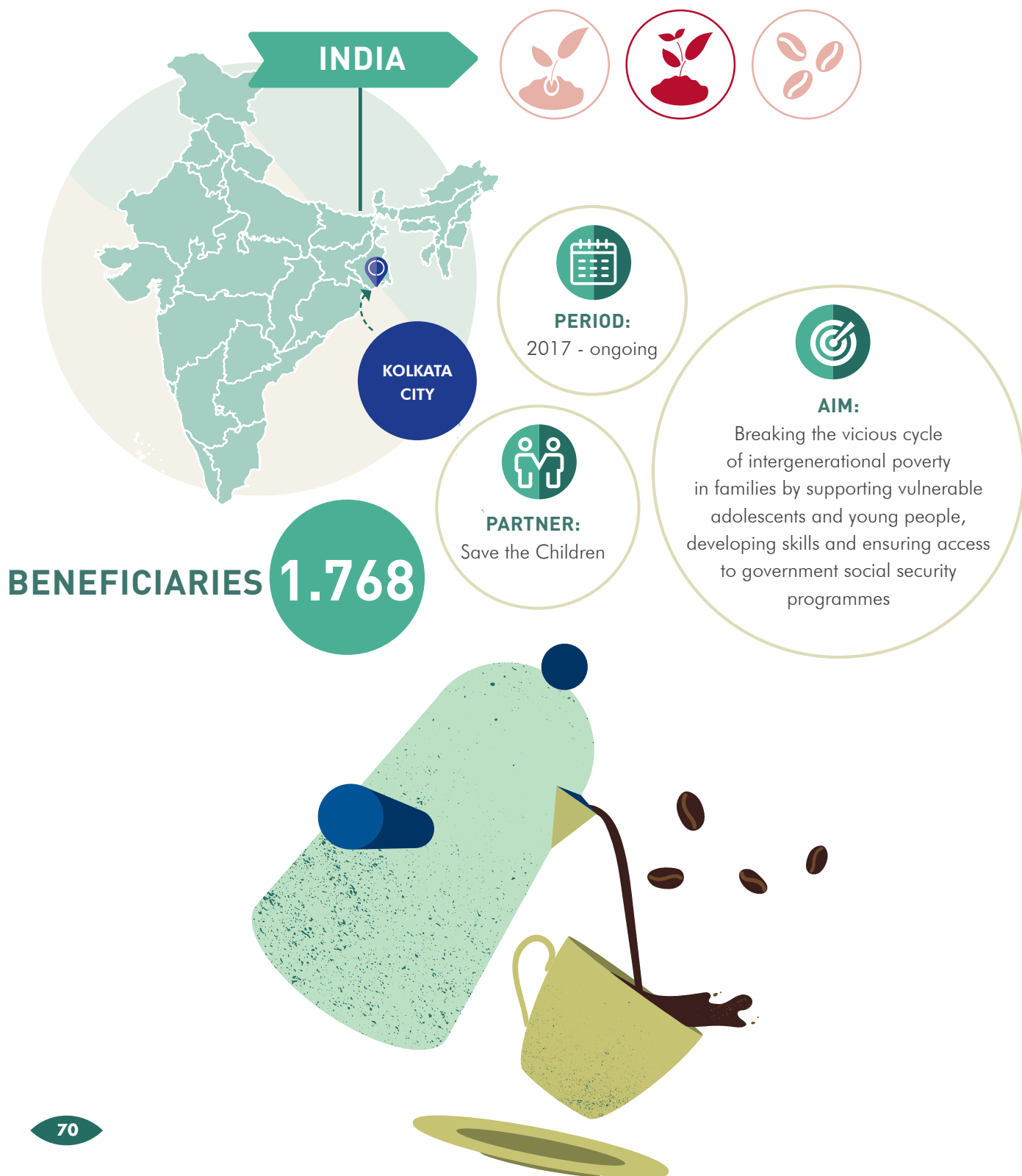
Hectares of coffee plantations



Field monitoring mission in September 2023.



## New Horizon+





Target group: **adolescents and young people aged 15-24** with minimal education and school dropout, living in poverty. The aim is to create a context suitable to support the social and economic development of beneficiaries.

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Training sessions on soft skills: active participation of **95%** of young people from urban areas and **97%** of young people from rural areas.

Involvement of **480 young people** through the **financial literacy** programme, with sessions on saving, budgeting, distinguishing between desires and needs, and understanding basic financial and banking services.

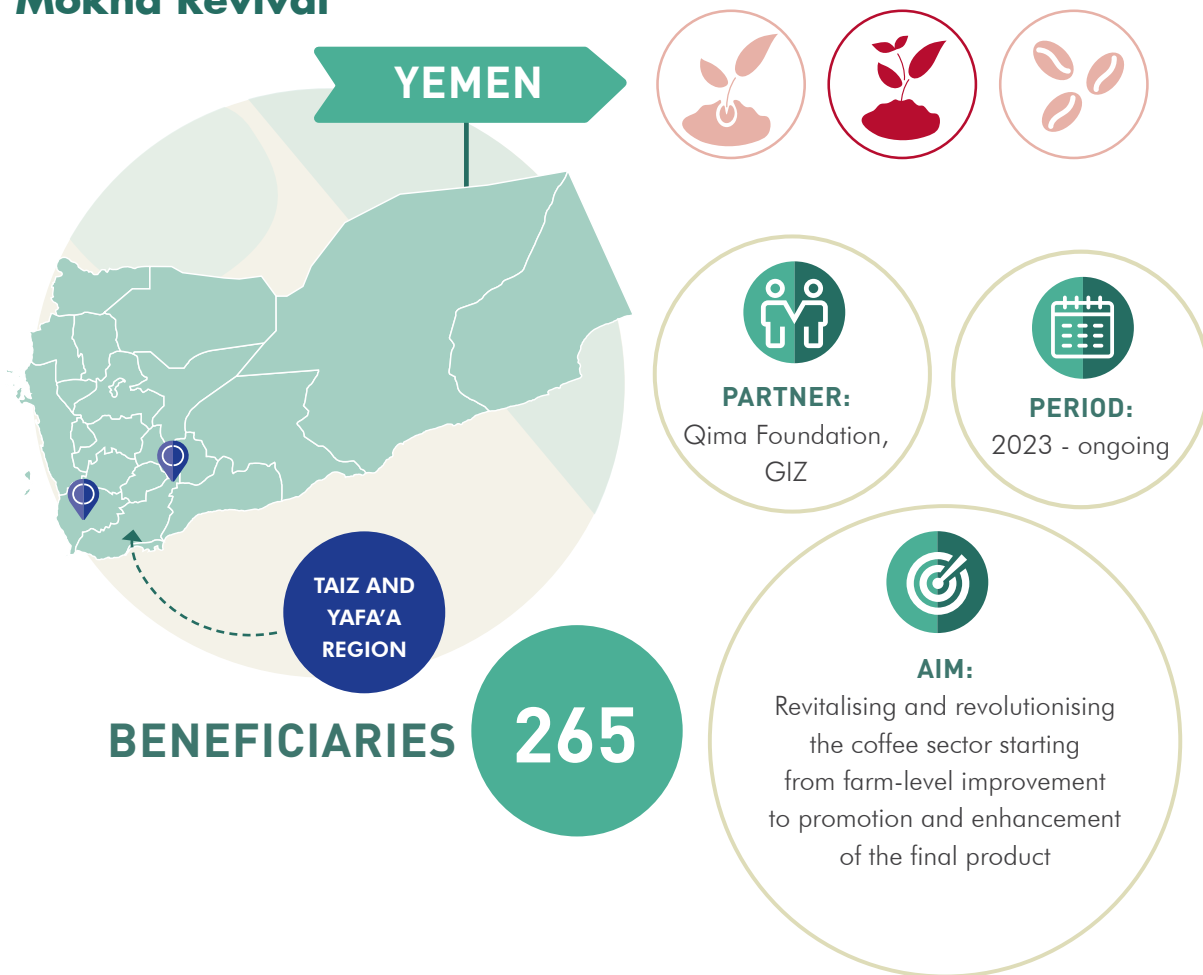
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Implementation of the **A Cup of Learning** programme, a comprehensive training path covering all the aspects of the coffee supply chain, from coffee growing to coffee preparation and service. **100%** of young people enrolled in the A Cup of Learning programme completed the training.



## Mokha Revival



**Qima Foundation and the Yemeni Ministry of Agriculture** signed a Memorandum of Agreement (MoA) to **promote development and research in Yemen's coffee industry** through training tools and programmes aimed at increasing crop productivity and yields.

Surveys were conducted on **145 households** in the five districts of Taiz, providing **14,000 data** entries covering all aspects of coffee farming, including farm and household economic trends.



Building of a **1,000 square metre plant nursery** in Bani Hammad, Taiz region, accessible to 60,000 households.

Launch of the **intercropping** programme, which provides an additional source of income, increases biodiversity, and improves food security. The *Indian Yellow* and *Sorghum bicolor* corn varieties have been used in the first three trials.





**65**

Women involved



**4.800**

Hours dedicated to training young people



*“Mokha Revival is one of Yemen’s most ambitious coffee development projects, aimed at reviving one of the most conflict-affected regions in the country, but also one of the most historic for coffee cultivation. The project has various components and aims to facilitate the generation of post-conflict livelihood, focused on mobilising women and young people. The Foundation’s support for such an ambitious project reflects the organisation’s impact-oriented ethos and willingness to engage in complex projects in challenging environments.”*

**Faris Sheibani,**  
Qima Coffee

## 9. YOUTH AS ENGINE FOR GROWTH



In coffee-producing countries, we are witnessing the gradual abandonment of the countryside by the younger generations who move to urban contexts to seek new opportunities for growth and emancipation. One of the Lavazza Foundation's great objectives is to combat this migration phenomenon, involving young people in field training programmes that can make them coffee entrepreneurs in the areas where coffee is grown.

The commitment towards communities is also reflected in the **A Cup of Learning** international programme, a way of spreading coffee culture by offering an opportu-

nity to turn this passion into a profession.

In **2023**, A Cup of Learning was extended to 3 new countries, consolidating its format both in person and online. Since its foundation in 2017, over **600 individuals** have benefited from this programme, acquiring the skills required to enter the labour market in **19 countries**: Italy, France, Germany, the United Kingdom, the Netherlands, the Dominican Republic, Guatemala, Haiti, Cuba, Honduras, Brazil, Peru, Ecuador, Ivory Coast, Uganda, India, Albania, the United States, and Australia.



*"Annet founded Barista House in the centre of Kampala in 2018. Due to economic difficulties, she had been unable to complete her education and worked as a waitress in one of Kampala's restaurants. It was here that she acquired several barista skills that inspired her to learn more. With determination, she continued her training and went on to win one of the barista competitions organised by the Ugandan Coffee Development Authority (UCDA): she was the first female winner, an achievement that inspired her to start her own business. She founded Barista House to spread the culture of coffee culture also among young people coming from low-income neighbourhoods in Kampala. She trained over 850 young people. In June 2023, Annet hosted the A Cup of Learning programme."*

**In 2023, the study support programs funded by the Foundation were developed in collaboration with the following four organizations: Global Landscapes Forum, I Santi Innocenti, Intersos, and Campo Base.**

## Global Landscapes Forum

Since 2022, the Lavazza Foundation has been working with the Global Landscapes Forum (GLF), a platform on integrated, sustainable land use. Together they are working on six projects in Kenya, Colombia, El Salvador, and Peru to support the work of young people and local communities and to restore natural landscapes.




**+ 48.000**  
trees distributed,  
and planted;

**+ 120**  
beehives built;

**+ 6.300**  
indirect beneficiaries;

**+ 300 ore**  
of activities, including training,  
on-site workshops  
and meetings.



*"Thanks to this collaboration, the people involved were not only provided with the support they need to restore crops in the field, but also with additional opportunities that have strengthened their experiences, relationships and skills."*

**Anna Bucci,**  
Global Landscapes Forum



## I Sant’Innocenti

I Sant’Innocenti is an organisation dedicated to supporting the education and training of young people, particularly from **Latin America**, by awarding scholarships to enable them to complete their academic studies in Italy. Together with I Sant’Innocenti, the Lavazza Foundation is committed to supporting deserving young people, contributing to their personal and professional development, and promoting cultural and academic exchanges between Latin America and Italy.

## Intersos

Intersos in **Yemen** continued to support the **12** students at Sana’a University supported in the previous academic year with scholarships covering tuition fees, study or research materials, food and transport. All students also have access to psychological support from staff and help in finding internship opportunities.



*“I am grateful  
for this new opportunity.  
It gave me hope and a path  
to a better future.”*

## Campo Base

The **Campo Base Association** in **Nepal** is committed to improving living conditions of rural communities in Nepal through educational projects. Worth of mention was the awarding of **21 scholarships** to the Italian Barista Training Project for young girls and boys: two weeks of intensive coffee training at Cocina Mitho Ccha and a month of training in local cafes enabled **16** boys and girls to immediately find a job.



**Doa’a**,  
beneficiary of the  
“Scholarships for the Education  
of Young Yemenis” project





# 10. THE RESPONSE TO THE HUMANITARIAN EMERGENCIES

**Sukuma wiki** is a variety of *Brassica oleracea* (wild cabbage) native to East Africa and known for its resilience and culinary versatility. The name comes from the Swahili language and means 'stretch the week', emphasising its role as an affordable and sustainable food source.

It has dark green, wavy leaves with a slightly bitter taste that becomes softer and sweeter when cooked. Rich in vitamins, calcium, iron and fibre, the leaves are an important source of nutrition.

Sukuma wiki is known for its ability to grow in almost all soil types, seasons, and weather conditions, and is available all-year round at relatively low cost. This plant is quite resistant to pests and diseases and responds quickly to locally produced organic pesticides.

It can be cooked fresh or dried and stored after harvest. More than 90% of households involved in the Seeds of Hope project have planted Sukuma wiki in their urban vegetable garden: it grows very quickly and in large quantities, making it available to all families.

## 10.1 The commitment in response to emergencies around the world

The Lavazza Foundation has made available a dedicated fund to support emergencies at global level for several years. In 2023, it enabled to intervene promptly and effectively to help the communities hit by natural disasters, conflicts, and health emergencies. Moreover, the Foundation supported inclusion activities carried out by local organisations in coffee-growing countries.

**Blue Dragon Children's Foundation** is committed to ending the trafficking and exploitation of boys and girls in Vietnam and ensuring them a free and safe future.

The following results were achieved together:



**224 people**

received support during the Covid-19 pandemic



**890 children**

attended school



**25 households**

were helped to start small enterprises



**225 children**

street children received assistance



**389 inhabitants**

of villages learnt how to protect themselves and their families from human trafficking



In Somalia, **Plan International** is committed to fighting the country's severe food crisis, aiding the communities hit by the emergency and working to ensure the livelihood and food security of vulnerable families.

It was possible to reach:



15.199  
YOUNG WOMEN AND FEMALE  
CHILDREN

who received 7.5 litres of water  
a day on average

700

DIRECT BENEFICIARIES WERE INVOLVED



*"In Somalia, the drought has caused an acute food crisis, threatening the survival of entire rural communities who have been forced to move to urban IDP camps in search of water and livelihood.*

*Plan International has immediately taken action to help hit populations in northern Somalia by developing emergency relief activities in IDP camps and host communities, for example, by distributing water and water purification tablets and rehabilitating community tanks to collect rainwater."*

**Giulio Litta,**  
Plan International Italia



**Karibuni Onlus** in Kenya is committed to ensure access to education, health care and resources necessary for the well-being of the most vulnerable communities. Thanks to its long-term commitment and widespread presence in the local area, the organisation works to improve the lives of children and their families.



**Save the Children** in Somalia aims to improve access to health care and nutrition services by identifying and treating cases of acute malnutrition and common childhood illnesses. Comprehensive quality, integrated health services were provided to **17,583** beneficiaries, including pregnant and breastfeeding mothers and children.

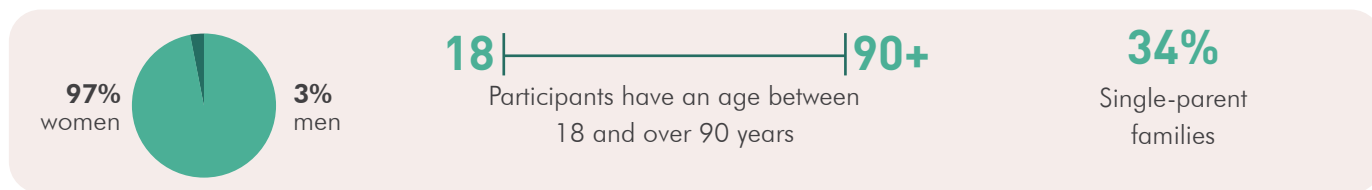


In **Uganda**, **Fondazione Italia Uganda** works to improve the food security of the poorest households in the slums of Kampala. The Seeds of Hope project **aims to develop urban home vegetable gardens, by promoting the role of women** and their active participation.



Fruits and vegetables are grown in recycled materials easily found on the streets, such as boxes, pipes, sacks, bottles, and plastic containers. In this way, the little space available is optimised and the waste that accumulates daily on the streets becomes a resource. The project was exactly set up with the objective of building resilience by using local resources.

Theoretical and practical training courses were organised for all beneficiaries to enable them to acquire the necessary skills to start their own home vegetable garden.



Project results:



“Seeds of Hope is the greatest story of change I have ever been a part of. By sowing hope, trust and responsibility in people, we have created awareness, empowerment and opportunities for rebirth.”

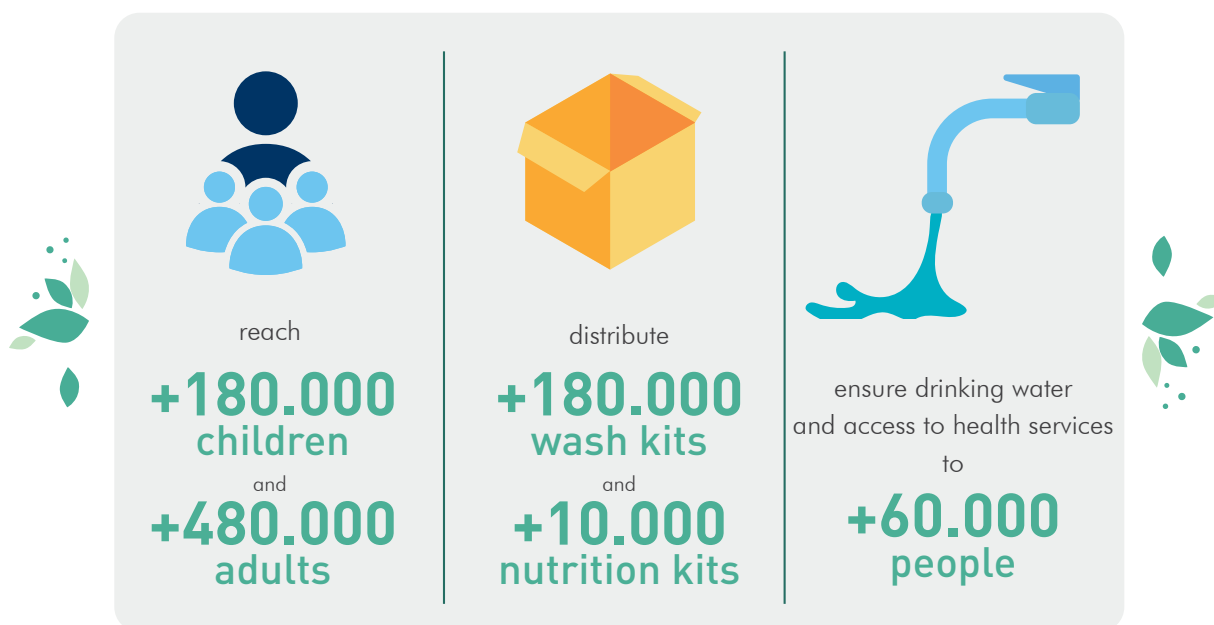
**Martina Pacilli,**  
Fondazione Italia Uganda



## 10.2 The commitment in response to the earthquake in Turkey and Syria

The Lavazza Foundation supported numerous humanitarian organisations present in the field, including Action Against Hunger, Oxfam, Save the Children, AVSI, CESVI, COOPI and Intersos to provide immediate assistance by providing food, drinking water, medical treatment, and shelter.

Together with other donators, it was possible to:



## 10.3 The commitment in response to the emergency in Ukraine

In Ukraine, together with **UNICEF**, more than 1,300,000 children were supported with basic education, while more than 600,000 boys and girls received educational materials, including emergency school kits, recreation kits and early childhood development kits.

A total of 48,785 digital learning devices and teacher training materials were distributed to schools, and more than 47,000 teachers were trained in remedial education to address educational losses.

## DIFFERENT LEARNING METHODS DURING THE WAR AND EVACUATION

UNICEF supported the national All-Ukrainian School Online platform for distance and mixed learning used by 458,700 students and 178,800 teachers. In 2023, 34 digital learning centres were opened as part of a government-led initiative to support children who do not have access to education at home, reaching 4,634 children by the end of the year.

The innovative online kindergarten **NUMO** for children aged 3-6 combines early learning content with psychological support, helping to address the deep emotional trauma experienced by children hit by the conflict.

## 10.4 The commitment in response to the emergency in Emilia-Romagna

In response to the flood that struck the Emilia-Romagna region in May 2023, the Foundation acted, following a visit to the affected areas, by directly supporting the emergency interventions of three associations.

Together with **CEFA ONLUS**, the most affected homes of families in the Romiti neighbourhood of Forlì, following the flooding of the Montone River, were selected, and contributions were provided to purchase essential furnishings such as kitchens or lost appliances.

With the **Specchio dei Tempi Foundation**, support was given to the restoration work of the Torchi primary school in Massa Lombarda: the contribution enabled the repair of damaged parts and the reopening of the school for the new academic year. Additionally, support was provided for the recovery of small local businesses.

Finally, together with the **CESVI Foundation**, interventions were made at the "Azzaroli" kindergarten in Sant'Agata sul Santerno, restoring the damaged parts of the building and allowing the children to return to their school.

# 11. THE FOUNDATION'S COMMITMENT IN ITALY

As a result of the pandemic crisis, as of 2020 the Foundation has extended its activities in Italy as well, in the areas where the Lavazza Group's offices and production plants are located.

Through funding, co-funding and co-planning initiatives, the Foundation's activities in Italy today are intended to **foster the educational, employment, social, health, food, and residential development.**

It was possible to reach the following objectives:



24 projects supported



+30 project partners involved (NGOs, local associations, institutions)



3 geographical areas impacted Turin - Barriera di Milano, Aurora, Porta Palazzo, Torino Nord (20), Gattinara (2), Piedmont (1), national project - Italy (1)

The summary table here below highlights the support that the Foundation provided to associations in 2023, with the related area of intervention:

	ACTIVITY NAME	INSTITUTION/ASSOCIATION	AREA OF INTERVENTION
1	Apertamente Cittadine project	Associazione 2PR	Educational and employment development
2	CivicoZero 2023 project	Save the Children Italia	Educational, residential and employment development
3	Il Cambio Dentro project	Associazione Terza Settimana	Social and health development



4	Fondo Sostieni Aurora project	Fondazione di Comunità Porta Palazzo	Educational development
5	WE CARE - Women's Empowerment	Camminare Insieme	Social and health development and Care project
6	Palestra Etica project	Associazione Albergo Etico	Educational development
7	Donna Autonomia project	Gruppo Abele	Educational and employment development
9	Torino Street Care 3.0 project	Danish Refugee Council Italia, Rainbow for Africa, Camminare Insieme	Social and health development
10	Torneo della Mole project	ASSD Volare	Educational development
11	Emporio Solidale project	Sermig – Arsenale della Pace	Food development
12	Maker Labs 2.0 project	Oratorio Salesiano don Michele Rua	Educational development
13	Abito project	ODV Società di San Vincenzo de Paoli Consiglio Centrale di Torino	Residential development
14	A Casa project	Unione Pastorale Migranti	Educational, residential, and employment development
15	Spazio Comune project	Turin Polytechnic, UNHCR, Mosaico – Azioni per i Rifugiati	Employment development
16	Mammografie ed ecografie gratuite project	Associazione Prevenzione è Vita	Social and health development
17	Binario 9 e 3/4 project	Associazione Lamolinara	Educational development
18	Pick Up project	Associazione Silvio Landolfi - VDF	Social and welfare development
19	Il Ritorno delle gite di Digit@to project	ACP Onlus	Educational development
20	Treno della Memoria project	Associazione Treno della Memoria	Educational development
21	Come a Casa project	SOS Villaggi dei Bambini Italia	Educational development
22	Moving Towards Adulthood project	AMECE Baity	Educational development
23	Spazio Rua project	Insieme è più Bello	Educational development
24	Forza Bimbi! project	Fondazione Specchio d'Italia	Educational development





## Social and health development – WE CARE – Women’s Empowerment and Care project

The main objective of the WE CARE - Women’s Empowerment and Care project was to strengthen the initiatives aimed to local areas and offering economic and social support to women who ask for help at the Maternal and Child Health Centre of Camminare Insieme, a multifunctional space in the Aurora district of Turin.

The project has led to an improvement in the social and socio-economic conditions of women in socially vulnerable situations during pregnancy, childbirth and up to the age of 3 of their children. In addition to a range of health protection activities, women have been supported in vocational or university training.



## Employment development - Spazio Comune project

Thanks to the Spazio Comune project, an initiative carried out in collaboration with the Department of Architecture and Design of Turin Polytechnic, the Office for Foreign Citizens of the Municipality of Turin, the UNHCR and the Mosaico Association for social promotion, the space dedicated to the Office for Foreign Citizens was requalified as a place of integration for Turin’s foreign

citizens, where counselling, information and immigration services are provided on issues relating to employment, vocational training, education and legal support and advice.

The requalification activities directly involved the Mosaic Association and the beneficiaries who ask for help to the Office for Foreign Citizens.



## Residential development – ABITO project

Together with ODV Società di San Vincenzo de Paoli - Consiglio Centrale di Torino, it was possible to renovate part of the premises — granted by the City of Turin — of the ABITO project, a clothes donation and inclusion project to combat poverty and promote integration. The renovation made it possible to move the collection service to new premises, leaving the shop free for distribution.

Works made it possible to add three half-days of distribution to the existing ones, increasing the weekly distribution by +80% compared to the previous months. 2,010 people benefitted from the project during the year. 220 of them were homeless, 720 children under the age of 16, while the remaining were adults in difficulty.





## Educational development – CivicoZero project

The Foundation supported Save the Children's CivicoZero project, a space located in the Aurora-Porta Palazzo district of Turin that aims to facilitate and strengthen the paths towards autonomy and integration for young unaccompanied foreign boys and girls. Thanks to the stronger educational support provided by

intercultural mediators, 112 people started their path towards autonomy.

In January 2023, thanks to the support of the Lavazza Group, the Free Musical Expression workshop was launched at CivicoZero, in the recording studio, as part of the Basement Café project.



“My name is Promise and I’m from Nigeria. I have been in Italy for 2 years and 6 months and CivicoZero is my second family. When I’m at CivicoZero I feel love. I have learnt a lot here. At the music workshop, we learn to work with others, we learn to love each other and to help and involve the new people who come to sing and rap. Many of the songs we write during the music workshop are about life, hope, freedom, love and not giving up.”



**Promise,**  
CivicoZero

## 12. PARTNERSHIP

The Lavazza Foundation's projects are implemented thanks to the close collaboration with NGOs, international development agencies, local entities, traders operating in the producing countries. These partners work in close contact with communities, supporting them in implementing the projects and ensuring a positive impact on the local area.

Goal 17 of the 2030 Agenda is the mainstay for the sustainability programmes of the Lavazza Foundation, which firmly believes in the promotion of a collaborative system complemented by multilateral partnerships in favour of mobilisation and sharing of knowledge, skills, technologies and resources to achieve the sustainable development goals in coffee-growing areas.

Several of the most long-lasting partnerships which contributed to the success of the Foundation's projects are listed below.



## Hanns R. Neumann Stiftung

Hanns R. Neumann Stiftung (HRNS) is an independent foundation which has been operating since 2005. It is committed to improving the social conditions and well-being of coffee growers, improving the education level of young people and fostering the protection of nature and the environment. Currently, it implements projects in 8 countries on 4 continents. In Central America, HRNS has worked directly with over **28,100** agricultural households reaching more than 77,500 hectares of agricultural land.



*“We are proud to collaborate with the Lavazza Foundation, with which we share common values and the commitment to working with the families of small coffee growers, in particular women and young people. Together we collaborate to help households improve their resilience to climate change, diversify their income, improve coffee quality and support a greater involvement and representation of women and young people within the local agricultural organisations. We can already see the positive impacts of these initiatives within the communities and the coffee-growing households.”*



**Pablo Ruiz,**  
HRNS Central America

## International Coffee Partners

International Coffee Partners (ICP) was established in 2001 by five leading coffee companies, including Lavazza, with the aim of improving the living conditions of coffee-growing communities worldwide. Through this partnership, the Foundation is committed to supporting projects that promote economic, social and environmental sustainability in the producing countries: these are initiatives designed to improve sustainable agricultural practices, provide training and technical support to farmers, promote access to education and medical treatment in rural communities and much more.

Currently, six projects are underway in Brazil, Ethiopia, Honduras, Indonesia, Tanzania and Uganda. A total of over **40,000** beneficiaries were reached in 2023.



Field monitoring mission in July 2023.

## PGE Partnership for Gender Equity

Partnership for Gender Equity is committed to promoting gender equity throughout the coffee supply chain. The approach is based on three key elements: a set of validated tools, a common language for gender equity, and an action platform that supports scalable investments and actions across the industry.

Moreover, the Gender Equity Index (GEI) tool has been developed to assess and compare the **gender equity level** within a specific organisation and in different contexts, including education, employment, access to resources and decision-making power.

## Coffee&Climate

Coffee&Climate (C&C) is a global initiative aimed at promoting sustainability in coffee growing and addressing the challenges associated with climate change, through the development of practical, innovative solutions to help coffee growers to adopt more sustainable agricultural practices.

Through research, training and consulting projects, C&C works in close contact with farmers, growers' organisations, governments, companies, and other industry's players, also contributing to disseminating greater awareness of issues associated with climate change in the industry and mobilising tangible actions to tackle these challenges. The initiative is also designed to raise awareness among consumers and to promote responsible and sustainable coffee consumption.

Results from 2010 up to date:



800+

trainers trained on Coffee&Climate solutions;



90.000+

small coffee growers participated in the training courses;



4 regioni coinvolte

Central America, Brazil, Tanzania, and Vietnam.



## Global Coffee Platform

The Global Coffee Platform (GCP) is a global initiative that brings together the main players in the coffee sector, with the aim of promoting a sustainable, inclusive, and fair production. Established in 2016, it is intended to foster the positive transformation of the industry through collaboration, the exchange of knowledge and the adoption of innovative practices.

The main objectives include promoting transparency and responsibility throughout the coffee value chain, facilitating the exchange of good practices and information among members, promoting joint initiatives to improve coffee growers' living conditions, and protecting the environment.

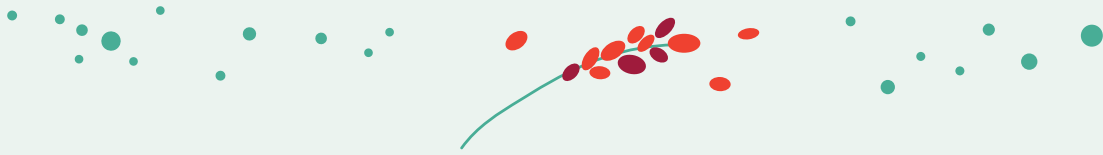
In **2023**, the Foundation continued to support two projects: the first in **Vietnam**, for the sustainable production and responsible use of agricultural inputs, developed in partnership with the International Labour Organization (ILO) to create guidelines for sustainable coffee production complemented with occupational health and safety issues; the second in **Brazil**, for an initiative focused on the collective social well-being of coffee growers, with a view to improving their living and working conditions.



*"Many people appreciate our family's coffee plantation and want to learn from our farming experience. I enthusiastically share the knowledge I have gained by mentoring other farmers and I even visit their plantations to help with soil preparation and sowing. The Global Coffee Platform training project has changed my family's life and I hope it will be extended to help many more farmers."*

**Ho Thi Thuy**  
Project's beneficiary





## World Coffee Research

World Coffee Research (WCR) is a global non-profit organisation committed to improving quality, sustainability, and profitability of coffee production worldwide, through scientific research. Its aim is to develop and disseminate genetically different varieties of coffee, adapted to the specific needs of growers, consumers, and the environment, in partnership with research institutions, farmers, coffee industries at global level. It also aims to identify, develop, and disseminate the best agricultural and genetic practices.

Agricultural research and development, especially at agricultural level in low-income countries, are the most effective tool to reduce poverty and encourage rural economic growth.

Through the WCR, the global coffee industry can invest in its common future to ensure the supply of high-quality coffee for future generations.

In 2023 alone it was possible to reach the following results:



Launch of Innovea, a global network bringing together 9 countries to produce climate resilient Arabica varieties. Over 5,000 new seeds are already sprouting;



Launch of an Arabica genetic fingerprinting tool that drastically reduces the cost of variety identification and genetic traceability;



Calculation of the coffee R&D deficit of \$452 million per year, instrumental to increasing investment in agricultural innovation;



Dissemination of an open-access catalogue of Robusta varieties among coffee growers.



PARTNERSHIP





# 13. A YEAR OF EVENTS



## Field monitoring missions

COUNTRY	PROJECT	PARTNER
● Guatemala	Coffee to Be Reborn	Verdad y Vida
● Honduras	Climate Smart Region	Hanns R. Neumann Stiftung
● Mexico	Maya's Coffee	Louis Dreyfus Company
● Brazil	New coffee landscapes for future generations project	International Coffee Partners
● Uganda	Ujana Coffee A Cup of Learning programme	Sawa World
● Colombia	The city of coffee	Engim Internazionale
● India	Hassan Kaafi	OFI - Olam Food Ingredients
● Guatemala	A Cup of Learning programme	Hanns R. Neumann Stiftung
● Cuba	Creation of the BioCubaCafè Economic Association	





**08.03**

Photography exhibition Beans of Inclusion at Nuvola Lavazza in Turin (Italy) on the role of women in the coffee supply chain

**12.06**

Photography exhibition on the A Cup of Learning programme at the Trento MUSE

**29.09**

Launch of the Center for Circular Economy in Coffee during the World Coffee Conference in Bangalore (India)



**20.11**

World Children's Day: an international event streamed with Save the Children Italia

**19.10**

Event to launch the More than Us Calendar dedicated to the 20th anniversary of the Lavazza Foundation. Publication of the first website and the first Social Report of the Foundation

**03.10**

Initiative Mobile Mammography and Ultrasound Unit initiative for local communities in Turin (Italy)



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### Acronyms

C&C – Coffee&Climate  
GAF – Grupo Empresarial Agroforestal  
GCP – Global Coffee Platform  
GRI – Global Reporting Initiative  
H.E.I. – Hecho En Italia  
HRNS – Hanns R. Neumann Stiftung  
ICP – International Coffee Partners  
INAF – Instituto de Investigaciones Agroforestales  
LDC – Louis Dreyfus Company  
ONG – Organizzazione Non Governativa  
R4A – Rainbow 4Africa  
R&D – Research & Development  
SDGs – Sustainable Development Goals  
UNDP – United Nations Development Programme  
UNICEF – United Nation International Children’s Emergency Fund  
WCR – World Coffee Research

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