



BEANS THAT MADE HISTORY

PHOTOGRAPHS Steve McCurry — TEXT Mario Calabresi





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« Talking about food means talking about many different things, about anthropology, economics, ecology. A multidisciplinary and holistic approach is needed to ennoble production. »

— Carlo Petrini



20 YEARS IN THE FOUNDATION'S HISTORY

The Lavazza Foundation's project in Cuba shows us how dreams of a different, more sustainable future can come true. Stories like Tony Infante's exemplify the value of 20 years of work.

THE MESSAGE BEHIND THIS STORY: BUILDING A FUTURE

The message behind this story has the face of Rafael Antonio Infante, also known as 'Tony', a rancher from the Sierra Maestra who bravely decided to turn his life around and take a road that seemed all but lost. Tony used to rear cattle in this mountain range in eastern Cuba and could have never imagined a different future for his land. The Sierra Maestra, the area where Fidel Castro started his revolution, is now the heart of a new revolution, that of organic coffee.

Until a few years ago, no-one thought that this land could be used to grow coffee. Decades of embargoes and crises in the sector had decimated a production that had reached a peak of 50,000 tons a year in the 1950s before plummeting to just 8,000 tons.

But Tony, sporting his thick black moustache and habitual white panama, decided to turn over more than a third of his land to growing organic coffee, believing that it would

be more secure and profitable than cattle. This did not mean taking a leap in the dark. It meant joining a project for change launched in 2018 and supported by the Giuseppe and Pericle Lavazza Foundation to resurrect coffee growing in Cuba.

The coffee grown by Tony and 170 other farmers who made the same choice became 'La Reserva de ¡Tierra! Cuba', a blend resulting from a shared value creation process along a fully traceable supply chain.

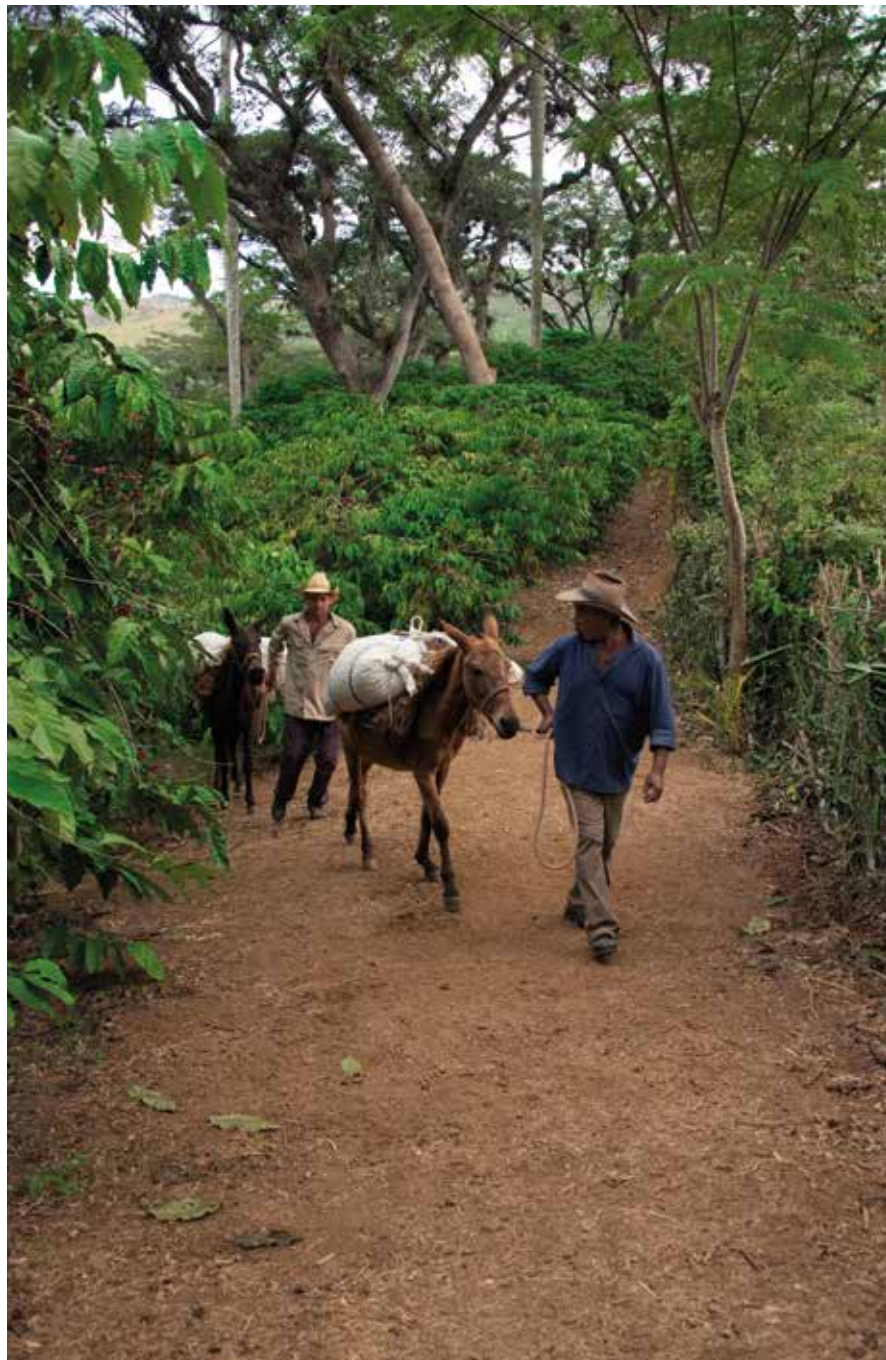
The Cuba project speaks of a sustainable future and new possibilities. It gave rise to an Economic Association, a joint enterprise whose aim is to support the growth of the Cuban coffee supply chain, weakened in the past by decades of exploitation and deforestation. But local production still has untapped potential and this is the focus of the activities of a joint venture formed by the Lavazza Foundation along with the Cuban government. Shared commitments like this have allowed us to make the project launched in Cuba the springboard of this story and the symbol for the next twenty years of the Lavazza Foundation.



CUBA, 2018



CUBA, 2018



CUBA, 2018

THE FOUNDATION'S ROLE: OPENING NEW PATHS

By its very nature and since its inception, the Foundation's role is to open up new roads. But to do this, it had to build and reinforce partnerships. In Cuba, the Foundation took its first steps alongside Oxfam and then entered into an agreement with the government under which a joint venture involving Grupo Agroforestal and the company Hecho En Italia, founded by the Agency for Cultural and Social Interchange with Cuba with the Cuban Ministry of Agriculture, was established.

A partnership that was essential yet unprecedented and that therefore had to be studied and understood. And this holds true for each of the fifty plus projects launched in over twenty countries in recent years. These projects were launched on the back of in-depth assessment of the specific situation of the territory and a commitment to enter into partnerships with local organisations already active there.

**Together we can go far:
projects are the result
of partnerships with
local and international
organisations.**

As an African proverb goes, 'if you want to go fast, go alone, if you want to go far, go together'. This is the spirit that has driven the Lavazza Foundation's work over its first 20 years, and perhaps it is why it has decided to celebrate this anniversary with a 2024 calendar that looks to Africa and the power and wisdom it can inspire. Twenty years of history, year by year: a timeline of dates and happenings, but above all of people. ☪







A STORY THAT STARTS WITH A HARVEST

One of the seeds that gave birth to the Foundation was planted in Bogotá. It was 2001, the coffee sector was facing a crisis, and there were people who spoke of 'sustainability' at a time when the word was hardly ever used.

2001

As is only right, it all started over a cup of coffee. It is early 2001, in Colombia. One Sunday morning two colleagues – two friends – sit chatting at a table in their hotel, Casa Medina, a popular hangout in the capital Bogotá. Enjoying the tropical vegetation and a laid-back atmosphere. This is the ideal time to muster one's forces and reflect. The two men are Mario Cerutti, Lavazza's green coffee buying department director at the time and now Secretary of the Foundation, and Markus Fischer, resident in Costa Rica and global head of sustainability projects at Volcafe, one of the largest traders in the sector.

At that time, 'business trips' lasted weeks and Sunday really was a day of rest. Mario and Markus, great coffee drinkers, chat for hours. But they do not rest. Quite the opposite in fact, they itch to do something. The beginning of the new millennium sees the coffee sector in a deep crisis with low prices and small producers in trouble. And so it is that at that table ideas begin to take shape that address 'sustainability', a word which then, far from

being on everyone lips, was hardly ever used. At that time sustainability meant the need to support small-scale producers both economically and socially, in terms of quantity and quality of production, and above all adapting farming methods to climate change, another issue that was not addressed with any great deal of urgency at the time. The reason was clear: it was unconscionable to stand idly by.

At this point let's take a step back in time, to the only really meaningful one in a story that looks to the future. Because this spirit of rebellion against a situation that creates social and environmental injustice, and seriously endangers an industry, has roots as distant as they are familiar.





INDIA, 2011



INDIA, 2011

1934

It is 1934. Luigi Lavazza, the company's founder, is 75 years old and about to retire to Murisengo, the village in the Piedmont hills where he was born. He arrived in Turin at the age of 26. He had worked first as a waiter, then as a salesman, and as a manager in a match factory. In 1895, he bought a small grocery store in Via San Tommaso where he sold spring water, oil produced in Sanremo and, above all, coffee. His success arrived from the idea of creating different blends of coffee: starting from this small store, Luigi went on to open an industrial plant in Corso Ponte Mosca. By the mid-1930s, the company was in the hands of his sons, Giuseppe and Pericle. But before 'hanging up his gloves', Luigi travelled to Brazil. He set sail from the port of Genoa on the 'SS Conte Biancamano', the flagship ocean liner of the Italian passenger fleet at that time. This was the first time Luigi had embarked on a transatlantic voyage. He wanted to see the coffee plantations for himself, to meet the producers, to understand how the fruit that had become his job, his family, his life, was born.

Notes about Luigi Lavazza's visit to Brazil remain in his travel journal. It was 1934 and it was a bitter journey.

A travel journal with his notes in pencil chronicling this journey day by day still remains. It was a somewhat bitter journey for him because at that time, during one of the global fluctuations to which raw materials are subject, coffee prices had plummeted and the Brazilian government had decided to destroy tons of the harvest to counter the excess supply. On 12 May, Luigi visited the coffee warehouse in São Paulo and wrote: 'they have taken us to the warehouse where the coffee is burnt (it is disgusting to see it destroyed). They showed us other places where tons of sacks have been destroyed (it seems incredible!)'. On his return to Italy, he retreated to Murisengo where he had planned to live out his retirement years, but not before supporting and financing the opening of a kindergarten: a way of giving back to his home town what he had received from it, solid values such as strength, hard work, perseverance, respect and gratitude.

But in the meantime, that trip and the brutal discovery of what was happening in Brazil, the planet's leading coffee producer, had left a mark in the company's primordial memory that over time would become a choice and a necessity. Since then, the Lavazza family tree has embraced sustainability, the duty of a relationship with the land and the people who cultivate it. ☕





¡TIERRA! IS BORN

The Lavazza Foundation builds on the experience of ¡Tierra! and of the first three projects in Colombia, Honduras and Peru, born in the spirit of a shared goal: good agricultural practices and social support.

2002—2004

The ideas formed in Bogotá that Sunday morning in 2001 find fertile soil in which to grow. Projects are launched in three countries, Colombia, Honduras and Peru, and given a single, recognisable and evocative name, as clear as if it were a programme in itself: ¡Tierra!.

Three different projects, developed according to shared good agricultural practices, adapted to the different territories. But it is clear from the outset that agricultural practices alone are not enough. The areas are remote, both geographically and in terms of their characteristics, yet they face the same problems: open wounds left by armed conflicts, territories exploited for illegal activities, the drama of the 'coyotes', middlemen who control the market and are out to make a profit. When the campesinos are in difficulty or need money, the 'coyotes' act as loan sharks, exacting interest of up to 60%. This is the reason why ¡Tierra!'s first projects include social support programmes such as micro-credit schemes open to all.

HONDURAS: LA FORTUNA

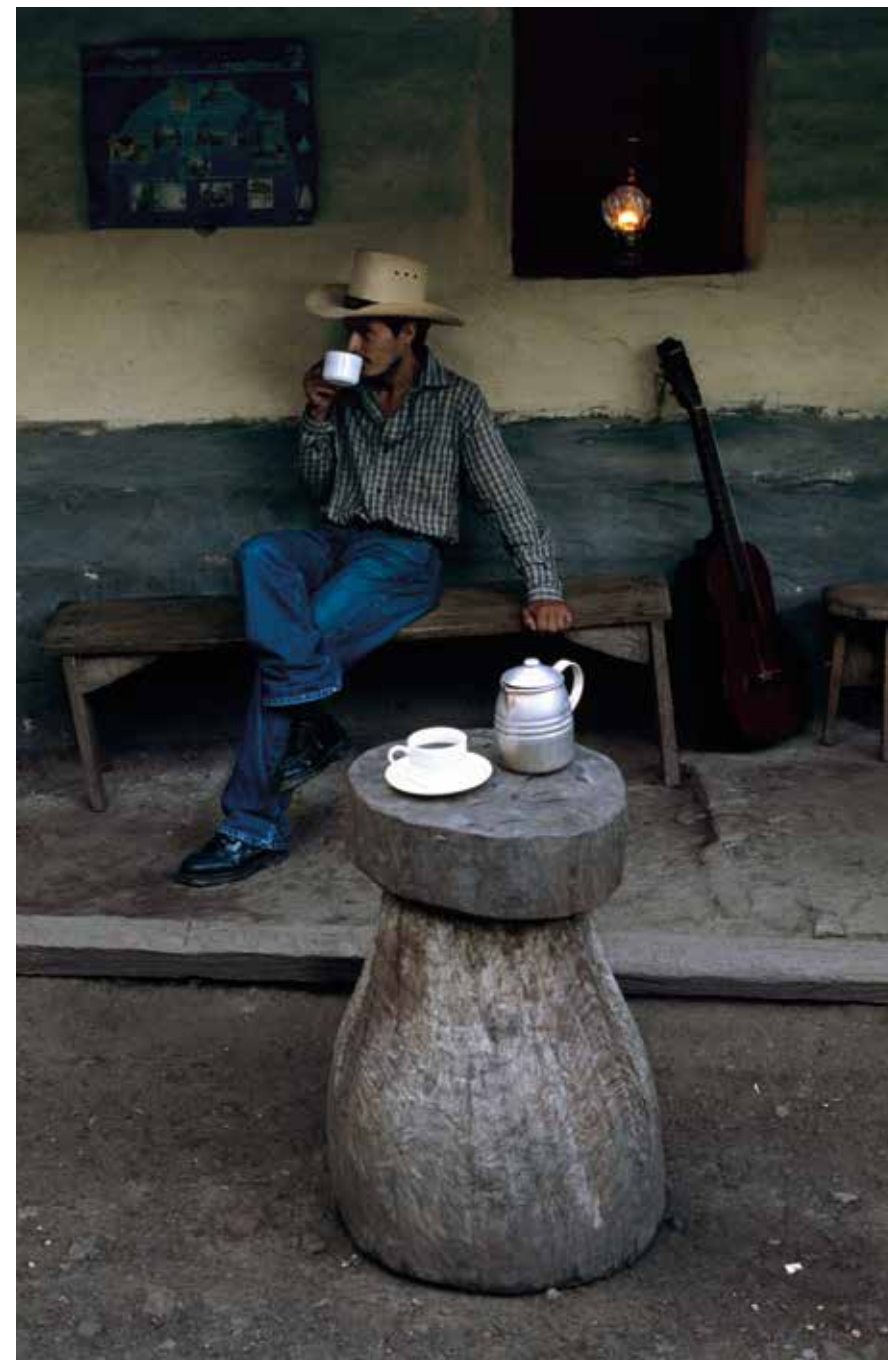
¡Tierra!’s adventure begins in the Cusuco National Park (the name for the armadillo in the native language) on the border with Guatemala. In a village called La Fortuna to be exact, a haven of biodiversity threatened by the illegal timber traders operating in the forest. La Fortuna is on the edge, in a sort of buffer zone between the forest and the world. Sixty-four families live there. It is a village with no real centre or square; a network of streets connect the sixty-four dwellings, all built close together. Coffee growing is its only activity. The houses are almost all made of wood and mud, without electricity or toilets. It is a fairly recent settlement of people arriving from the poorest areas of the country on the border with El Salvador and Guatemala. A potentially excellent coffee is produced

here but for too long the campesinos have had the bad habit of harvesting at random without following a clear calendar.

What changed things and made the difference was a machine that allowed the grains to be sorted and washed.

What has changed things and made the difference is a machine that Lavazza donated to the community which allows the beans to be selected and washed, a process known as ‘wet milling’. This technologically

advanced machine is able to pulp up to 5.5 tonnes of coffee cherries, the fruit of the plant, in one hour. Besides providing machinery, Lavazza has built a school, a space that has become a reference point for a community that until then did not even have a public place to gather in. A school built with the ambition of reducing illiteracy among the inhabitants and promoting a spirit of inclusion for children with different needs and vulnerabilities.



HONDURAS, 2004



COLOMBIA, 2004



PERÙ, 2004

COLOMBIA: LA ESPERANZA

The next step has a meaningful and promising name too: that of the village of La Esperanza, a couple of hours from Neiva, capital of the Huila department. It nestles in a valley in the heart of the Andes where one of the best coffees in Colombia grows thanks to optimal climatic conditions and a land rich in water. Here, too, the campesinos need to break free from the blackmail of the 'coyotes'. In addition to the equipment needed to process coffee cherries, Lavazza is committed to improving the quality of life and creating more dignified housing conditions. Many farmers lived in huts suitable only for storing tools, lacking electricity, running water and facilities, and without the tools needed to pulp and dry the coffee. Being scattered throughout the territory, they all needed their own small 'wet milling' machine along with a solar-powered dryer consisting of overlapping and sliding circular coverings able to protect the crop from the elements, especially rain; in fact, the drying process must be uniform so as not to damage the coffee.

In this unique and precious land, Lavazza worked with the Colombian branch of the Rainforest Alliance that helped the producers obtain sustainability certification and organise their activities as a real business, using registers and accounting ledgers to document their activities and manage the resources. The requirements to obtain certification included improving the quality of the land, abandoning environmentally unfriendly traditional practices such as 'quemadura', the custom of setting fire to fields to prepare them for new sowing. A practice that pollutes and risks causing environmental disasters. Certification is like a school qualification but does not have unlimited validity; it is conditional on periodic checks on the 'manejo' of the coffee that must always respect the land, the people and the product.

Lavazza has worked with the Colombian arm of Rainforest Alliance to help the producers involved obtain sustainability certification.

PERU: VILLA RICA

Villa Rica is located in the Peuvian jungle; it is very poor and almost completely depopulated. To get there you have to climb up to 5000 metres, where the highest railway in the world passes, and then descend to 2000-2500 metres. For small producers, the dynamics are the same as in Colombia and Honduras, the 'coyotes' are always lying in wait. The population is mixed: two communities of Yanasha ethnic origin, white settlers of German origin and 'mestizos'. The Yanasha have a unique history and social organisation: they are pacifists with a democratic system of government with biannual rotation of office in which men and women enjoy the same rights. Nagazú and Churumazú are the names of the two

Nagazú and Churumazú, communities with a strong social fabric and a deep-rooted culture of sharing.

communities where high-quality coffee is produced and where ¡Tierra! has planned different projects with the common feature of being centralised. This has been possible because these communities have a strong social fabric and a culture of sharing, with the advantages of lower costs and reduced environmental impact. The project envisaged the supply of solar-powered dry-

ers, that are more efficient than traditional ones, and sustainable processing techniques for the production of organic fertiliser that exploit the fly reproduction cycle in a highly original way, and are therefore natural and ecological.

This has a clear social value, which is just as important as the economic one. In the ¡Tierra! project, indigenous communities and settlers work together for the common good and overcoming the historical distrust in a balance of innovation and conservation to be pursued day by day, season by season. ☪







THE FOUNDATION'S FIRST TEN YEARS

The Foundation was established in 2004 with big ambitions, but it did not start out alone: it networked, forged new partnerships with local authorities and extended collaborations with important non-governmental organisations.

2004: THE BIRTH

The activities of iTierra are just the start of the exciting journey undertaken a couple of years after their launch in 2004, when Lavazza established the Giuseppe and Pericle Lavazza Onlus Foundation.

This marks an important new chapter in a story being played out in coffee-producing communities around the world, a story of commitment that takes shape with ambitious events and projects. The Foundation does not do this on its own: it networks, launching new partnerships and reinforcing relations with important non-governmental organisations, from Save the Children to Oxfam, from Slow Food to CESVI, and alliances with small local associations, with the aim of broadening the geographical horizons and the social and environmental impact of its activities.

There is a photograph, which apparently doesn't bear a close relationship to coffee, but in which Steve McCurry tells the story of the work from which the Lavazza Founda-

tion's commitment to coffee began. It portrays a girl sitting at a school desk, surrounded by her classmates, a pencil in her mouth and her eyes bright and alert. The caption says that the teacher is explaining how the name of their village, Churumazú, in the heart of Peru, comes from the word *Chiron*, the Yanesha name of a small bird native to the area. This portrait taken by the famous American photographer is a symbol of how commitment to the land means first and foremost caring for its soul, its young people and its women: this is the main mission of the Foundation which acknowledges the value and strength of communities rooted in their land since the dawn of time.

2010: COFFEE&CLIMATE

Climate change, another buzzword that perhaps didn't alarm us as much back in 2010. However, even back then it was clear that we couldn't talk about the future of crops, including coffee, without acknowledging, monitoring and combating this global phenomenon.

This is why, just a few years after its creation, the Lavazza Foundation joined 'Coffee&Climate', a project involving various players in the coffee sector including traders, roasters, agronomists, trainers and small producers, united by the common goal of reducing and counteracting the effects of climate change. Setting aside the spirit of market competitiveness, the partners of 'Coffee&Climate' study the effects of climate change on coffee

production and quality, and strive to develop and disseminate agricultural techniques that can be easily adopted even by small producers. An alliance is an act of responsibility, able to open doors to shared knowledge.

The partners of 'Coffee&Climate' have the shared aim of combating the effects of climate change.





TANZANIA, 2012



TANZANIA, 2012

2014—2015: THE FOUNDATION TURNS TEN

'Feeding the Planet, Energy for Life'. This was the theme of Expo 2015 in Milan, where Lavazza's presence was also and above all felt in the Italian Pavilion, where a huge steaming cup welcomed visitors and the aroma of coffee enveloped the public. The coffee was ¡Tierra!, showing that the company was already making choices that followed in the footsteps of its Foundation.

The Foundation's first 10 years have been a valuable learning curve for the people of Lavazza. Those years offered great insight on the major economic, social and environmental sustainability challenges faced by the producer Countries. A commitment to more sustainable growth begins to take shape in the company. And it is in the light of this commitment that Lavazza decides to start monitoring its impact: hence the first Sustainability Report drawn up on a voluntary basis. ☘

The Foundation's first 10 years have been a valuable period of growth for Lavazza's people.







WOMEN AND YOUNG PEOPLE AS DRIVERS OF CHANGE

Ten years on, women and young people are increasingly at the heart of the Lavazza Foundation's commitment in South America and around the world.

2015: COLOMBIAN WOMEN

2015 is a watershed year in the Lavazza Foundation's history, not only due to global events but also to the ability to make a difference in people's lives. That year sees the birth of a project that has changed Johana's life and, with hers, that of hundreds of other Colombian women and men.

The fact that Johana's life would be an uphill struggle was clear from the moment she was born. Her mother didn't take care of her or her other thirteen children. They were all farmed out, sent to relatives or acquaintances. Johana grows up in Mesetas with her grandfather, and only manages to go to school for a couple of years. By the time she is thirteen, she has already been a labourer in illegal cocaine plant fields and a factory worker in a textile factory. Above all, she already has a partner who is almost 30 years old and with whom she soon moves to a farm with 30 hectares of land. A place that could promise much, but for Johana turns into a place of violence. With him, she brings five

children into the world and with him she decides to allocate part of the arable land to lucrative coca leaves. On the rest of the land they grow coffee and vegetables for family consumption, and rear some animals.

Their lives change dramatically one morning in April 2008, when there is a gunfight on their land between an armed group of the FARC (Revolutionary Armed Forces of Colombia) and the army. Bullets penetrate the wooden walls of their home, Johana lies on the floor on top of her children, protecting them, while her husband hides under a mattress. The house is hit 87 times, almost all the animals are killed, and the family is forced to

‘Coffee as a megaphone of peace’, set up in 2015, has seen the participation of around 900 people, a third of whom women.

leave. But Johana soon decides to return, to resist, because her life is the land, and she wants to cultivate it. As soon as they start up again, deciding to stop growing coca and make room for coffee, they suffer another blow: an aeroplane spreading pesticides on the illegal coca plantations mistakenly also sprays their soil. They lose everything. Johana gets back on her feet once again.

She leaves her husband, finds another partner and they decide to try to make a living from farming and growing coffee. But her most ambitious dream is to offer all her children an education, to do what she wished for as a child. She manages to do this by joining the ‘Coffee as a megaphone of peace’ project, launched in 2015 under a partnership between the Lavazza Foundation and ‘Fundación Carcafe’.

‘Coffee as a megaphone of peace’ has seen the participation of some 900 people, a third of whom women, and has led to the creation of sustainable farms and the dissemination of new agricultural techniques designed to tackle climate change. Above all, it has promoted the planting of around 1 million new coffee plants and 17,000 trees to shade them and produce fruit.



CUBA, 2018



VIETNAM, 2013



VIETNAM, 2013

2016—2017

Ten years after its foundation, women and the younger generation are increasingly at the heart of the Lavazza Foundation's commitment in South America and around the world.

The 'Coffee to Be Reborn' Project is launched in Guatemala in 2016, along with the Asociación Civil Verdad y Vida to give a group of women the opportunity to revive small family coffee growing businesses.

They are truly remarkable women. They bear on their flesh and in their family history the wounds of the bloody armed conflict that has blighted almost forty years of Guatemalan history. They are women who, aware of their rights and potential, through work regain the dignity that violence has denied them.

Under this project, 180 women from five different communities have not only started to produce high-quality coffee again, but have taken huge strides in its commercialisation by marketing it collectively, with a positive impact on their lives and those of their communities.

On the other side of the world, in Calcutta, India, a young girl called Pinki is forced to leave school and do small jobs to help her family. With the support of Save The Children, Pinki finds – coffee after coffee – a path that can offer her stability and gratification. Indeed, she is one of the people who joined the 'A Cup of Learning' programme, a coffee training project set up in 2017 under the partnership between the Lavazza Foundation, the Lavazza Training Centres, and various NGOs and local associations with which the Foundation has been working for a long time. To date, "A Cup of Learning" has offered tangible opportunities to hundreds of young people across 19 Countries, from Albania to Haiti, some coming from economically disadvantaged and socially vulnerable backgrounds. It is a programme that puts people at the centre: the young participants' thirst for learning and autonomy encounters the skills of the Lavazza Group's coffee experts and the knowledge of the local authority representatives. ☪

The women involved, aware of their rights and potential, regain the dignity that violence has denied them.





A SIGN THAT CROSSES BORDERS

The history of the Foundation is made up of people, alliances and partnerships. Over the years, it has become an integral part of the network of large international non-governmental organisations under the banner of change and sustainability.

2018—2021

In addition to its commitment to communities and individuals, the Lavazza Foundation has joined the network of large non-governmental organisations linked to coffee production, from institutional to private ones, and has forged relations with many local government institutions, setting up important sustainable development projects.

These include the partnership with World Coffee Research (WCR), of which the Lavazza Group is also a member, committed to researching innovative practices and new coffee varieties that can guide growers towards increasingly sustainable production. The watershed came in 2018 when the Foundation and the group, with other sector players, promoted the publication of the genome sequence of *Coffea arabica* with WCR, a tangible commitment to address the impacts of climate change. Research continued and focused on coffee varieties best suited to the climates of the future.

In developing its activities, the Foundation joined the Slow Food Coffee Coalition (SFCC), a global open network that brings together all the players in the coffee supply chain, from producers to roasters, from distributors to consumers, united by their love of coffee and inspired by the principles of the Slow Food movement, namely the idea of good, clean and fair food. Another journey through the coffee supply chain, a story of relations and passion.

The Foundation also pursues another alliance: collaboration with International Coffee Partners (ICP), an organisation that Lavazza helped to establish back in 2001 and which – from a strictly pre-competitive perspective – aims to set up, develop and monitor projects that spread best agricultural practices among small coffee producers.

In a world where monoculture threatens the diversity and survival of ecosystems, the Foundation is committed to promoting sustainable agricultural practices that favour the harmonious coexistence of coffee and other native plants. This is essential to preserve not only ecosystems but, above all, the quality and unique taste of each variety.

The Foundation promotes agricultural practices that favour the coexistence of coffee and other native plants.

And in the dense forests of Ecuador, where nature dances to the rhythm of the wind, a story of commitment and preservation of ecosystems is born. In 2019, the Foundation was asked to take part in an ambitious project undertaken by UNDP, the United Nations Development Programme, to promote zero-deforestation coffee in Ecuador, in collaboration with the local Ministries of the Environment, Trade and Agriculture. The project arose from the urgent need to protect Ecuadorian forests threatened by deforestation. Once again, this was achieved by sharing goals with local authorities, such as the government of Quito, the only way to have a real impact on the environment and society. This was confirmed by the creation, in 2022, of zero deforestation coffee certification, the first of its kind in Ecuador.

And in the dense forests of Ecuador, where nature dances to the rhythm of the wind, a story of commitment and preservation of ecosystems is born. In 2019, the Foundation was asked to take part in an ambitious project undertaken by UNDP, the United Nations Development Programme, to promote zero-deforestation coffee in Ecuador,



INDIA, 2011



PERÙ, 2004



INDIA, 2011

GUARDIANS OF THE FOREST

Combating deforestation is accompanied by support for reforestation. Indeed, the Foundation is committed to an environmental project for the conservation and sustainable management of Brazil Nut forests and to supporting native communities in the Madre Dios region, in the heart of the world's largest tropical forest. The project, created in collaboration with CESVI, the Peruvian Ministry of the Environment and the indigenous communities, promotes a reforestation programme in which the members of the indigenous communities are called on to preside over the conservation of the existing forest heritage, thus becoming its 'guardians'. The project also includes the planting of new trees and plants. Since 2020, 5,000 Brazil Nut trees, a species that can live for up to 800 years with a CO₂ stock of around 64,000 kg over its lifetime. In addition, 15,000 fruit trees have been planted, providing indigenous communities with food and a source of economic income.

Thanks to reforestation, 700 hectares of primary forest have been recovered and over 600 people have found new hope with substantial improvements in their social and economic conditions.

Under the project with CESVI, 700 hectares of primary forest have been recovered in the Amazon Rainforest.

These were the themes of the 2021 poetic documentary film *'Amazonia - The Final Season'* that explores how water is able to continually change form for the sake of the forest. The narrator is Ben Harper, a singer and activist who has inspired crowds to sing along with him: "I can change the world with my own two hands".



'I PRIMI' (THE FIRST)

A project with the evocative name 'I Primi' was launched in 2021 in the heart of ancient Yemen, in collaboration with the Qima Foundation. To date, it has reached 1,580 people with two main aims: to promote women's inclusion and to develop the coffee supply chain – above all that of specialty coffee – by disseminating good agricultural practices and implementing works to support producers. Thanks to this project, for the first time in Yemen women producers have been able to directly market their products on the world's premium coffee markets, those with the highest profitability. Furthermore, the country's largest coffee nursery with a capacity to distribute 150,000 coffee seedlings every year along with high quality, genetically controlled coffee plants was established.

But there is more. Two coffee processing centres have been installed to support thousands of farmers while a 900 cubic metre water tank for irrigation guarantees the fertility of the land. In a country battered by conflict, it is vital to offer visions of hope that speak of the future. A thin thread that weaves through the branches of the coffee plants that grow lush. ☕

**For the first time
in Yemen, women
producers have sold
their coffee on the
major global markets.**



HONDURAS, 2004



HONDURAS, 2004





YES!
WE'RE OPEN

After the pandemic, Lavazza decided to convey a message of rebirth with its Yes! We're Open calendar. And riding the wave of the desire for contact and collaboration it launched its Ambassador Programme.

2023

The pandemic brought the world to a standstill, but in 2023 Lavazza decided to send out a message of hope and rebirth with its 'Yes We're Open' calendar, celebrating the reopening of public establishments after the forced closures during the pandemic. The photographs are by the Californian artist Alex Prager: saturated colours, Hollywood glamour with a retro look and painstaking study of detail celebrate coffee as a synonym for gathering and socialising. Coffee at the café again, after the long pandemic.

Inspired by the desire for physical contact, openness and collaboration after the pandemic, the Ambassador Programme was born in 2023, offering a unique opportunity for people working for the Group in all corners of the world to see for themselves the coffee plantations involved in some of the projects set up by the Foundation in the producer countries. So far, three trips have been organised: to Rwanda where some of the world's best quality tea is grown, to the 'zona cafetera' of Medellin in Colombia and to the volcanic region of Antigua

in Guatemala, where the coffee used in some of the finest blends comes from.

The Ambassadors thus discovered worlds that are apparently distant but with which they have a close relationship, being part of the same supply chain, in their daily work. A spirit of community, new relationships and cross-cultural awareness are created: a resource to take back to colleagues that also represents the seed of a common culture.

A culture which has at its heart the dignity of small producers, especially women and young people, those who feel they cannot remain in areas scarred by conflict and poverty.

This is why, in 2023, the Lavazza Foundation renewed its commitment with some of its long-established partners, such as Save The Children, with which it has worked for over 20 years, and expanded its more recent collaborations, such as the one with Sawa World, with which this year it brought "A Cup of Learning" to Uganda. Indeed, it joined the 'Ujana Coffee Project', launched in 2019 and supported by the Foundation, that has fostered the entrepreneurship of hundreds of young people, helping them to give structure to their business ideas related to local coffee growing. Thanks to Sawa World, whose motto is 'solutions from within', these young people have managed to set up micro-businesses and – through digital channels – become a source of inspiration and a driver of change for hundreds of girls and boys living in rural areas of Uganda.

But besides reinforcing already established partnerships, the Foundation continues to expand its horizons and launch new projects. These include the one developed with another NGO – the Panzi Foundation – in the Democratic Republic of Congo (DRC), aimed at providing new job opportunities to women who have been victims of sexual violence.

The project has been developed with the collaboration of Nobel Prize winner Denis Mukwege and his Foundation, which through the Panzi Hospital has developed a holistic



CUBA, 2018

support model that has reached more than 70,000 women who have been victims of violence. A system based on four pillars: access to medical care, psychological support, legal aid and socio-economic reintegration.

South Kivu, where Panzi is based, is the main coffee-growing region in the Democratic Republic of Congo and it is here that the Lavazza Foundation works. The project, called 'Coffee to thrive', offers a three-year training course in coffee production and marketing, in particular the growing and roasting of beans. Women who have survived violence face multiple obstacles, including social stigma. Some are unable to return to their communities and families. They therefore need to develop skills and resources to be able to provide for themselves. Thanks to the project, they can learn how to grow, harvest and market coffee or how to roast green coffee for consumption, thus opening a path to professional and economic independence.

The project with the Panzi Foundation in the Democratic Republic of Congo offers job opportunities to women who have been victims of violence.

2023 was also the year the 'Center for Circular Economy in Coffee', a beacon of innovation, was founded; a global pre-competitive platform, resulting from an idea of the Lavazza Foundation, to create a knowledge network and implement circular economy pilot projects in the coffee supply chain. Like a knot that joins together scattered threads, the Center has become a hive of ideas and actions; innovation and collaboration are the keys to open doors to new sustainable solutions. ☕



CUBA, 2018





MORE THAN US

**'I am because we are'
is the value, inspired
by African wisdom
and culture, that will
guide the Lavazza
Foundation's vision in
the coming 20 years.
More than Us is an
ode to this spirit.**

2024

There is an African word that expresses a particular vision of life, *ubuntu*. It can be translated as 'humanity towards others' and means that a person can only truly be realised through his neighbour: in practice, 'I am because we are'. This is the spirit that inspired 'More than Us', the 2024 Lavazza Calendar with photographs by Thandiwe Muriu (Kenya), Daniel Obasi (Nigeria) and Aart Verrips (South Africa). Three different visions that narrate an Africa far removed from stereotypes, capable, through imagination, of upending the narrative that has crushed it for decades. A surprising vision, full of life and energy, reinforced by the photos featuring two activists – Zulaikha Patel and Waris Dirie – as well as health workers and women who have been victims of violence supported by the Panzi Foundation.

'I am because we are' is a meaningful saying that resonates as an ode to connection, a way of emphasising the importance of partnerships with non-governmental organisations,

large and small, in these first 20 years of the Foundation.

Organisations such as Cospes, Soletierre, Engim, Mani Tese, Azione Contro la Fame, Plan International, Save The Children, Oxfam, Slow Food and CESVI, and many others that have worked alongside the Lavazza Foundation to spotlight that word that took centre stage in that café in Bogotá, but which was almost unheard of at that time. Sustainability.

THE FIRST 20 YEARS

The end of this journey is in the city where it began: Turin. At the Nuvola, Lavazza's new headquarters opened in 2018, there are all the signs of change and of the Foundation's journey. The parkland that surrounds it is open to the public and is part of the neighbourhood, a sign that the Lavazza Foundation does not only operate overseas but intends to extend its attention to all the communities where the company is present. We can find signs of this all over the city, in the over 30 projects developed with local associations operating in the various neighbourhoods, and in the Nuvola itself, behind the bar counter where girls and boys have learnt the art of coffee-making thanks to the 'A Cup of Learning' programme.

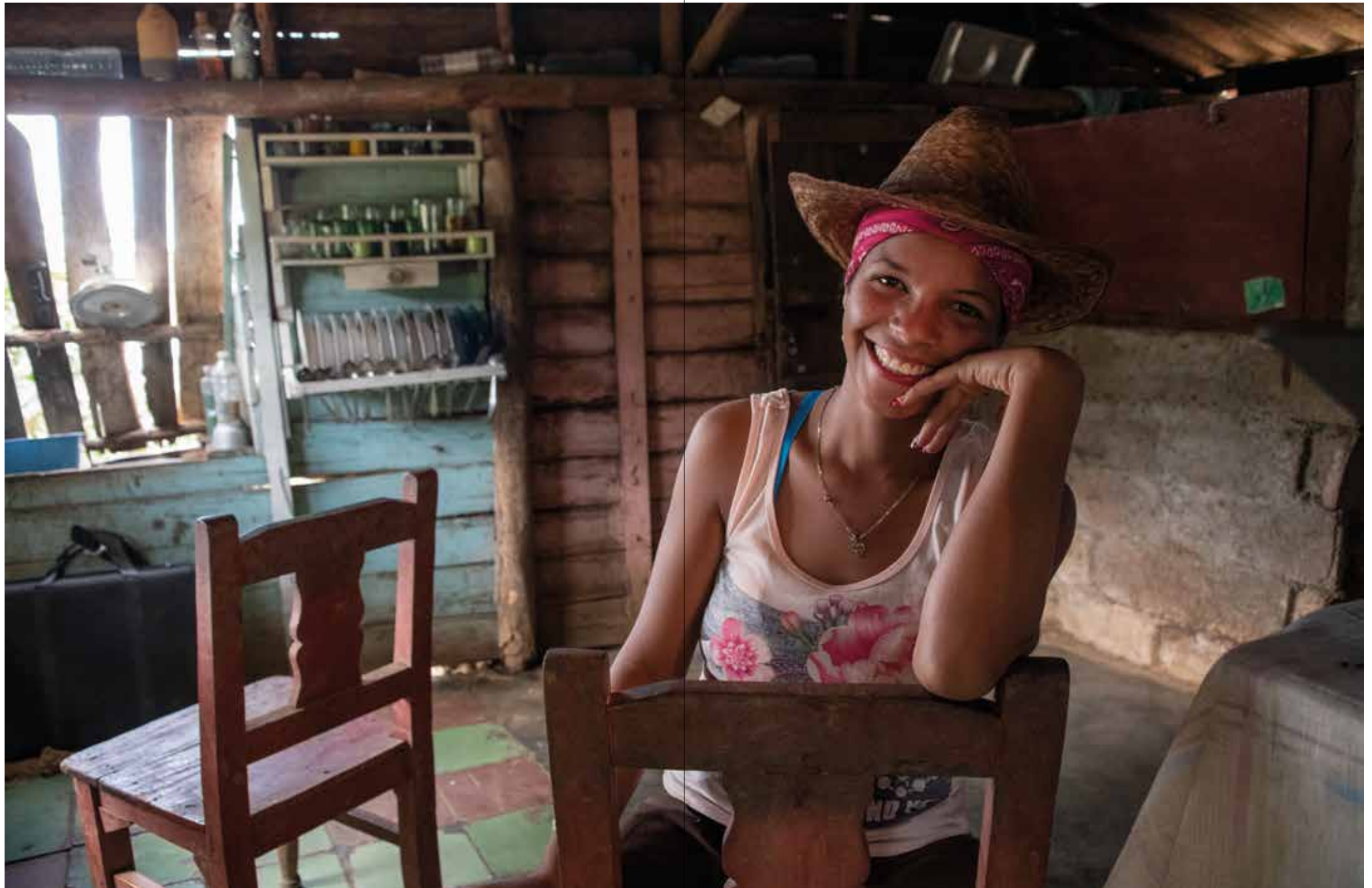
And just a few steps away there is the Lavazza Museum, where the travel journal of Luigi, the founder, is kept. This journal, written in old handwriting, contains the seed of awareness and the spirit that guides the Foundation on its journey. ☕

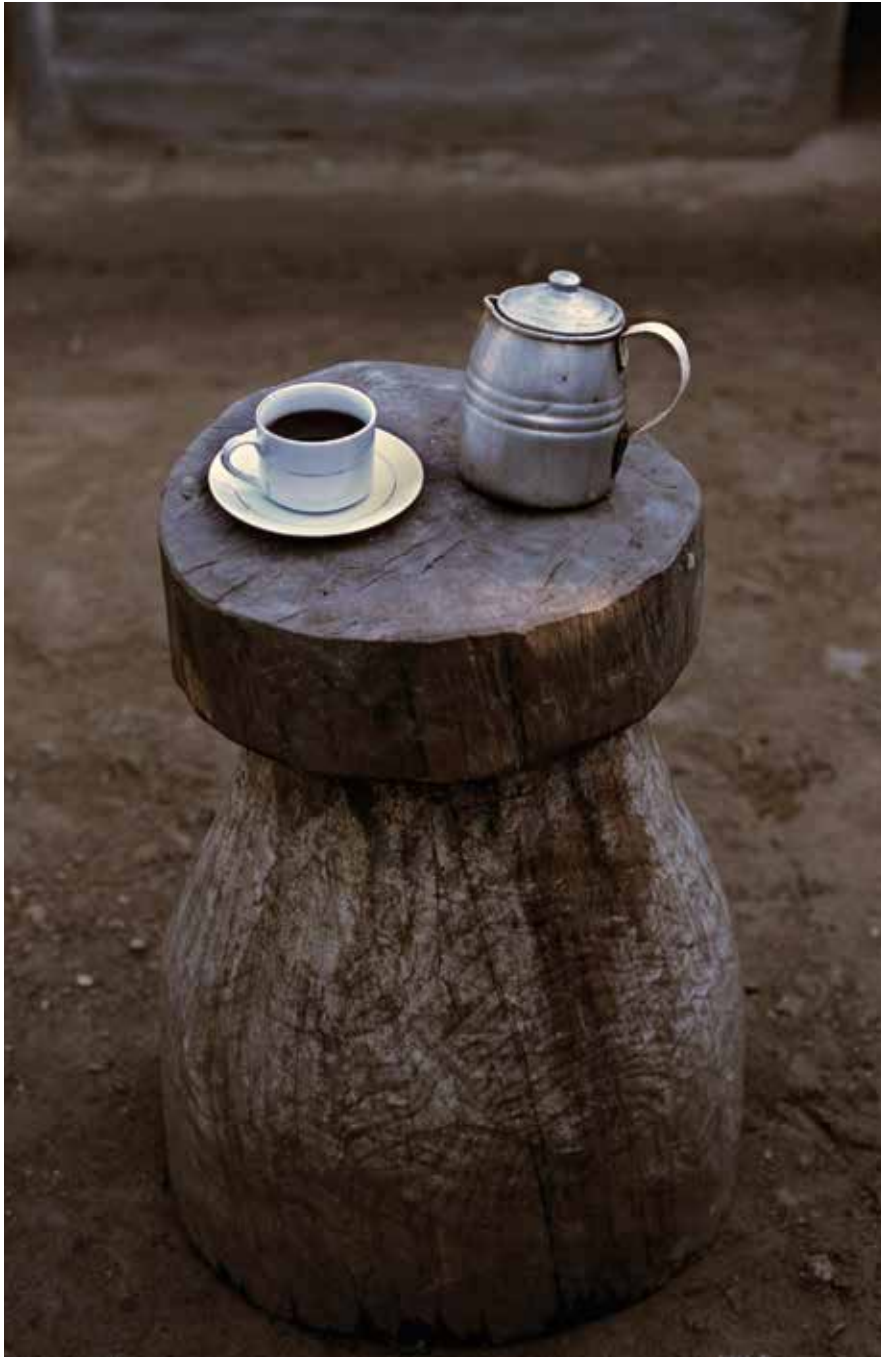


« The Foundation has been and continues to be a strategic beacon and driver of innovation in addressing sustainability issues. Through collaboration with a wide network of partners, its activities are concrete examples of the positive change we constantly pursue and reflect our values and strategic thinking. »

—Giuseppe Lavazza







HONDURAS, 2004

« When I'm asked to describe these farmers, what springs to mind is that they are the furthest thing possible from passivity. They invest all their energy in trying to take care of their crop and produce the best coffee possible. »

—Steve McCurry





We would like to thank the members of the FOUNDATION's board who passionately support it and give it an ever-evolving forward-looking vision.

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