

# 2024 SOCIAL REPORT



## *The Coffeeprint of Tomorrow*



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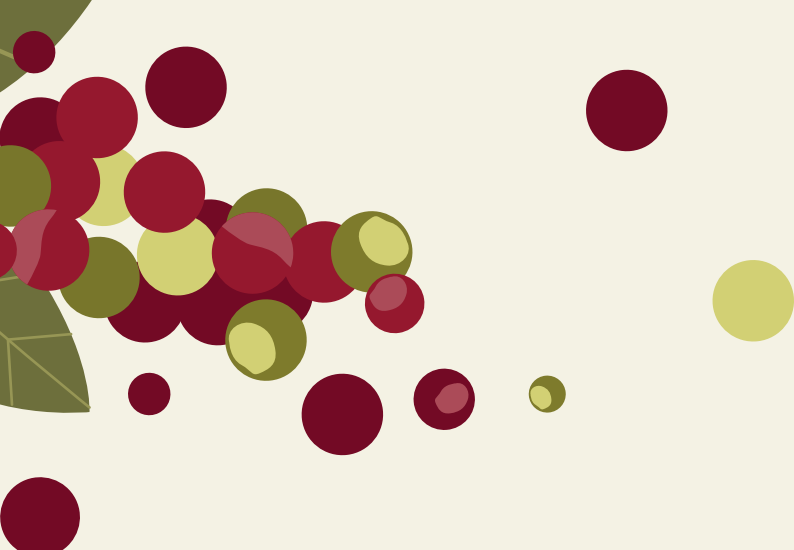
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# 01. **CHAIRMAN'S LETTER**



2024, the twentieth year since the founding of the Foundation, was strongly marked by meetings and dialogue with all stakeholders to reflect on the work carried out over the years and define the strategy and commitment for the years to come.

The participation of each of the stakeholder groups involved was consistently broad and constructive, determining the success of the initiatives—particularly the final celebratory event **“The Coffeeprint of Tomorrow”**—demonstrating how the Foundation's work has attracted attention at both national and international levels, fulfilling its mission: to promote and implement projects of economic, social, and environmental sustainability in support of coffee-growing communities around the world.

In 2024, this commitment translated into **29 projects** across **18 countries on 3 different continents**, benefiting over **137,000 people**. Today, there are **12.5 million producers** in the coffee sector— a crop that

requires specific environmental conditions, increasingly affected by the impacts of climate change. This highlights the need to improve innovation capacity, productivity, product quality, and to promote farmer entrepreneurship, contributing to the well-being of the communities involved. The Foundation's innovative projects continue to impact many aspects of the societies they reach.

One clear example is the transformation since 2016 of a group of **180 women** from the indigenous **Maya Poq'omchi** community in Guatemala, who have now become key players not only in the production process but also in the marketing of coffee. Another example is the project developed in Uganda aimed at the younger generations, where **60% of the participants are women**, and nearly **350 coffee-related microenterprises** have been launched.

But beyond individual success stories, a broader analysis highlights the importance of training, understood as the transfer of scientific knowledge, while



respecting traditions, and delivered in such a way as to offer opportunities for consolidating agricultural practices or for entering the workforce in the medium and long term— as in the case of the training programme **“A Cup of Learning”**.

Furthermore, within the broad scope of activities carried out in the original institutional framework, which focused primarily on coffee-producing countries, the Foundation has also begun to operate in new areas: on one hand, opening up to new topics, for example through the establishment two years ago of the **Center for Circular Economy in Coffee**; on the other and, launching new forms of engagement in respon-

se to local needs in the countries where the **Lavazza Group** operates, through community care initiatives. Translating all these projects into operational terms requires careful administrative work that includes the planning of interventions, in agreement with government authorities in the various countries concerned and, where appropriate, within the framework of collaborations with institutions or partner organizations.

At the global level, the choices that continue to take shape involve significant allocation of resources, whose true meaning lies in the human benefits they generate—where the deepest purpose of the Foundation's work resides.


GIOVANNI ZANETTI




# 02. METHODOLOGY FOR PREPARING THE ***SOCIAL REPORT***







The Social Report of the **Giuseppe and Pericle Lavazza Foundation ETS**, also referred to hereunder as the "Foundation" or the "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 in line with the elements recently introduced in compliance with the **Third Sector Reform** and in particular the **Guidelines for the Preparation of the Social Report of Third Sector Entities**, adopted pursuant to Italian Legislative Decree No. 117/2017, and is inspired by the 2021 GRI Standards issued by the **Global Reporting Initiative (GRI)** and the UN 2030 Agenda **Sustainable Development Goals (SDGs)**.

The said Guidelines were complemented by an analysis of the stakeholders and their needs. Moreover, the method for collecting data and 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 Social Report consists of two different sections: the Social Report and the Financial Statements for the year. It has been prepared and published in two monolingual editions, Italian and English.

The **2024 Social Report** illustrates the projects underway, launched or completed in the reporting year.

This document refers to the reporting period from January 1st to December 31st 2024.











# 03. THE COFFEEPRINT OF TOMORROW

**20 YEARS OF  
THE LAVAZZA  
FOUNDATION**



Twenty years ago, when the Lavazza Foundation was set up, the world looked to the future with hope, but also with great questions. Climate change was still a distant threat, the sustainability concept was at its dawning in the coffee sector, and global inequalities continued to draw invisible boundaries between opportunity and precariousness.

Today, that future is our present, and the challenges that once seemed distant are now the reality we face day after day.

Moreover, the world of coffee has profoundly changed over the past two decades. Coffee-growing communities face increasingly extreme weather events, access to natural resources is severely threatened, and the economic, social and environmental stability of supply chains is often uncertain. Yet, there is another change that we have seen with our own eyes: that of men and women who, with determination, have transformed their communities thanks to training, innovation and a new way of conceiving their future.

Since **2004**, with over **50 projects in 20 countries**, the Lavazza Foundation has accompanied this tran-

sformation, believing in a development model that does not only support coffee farming, but is also centred on people, their dignity and their ability to be change enablers.

We have seen the uplift of entire communities thanks to access to water, education, or the creation of fairer and more resilient supply chains.

We have supported young people who, instead of abandoning the land of their parents, have decided to stay there and innovate.

We have given voice to women who now lead cooperatives, enterprises, and associations with a new vision of the labour world.

Celebrating these 20 years means looking back to all this with gratitude, but also with responsibility, fully aware that change is never immediate, nor easy.

We have learnt that no challenge is too big when it is faced with the strength of collaboration, knowledge and a will to build a better tomorrow.

**Our commitment continues: coffee is not just a drink, it is the lives of millions of people, growers and consumers. Giving value to their lives is the only way to give value to our future.**

MARIO CERUTTI  
General Secretary of the Lavazza Foundation



In **2024**, the Lavazza Foundation celebrated its first 20 years of activity: a journey that began in 2004 with the goal of promoting sustainability projects, social responsibility and the enhancement of farming communities around the world, and that has led it to implement over 50 projects in more than 20 countries.

Throughout the year, several initiatives were organised to highlight the results achieved, but also to gaze to the future, as underlined by the title chosen for the anniversary celebrations: **“The Coffeeprint of Tomorrow”**.

Numerous events were held to thank the partners who have accompanied the Foundation along this path and to reiterate its commitment to generating shared, synergistic value together with local communities.

This Chapter retraces the moments that made this year special, engaging all the people — partners, local entities and communities at global level — who make the Foundation and its projects unique.

# 3.286

PEOPLE

# 20

PARTNERS INVOLVED

# 30

HOURS OF STORYTELLING

# 53

SPEAKERS

# 10

DEDICATED EVENTS,  
BOTH IN-PRESENCE  
AND ONLINE





October 19<sup>th</sup>, 2023

***Start of celebrations for the Foundation's  
20<sup>th</sup> anniversary***

The launch of the 2024 Lavazza Calendar was the first event celebrating this anniversary. Entitled **“More than Us”**, the Calendar is a visual and symbolic celebration of the values that inspire the Lavazza Foundation: openness, dialogue and cooperation. Set in Africa, the continent considered the birthplace of the coffee plant, the Calendar recounts, through evocative images, the principles inspiring the projects in the coffee-growing countries.

# MORE THAN US

The 2024 Lavazza Calendar

**LAVAZZA**



**November 20<sup>th</sup>, 2023**

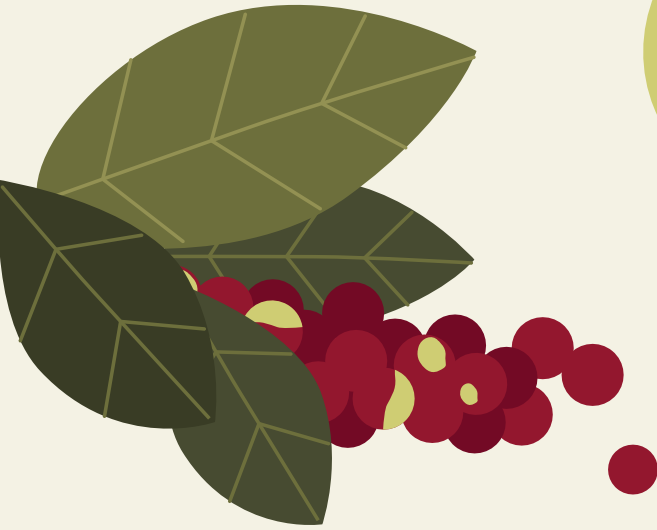
## ***World Children's Day***

On this occasion, the Foundation renewed its commitment to protecting the rights of children and adolescents in collaboration with **Save the Children**, its partner since 2001: a webinar dedicated to the Lavazza Group's people recounted all initiatives undertaken in the areas of **maternal and child health** and **youth empowerment** in countries such as Italy, Yemen, Indonesia, Nepal, India, Ivory Coast, Myanmar, China and Vietnam.



Particular attention was paid to the **Civico Zero** initiative, supported by Lavazza since 2020. Civico Zero is a low-threshold day care centre that offers foreign minors and young adults an **inclusion and socialisation workshop** that provides support, guidance and protection, with particular attention to minors at risk of deviance, marginalisation and social exclusion, so as to support them in their path towards inclusion and independence.





**February 1<sup>st</sup>, 2024**

### ***International Day of Education***

The event highlighted the role of the Foundation's projects in educating for peace and sustainable development: the Group's people were provided a webinar on the educational initiatives currently implemented with Save the Children and on the **A Cup of Learning** international training programme. The latter promotes the coffee culture as a professional opportunity, offering young people coming from fragile areas tangible tools to gain technical skills in the world of coffee and facilitate their access to the job market.



**Save the Children**

**February 24<sup>th</sup>, 2024**

### ***International Day of Awareness of Food Loss and Waste***

In collaboration with the Sermig NGO, the **People's Lunch** was organised to raise awareness of the economic and social dynamics underlying food waste. The event offered an immersive experience: after assigning participants a random national identity, it simulated the inequality in food resources availability worldwide, stimulating a reflection on waste, equity and the conscious consumption of resources.



**March 8<sup>th</sup>, 2024**

***International Women's Day***

The international webinar **“This is (not) a girls’ job: how women shape the coffee industry”** celebrated and recognised the crucial role of women in the coffee supply chain. Female participants included a Honduran coffee grower, the director of a Brazilian coffee trader, some Lavazza Group professionals, entrepreneurs in the café industry, and the country manager of the Ugandan Sawa World NGO, which is a partner of the Foundation.



**March 11<sup>th</sup>, 2024**

***“More than Us” exhibition  
at the United Nations***

The “More than Us” exhibition of the 2024 Lavazza Calendar was inaugurated at the **headquarters of the United Nations in New York City** on the occasion of the 68th session of the Commission on the Status of Women: it was a unique opportunity to celebrate the role of women in the coffee supply chain and recount their contribution to local communities also through the Foundation's projects. Representatives of the Foundation and the Group attended the event alongside UN Institutional representatives, Ambassadors and Delegates.

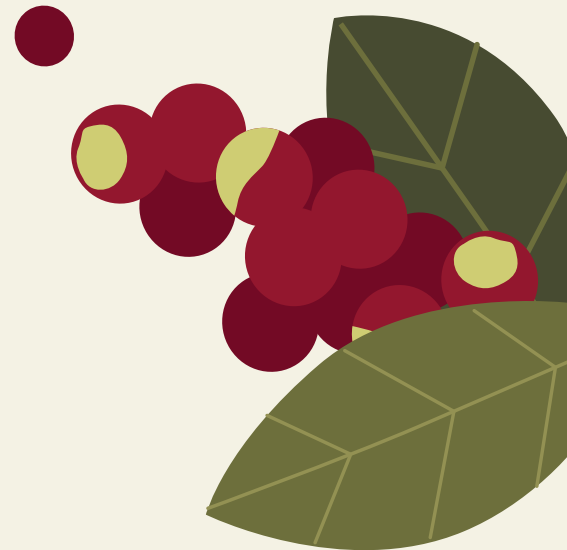




**April 22<sup>nd</sup>, 2024**

## **World Earth Day**

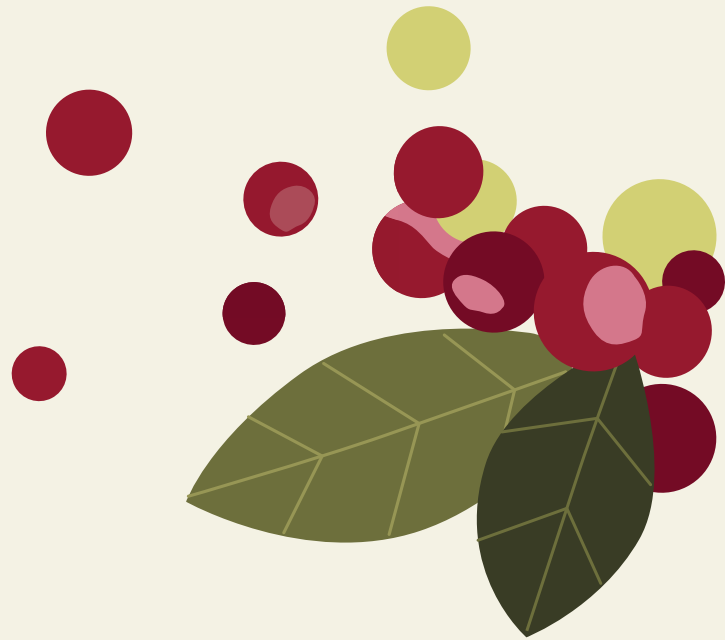
To celebrate this day, 500 trees were planted with the aim of regenerating and protecting the biodiversity of Parco Stura Sud in Turin (Italy). In collaboration with the Rete Clima and with the participation of 100 people from the Lavazza Group, this initiative was the opportunity to plant the “BioBosco of Lavazza Foundation”, a Bio-Forest to promote local biodiversity and improve the environmental quality of the area.



June 5<sup>th</sup>, 2024

## World Environment Day

The Foundation launched the board game **“Coffree: free the coffee plantations from climate threats”**, involving over 80 Group’s people in an interactive experience. Through challenges and tests, the game raised awareness of the effects of climate change on coffee supply chains, stimulating a reflection on sustainable practices to protect the environment and the coffee-growing communities.



June 20<sup>th</sup>, 2024

## World Refugee Day

The **Exodus** immersive experience, in collaboration with SOS Mediterranee Italia and Altera, involved over 80 people of the Group in a storytelling activity on the difficulties of people forced to leave their countries. The screening of the documentary “Real People”, filmed aboard the Ocean Viking migrant rescue ship, was followed by a talk with the rescue mission coordinator. Two key initiatives for inclusion and social cohesion were also illustrated in detail: Fonderie Ozanam, a space for cultural exchange and training for refugees and disadvantaged young people, and Generazione Ponte, a project on intergenerational and intercultural dialogue for a more supportive community.



September 30<sup>th</sup>, 2024

## ***"The Coffeeprint of Tomorrow"***

The closing event of the celebrations for the Lavazza Foundation's 20th anniversary was an opportunity to reflect on the global impact of its activities, retracing its projects — from the first ones in Colombia, Honduras and Peru to its more recent initiatives — through the experiences of the protagonists.

Guests included **Rigoberta Menchù Tum**, Nobel Peace Prize laureate in 1992, who recalled that "The path to peace also goes through a coffee bean", and **Steve McCurry**, an international photographer who has always partnered with the Foundation and shared his visual experience in exploring the coffee world.

This was also the occasion to present the book **"Beans that made history"**, with iconic images by Steve McCurry, and the podcast **"The Earth's breath"**, a reportage about Colombia and the "Coffee as Megaphone of Peace" project, launched in 2015 in collaboration with the Fundación Carcafé.

The projects presented at the event included:

- **Deforestation Free Coffee** in Ecuador, developed in collaboration with UNDP, Ecuador's Ministry of Environment and Ministry of Agriculture and Livestock, the Lavazza Group and PROAmazonia — an innovative project to produce high-quality coffee certified as "deforestation-free".
- **Coffee to be Reborn** in Guatemala, in partnership with the Asociación Civil Verdad y Vida — a women empowerment programme that enabled a group of 180 women of the indigenous Maya Poq'omchi community to become economically independent through farming and entrepreneurial training courses.
- **Ujana Coffee** in Uganda, developed together with Sawa World, which offers young people in coffee-growing areas and vulnerable urban contexts the opportunity to build micro-enterprises related to coffee and local craftsmanship, diversifying and increasing their income.



Listen to **"The Earth's Breath"**.  
Stories of women, men, and coffee from Colombia.

Scan the code using the Spotify app and discover the podcast produced by Chora Media in collaboration with the Lavazza Foundation.



\* The podcast is in Italian

**December 3<sup>rd</sup> 2024**

***Coffee Changemakers***

In collaboration with British Broadcasting Corporation (**BBC**), the “Coffee Changemakers” campaign was launched to give voice to some of the Foundation’s protagonists. Their words explained that coffee is the engine for economic and social development.

This initiative aimed at **raising awareness in the global public**, creating a connection among coffee growers and people who enjoy coffee every day.



**FIND OUT MORE**







Listen to **“The Coffeeprint of Tomorrow”** the song made to celebrate the 20<sup>th</sup> anniversary of the Lavazza Foundation

# 04. MISSION

The projects supported in coffee producing countries are primarily aimed to improve production yield and coffee quality, while also promoting entrepreneurship among coffee producers and the improvement of their living conditions.

Below are the main tools used to achieve these goals:

**1**

Promote good agricultural practices that enhance coffee quality while respecting the environment.

Support coffee producers in building and managing their own organizations—including associations, cooperatives, or businesses—to enable better access to markets, services that improve production, and greater opportunities for credit and marketing.

**2**

**3**

Promote gender equality within families and communities.

Empower young people through training programmes that encourage them to remain in coffee-growing areas and become coffee entrepreneurs.

**4**

**5**

Encourage crop diversification and support increased food production.

Support reforestation through agroforestry systems aimed at preserving plantation biodiversity.

**6**

**7**

Promote effective farming techniques that help address the effects of climate change.

Introduce technologies that complement and support traditional cultivation methods.

**8**

For several years, the Foundation has made available a dedicated emergency fund to provide timely and effective support to communities affected by natural disasters, conflicts, and health emergencies around the world.

# 05. STRUCTURE, GOVERNANCE, AND ***ADMINISTRATION***

The Foundation is governed by a **Board of Directors**, hereinafter referred to as the “Board”, composed by five Directors: **Antonella Lavazza; Giuseppe Lavazza; 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 **General Secretary** is **Mario Cerutti**, Lavazza Group’s Chief Sustainability and Institutional Relations Officer. The Foundation has also a **Board of 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 for by the Statute, to address management and organisational issues and to select initiatives to support in line with its institutional goals. In addition, the Board is responsible for approving the Foundation’s Social Report.

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

The Foundation makes use of Lavazza Group employees.





“

### ANTONELLA LAVAZZA

*I am very proud to celebrate the Lavazza Foundation's 20th anniversary: this milestone is an opportunity to look to the future with renewed determination. Over the years, we have worked with passion and commitment to generate a tangible positive impact on the communities engaged in our countless projects. Indeed, each project tells a story of shared growth, where coffee is a byword for opportunity, innovation and sustainable development. It is precisely with the philosophy that has guided us in these twenty years that we will continue to shape a better future, valuing and strengthening the important alliances we have built.*

“

### GIUSEPPE LAVAZZA

*The Foundation has been, and continues to be, a strategic beacon and an engine for innovation in addressing sustainability on all fronts. Through collaboration with a vast network of partners, its activities reflect our values and are tangible examples of the positive change we are constantly striving for.*

*In the next twenty years, the Foundation will forge ahead with its founding mission: making coffee an opportunity in the coffee-growing countries, a quality product for prosperous communities that respect and protect the environment within the framework of long-term sustainable social and economic development.*

*However, in continuity with its mission, it will also continue to enhance its strategies and innovate its work in light of the deep global socio-economic changes that have emerged in the past two decades, to then accelerate in the past three years. I am referring particularly to the impact of climate change threatening crops, the increased demand for coffee products in many countries around the world, and the rising prices of green coffee.*

*Today, coffee has a great potential, if it is supported by adequate training plans: a commodity that sustains the livelihood of farmers can turn into an engine for growth for small entrepreneurs and entire coffee-growing countries.*



“

**GIACOMO BÜCHI**

*We proudly celebrated the Lavazza Foundation's 20th anniversary — a milestone that strengthens our commitment in the world of coffee.*

*Thanks to solid collaborations, we keep paving new roads to a more inclusive future.*

“

**ARNALDO BAGNASCO**

*We celebrated the Lavazza Foundation's 20th anniversary with confidence and optimism. In an increasingly evolving global scenario, the Foundation proves able to identify the paths to follow, the projects on which to focus with determination, and the most valuable partnerships, thanks to the work of a passionate and ever more skilled team.*

*Looking ahead, there will be more difficulties and the world will become less and less predictable: as we are aware of this, we remain attentive and prudent, looking to the next twenty years with optimism and resilience capacity.*

# 06. STAKEHOLDER ENGAGEMENT

## 06.1. STAKEHOLDER MAPPING

Stakeholder mapping for the purposes of the Social Report is a strategic process aimed at identifying and understanding all the parties involved in the Foundation's activities and influenced by its impacts.

**Stakeholders may include programme beneficiaries, collaborators, partners, organisations of the local communities, government institutions and other entities directly or indirectly participating 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 impact of activities on the environment and the communities.





● LISTENING AND ANSWERING

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

● MONITORING

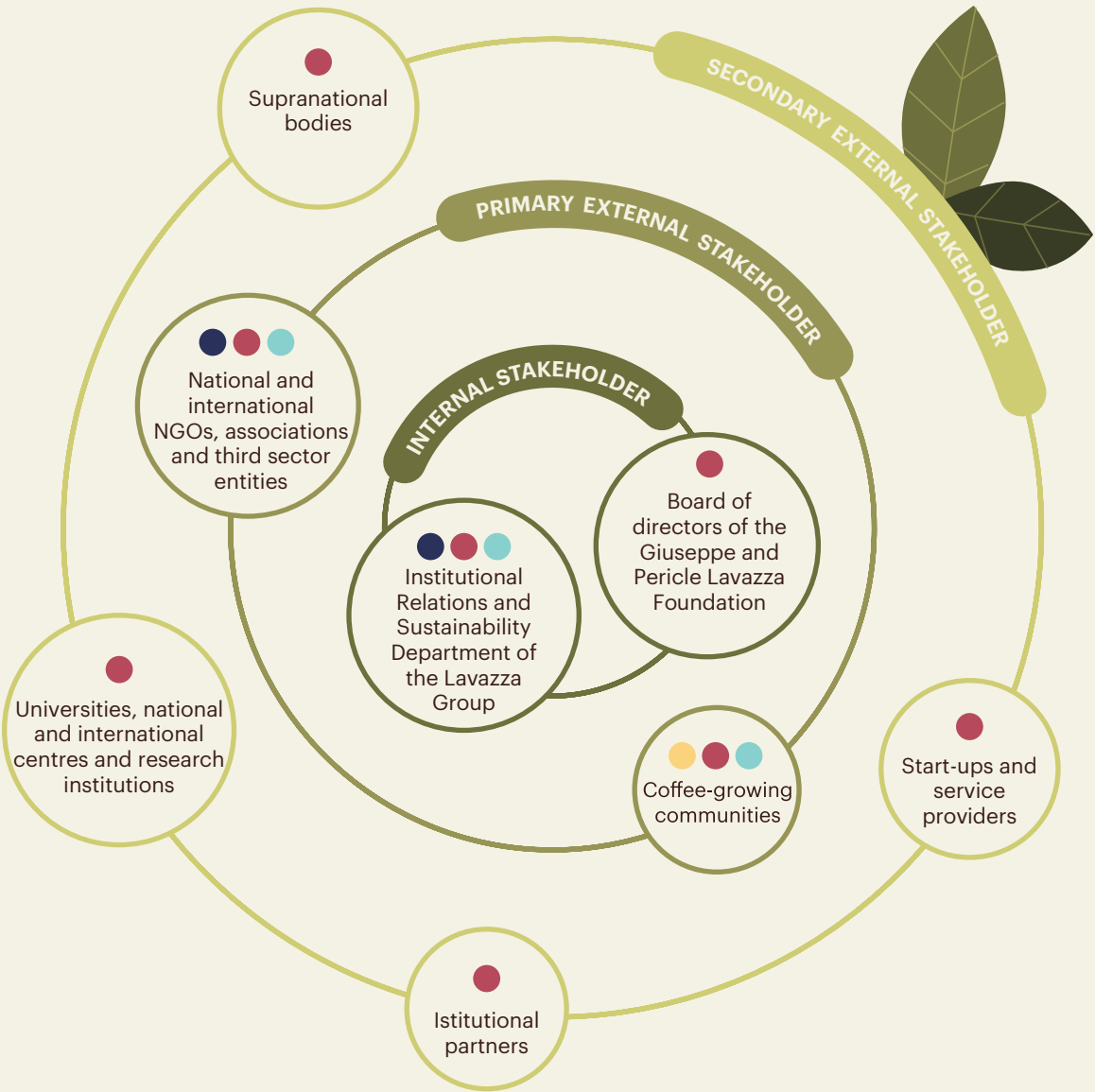
Sharing of commitments and objectives. Periodic updates on the Foundation’s activities.

● CO-PLANNING

Partnership development, design of programmes based on common objectives. Technical support of the Sustainability and Compliance teams.

● INFORMATION

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



## 06.2. ANALYSIS OF STAKEHOLDERS' NEEDS

A detailed analysis of **stakeholders' needs** — focused on the Foundation's projects currently underway — is reported below.

Each project is closely tied to the local communities' specific needs, identified through the analyses carried out by the partners operating in the field. These analyses are aimed at providing a clear, comprehensive overview of the main needs and emerging challenges, fostering a more targeted and effective

planning and implementation of the initiatives. The **deep understanding** of the local contexts and of stakeholders' needs makes it 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.

This approach ensures that the Foundation's activities are aligned with the real needs of the beneficiaries, ensuring adequate and effective actions.







Country and partner	Economic growth	Advancing the 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, Cerrado das Águas	●	●			●	●
Brazil, Cospe Onlus	●			●		
Brazil, Exportadora de Café Guaxupé	●		●			
Brazil, Global Coffee Platform	●					
Brazil, International Coffee Partner	●	●			●	
Colombia, Ecom	●		●			
Colombia, Engim Internazionale	●		●	●		
Colombia, Fundacion Carcafé & GIZ	●	●	●	●	●	●
Cuba, H.E.I & G.A.F.	●	●	●	●	●	●
Ecuador, Engim Internazionale	●			●	●	●
El Salvador, Fondazione Soletterre	●		●	●	●	
Ethiopia, International Coffee Partners	●		●	●	●	●
Guatemala, Seeds for Progress Foundation				●		
Guatemala, Verdad y Vida	●		●	●		
Haiti, Madian Orizzonti Onlus	●					

Country and partner	Economic growth	Advancing the 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
Honduras, Hanns R. Neumann Stiftung	●	●	●	●	●	●
Honduras, International Coffee Partners	●	●	●	●	●	
Indonesia, International Coffee Partners	●		●	●		
Kenya, Manitese ETS	●				●	
Mexico, Louis Dreyfus Company	●	●		●	●	
Peru, Fondazione Avsi	●				●	
Peru, Fondazione Cesvi ETS	●	●			●	●
Democratic Republic of Congo, Panzi Foundation	●		●			
Tanzania, International Coffee Partners	●		●	●	●	
Uganda, International Coffee Partners	●		●	●	●	
Uganda, Sawa World	●	●	●	●		
Uganda, Danida, Merrild, Louis Dreyfus Company	●		●	●	●	
Vietnam, Global Coffee Platform	●				●	
Yemen, Qima Foundation	●		●	●	●	

# 07. THEORY OF *CHANGE*

## 07.1. WORKING ON A NEW THEORY OF CHANGE

In 2024, following the celebration of the twentieth anniversary of the Lavazza Foundation, a strategic process was launched to redefine its role within an increasingly complex and challenging global coffee landscape.

Recognising the urgent need to align with the evolving dynamics of the sector, the Foundation hosted

an online **workshop** in December 2024, involving over **forty active stakeholders** — including NGOs, international organisations, coffee experts, and representatives of the Lavazza Group.

Through a series of thematic virtual roundtables, participants co-developed an updated version of the Foundation's Theory of Change.

The discussions focused on four key thematic pillars:

**Climate change**

**Women's empowerment  
in coffee communities**

**Youth engagement in  
coffee communities**

**Technology and forest protection**

This participatory process laid the groundwork for a renewed strategic vision—placing rural coffee-producing communities at the centre of sustainable transformation, leveraging inclusive approaches, climate resilience, digital innovation and social equity to generate lasting impact.

The Foundation operates in over 20 countries across Latin America, Africa and Asia, including Colombia, Peru, Brazil, the Dominican Republic, Cuba, Haiti, Honduras, Ecuador, Tanzania, Ethiopia, Uganda, Kenya, India, Vietnam and Indonesia—working with local and international organisations to improve living conditions and promote the well-being of coffee-producing communities.

In Italy as well, the Foundation is actively engaged in social inclusion projects, with initiatives dedicated to supporting women, young people and individuals in vulnerable situations through training pathways, job placement and cultural activities aimed at fostering social cohesion.





## 07.2. ANALYSIS OF THE COFFEE SECTOR CONTEXT (2022–2024)

The global coffee sector, with 12.5 million farms worldwide—approximately 95% of which are smaller than five hectares—is currently facing a convergence of challenges, amplified by climate change, socio-economic disparities, and technological deficits. These factors have increased the vulnerability of coffee-growing regions, particularly affecting smallholder farmers and the stability of global production.

### Climate change and environmental issues

The coffee industry is increasingly susceptible to the negative effects of climate change, especially in key production regions such as Latin America, Africa and Southeast Asia. Variations in rainfall patterns, rising temperatures and extreme weather events are destabilizing traditional cultivation practices, impacting crop yields and quality.

The gradual increase in temperatures is pushing coffee cultivation to higher altitudes, but this is often hindered by limited available land and fragile ecosystems. Studies indicate that, under current climate trajectories, over 50% of current coffee-growing areas could become unsuitable by 2050.

Increasing water stress, particularly in arid zones, causes irregular rainfall and water shortages during critical stages of plant development—from flowering to ripening—compromising plant health and bean quality.

Warmer and more humid conditions are also favoring the spread of pests and diseases, particularly coffee leaf rust (Roya), which has caused severe de-

vastation in Central and South America.

These environmental challenges not only threaten the long-term sustainability of coffee production but also contribute to economic instability in rural communities that rely on coffee as their primary source of livelihood.

Smallholder farmers, often lacking effective climate adaptation strategies, are especially vulnerable.

### Socio-economic vulnerabilities and impacts

The coffee sector is heavily affected by socio-economic fragilities that hinder the development of producing regions.

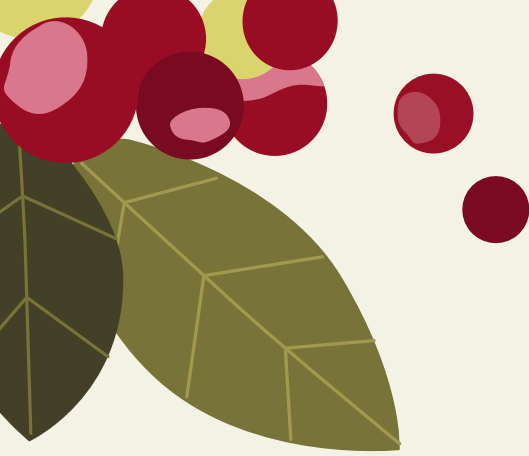
Small producers are particularly impacted by insufficient income and deep social inequalities, further exacerbated by the effects of global shocks and recent economic crises, which threaten their stability and capacity to invest in the future.

Despite their crucial role in the global coffee value chain, smallholder farmers often face limited access to markets, inadequate compensation, and precarious working conditions.

Women—key actors in coffee cultivation—are often excluded from leadership roles, decision-making processes, and access to essential resources such as financial services, education and training.

Youth unemployment and the scarcity of opportunities in production areas encourage the migration of young people, both internally and externally. In this context of economic inequality, the creation





and strengthening of cooperatives represents a strategic lever, offering producing communities the opportunity to unite, share knowledge, reduce production costs, and secure better trade conditions. Moreover, cooperatives facilitate access to financing, technical training, and quality certifications, thus helping to improve the competitiveness of coffee and ensure greater economic stability for the families involved.

This model proves particularly effective in supporting the most vulnerable groups—such as women and young people—by promoting social inclusion and strengthening the economic fabric of rural communities.

### **Access to technology in the coffee sector: a crucial challenge for rural competitiveness**

Technological innovation in the coffee sector—particularly regarding sustainable farming practices, product traceability, transparent market access, and efficient resource management—is still in its early stages in many producing regions, especially in rural and low-income contexts.

However, digital tools such as data collection platforms, climate monitoring systems, crop management apps, and blockchain technologies for traceability are emerging as strategic levers to increase productivity, reduce waste, and boost the competitiveness of smallholder farmers in the global market.

Despite the transformative potential of these solutions, widespread adoption is hindered by multiple

structural barriers: poor or no internet connectivity in many rural areas, high costs for technology acquisition and maintenance, and a lack of adequate technical training.

Bridging these gaps requires targeted investment, public-private partnerships, and capacity-building programs that guide farmers through an inclusive and sustainable digital transition.

### **The future of coffee: challenges and opportunities**

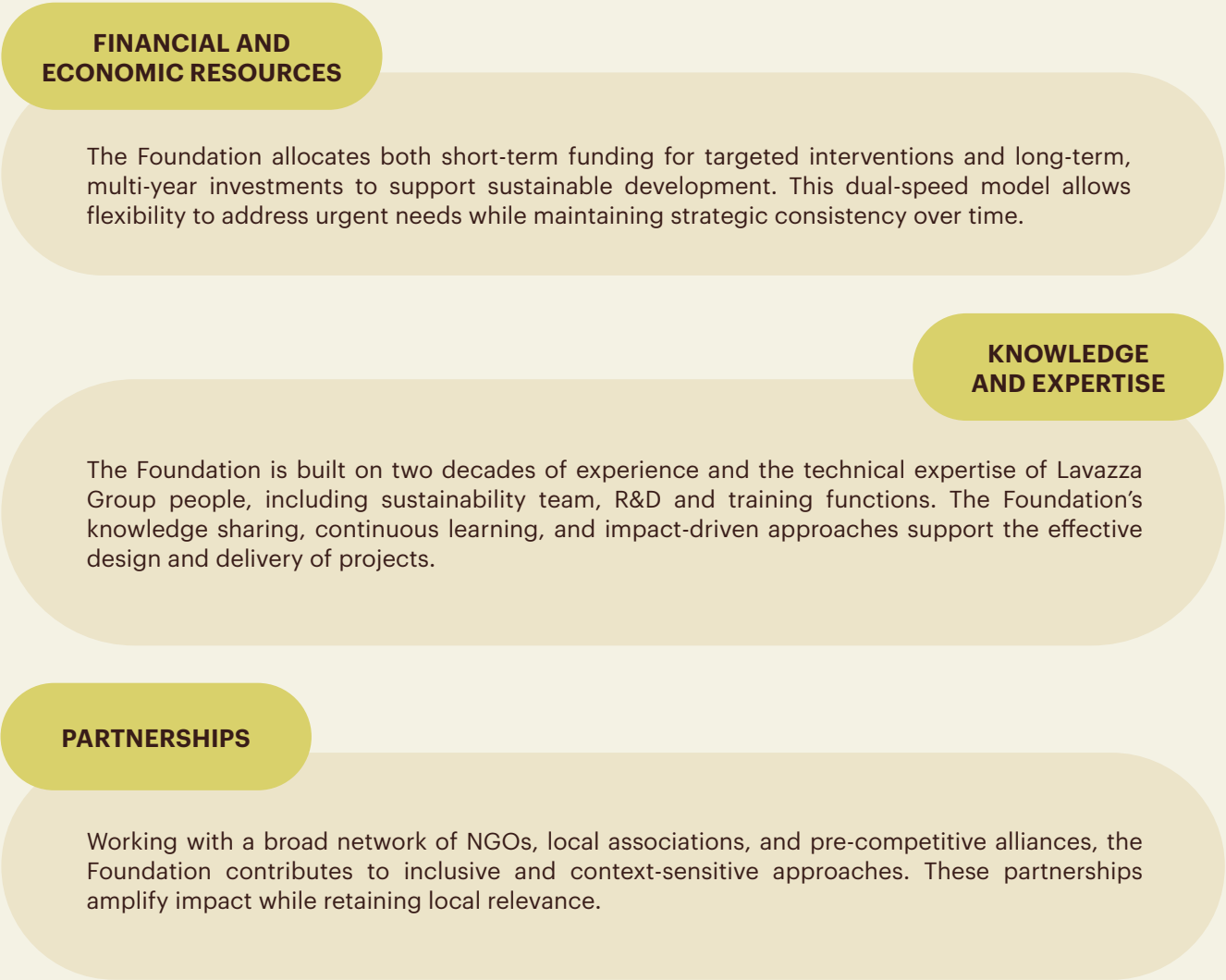
The coffee sector today stands at a crossroads. The challenges related to climate change, social inequalities, and limited access to innovation pose real risks to the sustainability of supply chains.

However, these obstacles also represent an opportunity to promote a more resilient development model, through the empowerment of local communities, the adoption of collaborative solutions, and responsible innovation.

# 07.3. INPUTS

The Lavazza Foundation’s ability to generate impact relies on **three core types** of inputs: financial and economic resources, knowledge and expertise,

and partnerships. These inputs form the base for the Foundation’s interventions and long-term engagement across coffee communities.



## 07.4. PRIORITIZATION AND MACRO-CATEGORIZATION OF ACTIVITIES

As part of Phase 1 of its Theory of Change process — focused on the prioritization and macro-categorization of activities — the Lavazza Foundation's stakeholder workshop held December 2024 was specifically designed to gather stakeholder input on the most impactful actions within the Foundation's four thematic areas: Climate Change, Women's Empowerment, Youth Engagement, and Technology & Forest Protection. A key element of the workshop was a participatory word cloud exercise, where participants contributed keywords and ideas in real time. These were visualized to reflect shared priorities and recurring themes, providing a valuable foundation for the activity mapping presented in this section.

Screenshots from the stakeholder word cloud exercise are included below to illustrate the breadth of input received during the workshop.

### **1. What do you think is the greatest climate change threat to coffee cultivation?**

Deforestation

Loss of land

Drought

Rising temperatures

### **2. What positive impacts can result from greater involvement of women in coffee production?**

Increased productivity

Reduced inequality

Improved quality

### **3. Which technologies or tools can help producers protect forests and use them sustainably?**

Traceability systems

Field sensors

Artificial intelligence



# 07.5. OUTPUT, RESULTS AND IMPACT

To foster long-term transformation in coffee-growing communities, the Lavazza Foundation employs a Theory of Change. This framework is built on a results-oriented approach, ensuring that each intervention is designed to produce measurable outputs, which in turn lead to meaningful outcomes and contribute to systemic impact across the coffee sector.

Output is the direct and tangible results of the Foundation’s activities, for instance, the delivery of training sessions, the deployment of technologies, or the establishment of partnerships. These elements demonstrate the scale and scope of the Foundation’s on-the-ground efforts.


Building upon these outputs are the outcomes, representing the medium-term changes they facilitate.

These capture how individuals, communities, and systems begin to evolve—whether through strengthened climate resilience, greater gender equity, or expanded opportunities for youth. Such changes indicate progress toward sustainable development.


Finally, the impact refers to the long-term transformation the Foundation seeks. This includes a more resilient coffee sector, thriving and inclusive communities, and a sustainable future for generations of farmers. This impact signifies the full achievement of the Foundation’s mission.


The following table details the complete Theory of Change framework, structured around its four thematic pillars.




CATEGORY	MACRO CATEGORIES	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
	Sustainable farming practices	<ul style="list-style-type: none"><li>• Promoting agroforestry for climate resilience</li><li>• Crop rotation and diversification (e.g., cocoa, pepper)</li><li>• Supporting resistant crop varieties for coffee and other crops</li></ul>	<ul style="list-style-type: none"><li>• Agroforestry systems implemented</li><li>• Crop diversity increased</li></ul>	<ul style="list-style-type: none"><li>• Increased climate resilience</li><li>• Diversified income</li></ul>	Climate-resilient coffee communities contributing to sustainable production and environmental health
	Capacity building and leadership	<ul style="list-style-type: none"><li>• Training farmers on ecosystems and soil diversity</li><li>• Youth training in green skills and green careers</li><li>• Delivering awareness campaigns on climate change</li></ul>	<ul style="list-style-type: none"><li>• Training sessions conducted</li><li>• Awareness campaigns run</li></ul>	Improved environmental knowledge and skills	
	Mitigation and adaptation	<ul style="list-style-type: none"><li>• Conducting climate risk assessments focused on key vulnerabilities (e.g., water availability, crop failure)</li><li>• Promoting mitigation plans (e.g., reforestation, renewable energy)</li><li>• Improving soil structure and promoting water conservation</li><li>• Facilitating partnerships and infrastructure for efficient irrigation systems</li></ul>	<ul style="list-style-type: none"><li>• Mitigation plans developed</li><li>• Risks mapped</li><li>• Soil/water practices implemented</li></ul>	<ul style="list-style-type: none"><li>• Reduced vulnerability to climate impacts</li><li>• Enhanced farm sustainability and yields</li></ul>	
	Innovation and Circular Economy	<ul style="list-style-type: none"><li>• Sharing best practices on waste reuse and circular economic initiatives</li><li>• Promoting AI-driven agricultural tools</li><li>• Supporting Carbon credit initiatives</li></ul>	<ul style="list-style-type: none"><li>• Innovative technologies introduced</li><li>• Pilot projects launched</li></ul>	Increase climate-smart practices and job opportunities	



CATEGORY	MACRO CATEGORIES	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
 <p>Women empowerment in coffee communities</p>	Research and data – driven action	<ul style="list-style-type: none"><li>• Conducting needs assessments for gender gaps</li><li>• Raising awareness of gender disparities</li><li>• Developing gender-based models and materials</li></ul>	Baseline data on gender disparities collected	Data-driven gender-responsive planning	An inclusive coffee sector where women lead, participate equality, and shape community and institutional transformation
	Capacity building and leadership	<ul style="list-style-type: none"><li>• Training and leadership workshops for women farmers</li><li>• Financial literacy and access to credit</li><li>• Positive masculinity training</li><li>• Networking and mentorship programs</li></ul>	<ul style="list-style-type: none"><li>• Women trained and mentored</li><li>• Credit accessed</li></ul>	Improved women’s agency, financial independence, and leadership in producer structures	
	Economic empowerment and job creation	Supporting women-led farmer organizations to build economic resilience	Organizations supported	Increasing income opportunities and strengthening organizations	
	Advocacy and policy influence	<ul style="list-style-type: none"><li>• Increase women’s leadership in farmer organizations</li><li>• Partnering with organizations for gender equity</li><li>• Ensuring gender inclusion in project designs</li><li>• Addressing economic autonomy and childcare support</li></ul>	Policy changes and inclusion measures adopted	Increased institutional support for women	

CATEGORY	MACRO CATEGORIES	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
 <p>Youth engagement in coffee communities</p>	Research and data – driven action	<ul style="list-style-type: none"><li>• Conducting youth needs assessments</li><li>• Analyzing youth migration trends from rural to urban areas</li></ul>	Youth – specific data gathered and analyzed	Improved youth focused planning and program targeting	A thriving coffee sector revitalized by skilled, entrepreneurial, and future – focused youth leaders
	Capacity building and leadership	<ul style="list-style-type: none"><li>• Gamification and peer – to – peer learning methods</li><li>• Vocational training in coffee – related business</li><li>• Introducing coffee education into school curriculums</li><li>• Developing online learning and mentorship platforms</li></ul>	<ul style="list-style-type: none"><li>• Youth trained and certified</li><li>• Learning platforms accessed</li></ul>	Improved youth skills and education	
	Economic empowerment and job creation	<ul style="list-style-type: none"><li>• Providing access to credit for youth entrepreneurs</li><li>• Promoting entrepreneurship in the coffee sector such as roasting, packaging, coffee shop management</li><li>• Creating value diversification strategies such as coffee tourism</li><li>• Supporting youth – led farmer organizations</li></ul>	<ul style="list-style-type: none"><li>• Youth – led businesses supported</li><li>• Financing accessed</li></ul>	Increased youth employment, entrepreneurship, and cooperative resilience	
	Advocacy and policy influence	<ul style="list-style-type: none"><li>• Ensuring youth inclusion in project designs</li><li>• Encouraging youth – led social and economic transformation</li></ul>	Youth perspectives included in programs	Youth – driven policy and institutional change	

CATEGORY	MACRO CATEGORIES	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
 <p>Technologies and forest protection</p>	Research and data – driven action	<ul style="list-style-type: none"><li>• Mapping and monitoring land use via AI and drones</li><li>• Introducing climate stations and meteorological tools</li></ul>	<ul style="list-style-type: none"><li>• Monitoring tools deployed</li><li>• Data collection improved</li></ul>	Better land – use decisions and preparation climate	A digitally enabled, environmentally responsible coffee sector that protects forests and scales innovation for long – term sustainability
	Capacity building and leadership	<ul style="list-style-type: none"><li>• Increasing remote connectivity in coffee producing areas</li><li>• Strengthening capacity – building initiatives through existing platforms</li></ul>	<ul style="list-style-type: none"><li>• Remote areas connected</li><li>• Training access improved</li></ul>	Enhanced digital literacy and knowledge sharing	
	Economic empowerment and job creation	<ul style="list-style-type: none"><li>• Promoting carbon credit schemes among farmers</li><li>• Promoting agroforestry techniques</li><li>• Supporting income diversification through nature – based businesses</li><li>• Scaling up best practices through pilot projects</li></ul>	<ul style="list-style-type: none"><li>• Climate – smart practices adopted</li><li>• Pilot projects scaled</li></ul>	Improved livelihoods through carbon finance and green business	
	Advocacy and policy influence	<ul style="list-style-type: none"><li>• Facilitating collaboration through pilot projects</li><li>• Supporting knowledge transfer through existing platforms</li></ul>	<ul style="list-style-type: none"><li>• Partnerships built knowledge hubs active</li></ul>	Broader adoption of sustainable models and forest protection practices	

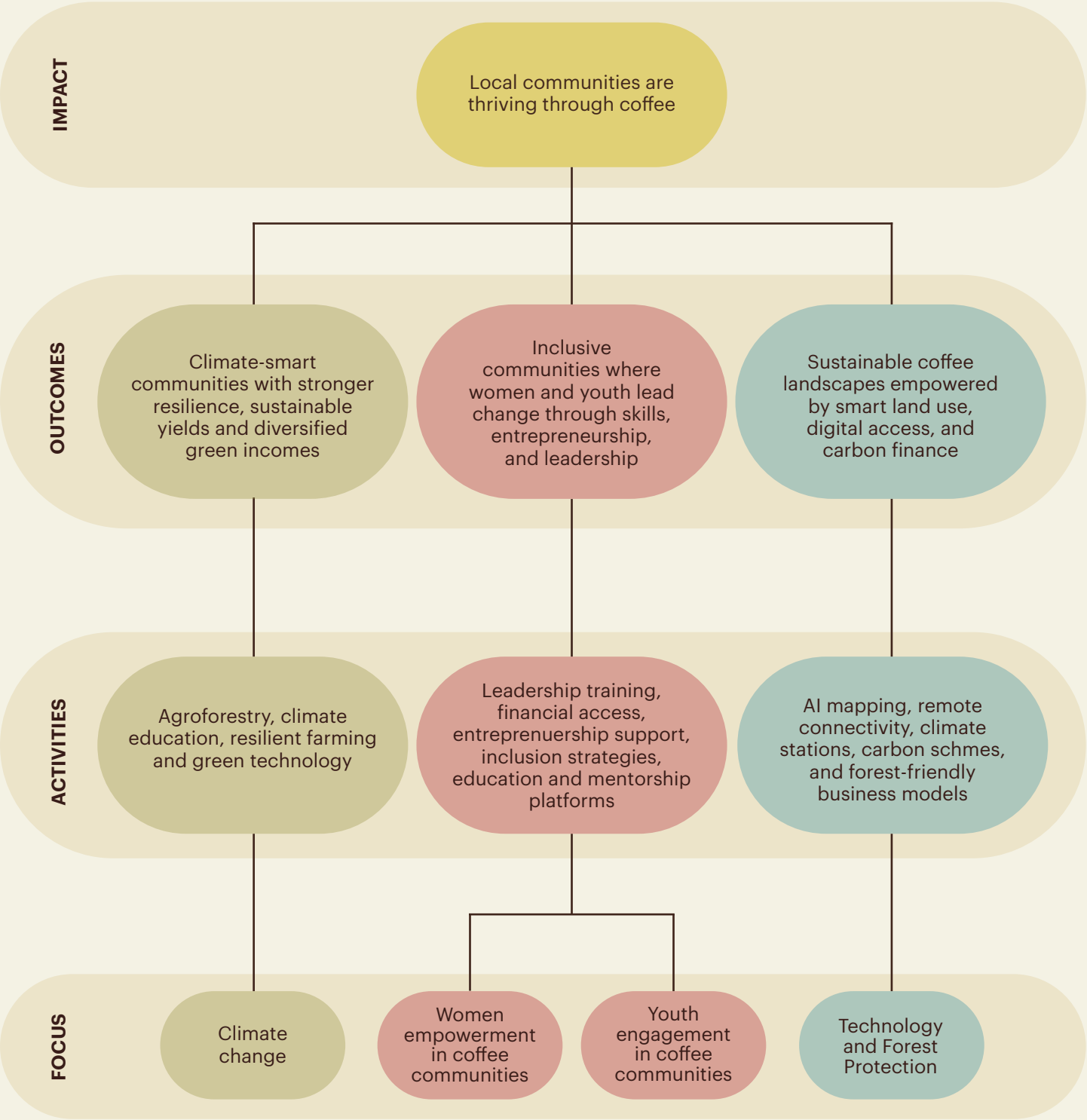


## 07.6. CONCLUSION

The Lavazza Foundation's updated Theory of Change represents a bold and timely response to the pressing challenges faced by coffee-growing communities. Rooted in two decades of experience and co-designed with all stakeholders, this framework places rural coffee communities at the center of sustainable transformation. By investing in climate resilience, gender equality, youth empowerment, innovation, and forest protection, the Foundation fosters systems-level changes that are both inclusive and scalable.

This strategic vision aligns short-term actions with long-term goals, ensuring that each intervention not only addresses immediate needs but also builds lasting capacity and resilience. Through targeted partnerships, shared knowledge, and adaptive approaches, the Lavazza Foundation reinforces its commitment to cultivating a future where coffee communities thrive economically, socially, and environmentally—while contributing to a more sustainable global coffee sector.



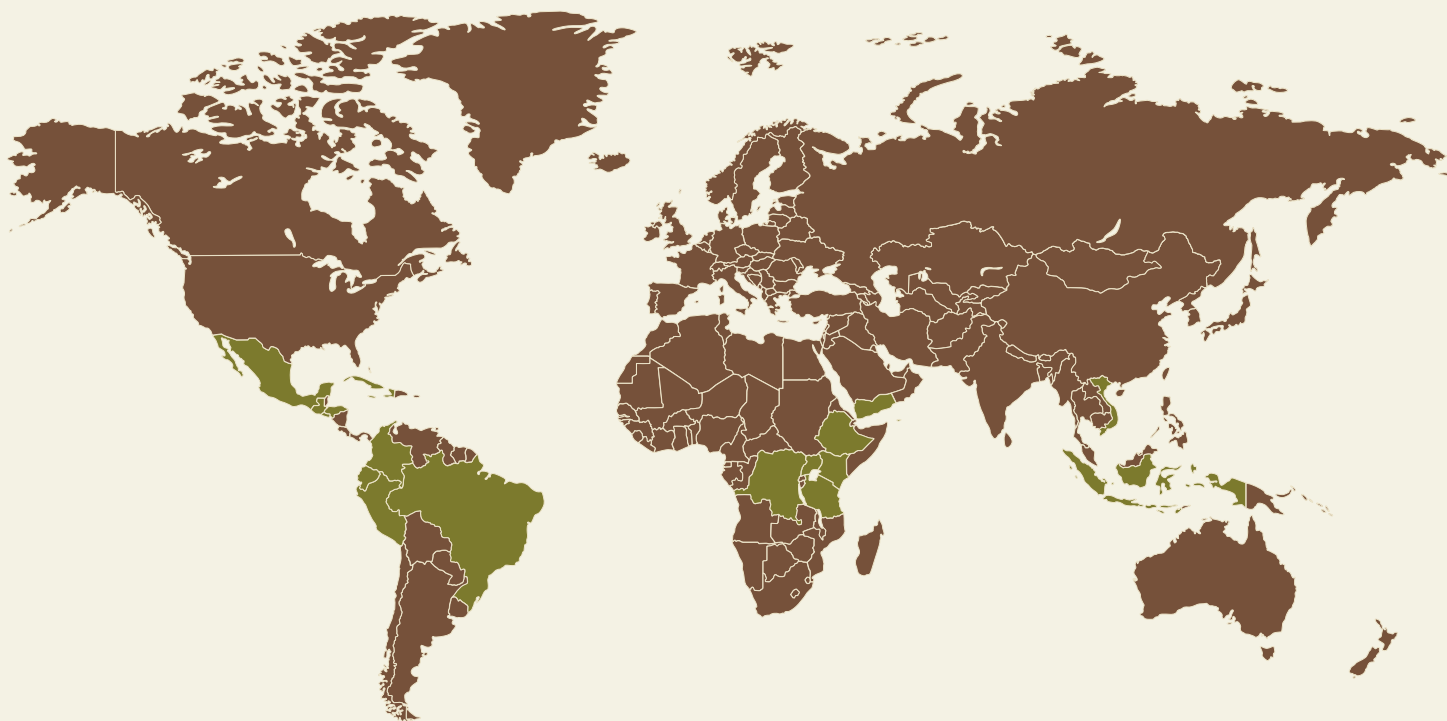






# 08.

## PROJECTS *ON FIELD*



**29**  
PROJECTS

**18**  
COUNTRIES

**+137.000**  
PEOPLE REACHED

Given the deep roots that the Foundation's activity has in the coffee production, and hence the link with the coffee-growing communities, as of 2024 it has been decided to report projects based on the different **growth stages** of the coffee plants.

This approach makes it possible to adapt to the specific needs of each phase, taking actions to tackle the challenges and seize the opportunities inherent in each of them. The following infographic outlines the **maturity level** of each of the projects described.



**0-3 YEARS**

In the first three years after sowing, 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 farming 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 farming practices** and on 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** cherries. In this last phase, the Foundation's projects focus on **consolidating and disseminating farming 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.

## 08.1. COFFEE FOR PEACE

***“The path to peace also goes through a coffee bean”***

***Rigoberta Menchù Tum, Nobel Peace Prize laureate in 1992***

This is the principle guiding the Foundation in addressing the challenges in the coffee-growing countries hit by conflicts and instability: in the coffee sector, sustainable development projects enable not only to grow a valuable economic resource, but also to promote paths of reconciliation, development and hope.

For instance, in **Colombia**, thanks to the collaboration with the Carcafé Foundation, coffee becomes a megaphone of peace and a symbol of rebirth and opportunity for the Meta region — an isolated rural area that has suffered the violence of the civil war and the spread of illegal crops.

In the Verapaz region in **Guatemala**, the project implemented with Verdad y Vida supports the empowerment of Maya Poq'omchi female coffee growers, offering opportunities for growth and redemption in an area tormented by a long civil war. The project implemented together with Qima Foundation in the Taiz and Lahij (Yafa') regions in **Yemen** is based on the same principle: coffee becomes a tool for resilience, generating new economic opportunities for local communities in a context of deep crisis.

Three stories, three geographies, one message: coffee can build bridges and open new paths towards peace.





## 08.2. COFFEE FOR YOUNG PEOPLE

The A Cup of Learning programme aims at spreading coffee culture among young people, offering vocational training to turn a passion into a career path.

In **Uganda**, thanks to Sawa World, coffee becomes a means for young people in local communities to develop micro-enterprises, creating paths towards autonomy and economic independence.

In **Honduras**, together with HRNS, investments on younger generations aim to foster the sustainability

of coffee crops and the inclusion of young people in production chains.

In addition, CampoBase is committed to training young people in **Nepal**, generating opportunities for professional and personal growth through inclusion and skill-building programmes.

Five projects, one common goal: making coffee a resource for building the future of young people and empowering them to face future challenges.

**CampoBase:** The Italian Barista Training project in Nepal, developed in partnership with Cocina Mitho Chha and the Campo Base Association, offers young people training opportunities in the café industry. This initiative provides practical skills, internships and support in finding a job, opening career opportunities in the hospitality sector. Through a sustainable social enterprise model, this project promotes inclusiveness and community development.

**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. The scholarships of two students were renewed for the 2024/2025 academic year: Helena from Honduras for the second-level degree course "History and Society", and Luis Carlos from El Salvador for a violin course at the Conservatory of Rome.









# A future-flavoured espresso



A Cup of Learning is the training programme designed for young people in search of new professional opportunities in the coffee sector. It is not just a learning course, but also an initiative aimed at spreading the coffee culture, turning a passion into a real profession.

Participants are selected by **local NGOs and associations** that have been collaborating with Lavazza for many years. As they have extensive knowledge of the local districts and communities, they are able to identify the specific needs and vulnerabilities of young people and accompany them through all phases of their learning path. Their work is essential to ensure that the programme really reaches those who need it the most, supporting participants not only in learning, but also in tackling personal and social challenges. The programme teaches participants everything they need to become **all-round coffee experts**.

Through a hands-on and immersive approach, participants learn by observing and experiencing first hand all activities typical of a barista or a taster. This path relies on the specific expertise of Lavazza trainers, who hold courses in the coffee-growing countries and at Lavazza Training Center in Turin.

To date, over **700 young people in 20 countries** took part in the programme with customised training courses for baristas and green coffee experts. The “Green Coffee” path supports participants in discovering the sensory analysis, the processing techniques and the art of cupping, whereas the “Being a Barista” course offers hands-on and immersive training covering all aspects to turn a cup of coffee into a unique experience, from grinding to Latte Art.

Since 2021, this project has been recognised the prestigious UNHCR award **“Welcome. Working for Refugee Integration”** for its contribution to professional inclusion. This recognition testifies to the Foundation's commitment to a fairer and more inclusive society, where young refugees also find support and opportunities.

**A Cup of Learning** is a bridge between passion and opportunity and aims at reaching an increasing number of young people and geographies. The Foundation intends to continue to spread the culture of coffee as a tool for empowerment, ensuring its commitment to sustainability and social inclusion by combining theory with practice.

A future-flavoured coffee, each cup of which tells a story.



1.200

TRAINING HOURS

120

INTERNSHIPS  
PROVIDED

35

NGOS AND PARTNER  
INSTITUTIONS  
INVOLVED

700

BENEFICIARIES

20

COUNTRIES INVOLVED

“

*Listening to the desires of these young people and accompanying them for part of their future is a privilege.*

*A Cup of Learning is much more than a mere learning course: it is connection, growth and ever-lasting relationships. This experience continues to value people and time.*

**Lucia Moretti, Cultural organiser for Rete Italiana di Cultura Popolare**







# CENTRAL AMERICA





# INTRODUCTION BY NURY FURLAN

## Project Manager “Organicafé”, Fondazione Soleterre - El Salvador

### 1. What inspired you to join the Soleterre Foundation and how did your journey begin?

*Despite coming from a coffee-growing country like El Salvador, my connection with the world of coffee began in an unexpected place: in Florence, Italy. In this city, I deepened my knowledge of the coffee market and discovered the art of blending that Italian coffee roasters master with exceptional expertise. Then, I had the opportunity to start collaborating with Soleterre, an Italian non-profit foundation that has been working in El Salvador for almost 20 years, and to discover its partnership with the Lavazza Foundation: in light of my knowledge of the coffee sector and my resonance with the Foundation's mission, I realised I had chosen the path best suited to my aspirations.*

*My deep commitment to the Soleterre communities, the focus on local development with great attention to the social dimension, along with transparency and dedication, are in fact reflected in each aspect of my work. Being part of Soleterre is much more than a mere job: it is a way to tangibly contribute to change in one of the most strategic sectors for the development of this region.*

### 2. In your opinion, what is the most impactful element of the Organicafé project in collaboration with the Lavazza Foundation?

*It is its ability to address in an integrated way the structural problems affecting the rural communities in El Salvador, in particular in Chalatenango, a region with strong bonds with Italy due to the migration of*

*many Salvadorans. With Soleterre, we work to empower vulnerable populations and enable their autonomy through sustainable development projects that allow communities to generate long-term income and fully exploit their resources.*

*In recent years, we have observed a rapid depopulation of Central American rural areas, mainly due to migration and a lack of policies able to strengthen the agricultural sector. In addition, the spread of Roya or coffee rust in El Salvador over the past decade has led to the conversion of much land into low-yielding crops, such as cereals, thus limiting small farmers' production and economic capacity. To address this scenario, the project of Soleterre and the Lavazza Foundation aims to recover the economic and environmental value of land through the promotion of agroforestry systems and soil and water conservation practices. In addition to improving farming productivity, these actions protect water resources that are crucial for the sustainability of communities.*

*At the same time, the project also addresses the challenges of social fragmentation and mistrust in community relations arising from El Salvador's post-conflict context, through the promotion of associations as a tool to consolidate collaboration among farmers. In short, this project stands out for its holistic approach combining the economic and environmental recovery of the land with the reconstruction of the social fabric.*

*In addition to contributing to the development of rural communities in El Salvador, this model also lays the foundation for a sustainable and replicable transformation in other regions.*

### 3. What are the key steps you envision for the further development of the coffee communities we are working with?

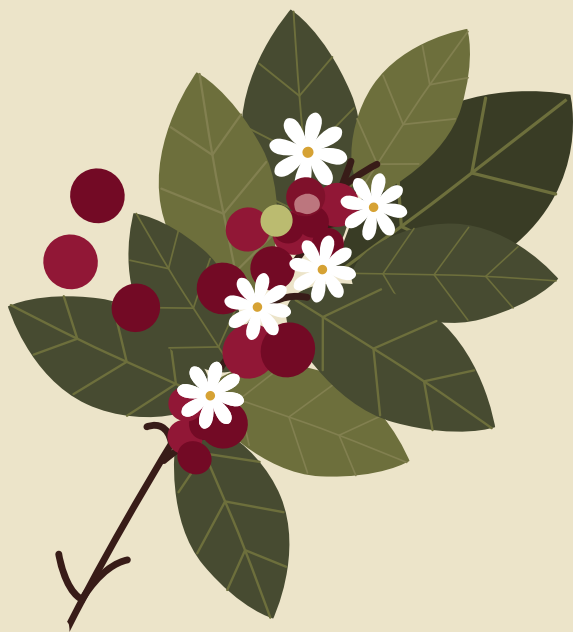
*First of all, the consolidation of farmers' technical and organisational skills. As a second step, we aim to improve post-harvest management skills: reaching higher quality standards will allow farmers to access better markets and improve their profit margins.*

*Next year, the cooperative we have been supporting since the beginning of the project will be able to collectively manage the post-harvest phase. This will be a fundamental step to increase volumes and foster more competitive marketing processes.*

*I would like to underline that farmers' empowerment also means enhancing the environmental potential of coffee forests: when agroforestry systems are managed sustainably, they offer shadow, preserve biodiversity, support water cycles and create opportunities to diversify income through carbon credits, ecotourism, or the sustainable use of forest resources. These additional benefits are key to improving coffee growers' living conditions and ensure that conservation efforts are economically sustainable.*

### 4. What is your favourite method for preparing coffee, and why?

*The Moka coffee pot, because it combines simplicity and taste, bringing out the best coffee flavours in a rich and aromatic experience. I always carry my Moka pot in my backpack, so I can enjoy a good cup of coffee anywhere: it is a way to connect with tradition and the authentic taste of coffee.*



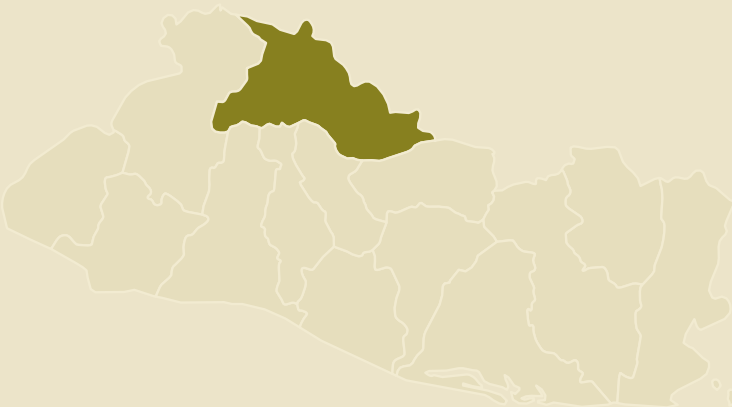




# ORGANICAFÉ

## El Salvador

Chalatenango department



### Aim

Contributing to the local development and improvement of social and economic conditions of 7 rural communities in the Alotepec-Metapán mountain range.

### Partners



### Period

2021 - ongoing

**463** people involved



## “El Pulgarcito” – the Tom Thumb of Central America

Launched in the **Alotepec-Metapán** mountain range, the project aims to strengthen the coffee supply chain in the **Chalatenango** municipalities, where the highly agricultural economy is being severely affected by environmental degradation, depletion of natural resources and inadequate farming policies.

**Organicafè** supports small coffee growers through the promotion of sustainable farming practices and new economic opportunities. It also provides technical training, entrepreneurial support and income-diversification initiatives, such as honey production and craftsmanship.

Thanks to collaboration with the **Vuna Coffee School**, the “**Fundamentals from Plant to Cup**” course was launched to improve the quality of the coffee grown in the region and to create a common qualitative standard.



## 2024 results

**60 young people**

involved in **art workshops** on drawing, painting and muralism.

**14 coffee growers**

growers trained in crop management through **advanced agro-ecological techniques**.

**35 participants**

in courses to build **digital skills** such as the use of graphic design software and tools.

**1 Coffee Festival**

to promote **local products** so as to increase coffee growers' visibility, thus fostering access to **new markets** and meetings with **local and international stakeholders**.

**2 coffee nurseries**

established, for a total of

**18.000 seedlings**

of the Cuscatleco and Pacamara varieties.





# BIOCUBACAFÈ

## Aim

Promoting sustainable development and enhancing natural resources in the Cuban coffee-growing sector.

**250**  
people  
involved

## Partners



## Cuba

Santiago and Granma regions

## Period

2018 - ongoing



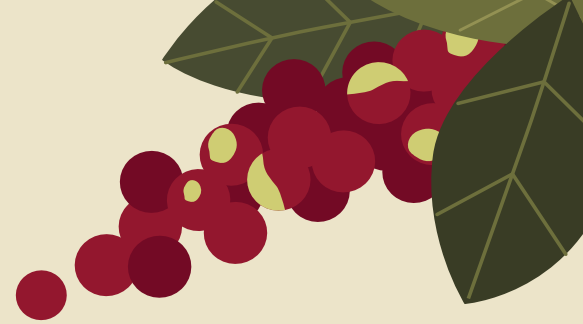
## The forestry revolution

Since 2018, the Foundation has been working in the Santiago and Granma areas with two main objectives: revitalising the country's coffee farming, which had been drastically reduced due to **exploitation** and **deforestation** in the late 19th century and early 20th century, by contributing to the reforestation programme underway; and bringing Cuban green coffee back to the excellent quality levels that had made it renowned worldwide, thus creating shared value throughout the supply chain.

The project has been developed within an encouraging context, with Cuba improving its forest area **from 13% in 1959 to 43% in 2022**.

This project led to the creation of the BioCubaCafé **Cuban Economic Association**: a joint venture whose major partners are the Lavazza Foundation, Grupo Agroforestal (GAF), part of Cuba's Ministry of Agriculture, and the company H.E.I (Hecho En Italia), and aims to support the structural development of the coffee supply chain, thus enabling a sector that has been dormant in recent years to unlock its full potential.





## The five key objectives:

### Forest protection

The project covers forest areas in natural reserves, managed and regulated by Grupo Agroforestal, with the goal of preserving the ecosystem and local biodiversity. In these areas, cutting down large trees is prohibited so as to provide coffee plants with optimal shading, whereas biodiversity and environmental complexity are promoted through the introduction of multiple cropping techniques.

### Improvement of coffee quality

A controlled fermentation process has been implemented for Robusta coffee using selected yeasts, with the goal of enhancing its aromatic complexity and sweetness. The project serves as a true “open-air laboratory,” aimed at promoting sustainable and tech-enabled farming practices while also valuing local know-how.

This approach helps improve both the quality and profitability of the coffee, while also supporting farmers in adapting to the effects of climate change.

On the plantations, various environmental parameters can be monitored—such as air temperature, rainfall accumulation, wind speed and direction, and soil moisture.

This information enables producers to promptly apply the most suitable agronomic techniques.

### Simplification of the coffee supply chain

In 2024, the BioCubaCafè project was further developed thanks to the collaboration of new companies, with the aim of building, in one of the production areas, a dedicated roasting and packaging plant for producing coffee for the Cuban domestic market. This plant will be built in Contramaestre, in the province of Santiago de Cuba, in the heart of the production areas, thus contributing to further strengthening the local supply chain and enhancing the value of Cuban coffee.

### Achievement of organic certification and training on good farming practices

34 schools were opened to teach good farming practices, thus contributing to the achievement of organic certification.

### Strengthening of the role of women and young people

Training and education initiatives have been launched to involve young people and women in growing new plants and in coffee selection, thus fostering new job opportunities.









# COFFEE TO BE REBORN



## Guatemala

Alta Verapaz Department

### Aim

Supporting 5 groups of Maya Poq'omchi women coffee growers, offering farming and entrepreneurial training to foster their economic and social autonomy.

### Partners



### Period

2016 - ongoing

**180** people involved



## A path of rebirth

It all began in 2016 with 20 women of the **Maya Poq'omchi** ethnic group from the community of San Lucas Chiacal, deeply affected by the country's internal armed conflict and determined to transform their future. In this region, coffee is a deeply rooted rural tradition.

Supporting them on a path of empowerment and skill-building is the association **Verdad y Vida**, which has been working for years to help this community of women build a dignified present and future.

Through training in sustainable agricultural

techniques, they learned to cultivate coffee using innovative methods, regenerating the land and creating new economic opportunities.

Today, the project directly involves **180 women** and has had a positive impact on an entire community of over **1,000 people**. With the installation of three pulping machines, the dream of commercializing their coffee became a reality. These women now not only grow coffee, but also process and sell a product of internationally recognized quality.

## 2024 result

**40 quintals**

of organic fertiliser  
produced and distributed.

**10 training sessions**

in vermicomposting and organic fertilisers.

**85.4/100 score**

assigned by the Specialty Coffee Association (SCA) to the coffee produced.

*The SCA evaluates Arabica coffee quality on a scale up to 100: a score above 80 identifies a "specialty coffee," meaning a coffee of the highest quality.*





# SEEDS FOR GROWING



## Aim

Improving the quality of education in the schools attended by young people from coffee-growing communities through the Cultivating Education model.

## Partners



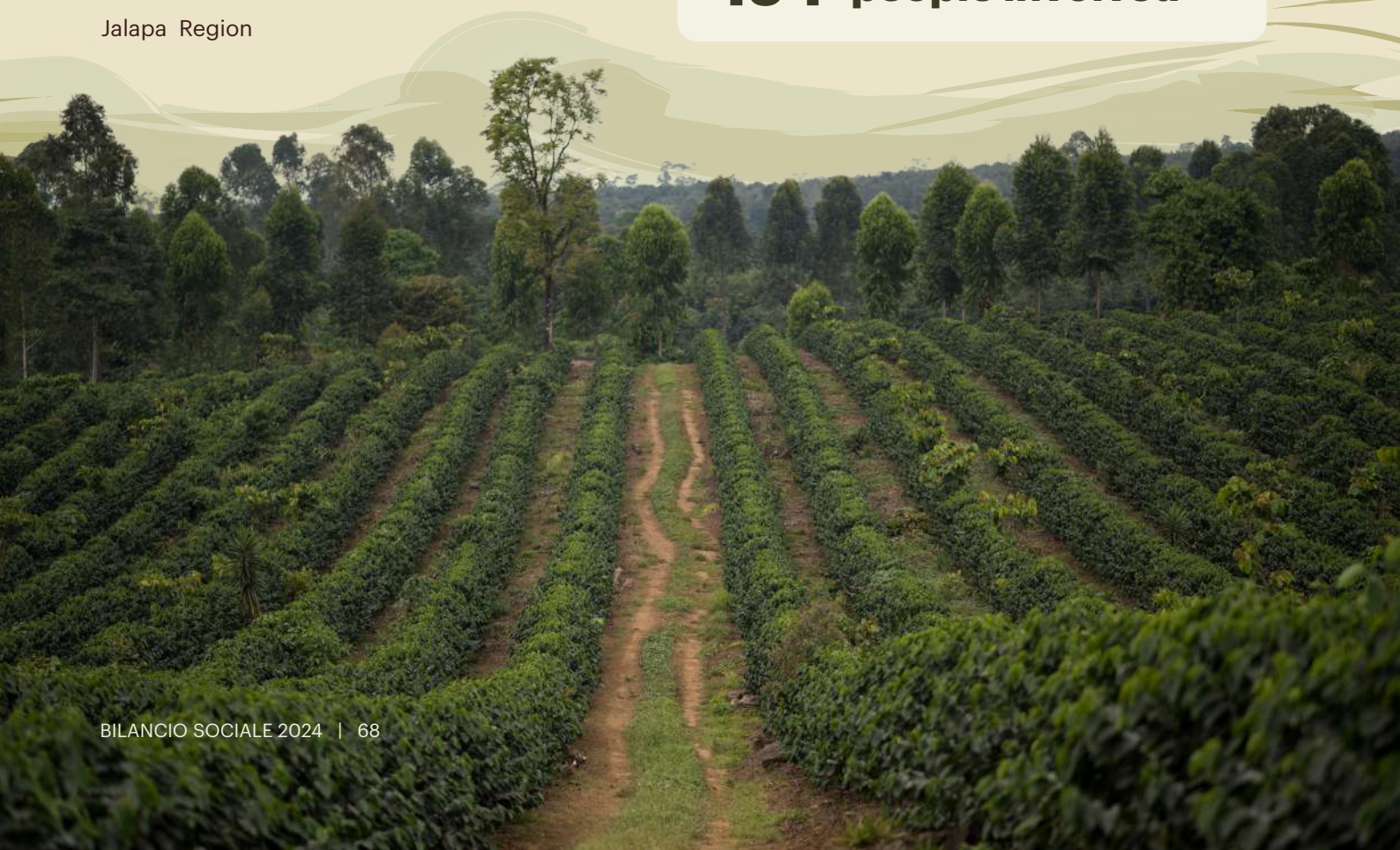
## Period

2021 - ongoing

## Guatemala

Jalapa Region

**194** people involved





## New foundations

The Sampaquisoy School was conceived with the goal of improving the quality of education in the rural communities of Jalapa, an area where the school infrastructure is insufficient to ensure an adequate learning environment.

This school will provide modern and adequate spaces for 186 pupils and 8 teachers, improving hygienic and educational conditions. The participatory approach entailing the active engagement of community volunteers and parents has made the project even more meaningful.



## 2024 result

### Seeds to Lead

is a training program aimed at improving education in primary and secondary schools within coffee-producing communities, providing young people with practical tools and knowledge related to the world of coffee.

**80**  
**volunteers**

involved in building  
a school.

**7** sanitary facilities

**1** hand-washing station

**4** new classrooms

**1** management office





# COFFEE IN POURCINE: LET'S GO, LET'S START AGAIN!

## Haiti

Pic Macaya

### Aim

Resuming coffee production and farming in the island for a small community of coffee growers.

### Period

2024 - ongoing

### Partners



**50**  
people  
involved

# Pic Macaya's coffee

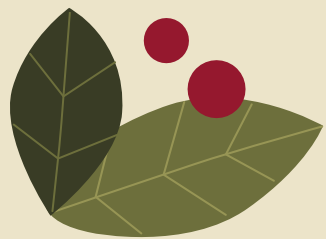
The village of Pourcine is located at an altitude of 1,000 meters, in a remote and hard-to-reach area within the Pic Macaya National Park, where only mules can transport loads between the village and the valley below.

The entire population of the village and its surrounding settlements depends on agriculture for survival. Until 2016, the year when Hurricane Matthew caused severe devastation, the area was known for its production of Arabica coffee, which had provided greater and more widespread economic benefits to the community compared to the current crops —black beans, corn, bananas, cassava, and other tubers—that were reintroduced after the hurricane in place of coffee.

# 2024 results

Defining the construction area of the first coffee nursery for producing

**4.000 coffee seeds**



# EMERGENCY SUPPORT

In 2024, the humanitarian situation in Haiti worsened due to widespread insecurity caused by the violence of various gangs that now control the capital and much of the country.

Together with Cesvi, in Port-au-Prince, Haiti, the Foundation supports the Casa del Sorriso — a safe haven for over 550 vulnerable children, providing them with educational and psychological support, daily meals, and recreational activities.

Haiti  
Port-au-Prince



**550 +**  
people  
involved

**Partners**  






# CLIMATE SMART REGION



## Honduras

Copán, Ocotepeque and Lempira regions

### Aim

Improving the livelihood and well-being prospects of coffee-growing households and the leadership roles of women and young people.

**1.645**  
people  
involved

### Period

2020 - ongoing

### Partner

Hanns R. Neumann Stiftung



## Following dreams - Edy Ruth testimony

*"Thanks to training, today I can make my own decisions and build my future in the world of coffee."*

**Edy Ruth** is one of the hundreds of people benefiting from the project. A third-generation coffee farmer, she grew up among its family's plantations, but she had never been involved in decisions regarding the management of the farm as she was the second daughter.

Thanks to the project, its gender equality education and workshops, and participation in fairs, Edy gained

the self-confidence necessary to create her own space, express her ideas and make decisions for the future of her family.

Moreover, thanks to the entrepreneurial training received, she opened Café Don Teófilo, named after her grandfather, and adopted sustainable techniques and strategies to tackle climate change in her farm, supported by HRNS experts.

In the 2023-2024 harvest season, she successfully exported 30 bags of coffee to a direct buyer, managing the whole process with an exporter.

## 2024 results

**366 beneficiaries**

trained in agroforestry systems.

**80 kilos**

of Anacafé 14 seedlings distributed to 12 cooperatives.

**201 people**

trained on gender equality and on the importance of good agricultural practices.

**6 plant nurseries**

created for planting the Anacafé 14 variety, more resistant to the impact of climate change and to plant diseases.

**44 young people and women**

started vocational courses to create handicrafts.

**3.600 trees**

of avocado, linden and plantain trees distributed to 78 households.







# MAYA'S COFFEE

## Aim

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

**900**  
**people**  
**involved**

## Mexico

Chiapas region

## Period

2021 – 2024

## Partner

**LDC.**  
Louis Dreyfus Company





## Following dreams - Isahac's testimony

*"This project has made me grow both professionally and personally. I am very happy to work with coffee producers, solving problems in the production process, understanding workers' needs and*

*contributing to change for development in coffee production areas. Working side by side with our coffee growers is essential to make them feel proud to grow high-quality coffee to be exported all over the world."*

### 2021- 2024 result

**20**  
dryers  
built

**37**  
pulping machines  
installed

**200.000** coffee plants  
and shade trees distributed

**122** coffee growers

trained in soil and water management, with a

**46%** female participation.







# SOUTH AMERICA



# INTRODUCTION BY VIVIAN VASQUEZ

## Project Manager of the "Coffee as a megaphone of peace" project, Carcafé Foundation – Colombia

### 1. What inspired you to join the Carcafé Foundation, and how did your journey begin?

*My life has always been linked to the coffee sector: as an entrepreneur's daughter, I grew up with the idea of getting ready to work in our family company. This led me to start working at a coffee export company, in collaboration with the Volcafe group in Nariño, Colombia.*

*What impressed me most about the company was its philanthropic approach: from the very beginning, I decided to engage in social projects to support coffee farmers.*

### 2. In your opinion, what is the most impactful aspect of the Coffee as megaphone of peace project in collaboration with the Lavazza Foundation?

*Two elements — one social and one environmental — are equally important.*

*The first is reflected in an inclusive approach to farmers who have been directly affected by the violent civil conflict in Colombia. Our group of 1,000 coffee growers includes former coca growers and pickers, former members of illegal armed groups (guerrillas or paramilitaries), victims of forced displacement (internal migrants), and even former guerrillas who signed the peace agreement with the government in 2016.*

*Thanks to coffee farming, all of them were given a second chance for a decent life.*

*The environmental element proves instead how production systems, such as that of coffee, can become the main source of income for households and, when combined with agroforestry systems, can be part of a strategy aimed at regenerating land previously used for livestock and at combating deforestation. This strategy — applied individually by each farmer and replicated on a large scale — can contribute to creating a biological corridor between the natural parks in the north of the Amazon Rainforest.*

*Today, we are working with 1,000 households who own a total of 12,000 hectares of farmland overall.*



**3. What are the key steps you envision for the further development of the coffee communities we are working with?**

*New alliances may spread our initiative globally and multiply its benefits for more inhabitants of the Piedemonte Llanero and of other environmentally critical regions.*

**4. What is your favourite method for preparing coffee, and why?**

*Living in a tropical country has made me particularly fond of cold brew, especially when prepared with Lavazza recipes that use the ¡Tierra! Colombia blend with coffee from the Meta region. This type of preparation transforms a simple cup of coffee into a thirst-quenching drink.*





# COFFEE AS MEGAPHONE OF PEACE



## Colombia

Meta Department

### Aim

Promoting peace and social stability in Colombian rural areas through the development of the coffee supply chain, fostering collaboration between communities and the creation of economic opportunities that contribute to reconciliation and overcoming of divisions caused by the conflict.

### Period

2015 - ongoing

**900**  
people  
involved

### Partners



Fundación  
**CARCAFE**  
28 años sembrando familia

**giz**

Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH





## The reasons to be there

The Meta Department is not traditionally known as a coffee-growing region. Although plantations have existed there for a long time, coffee cultivation has been progressively replaced by illegal crops.

The altitude of this coffee-growing area—ranging between 800 and 1,300 meters above sea level—requires particularly careful crop management, as coffee plants here are more sensitive to pests and diseases compared to higher-altitude areas.

However, the characteristics of the territory give the coffee a distinctive and high-quality cup profile.

Today, Meta is a region in transition—from illicit economies to the cultivation of coffee and other promising crops, from conflict to peace.

Many of the beneficiaries of the project have been able to rebuild their lives after having lost everything, embarking on a true path of rebirth.

## 2024 result

### 244 new farms

involved in the agroforestry component.

### 93% of the farms

involved in the project are Rainforest Alliance certified.

### 95.000 shade trees delivered

### Implementation of the ACORN initiative

focused on mitigating climate change, reducing greenhouse gas emissions, and promoting sustainable development through the sale of carbon credits. More than 300 producers received funds from the carbon credits generated.

Of the total cost, 80% went to the farmers, 10% to Rabobank for the development of the platform, and the remaining 10% to Solidaridad for field implementation.

### 1 million new coffee plants distributed



# THE CITY OF COFFEE



**Colombia**

Medellín

## Aim

Strengthening urban coffee production as a tool for the revitalization of Medellín's outskirts, as well as an opportunity for social and economic redemption and youth inclusion.

## Partners



## Period

2022 - ongoing

**287** people involved



## The challenge of La Sierra coffee

Since the 1970s, thousands of farmers in Medellín have been forced by various factors to seek refuge on the mountainous slopes of the Aburrá Valley. There, they began cultivating coffee again, continuing the agricultural activity they once carried out in their places of origin. The massive arrival of displaced people led to the formation of disorganized settlements—known as invasiones—poor neighborhoods built on illegally occupied land. In the '80s and '90s, these areas became epicenters of violence, with drug trafficking and armed groups

vying for territorial control. This left behind a legacy of criminality and social stigma that still affects the area today. Despite these challenges, coffee cultivation in Medellín's rural belt has grown and become the city's main agricultural product.

However, the sector remains under threat due to criminal activity and the lack of sustainable economic prospects for young people, who often leave agriculture behind in an attempt to integrate into urban life.

## 2024 results

**21.000 coffee plants**

were planted and distributed to 20 producers.

**20 scholarships**

were awarded to help local youth access higher education in technical and social fields.

**40 hours**

of **Skill-UP training** for 10 young men and women (aged 19 to 33), structured around three main areas: barista skills, English language, and vocational guidance.



**A CUP OF  
LEARNING**

In November, in Comuna 8, the "Being a Barista" module of the A Cup of Learning training programme was launched.

The course engaged 10 young participants, offering them the opportunity to learn about grinding techniques, espresso machine operation, and various coffee extraction methods.

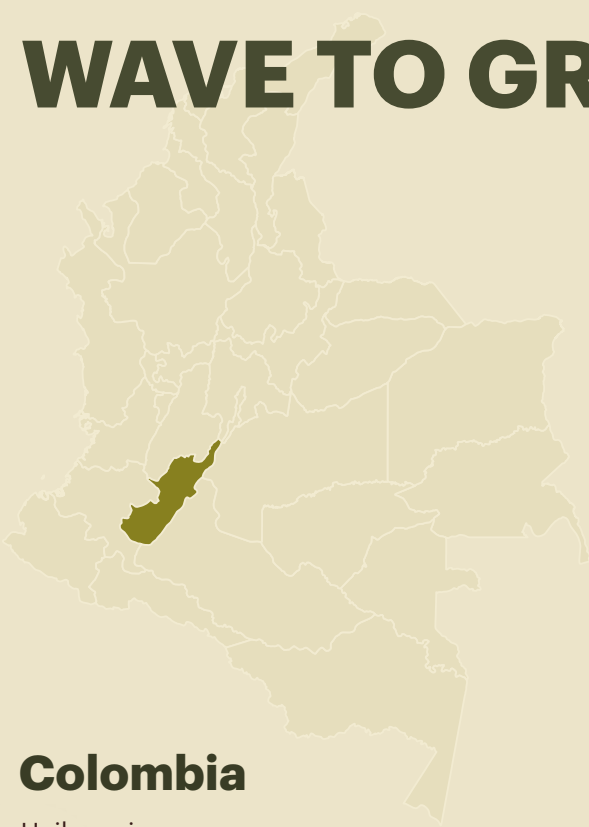
Thanks to the collaboration with Vibras Company and the experience of a professional coffee trainer, the participants acquired both technical and practical skills, gaining first-hand exposure to the world of coffee and building new professional prospects.

This project marks an important step toward social inclusion and the creation of employment opportunities in the coffee sector.





# WOMEN AS THE NEXT WAVE TO GROWTH



## Colombia

Huila region

### Aim

Supporting and strengthening the role of a group of female coffee growers so that they can rely on more resources and tools to operate independently and positively contribute to the economic development of their plantations.

### Partners



### Period

2024 - ongoing

**50** people involved



## Women at the centre

The project aims to implement new methodologies that include dialogue, awareness-raising, recognition, and shared commitment of women. Participants will also have the opportunity to discover the successful projects of other women in the region and learn from

them, so that they can gain self-confidence and find role models.

Initial survey on a group of women to understand their role as entrepreneurs:



## 2024 results

### Women producers

To encourage greater engagement of women coffee producers, the project has integrated participatory methodologies such as the Gender Balance Tree, which helps families redistribute domestic and agricultural responsibilities more equitably, and the Community Leadership Workshop, which promotes the inclusion of women in community decision-making processes.

In addition, the creation of support networks among female producers has been encouraged, providing them with role models and training opportunities to strengthen their presence in the sector.





# ANCESTRAL COFFEE

## Aim

Promoting agroecological coffee farming in the Quilombola communities in Rio de Janeiro, through recovery and valorisation of their history and their traditional ancestral practices.

## Partners



## Period

2024 - ongoing

**70** people involved

## Brazil

Quilombo Alto da Serra do Mar,  
State of Rio de Janeiro



## Cultural identity: Quilombola

The Quilombola communities consist of Afro-Brazilian peoples who account for approximately 0.65% of total Brazilian population; they formed at the time of slavery, when slaves managed to escape from plantations to then establish settlements called “quilombos”.

Quilombola rights were first recognised only in 1988 through the addition of Article 68 to the Brazilian Constitution to guarantee the right to collective ownership of land: the historical and cultural importance of Quilombola communities was thus acknowledged.

## 2024 result

### New models of direct marketing

developed to reduce dependence on intermediaries and ensure fairer compensation for local producers.

### 8 training

workshops for 12 young people.

### 87 women

were involved in income-generating activities.





# PROTEGENDO MINAS

## Aim

Promoting and enhancing the ecosystems of the region, with a special focus on the protection of existing water resources.

**28**  
**people**  
**involved**

## Period

2020 - ongoing

## Partners



CERRADO DAS ÁGUAS  
CONSÓRCIO

## Brazil

Minas Gerais region



## Technology on field

The collaboration with the agritech company Xfarm continued with a view to developing and implementing a digital platform instrumental to assisting coffee growers 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.

## 2024 results

**18 hectares**

dedicated to the plantation of new trees.

**36 partnership**

in place between NGOs, Municipalities, Universities, Cooperatives and Traders.

**6,4 hectares**

where agroforestry systems have been implemented.

**4.046 hectares**

involved in environmental restoration activities.







# MÃO DE OBRA E CAFÉ

## Aim

Training coffee growers on proper practices for selecting and recruiting seasonal workers and adaptation of housing facilities that are made available during the coffee harvest period.

## Partners



## Period

2024 - ongoing

**20** people involved

## Brazil

Minas Gerais region



## Better conditions for seasonal workers

The project focuses on two key areas of action. The first has an educational scope: coffee growers will be trained on seasonal worker selection and recruitment, in addition to sessions to raise awareness of illegal practices such as forced labour, undue wage deductions, excessive working hours and child labour. In addition, information guides on appropriate housing conditions in accordance with the regulations in force will be distributed.

The second area of action refers to the improvement of housing facilities. The aim is to demonstrate to

coffee growers that, with adequate knowledge and a minimal investment, it is possible to adapt the accommodation on their properties, offering greater comfort to workers and increasing the likelihood that they will return to work at their farms. This will help reduce one of the main issues in today's coffee farming, namely the lack of workers.

In 2024, the first investigations of context analysis were launched in this regard.

In total more than 500 seasonal workers have been involved in the project.







# THE SUPPLY CHAIN OF RIGHTS



## Aim

Promoting a fair and sustainable coffee supply chain by increasing skills and strengthening the rights of agricultural workers, particularly of women and young people, thus improving the living conditions of local communities.

## Partners



## Period

2021 - 2024

**1.500** people involved





# The gateway to the Ecuadorian Amazon

In the Napo Province, indigenous communities face daily challenges linked to environmental sustainability, food security and access to essential services. Within this context, the Waylla Kuri and Jatary coffee-grower associations, which represent around 400 members, are supported through a process of production, organisational and commercial development aimed at improving the living conditions of local households.

The cultivation of coffee and cocoa is the only source of income for many households, allowing to preserve the delicate environmental balance.

However, the crops’ small size and the difficulty in accessing markets hinder opportunities for social and economic development, pushing many young people to leave the communities in search of better living conditions in urban centres.

## 2021 - 2024 results

### Upgrade and improvement

of post-harvest facilities at the **Waylla Kuri** and **Jatary associations**. These improvements allow for greater independence and the implementation of quality control processes for the coffee produced.

**48**  
hectares

of plantations renewed.

**51.226**  
coffee plants

distributed.

**6.010** fruit and firewood  
trees delivered.

### 5 young people

are managing a new training café, thanks to technical support in roasting techniques, classification, and business management.

### Participation in trade fairs and commercial events

by the Jatary Association, which also launched a new website to promote its products and activities.

### 2 edition

of the **Environmental Leadership School** were held, focusing on skills related to land management, agroecology, and environmental communication.

### 4 potable water system

were installed in **4 coffee-producing** communities.





# THE GUARDIANS OF THE FOREST

## Peru

Madre de Dios region

### Aim

Preserving and sustainably managing Brazil nuts forests to reduce greenhouse gas emissions.

### Partners



### Period

2021 - ongoing

**666** people involved

## The Earth's lung is at risk

In 2020, an estimated 70,000 hectares of forest were affected by illegal gold mining, which accounts for 10% of deforestation in the Peruvian Amazon. Mining operations use between 30 and 40 tons of mercury annually, contaminating rivers and soil and severely impacting both fish and human health—especially in indigenous communities. Although illegal mining generates between 2 and 3 billion USD per year, this income does not benefit

local communities and often funds criminal activities. Around 40,000 people work under precarious conditions in illegal mines in the Madre de Dios region. Between 2001 and 2020, Peru lost over 2,500,000 hectares of forest—an average of 132,000 hectares per year. During this period, the Madre de Dios region alone lost over 250,000 hectares, representing 9.6% of the total loss.

## 2024 results

**7.321**

**Amazonian  
nut trees  
planted**

**2.331**

**people  
indirectly  
involved**

**925 hectares**

of primary forest enriched within 3 native communities and 20 concessions.

**31.964  
hectares  
protected**







# RESA CAFFÈ

RESA:  
stands for Economic, Social, and  
Environmental Strengthening.



## Peru

Cajamarca region

### Aim

Increasing the competitiveness of the supply chain through the strengthening of coffee growers' technical and organisational skills, adoption of sustainable practices to adapt to climate change and promotion of circular economy models to increase coffee's added value.

### Partners



People for development

**40**  
people  
involved

### Period

2024 - ongoing



## An excellence to be valued

Coffee is Peru's leading agricultural export product and represents a vital resource for producers and the local economic fabric.

Coffee plantations are found in 15 regions of the country; however, 75% of the total production is concentrated in four key regions: Cajamarca, San Martín, Junín, and Amazonas.

Cajamarca alone accounts for 21% of national production, and its provinces Jaén and San Ignacio

are among the most developed coffee areas—so much so that they were awarded the 2023 Cup of Excellence.

However, the sector still faces several challenges:

- Low plant productivity and poor product quality.
- Disadvantaged economic and social conditions in coffee-growing areas.
- Limited advocacy in promoting the coffee value chain.

## 2024 results

**40 hectares**

of plantations renewed.

**15 tonnes  
of compost**

**700 liters  
of fertiliser**

produced to accelerate decomposition and to exploit harvest and household waste.

**5 pilot seedbeds**

built to produce over

**170.000 seedlings**









# AFRICA



# INTRODUCTION OF MARTINA PACILLI

## Project Manager “Seeds of Hope” project, Fondazione Italia Uganda – Uganda

### 1. What inspired you to join the Fondazione Italia Uganda, and how did your journey begin?

*My path within the Fondazione Italia Uganda begun when I was completing my master's degree. I was driven by a deep passion for international cooperation, fuelled by experiences abroad that shaped my academic career and my professional aspirations. These experiences have instilled in me a strong faith in the great power of small actions that contribute to a significant, lasting change towards a more just world.*

### 2. In your opinion, what is the most impactful aspect of the Seeds for Hope project in collaboration with the Lavazza Foundation?

*It is an extraordinary story of transformation and emancipation. Its most impressive impact is the long lasting changes it has triggered in the lives of thousands of people and an entire community. It is a story of rebirth that has not only improved living conditions, but has also instilled confidence, pride, collaboration and sustainable growth. What began as a food security initiative has evolved into a catalyst for empowerment and leadership with a sense of community at its core, leaving an indelible mark and inspiring hope for the future.*

### 3. What are the key steps you envision for the further development of the coffee communities we are working with?

*I think there are two key areas to focus on: first of all, strengthening education and training and providing access to essential skills and knowledge will empower people to transform their lives and generate long lasting social value. This lays the foundations for communities able to significantly contribute to the development of their country. The second one is the empowerment of women and young people. By investing in leadership development, in entrepreneurship and equal opportunities, women and young people will drive a positive change and will build a more resilient and inclusive future.*

### 4. What is your favourite method for preparing coffee, and why?

*I love the Moka coffee pot! It is simple, but brews a rich and aromatic coffee. There is something nostalgic in hearing the gurgling sound when the coffee is brewed and watching it slowly rise through the upper chamber: it brings back memories like family mornings or afternoons with my best friend. What I love most of the Moka coffee pot is that it is meant to be shared: this is the best way to bring people together for a moment of conviviality and cosiness.*





# SEEDS OF HOPE



## Aim

Improving the food security of households in the Kampala slums through the development of an urban home vegetable garden made from recycled materials.

**3.169**  
people  
involved

## Period

2020 - ongoing

## Uganda

Kampala

Partners



**FONDAZIONE  
ITALIA UGANDA**

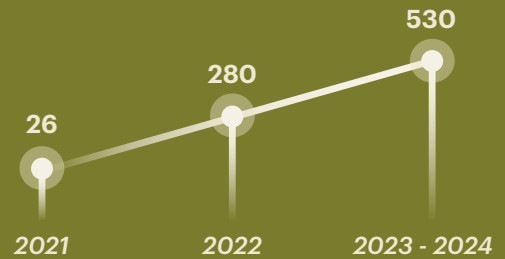
Per l'opera di padre Giovanni Scalabrini  
Onlus



## Household engagement

Launched in **2021** to involve **26 households**, the project has grown significantly over the years: **280 households in 2022** and **530 households in 2023**. Thanks to an integrated approach that promotes access to education, strengthening of farming competencies and enhancement of local resources, Seeds of Hope continues to lay the foundations for a more resilient and inclusive future.

### Increase of the households involved



## 2024 results

**100%  
women  
involved**

### Analysis of nutritional needs

with a specific focus on maternal, childhood and adolescent nutrition.

### Training courses

on entrepreneurial skills, nutrition education and leadership.

**9 water access  
point built**





# UJANA COFFEE

## Uganda

Western, Central and Eastern regions



### Aim

Supporting young people in coffee-growing areas and creating micro-enterprises related to coffee and local craftsmanship.

### Partners



### Period

2019 - ongoing

**815** people involved





## Ujana - for the youth

Ujana adopts a unique approach, providing access to practical skills that are locally developed and easy to apply, allowing young people to quickly start small businesses with low startup costs.

This enables them to earn additional income from agricultural activities and motivates them to stay long-term in the agricultural sector.



## Following dreams - Paul's Story

Paul, a beneficiary and ambassador of the Ujana Coffee project, now plays a crucial role in supporting and empowering young coffee producers in his community.

Exchange visits organized by the project facilitated knowledge-sharing sessions, exposing Paul to new techniques such as coffee pruning, which allowed him to revitalize 400 coffee trees on his family farm. In February 2024, he registered his business with the Uganda Registration Services Bureau (URSB) to increase its credibility.

Furthermore, inspired by the training received through the project, Paul started a business producing organic body balms.

*"Now I earn 400,000 UGX, about €98 per month from my business. This has helped me improve my family's well-being and expand my coffee plantation."*



# 2024 results

**20 new income solutions identified**

**940 young**

coffee producers trained since 2019.

**116 producers**

(of whom 60% women and 40% men) in 10 coffee-grower groups in training sessions on business management, strengthening of micro-enterprises and identification of challenges.

**423 micro-enterprises activated**

“

*Ujana Coffee is not just an economic opportunity, it is an opportunity to restore hope to young people in the most vulnerable areas. Thanks to this project, we are building a future in which young people thrive, becoming change enablers in their communities.*

**Sheila Ampumuza, Country Director of Sawa World**



# HARVESTING CARBON



## Aim

The project aims to create an industry first “pay-for-impact” model whereby carbon “impact units” (verified scope 3 reductions) are produced and traded alongside agricultural commodities, creating a scalable market-based solution to environmental challenges.

To facilitate the transition to a low-carbon and regenerative agriculture, farmers are supported in adopting agroforestry practices, sustainable and climate smart farming techniques, while ensuring compliance with new EU regulations.

## Uganda

Western and Central regions

**4.500**  
people  
involved

## Period

2024 - ongoing

## Partners

**Solidaridad**

**DGBP**  
DANIDA GREEN  
BUSINESS  
PARTNERSHIPS

**LDC.**  
Louis Dreyfus Company





# COFFEE-MILK



## Aim

Supporting local farming cooperatives in optimising coffee crops and in integrating the dairy production, while also promoting income diversification and food security.

**784**  
people  
involved

## Period

2024 - ongoing

## Kenya

Nakuru region

## Partners

**manitese**✱  
UN IMPEGNO DI GIUSTIZIA

## Diversifying to grow: the coffee – milk model

Combining coffee farming and dairy production offers an innovative approach to diversify farmers' income and improve the sustainability of their production.

The two supply chains can strengthen each other: residues from coffee processing can be turned into compost to improve soil fertility, whereas organic waste from dairy production can be used as natural fertiliser for coffee plants. Furthermore, intercropping — combining for instance coffee with macadamia trees or forage for livestock — contributes to biodiversity and soil health.

For the coffee growers, combining livestock and coffee farming means to be able to rely on a complementary source of income. While coffee provides a seasonal income linked to the harvest, milk provides a more constant income flow throughout the year. This helps households to cope with daily expenses and improves economic and food security. In addition to supporting the economic growth of the communities involved, this integrated strategy shows how agricultural diversification can be an effective lever for sustainable and inclusive development.

## 2024 results

### 13 demo farm

set up to promote modern farming practices, such as the cultivation of disease-resistant Ruiru coffee plants.

### 216 coffee growers

trained in financial literacy, in partnership with **Equity Group**.

### 600 trees planted

to promote **agroforestry**, improving soil health and increasing **biodiversity**.







# COFFEE TO THRIVE



## Democratic Republic of Congo

Kivu Lake

### Aim

Expanding the socio-economic opportunities for women victims of violence through the production and commercialization of coffee.

### Partners



**300**  
people  
involved

### Period

2023 - ongoing





## New livelihood opportunities

This project was developed in a complex context, marked by social and political instability and by the high levels of violence that have severely hit local communities, particularly women. Coffee becomes a driver of economic and social redemption, offering beneficiaries technical training, access to productive resources and support.

The collaboration with the Panzi Foundation, founded by Nobel Peace Prize laureate Dr. Denis Mukwege, ensures a holistic approach that combines economic support with health and psychological care.

*"Thanks to the money I earned working in the concessions, I managed to rent a plot of land for two years. I will use part of the harvest to feed my family in lean times, and I will finally sell the remainder to buy school supplies for my children. I am proud that my husband helps me work in the field, as this shows a strong connection within our family."*

- Sarah J.

## 2024 results

**100 banana plants**

intercropped with coffee as fertiliser and a source of shade.

**130 kg of  
coffee cherries  
harvested**

**1 cattle shed built  
4 cattle purchased**





# ASIA





# INTRODUCTION BY FARIS SHEIBANI

## Project Manager "Mokha Revival", Qima Foundation - Yemen

### **1. What inspired you to develop the Qima Foundation and how did your journey begin?**

*I founded Qima Coffee in 2016 as a social enterprise dedicated to developing fair coffee trade and procurement models. From the very beginning, my mission has been to create an activity able to generate real value for vulnerable coffee-growing communities, while also meeting the requirements of the global speciality coffee market. However, as Qima Coffee grew, I realised that managing a company — and in particular the need to balance commercial strategies with social impact — sometimes hindered the possibility of pursuing our development goals.*

*This led me to found the Qima Foundation in 2018: a non-profit organisation with the sole purpose of implementing development projects for the most vulnerable coffee-growing communities in Yemen.*

### **2. In your opinion, what is the most impactful element of the Mokha Revival project in collaboration with the Lavazza Foundation?**

*The launch of the Coffee Quality Champions programme was one of the most significant initiatives of our partnership with the Foundation. This programme aims to train Yemen's future coffee leaders, providing them with the skills and knowledge necessary to improve quality and production standards. This is a one-of-a-kind initiative across Yemen and the first ever to be implemented in the south of the country, in a region often neglected and with fewer opportunities.*

*The Foundation's leading role in this coffee revival is a*

*source of great inspiration for the farmers in southern Yemen: it provides the support and motivation necessary to enhance their potential and rediscover pride in their coffee tradition.*

### **3. What are the key steps you envision for the further development of the coffee communities we are working with?**

*Looking to the future, our goal is to harness technology, with a particular focus on AI and machine learning, so as to provide coffee growers with tools to help them make the best decisions. Given Yemen's unique climate and difficult conditions, we are actively working on developing targeted tools and actions for the specific needs of the region's coffee farmers. Among other things, we are developing solutions to help farmers adapt to the effects of climate change and adopt climate-smart farming practices. By integrating advanced technologies with local knowledge, we aim at providing coffee growers with hands-on information on resource management and crop health and productivity, while ensuring their resilience and long-term success in an increasingly unpredictable environment.*

### **4. What is your favourite method for preparing coffee, and why?**

*Chemex! I love the way in which it enhances the definition and complexity of flavours. This method has almost a ritual value, and ensures a moment of consciousness and appreciation for the incredible journey that coffee has made.*







# MOKHA REVIVAL

## Yemen

Taiz e Lahij region

### Aim

Providing support to Yemeni communities through the development of micro-enterprises in the coffee sector, creating economic opportunities that strengthen household resilience and promote stability.

**195**  
people  
involved

### Period

2023 - ongoing

### Partners





## The harbour where it all began

The name Mokha evokes one of the most ancient roots in the history of coffee. Located along the west coast of Yemen, the Mokha harbour had been the main trading hub for exporting coffee to the world for centuries.

Between the 15th and 17th centuries, ships sailed off from Mokha loaded with precious beans grown in

the Yemeni mountains and bound for the Middle East and Europe, thus contributing to the drink's global expansion. Over time, the coffee trade shifted to other routes, leading to a gradual decline of Mokha. Nevertheless, its name has remained a byword for high quality coffee, renowned for its unique sensory profile with note of nuts, spices and chocolate.

## 2024 results

### 1 cupping event

for the people involved in the project.

*\*Cupping is a tasting technique used to evaluate the sensory characteristics of coffee such as aroma, flavor, acidity, and body.*

### 1 cooperative created composed of 53 women

### + 5.000 new fruits and trees planted

— including papaya and banana — to promote diversified agriculture and increase biodiversity.













# 13. THE COMMITMENT IN *ITALY*

Since 2020, following the pandemic crisis, the Foundation's activities have expanded across Italy, especially in the areas where the Lavazza Group operates through its Nuvola Headquarters and its production plants.

In Italy, the Foundation is committed to fostering local development through actions aimed to promote growth in terms of education, employment, society, health, food and housing.

It works towards meeting constantly changing needs by listening to them daily.

This is made possible by the work done in collaboration with local communities, non-governmental organisations, local institutions and universities, through actions ranging from economic support to co-financing and the co-design of the most relevant activities, together with project partners.

## 24

**PROJECTS**

## 2

**GEOGRAPHIC AREAS**

## 24

**PARTNERS**

## INTRODUCTION BY ANTONIO DAMASCO, Director of Rete Italiana di Cultura Popolare – Turin, Italy

### 1. What inspired you to develop Rete Italiana di Cultura Popolare and how did your journey begin?

*The Rete Italiana di Cultura Popolare, offered the opportunity to continue experimenting with new forms of cultural and social action, because above all, it is a research institution. This aspect fascinated me — and many others from diverse backgrounds —*

*encouraging us to cross-contaminate our knowledge.*

*The Network is a true laboratory of thought, guided by some of the most important Italian intellectuals, and capable of attracting young people from all disciplines. For those like me who constantly seek new challenges, it's the ideal place — a space where inventiveness never stops.*

**2. In your opinion, what is the most impactful element of the “Portinerie di Comunità” project in collaboration with the Lavazza Foundation?**

*Work: the training provided at the Lavazza Training Center for the young participants of the A Cup of Learning project is the keystone. Unemployment, school dropouts, and the growing number of NEETs are alarming realities, especially when combined with rising poverty and demographic decline.*

*What we achieve in close collaboration with the Lavazza Foundation addresses what younger generations often lack the most: listening and trust.*

*When they finish the training, there’s a different light in their eyes — they seem to have acquired a superpower. They’re motivated to test themselves.*

*At that point, we feel a deep responsibility to have created a welcoming community around them.*

*The following step — matching them with the right café, and ensuring they have someone to talk to during the internship — helps maintain that energy until they reach the goal, which, for many, becomes a job contract. That job becomes the new identity they present to the world.*

**3. What are the key steps you envision for the further development of the communities we work with?**

*Spreading an innovative idea of community activation, to build the same kind of social infrastructure we already witness when A Cup of Learning is set in motion. That’s precisely why the Portinerie di Comunità were created: they never act alone, but alongside an entire ecosystem of proximity — public institutions, the third sector, businesses, and many volunteers from civil society.*

*The Portinerie di Comunità are examples of what 15-minute cities could become: sustainable and supportive, but above all low-threshold, accessible, and free spaces where needs, skills, and even aspirations can be identified.*

**4. On a lighter note, what is your favourite coffee brewing method and why?**

*Coffee is an essential part of my unconscious culture — the kind we don’t choose, but absorb from the very beginning of life, through the amniotic fluid: familiar voices, morning scents.*

*And then there are the stories told while waiting, when the Neapolitan flip coffee pot is turned upside down and the ticking of the water, once it passes through the filter, marks the rhythm of conversation.*

*Yes, because in my imagination, coffee flows downward — it doesn’t rise. It’s made with the sole force of gravity. Perhaps that’s why I never chose to drink Moka coffee — I didn’t like the idea that it had to be pressed in order to become a beverage.*

*Rivers, rain, tears — they all flow down. My coffee flows down.*



PROJECT	INSTITUTION/ASSOCIATION	THEME
Tennis in carrozzina	Tennis Club Gallarate	Disability and inclusion
Trofeo della Mole 2.0	Volare	Disability and inclusion
Casa Alpina - A sky full of stars	Parrocchia San Benedetto	Education
Campo Estivo 2024	Sciare per Sorridere	Education
La scienza per tutti	Don Michele Rua	Education
Treno della Memoria	Treno della Memoria	Education
Moving Toward Adulthoods	AMECE	Education
A Casa	SOS Villaggio dei Bambini	Education
Forza Bimbi!	Specchio dei Tempi / d'Italia	Education
Vita e Vite nelle cucine Molisane	ICS “Don Giulio Testa”	Education and promotion of the local area
Nextjournalist	LifeGate	Education and the environment
La Carovana Salvacibo	Eco dalle Città	Food safety
Nuovo Spazio Medico	SERMIG	Health
WeCare	Camminare Insieme	Health
Clinica mobile per mammografie	WelfareCare	Health
A Casa	UPM - Pastorale Migranti	Housing poverty
A.L.I.C.E.	Università degli Studi di Torino	Inclusion
Sostieni Aurora	Fondazione Comunità Porta Palazzo	Inclusion
Civico Zero Torino	Save the Children Italia	Inclusion
Il Cambio Dentro	Terza Settimana Onlus	Inclusion
Download	Albergo Etico	Inclusion
Ti prendo per mano	Associazione Pro Loco Gattinara	Inclusion
DonnAutonomia	Gruppo Abele	Women and professional inclusion
A Cup of Learning Torino e Canavese	Rete Italiana Cultura Popolare	Young people and professional inclusion





# LAVAZZA VOLUNTEER PROGRAM



**The Lavazza Foundation plays a central role** in enhancing the value of local associations and promoting tangible forms of active participation through the **Lavazza Volunteer Program**.

Launched in 2023, the program was created with the goal of building a bridge between people from the Lavazza Group and local communities, supporting local associations and offering employees opportunities for personal and professional growth.

In 2024, the project expanded to involve not only employees from the headquarters in Turin but also those working in the production plants of **Turin and Gattinara**.

The Foundation facilitated the involvement of **15 local associations**, already active in the area and long-standing partners.

The activities offered covered several areas of intervention, including: **food security, quality education, gender equality, social inclusion, decent work, and economic growth**.

Thanks to the coordination of the Foundation, over **160 volunteers**, including more than **25 from the production plants**, donated their time and skills, totaling **over 750 hours of volunteer work** in 2024 alone. Of these, more than **40% were dedicated** to directly supporting associations through fundraising or economic assistance.

Across its first two editions, the Lavazza Volunteer Program has engaged over **250 people** and generated more than **1,370 hours** of activity, strengthening the bond between the company and the territory and promoting a shared culture of social commitment.

*“A few days ago, I had the opportunity to take part in an incredible corporate volunteering experience at Sermig – Arsenal of Peace. It was moving to visit such a meaningful place: once a weapons factory, now a home for hospitality and solidarity.*

*Together with my colleagues, we prepared humanitarian shipments of school supplies, hygiene products, food, clothing, and toys — both for the local community and in support of international humanitarian projects.*

*My heartfelt thanks to Lavazza, Sermig, and all the colleagues who took part in this initiative.”*

– Leonardo, Lavazza Group

*“Ten smiles and twenty hands; four hours of volunteering that Lavazza workers generously offered to help us make our spaces functional, clean, and welcoming for the children and families we host every day.*

*Because what matters are not the colors of our uniforms, but the values we share. Thank you, everyone.”*

*– Gruppo Abele*



**+ 160**  
participants



**750**  
hours of volunteering



**+ 15**  
local associations  
involved



**2<sup>nd</sup> edition**  
extended to employees from  
the Turin and Gattinara plants



**+ 25**  
participants from the  
production plants



# SAVE THE CHILDREN *CIVICO ZERO TORINO*



In 2024, the Lavazza Foundation continued its commitment to **Civico Zero Turin**, a space designed to support and strengthen the journey toward independence for **unaccompanied foreign minors**, helping facilitate their integration into Italian society. During the year, the **Autonomy Help Desk** supported **111 young people**, guiding them toward

self-reliance through personalized assistance in various areas including **job seeking, training access and guidance**, and **housing solutions**. Additionally, the service provided **288 hours of linguistic and cultural mediation** in both **Sub-Saharan African and Arabic languages**.



## Following dreams - Andrea's Story

**Andrea**, a young man from Albania, arrived in Italy in 2022 as an unaccompanied minor, facing immediate uncertainty and hardship. Initially placed in an emergency shelter, he spent his days at **Civico Zero Turin**, attending Italian classes and joining recreational activities with other youth.

*"Every morning, I woke up at 7 a.m., and by 8 I was already at the Youth Office. After a month, I found a place in a dormitory, but I had to stay out all day. I went to Civico Zero Turin to learn and to be with others."*

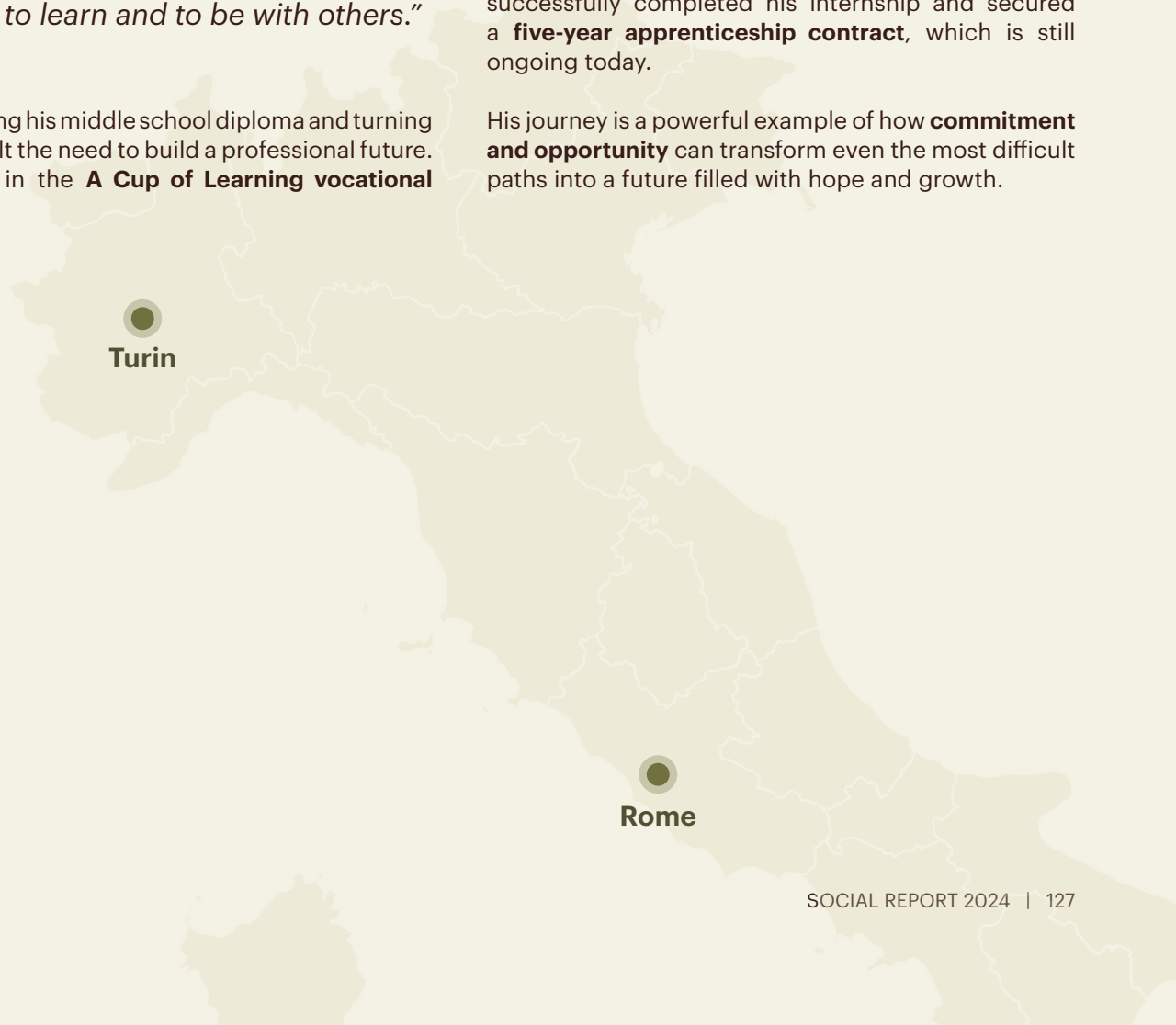
After obtaining his middle school diploma and turning 18, Andrea felt the need to build a professional future. He enrolled in the **A Cup of Learning vocational**

**training program**, which led him to start an internship in a café in Turin.

However, his path was not without challenges: during the early months, external pressures began to take a toll, and he considered giving up. Thanks to the support of Civico Zero Turin staff, a shared solution was found. By involving his employer, they decided to **increase his working hours**, enabling him to earn more and stay focused, thus reducing the impact of external stressors.

With determination and ongoing support, Andrea successfully completed his internship and secured a **five-year apprenticeship contract**, which is still ongoing today.

His journey is a powerful example of how **commitment and opportunity** can transform even the most difficult paths into a future filled with hope and growth.



# FONDAZIONE COMUNITÀ PORTA PALAZZO

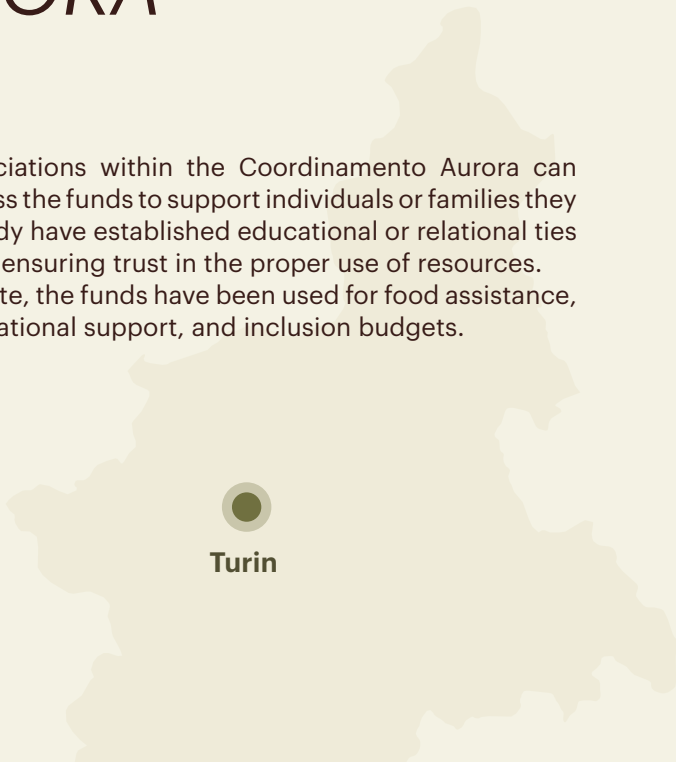
## *FUND SOSTIENI AURORA*

Fondazione  
Comunità  
Porta  
Palazzo

Sostieni Aurora is a mutual solidarity fund established by the Coordinamento Aurora to respond to the needs of the most vulnerable individuals living in the Aurora and Porta Palazzo neighborhoods in Turin.

The fund was created in April 2020 and is managed by an open Management Committee, which includes the Fondazione di Comunità Porta Palazzo and a group of local organizations and associations operating in the area.

Associations within the Coordinamento Aurora can access the funds to support individuals or families they already have established educational or relational ties with, ensuring trust in the proper use of resources. To date, the funds have been used for food assistance, educational support, and inclusion budgets.



## 2024 results

The contribution enabled

**75 children**

to attend summer period and

**92 minors**

participated in day trips.

## The fund also supported food distribution

led by Eco dalle Città, an association that collects fresh food from wholesale markets and distributes it to various delivery points across the city.



# MOBILE CLINIC

**WelfareCare**  
Società Benefit

**ISTITUTO DI CANDIOLLO - IRCCS**

In March, the **Mobile Clinic project** was repeated, offering free breast diagnostic exams to vulnerable communities in the Aurora and Barriera di Milano neighborhoods. In collaboration with **WelfareCare**, and the local associations **Gruppo Abele**, **Yalla Aurora**, and **SOS Villaggi dei Bambini**, a mobile clinic equipped with examination rooms was made available to promote access to **preventive healthcare**.

As in 2023, the **IRCCS of Candiolo** took part in the initiative: a doctor from the medical team was present throughout the day to support patients and carry out further examinations when needed. Thanks to the initiative, **33 women received breast health screenings**, and the project helped raise awareness on the importance of early detection and prevention.



  
**GruppoAbele**

  
**Yalla Aurora**

  
**SOS VILLAGGI  
DEI BAMBINI**

# UNICEF



**UNICEF**, the United Nations Children's Fund, has worked for over **75 years** in **more than 190 countries** to protect and promote the **rights of children and adolescents**.

Its mission includes ensuring access to education, healthcare, clean water, nutrition, and protection from violence and exploitation, particularly in emergencies and fragile contexts.

In 2024, with the support of the Fondazione Lavazza, UNICEF strengthened the **Akelius** digital platform, designed to support **Italian language learning** for

migrant children, including those from Ukraine.

Since September 2023, the project has reached **1,126 students in 60 schools, trained 311 teachers, and distributed 362 devices**.

Among the participating schools, **IC Paglieri in Fossano** launched Italian L2 language courses, received 22 tablets, and is planning to expand the platform's use.

Thanks to its interactive approach, Akelius enhances school inclusion and improves the language skills of refugee and migrant children living in Italy.







# 14.

## CENTER FOR CIRCULAR ECONOMY IN COFFEE



2024 has been a year rich in initiatives for the Center for Circular Economy in Coffee (C4CEC), a global pre-competitive platform established by the Lavazza Foundation with three key objectives: supporting and promoting circular economic principles; accelerating the sustainable transition of the coffee value chain, and fostering innovation. Launched in 2023 with the support of Italian and international partners, by the end of 2024 the Center had welcomed 49 member organizations.

Over the course of the year, C4CEC representatives participated in 10 international conferences, organized a series of 4 educational webinars with over 600 registrants, and published two key studies: "Beyond Coffee: Towards a Circular Coffee Economy", the fourth edition of the Coffee Development Report by the International Coffee Organization (ICO), a reference publication for the global coffee sector. "Making a Case for a Circular Economy in the Coffee Sector", developed by a multi-stakeholder working group on circular economy in coffee within the Coffee

Guide Network of the International Trade Centre (ITC). In addition, C4CEC launched and implemented a pilot project in Kenya in collaboration with UNIDO, the Italian Ministry of Foreign Affairs and International Cooperation, and the Italian Agency for Development Cooperation (AICS). The initiative – "Circular Economy Approach for the Kenyan Coffee Value Chain" – aims to promote sustainable coffee production and the circular economy, in alignment with the Kenyan government's coffee sector development strategy.



14. CENTER FOR CIRCULAR ECONOMY IN COFFEE



Geographical distribution of C4CEC members

# 15.

## PARTNERSHIPS FOR *DEVELOPMENT*

In the coffee sector, collaboration among different stakeholders along the value chain is essential to tackle global challenges and promote a sustainable growth model. The Lavazza Foundation actively participates in pre-competitive and multi-stakeholder initiatives, working alongside institutions, companies, NGOs, and local communities to develop shared solutions.

In alignment with Goal 17 of the 2030 Agenda, the Foundation strongly believes in promoting a collaborative system based on multilateral partner-

ships, encouraging the mobilization and sharing of knowledge, skills, technologies, resources to achieve the Sustainable Development Goals (SDGs) in coffee-producing areas.

These partnerships make it possible to join forces to improve farmers' living conditions, foster responsible agricultural practices, and strengthen the resilience of the entire sector. This collaborative approach translates into tangible projects that generate large-scale value, contributing to building a more equitable and sustainable future for coffee and for those who produce it.





Fondazione Slow Food  
per la Biodiversità  
ONLUS

The collaboration among the Lavazza Foundation, the Lavazza Group and Slow Food is a tangible example of synergy between businesses and associations to promote sustainability, food biodiversity and community wellbeing.

The collaboration between Lavazza Foundation, the Lavazza Group and Slow Food is a tangible example of synergy between business and civil society to promote sustainability, food biodiversity and the well-being of communities.

In 2021, the Slow Food Coffee Coalition was established with the goal of promoting a coffee supply chain that is more equitable, sustainable and conscious. Through this partnership, Lavazza Foundation and Slow Food work to empower coffee-producing communities, protect biodiversity and spread a coffee culture centered on quality, transparency and social justice.

This concrete commitment takes shape through training initiatives, education and the direct involvement of producers — with the aim of building a more resilient future for coffee and the people who grow it.

One of the most significant projects began in 2023, with the creation of the Slow Food community Mujeres Poq'omchi Productrices de Café Verdad y Vida in San Cristóbal Verapaz, Guatemala. Composed of 37 Indigenous Poq'omchi women coffee farmers, the community seeks to strengthen women's economic independence by producing high-quality coffee, promoting biodiversity, and recovering ancestral agricultural practices.

In September 2024, the Poq'omchi community shared their experience at Terra Madre – Salone del Gusto, during the session "Indigenous Women in Coffee: the Experience of the Poq'omchi." Some of the women shared their stories of economic and social empowerment, highlighting how coffee has become a concrete opportunity for all 180 women involved in the "Coffee to be Reborn" project of the Lavazza Foundation (see page 54 of this report).

Their testimonies told of the strength of those who have endured internal conflict and political instability in Guatemala, and the determination to overcome a context in which education and women's independence have long been overlooked.



The **Global Coffee Platform (GCP)** 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.

### ***Brazil – A commitment to the wellbeing of workers in the coffee sector***

The Lavazza Foundation and GCP have been working together since 2020 in the Minas Gerais and Espírito Santo regions to improve coffee farmers' working conditions, promoting the responsible use of agrochemicals and ensuring a safer work environment. This project has enabled to raise awareness among hundreds of farmers about the importance of good farming practices and has contributed to spreading tools and knowledge for sustainable resource management.

The initiatives undertaken included numerous tests to ensure the **quality of the water** used in the plantations and to monitor the health

of workers exposed to chemicals. In addition, **water filters and biodigesters** were distributed as essential solutions to improve access to safe water resources and reduce environmental impact.

The initiative also fosters the dissemination of information materials and educational contents, including digital brochures and podcasts on safety and wellbeing in farming operations, offering coffee growers concrete tools to adopt safer and more efficient practices.

### ***Vietnam – Responsible farming***

In the Central Highlands region, the Lavazza Foundation and GCP work hand in hand with coffee growers to reduce the environmental impact of production through a more conscious use of agricultural inputs. Since 2020, the project has involved nearly **100,000 coffee growers**, promoting sustainable techniques for weed management and the reduction of chemical herbicides.

A key element of the initiative was the **training programme** that allowed thousands of farmers to participate in hands-on courses on the most innovative and environmentally respectful farming techniques. Moreover, thanks to collaboration with selected households, ecological farming models were also developed that are becoming a benchmark for the entire local community.

Today, most of the coffee growers involved have chosen to adopt alternative methods of weed management, favouring manual tools and natural solutions to reduce dependence on chemicals. In addition to positively impacting soil and water quality, this changes improved workers' safety and farms' economic sustainability.



## 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.

Currently, **six projects** are underway in Brazil, Ethiopia, Honduras, Indonesia, Tanzania and Uganda. A total of over **24,000 beneficiaries** were reached in 2024.



## Equal Origins

**Partnership for Gender Equity (PGE)** 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 good sustainable agricultural practices. Through research, training and

consulting projects, C&C works in close contact with farmers, grower 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.





## 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, and 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 future** to ensure the supply of **high-quality** coffee for future generations.



## Global Landscapes Forum

**The Global Landscape Forum (GLF)** is the world's largest **platform for sustainable land management** that brings together scientists, local communities, enterprises, governments and international organisations. Founded in 2013

on the initiative of the Center for International Forestry Research (CIFOR), the GLF is committed to finding integrated solutions to address global challenges related to climate, **biodiversity, food safety and natural resource management**.

Through global conferences, projects in the field and advocacy initiatives, sustainable landscape management practices are promoted to foster collaboration between different sectors and local areas.



## Save the Children

For over 20 years, the Lavazza Foundation has been collaborating with Save the Children, combining forces and expertise for the future of thousands of boys and girls. Together with

the NGO, the Foundation shares knowledge and skills, faces common challenges, and strengthens its commitment to protect and promote children's rights. Among the initiatives in 2024, the Foundation also supported the Global Malnutrition Initiative (GMI) in Somalia, aiming to ensure prevention, diagnosis, and treatment of acute child malnutrition, as well as community-based care in villages.



# 16.

# MISSION REPORT

## GENERAL INFORMATION ABOUT THE ENTITY

### REGISTRY DETAILS

Name: GIUSEPPE AND PERICLE LAVAZZA FOUNDATION – ETS

Registered Office: VIA BOLOGNA No. 32, TURIN, ITALY

VAT Number:

Tax Code: 97647340013

Legal Form: FOUNDATION

RUNTS Registration Number: 97647340013

RUNTS Registration Section: g) Other Third Sector Entities

General Interest Activity Code/Letter:

Secondary Non-core Activities:



# FINANCIAL STATEMENTS AS OF 31 DECEMBER 2024

## Balance Sheet

	31/12/2024	31/12/2023
ASSETS		
A) Membership Contributions or Capital Contributions Still Due	-	-
B) Fixed Assets		
I - Intangible Fixed Assets	-	-
1) Incorporation and expansion costs	-	-
2) Development costs	-	-
3) Industrial patent rights and intellectual property rights	-	-
4) Concessions, licenses, trademarks, and similar rights	-	-
5) Goodwill	-	-
6) Fixed assets under construction and advance payments	-	-
7) Other	-	-
Total Intangible Fixed Assets	-	-
II - Tangible Fixed Assets	-	-
1) Land and buildings	-	-
2) Plant and machinery	-	-
3) Equipment	-	-
4) Other assets	-	-
5) Assets under construction and advance payments	-	-
Total tangible fixed assets	-	-

	31/12/2024	31/12/2023
III - Financial Fixed Assets	-	-
1) Equity investments in:	-	-
a) Subsidiaries	-	-
b) Associates	-	-
c) Other companies	1.507.200	1.507.200
<i>Total equity investments</i>	<i>1.507.200</i>	<i>1.507.200</i>
2) Receivables from:	-	-
a) Subsidiaries	-	-
b) Associates	-	-
c) Other Third Sector entities	-	-
d) Others	-	-
<i>Total receivables</i>	<i>-</i>	<i>-</i>
3) Other securities	-	-
<i>Total Financial Fixed Assets</i>	<i>1.507.200</i>	<i>1.507.200</i>
<b>Total Fixed Assets (B)</b>	<b>1.507.200</b>	<b>1.507.200</b>
<b>C) Current Assets</b>	-	-
I - Inventories	-	-
1) Raw materials, ancillary materials and consumables	-	-
2) Work in progress and semi-finished goods	-	-
3) Work in progress on orders	-	-
4) Finished products and goods	-	-
5) Advance payments	-	-
<i>Total Inventories</i>	<i>-</i>	<i>-</i>

	31/12/2024	31/12/2023
II - Receivables	-	-
1) From users and customers	-	-
2) From members and founders	-	-
3) From public entities	-	-
4) From private entities for contributions	-	-
5) From entities within the same associative network	-	-
6) From other Third Sector entities	-	-
7) From subsidiaries	-	-
8) From associates	-	-
9) Tax receivables	-	-
10) From 5x1000	-	-
11) Deferred tax assets	-	-
12) From others	-	-
<i>Total Receivables</i>	-	-
III - Financials Assets that do not constitute Fixed Assets	-	-
1) Investments in subsidiaries	-	-
2) Investments in associates	-	-
3) Other securities	-	-
<i>Total Financial Assets that do not Constitute Fixed Assets</i>	-	-
IV - Cash and Cash Equivalents	-	-
1) Bank and postal deposits	9.083.438	9.077.839
2) Cheques	-	-
3) Cash on hand	-	-



	31/12/2024	31/12/2023
<i>Total Cash and Cash Equivalents</i>	9.083.438	9.077.839
<b><i>Total Current Assets (C)</i></b>	<b>9.083.438</b>	<b>9.077.839</b>
<b>D) Accrued Income and Prepaid Expenses</b>	<b>36.000</b>	<b>36.000</b>
<b><i>Total assets</i></b>	<b>10.626.638</b>	<b>10.687.918</b>
<b>LIABILITIES</b>		
<b>A) Net Assets (Equity)</b>		
I - Endowment fund of the entity	100.000	100.000
II - Restricted Assets	–	–
1) Statutory reserves	–	–
2) Reserves restricted by institutional bodies	7.260.512	1.980.347
3) Reserves restricted by third parties	–	–
<i>Total Restricted Assets</i>	<i>7.260.512</i>	<i>1.980.347</i>
III - Unrestricted Assets	–	–
1) Retained earnings or operating surpluses	1.256.468	6.794.354
2) Other reserves	–	–
<i>Total Unrestricted Assets</i>	<i>1.256.468</i>	<i>6.794.354</i>
IV - Surplus / deficit for the Year	1.109.653	171.114
<b><i>Total Net Assets</i></b>	<b>9.726.633</b>	<b>9.045.815</b>
<b>B) Provisions for Risks and Charges</b>	<b>–</b>	<b>–</b>
1) For severance and similar obligations	–	–
2) For taxes, including deferred taxes	–	–
3) Other	–	–
<b><i>Total Provisions for Risks and Charges</i></b>	<b>–</b>	<b>–</b>

	31/12/2024	31/12/2023
<b>C) Staff Severance Fund</b>	–	–
<b>D) Payables</b>	–	–
1) Payables to banks	–	–
2) Payables to other lenders	–	–
3) Payables to members and founders for loans	–	–
4) Payables to entities in the same associative network	–	–
5) Payables for conditional donations	–	–
6) Advances received	–	–
7) Trade payables	–	170.348
due within the next financial year	–	170.348
8) Payables to subsidiaries and associates	–	–
9) Tax payables	–	2.320
due within the next financial year	–	2.320
10) Social security and welfare payables	–	1.824
due within the next financial year	–	1.824
11) Payables to employees and collaborators	–	–
12) Other payables	900.000	1.467.600
due within the next financial year	300.000	567.600
due beyond the next financial year	600.000	900.000
<b>Total Payables</b>	<b>900.000</b>	<b>1.642.092</b>
<b>E) Accrued Expenses and Deferred Income</b>	<b>5</b>	<b>11</b>
<b>TOTAL LIABILITIES</b>	<b>10.626.638</b>	<b>10.687.918</b>

Management Report

EXPENSES AND COSTS	31/12/2024	31/12/2023	INCOME AND REVENUES	31/12/2024	31/12/2023
A) Costs and Expenses from Activities of General Interest	2.549.271	2.738.905	A) Revenues, Income and Proceeds from Activities of General Interest	3.515.455	2.848.396
1) Raw materials, consumables, and goods	-	-	1) Income from membership fees and contributions from founders	1.000.000	53.434
2) Services	2.549.271	2.738.905	2) Income from members for mutual activities	-	-
3) Use of third-party assets	-	-	3) Revenues from services and sales to members and founders	-	-
5) Depreciation	-	-	4) Donations	2.084.562	54.133
5 bis) Impairment of tangible and intangible fixed assets	-	-	5) Income from 5x1000	2.058	1.924
6) Provisions for risks and charges	-	-	6) Contributions from private entities	-	-
7) Other operating expenses	-	-	7) Revenues from services and sales to third parties	-	-
8) Opening inventory	-	-	8) Contributions from public entities	-	-
9) Allocation to restricted reserves by institutional bodies	-	-	9) Revenues from contracts with public entities	-	-
10) Use of restricted reserves by institutional bodies	(428.835)	(2.738.905)	10) Other income, revenues and proceeds	-	-
	-	-	11) Closing inventory	-	-
Total costs from activities of general interest	2.120.436	0	Total revenues from activities of general interest	3.086.620	109.491
	-	-	Surplus/Deficit from activities of general interest (+/-)	966.184	109.491
B) Costs from Other Activities	-	-	B) Revenues from Other Activities	-	-



EXPENSES AND COSTS	31/12/2024	31/12/2023	INCOME AND REVENUES	31/12/2024	31/12/2023
1) Raw materials, consumables, and goods	-	-	1) Revenues from services and sales to members and founders	-	-
2) Services	-	-	2) Contributions from private entities	-	-
3) Use of third-party assets	-	-	3) Revenues from services and sales to third parties	-	-
4) Personnel	-	-	4) Contributions from public entities	-	-
5) Depreciation	-	-	5) Revenues from contracts with public entities	-	-
5 bis) Impairment of tangible and intangible fixed assets	-	-	6) Other revenues	-	-
6) Provisions for risks and charges	-	-	7) Closing inventory	-	-
7) Other operating expenses	-	-		-	-
8) Opening inventory	-	-		-	-
<i>Total costs from other activities</i>	-	-	<i>Total revenues from other activities</i>	-	-
	-	-	Surplus/Deficit from activities of general interest (+/-)	-	-
C) Costs from Fundraising Activities	-	-	C) Revenues from regular fundraising	-	-
1) Costs from regular fundraising	-	-	1) Revenues from regular fundraising	-	-
2) Costs from occasional fundraising	-	-	2) Revenues from occasional fundraising	-	-
3) Other fundraising costs	-	-	3) Other fundraising revenues	-	-
<i>Total fundraising costs</i>	-	-	<i>Total fundraising revenues</i>	-	-
	-	-	Surplus/Deficit from activities of general interest (+/-)	-	-

EXPENSES AND COSTS	31/12/2024	31/12/2023	INCOME AND REVENUES	31/12/2024	31/12/2023
D) Costs from Financial and Asset Activities	-	-	D) Revenues from Financial and Asset Activities	171.810	102.879
1) From banking relationships	-	-	1) From banking relationships	171.810	102.879
2) From loans	-	-	2) From other financial investments	-	-
3) From real estate assets	-	-	3) From real estate assets	-	-
4) From other assets	-	-	4) From other assets	-	-
5) Provisions for risks and charges	-	-	5) Other revenues	-	-
6) Other expenses	-	-		-	-
<b>Total financial and asset cost</b>	<b>-</b>	<b>-</b>	<b>Total financial and asset revenues</b>	<b>171.810</b>	<b>102.879</b>
	-	-	Surplus/Deficit from financial and asset activities (+/-)	171.810	102.879
E) General Support Costs	28.341	41.256	E) General Support Revenues	-	-
1) Raw materials, consumables, and goods	-	-	1) Revenues from seconded staff	-	-
2) Services	28.269	41.015	2) Other general support revenues	-	-
3) Use of third-party assets	-	-		-	-
4) Personnel	-	-		-	-
5) Depreciation	-	-		-	-
5 bis) Impairment of tangible and intangible fixed assets	-	-		-	-

EXPENSES AND COSTS	31/12/2024	31/12/2023	INCOME AND REVENUES	31/12/2024	31/12/2023
6) Provisions for risks and charges	-	-		-	-
7) Other expenses	72	241			
8) Allocation to restricted reserves by institutional bodies	-	-		-	-
9) Use of restricted reserves by institutional bodies	-	-		-	-
<i>Total general support costs</i>	-	-	<i>Total general support revenues</i>	-	-
<b>TOTAL EXPENSES AND COSTS</b>	<b>2.148.777</b>	<b>41.256</b>	<b>TOTALE PROVENTI E RICAVI</b>	<b>3.258.430</b>	<b>212.370</b>
	-	-	Surplus/Deficit before taxes (+/-)	1.109.653	171.114
	-	-	Taxes	-	-
	-	-	Net Surplus/Deficit for the Year (+/-)	1.109.653	171.114

## Notional Costs and Revenues

1) From activities of general interest	218.204	-	1) From activities of general interest	-	-
2) From activities of general interest	-	-	2) From activities of general interest	-	-
<b>Total Notional Costs</b>	<b>218.204</b>	<b>-</b>	<b>Total Notional Revenues</b>	<b>-</b>	<b>-</b>



# MISSION REPORT

## ***Introduction***

This mission report is an integral part of the financial statements as of December 31, 2024.

The financial statements comply with the provisions of Article 13 of Legislative Decree No. 117/2017 and the Decree of the Ministry of Labour and Social Policies dated March 5, 2020. They have been prepared in accordance with the national accounting standards as published by the Italian Accounting Organization (Organismo Italiano di Contabilità), with specific reference to Accounting Standard OIC 35 ("ETS Accounting Standard").

The financial statements:

- present clearly, truthfully, and fairly the entity's financial position and results for the year.
- transparently provide information on the resources received and how they have been used in pursuit of the institutional purposes established by the Italian Third Sector Code.

The content of the balance sheet and the management report correspond, respectively, to Models A and B of Annex 1 to the Decree of the

Ministry of Labour and Social Policies of March 5, 2020.

The Mission Report has been prepared in accordance with the format set out in Model C of Annex 1 of the Decree of the Ministry of Labour and Social Policies dated 5 March 2020, and includes all the information necessary to ensure a proper interpretation of the financial statements.

The preparation of the financial statements for Third Sector Entities complies with the general clauses, accounting principles, and valuation criteria set out respectively in Articles 2423, 2423-bis, and 2426 of the Italian Civil Code, as well as with the national accounting standards, insofar as they are compatible with the non-profit nature and the civic, solidarity-based, and socially useful purposes of Third Sector Entities.

Each element of the assets and liabilities has been evaluated separately, to avoid offsetting gains in certain items against losses in others.

Where offsetting is permitted by law, the gross amount involved has been indicated in the Mission Report.

# GENERAL SECTION

## ***Introduction – General Information about the Entity***

The Foundation was established on 29 January 2004 in accordance with the Italian Civil Code and its implementing provisions, with the exclusive purpose of pursuing social solidarity objectives in the fields of healthcare, social welfare, and environmental

protection. These activities are primarily directed at communities and individuals residing in coffee-producing countries that face social, cultural, and environmental hardship.

The sole founding member of the Foundation is Luigi Lavazza S.p.A..

The governing bodies of the Foundation are as follows:

**Board of Directors:**

Giovanni Zanetti	Chairmen
Arnaldo Bagnasco	Board Member
Giacomo Büchi	Board Member
Antonella Lavazza	Board Member
Giuseppe Lavazza	Board Member

**Board of Statutory Auditors:**

Gianluca Ferrero	Chairmen
Angelo Gilardi	
Lucio Pasquini	

**Mission and General Interest Activities**

The Foundation, inspired by civic, solidarity-based, and socially useful purposes, aims to provide healthcare, social assistance, and environmental protection, primarily in favor of communities and individuals residing in coffee-producing countries that are affected by social, cultural, and environmental hardship.

In particular, the Foundation’s specific objectives include the promotion, development, financing, and coordination of:

- initiatives and projects related to the coffee sector aimed at analyzing the socio-economic conditions of populations in producing countries and improving their living and working conditions;
- research, studies, initiatives, and projects focused on environmental protection and enhancement, as well as environmental, economic, and social

sustainability in coffee cultivation and processing, including reforestation and crop diversification;

- the awarding of scholarships;
- the provision of social and healthcare assistance.

The entity carries out the following activities of general interest, identified in Article 3 of the Articles of Association among those provided for by Article 5 of Legislative Decree 117/2017, exercisable in Italy and abroad:

letter a): "social interventions and services pursuant to Article 1, paragraphs 1 and 2, of Law No. 328 of 8 November 2000, and subsequent amendments, and interventions, services and benefits referred to in Law No. 104 of 5 February 1992 and Law No. 112 of 22 June 2016, and subsequent amendments".

letter b): "healthcare interventions and services".

letter c): "social-healthcare services pursuant to the Decree of the President of the Council of Ministers dated 14 February 2001, published in the Official Gazette No. 129 of 6 June 2001, and subsequent amendments".

letter d): "education, instruction, and vocational training pursuant to Law No. 53 of 28 March 2003, and subsequent amendments, as well as cultural activities of social interest with an educational purpose; social interventions and services pursuant to Article 1, paragraphs 1 and 2, of Law No. 328 of 8 November 2000, and subsequent amendments, and interventions, services and benefits referred to in Law No. 104 of 5 February 1992 and Law No. 112 of 22 June 2016, and subsequent amendments".

letter e): "interventions and services aimed at safeguarding and improving environmental conditions and the prudent and rational use of natural resources, excluding the habitual activity of collection and recycling of urban, special, and hazardous waste; animal protection and prevention of stray animals pursuant to Law No. 281 of 14 August 1991, as well as the production, accumulation, and sharing of energy from renewable sources for self-consumption pursuant to Legislative Decree No. 199 of 8 November 2021".

letter g): "university and post-university education".

letter h): "scientific research of particular social interest".

letter i): "organization and management of cultural, artistic, or recreational activities of social interest, including activities, also editorial, aimed at promoting and spreading the culture and practice of volunteering and activities of general interest as per this article".

letter n): "development cooperation pursuant to Law No. 125 of 11 August 2014 and subsequent amendments".

letter o): "commercial, productive, educational, informational, promotional, representative activities, and licensing of certification trademarks carried out within or in favor of fair trade supply chains, understood as a commercial relationship with a producer operating in a disadvantaged economic area, normally located in a developing country, based on a long-term agreement aimed at promoting the producer's market access and providing fair payment, development measures in favor of the producer, and the producer's obligation to guarantee safe working conditions, respecting national and international regulations, enabling workers to lead a free and dignified life, respecting trade union rights, and committing to combating child labor".

letter s): "social agriculture pursuant to Article 2 of Law No. 141 of 18 August 2015 and subsequent amendments".

letter u): "charity, distance support, free transfer of food or products pursuant to Law No. 166 of 19 August 2016 and subsequent amendments, or provision of money, goods or services in support of disadvantaged people or activities of general interest under this article".

letter w): "promotion and protection of human, civil, social and political rights, as well as consumer and user rights in the activities of general interest referred to in this article; promotion of equal opportunities and mutual aid initiatives, including time banks pursuant to Article 27 of Law No. 53 of 8 March 2000, and solidarity purchasing groups pursuant to Article 1, paragraph 266, of Law No. 244 of 24 December 2007."

Therefore, the Foundation pursues its objectives particularly in the fields of healthcare assistance, social assistance, and the protection of nature and the environment, both in Italy and abroad.

In particular, in achieving its civic, solidarity, and social utility objectives and in coherence with them, the Foundation will carry out, exclusively or principally, the following activities:

- The promotion, development, financing, and



coordination, including in collaboration with third parties, public and/or private, of initiatives and projects aimed at improving the living and working conditions of communities and individuals in situations of hardship, with particular reference to populations in coffee-producing countries.

- The promotion, development, financing, and coordination, also in collaboration with third parties, public and/or private, of initiatives and projects aimed at improving the living and working conditions of coffee-producing communities, including by strengthening the role of women within families belonging to such communities and enhancing younger generations (if applicable, also through training programs aimed at motivating young people to continue working in coffee plantations).

- The promotion, development, financing, and coordination, also in collaboration with third parties, public and/or private, of surveys, research, studies, activities, initiatives, and projects aimed at enhancing and protecting the environment, in particular promoting, disseminating, and implementing new methodologies to introduce the concept of environmental, economic, and social sustainability in coffee cultivation and processing and improving their productive and economic aspects, also through the promotion of good agricultural practices resilient to climate change.

- The promotion, development, financing, and coordination, also in collaboration with third parties, public and/or private, of surveys, research, studies, activities, initiatives, and projects related to the coffee sector, including those aimed at understanding the socio-economic conditions of populations in coffee-producing countries and improving their living and working conditions, identifying current and future demographic trends, and contributing to identifying policies that respond to their needs, as well as promoting training activities for coffee-producing communities and producer organizations.

- The promotion, development, financing, and coordination, also in collaboration with third parties, public and/or private, of surveys, research, studies, activities, initiatives, and projects related to reforestation, crop diversification to increase food production, and the introduction of technologies supporting coffee cultivation.

- The financing and awarding of scholarships and prizes to young people/researchers of any nationality distinguished for studies, research or commitment in the above sectors.

- Social and socio-healthcare assistance for communities and/or individuals in cases of exceptional severity and urgency.

Therefore, within the scope of general interest activities, the Foundation may:

a) Undertake any operation deemed necessary from time to time to promote and implement the Foundation's purpose.

b) Subsidize or participate in projects managed by any public and/or private entity or charitable institution for any purpose considered consistent with the Foundation's goals.

c) Make donations and contributions to entities, public and/or private, that have aims consistent with those of the Foundation.

d) Promote, participate in, organize events, conferences, exhibitions or meetings and any other activities that may contribute to achieving the Foundation's purpose.

e) Write, print, publish, issue, and circulate documents, materials, periodicals, or any other means of communication (including digital) within the limits of the Foundation's purposes.

Furthermore, the Foundation may carry out accessory to the above activities, secondary activities pursuant to and within the limits set by current legislation, including but not limited to:

i. financing or purchasing shares in entities and third-party companies operating in sectors related to those connected to the general interest purposes pursued by the Foundation.

ii. participating in projects and initiatives that may eventually result in the Foundation obtaining goods or services useful for pursuing its general interest purposes.

## ***Section of the National Third Sector Register of registration and applied tax regime***

The entity has been registered, as of 12/07/2024, in the National Third Sector Register, record no. 140591 at the Regional Office of Piedmont, under section g) Other Third Sector Entities.

The entity exclusively carries out activities of general interest pursuant to Article 5 of Legislative Decree 117/2017. The proceeds are of a non-commercial nature, according to the provisions of Article 79 of Legislative Decree 117/2017.

## ***Registered office and activities performed***

The entity's registered office is in Turin, via Bologna no. 32.

## ***Data on members or founders and activities carried out with respect to them***

### **Information on the Founder's participation in the life of Entity**

Regarding information about the founder's participation in the life of the entity, it is specified that the founder shares the Foundation's guidelines through their actions, skills, and strategies.

# EXPLANATION OF FINANCIAL STATEMENT ITEMS

## ***Introduction – Formation criteria***

### **Financial statement preparation**

The information contained in this document is presented in the order in which the related items

appear in the balance sheet and management report. With reference to the introductory part of this mission report, it is certified that, pursuant to Article 2423, paragraph 3, of the Italian Civil Code, applicable as compatible according to the provisions of the Ministry of Labor and Social Policies Decree of March 5, 2020, whenever the information required by specific legal provisions is not sufficient to provide a true and fair view of the entity's situation, complementary information deemed necessary for this purpose is provided.

The financial statements, as well as this mission report, have been prepared in euro units.

## ***Accounting principles***

### **Structure and content of the financial statement schedule**

The balance sheet, management report, and accounting information contained in this mission report comply with the accounting records, from which they have been directly derived.

In the presentation of the balance sheet and management report, no regroupings of items preceded by Arabic numerals or lowercase letters have been made, as optionally permitted by Ministerial Decree 5.3.2020.

The entity has made use of the possibility to omit items preceded by Arabic numerals or lowercase letters with zero amounts for two consecutive financial years.

It is specified that the entity has not exercised the option to add, where this would improve the clarity of the financial statements, items preceded by Arabic numerals or lowercase letters of the alphabet, as the conditions for doing so do not apply.

## ***Exceptional cases pursuant to Article 2423, fifth paragraph, of the Civil Code***

No exceptional cases have occurred that required the use of derogations pursuant to Article 2423, paragraphs 4 and 5 of the Civil Code, applicable as compatible with the non-profit nature and civic, solidarity, and social utility purposes of Third Sector Entities, as provided by Ministerial Decree 5.3.2020.

## ***Changes in accounting principles***

No exceptional cases have occurred that required the use of derogations pursuant to Article 2423-bis, paragraph 2, of the Civil Code, applicable as compatible with the non-profit nature and civic, solidarity, and social utility purposes of Third Sector Entities, as provided by Ministerial Decree 5.3.2020.

## ***Issues of comparability and adjustment***

It is specified that the entity is in its first year of preparation using the ministerial templates provided for the Third Sector. Therefore, a comparative statement for the previous financial year has been prepared and made comparable.

## ***Applied Valuation Criteria***

2020, the most significant valuation criteria adopted are illustrated in compliance with the provisions contained in Ministerial Decree 5.3.2020 itself, as well as Article 2426 of the Italian Civil Code, applicable as compatible, with particular reference to those balance sheet items for which the legislator allows different valuation and adjustment criteria or for which no specific criteria are provided.

### **Financial fixed assets**

#### **Equity investments**

All equity investments recorded in the financial statements have been valued using the subscription cost method.

#### **Cash and cash equivalents**

Cash and cash equivalents are recorded in the financial statements at their nominal value.

#### **Accrued income and prepaid expenses**

Accruals and deferrals have been calculated based on the accrual principle.

#### **Equity**

Items are reported in the financial statements at their book value according to the indications contained in accounting standard OIC 35 and accounting standard OIC 28.

#### **Liabilities**

Liabilities are recorded at their nominal value.

#### **Accrued expenses and deferred income**

Accruals and deferrals have been calculated based on the accrual principle.



# BALANCE SHEET

## Introduction

Below, the movements of the individual balance sheet items are analyzed in detail, where required by current regulations.

## Assets

### B) FIXED ASSETS

#### III - Financial fixed assets

##### Introduction

These consist of €1,507,200.00 representing 40% of the share capital subscribed in November 2023 in relation to the joint venture BioCuba Café S.A., a

company also partly owned by the Cuban Ministry of Agriculture (Agroforestal S.A.), whose corporate purpose is the production and commercialization of organic and conventional coffee through the development and refinement of the coffee supply chain.

As of the current date, the amount of €607,200.00 has been paid. The contribution plan provides for the following future payments:

YEAR 2025	€.	300.000,00
YEAR 2026	€.	300.000,00
YEAR 2027	€.	300.000,00

Movements in Equity Investments, Other Securities, and Derivative Financial Instruments Recognized under Financial Fixed Assets

Carrying amount as of 31/12 of the previous Financial Year	€ 1.507.200	-	-
Changes during the Financial Year	-	-	-
Increases due to Acquisitions	-	-	-
Contributions Received	-	-	-
Reclassification (of carrying amount)	-	-	-
Decreases due to Disposals and Write-offs (of carrying amount)	-	-	-
Revaluations during the Year	-	-	-
Depreciation for the Yea	-	-	-
Impairment Losses during the Year	-	-	-
Other Changes	-	-	-
Total Changes	-	-	-
Closing Balance	-	-	-
TOTAL REVALUATIONS	€ 1.507.200	-	-

The following table presents the changes in the financial fixed assets under consideration.  
Analysis of Changes in Equity Investments, Other Securities, and Derivative Financial Instruments Recognized under Financial Fixed Assets.

Opening Balance	Equity Investments in Other Companies	Total Equity Investments
Cost	1.507.200	1.507.200
Carrying Amount	1.507.200	1.507.200

### C) Current Assets

#### IV – Cash and Cash Equivalents

The balance represents the cash and cash equivalents as of the reporting date. These consist of the accounting balances of the current account and the Time Cash held with INTESA SANPAOLO, duly reconciled with the bank statement.

Bank deposits	OPENING BALANCE	CHANGE DURING THE YEAR	CLOSING BALANCE
Ordinary current account	€ 1.077.839	€ 2.005.599	€ 3.083.438
Time Cash	€ 8.000.000	€ (2.000.000)	€ 6.000.000
<b>TOTAL</b>	<b>€ 9.077.839</b>	<b>€ 5.599</b>	<b>€ 9.083.438</b>

### D) Accrued Income and Prepaid Expenses

The following table shows the breakdown of the items recognized in the financial statements under this heading. They refer to accrued banking income earned during the financial year but not yet credited to the current account.

Movements in ACCRUED INCOME AND PREPAID EXPENSES	OPENING BALANCE	CHANGE DURING THE YEAR	CLOSING BALANCE
Accrued income	€ 102.879	€ 66.879	€ 36.000
Prepaid expenses	–	–	–
<b>TOTAL</b>	<b>€ 102.879</b>	<b>€ 66.879</b>	<b>€ 36.000</b>

Breakdown of ACCRUED INCOME	Amount
Interest income on current account	€ 20.579
Interest income on time cash deposits	€ 15.421
<b>TOTAL</b>	<b>€ 36.000</b>

Liabilities

Below is a detailed analysis of the movements of the individual balance sheet items, where required by applicable regulations.

A) NET ASSETS (EQUITY)

Movements in Net Assets Item

The following tables report the changes in the individual components of net assets for the year under review.

Analysis of changes in equity items:

	Opening Balance	Allocation of prior year surplus / cove- rage of deficit	Other Changes – Increases	Other Changes – Decreases	Surplus / Deficit for the year	Balacing adjustment	Closing balance
Endowment Fund of the Entity	100.000	–	–	–	–	–	100.000
Restricted Net Assets	–	–	–	–	–	–	–
Reserves restri- cted by decision of the governing bodies	1.980.347	5.709.000	–	428.835	–	(5.709.000)	7.260.512
Total Restricted Net Assets	1.980.347	5.709.000	–	428.835	–	–	7.260.512
Unrestricted Net Assets	–	–	–	–	–	–	–
Retained earnings or surpluses	6.794.354	(5.709.000)	171.114	–	–	5.709.000	1.256.468
Other reserves	–	–	–	–	–	–	–
Total Unrestricted Net Assets	6.794.354	(5.709.000)	171.114	–	–	–	1.256.468
Surplus/Deficit for the Year	171.114	(171.114)	171.114	–	1.109.653	–	1.109.653
Total	9.045.815	(171.114)	171.114	428.835	1.109.653	–	9.726.633



Origin, Availability, Nature, and Duration of Restrictions on Net Assets Item

The following tables provide detailed information on the origin, availability, nature, and duration of restrictions related to the components of net assets, as well as their use in previous financial years.

Origin, availability, nature, and duration of restrictions on net assets item:

Description	Amount	Origin /Nature	Availability
Endowment Fund of the Entity	100.000	Capital	
<i>Endowment Fund of the Entity</i>			
Reserves restricted by decision of the governing bodies	7.260.512		
<b>Reserves restricted by decision of the governing bodies</b>	<b>7.260.512</b>		
<i>Unrestricted Net Assets</i>			
Retained earnings or operating surpluses	1.256.468	Surplus	
Other reserves	–	Capital	
<b>Other reserves</b>	<b>1.256.468</b>		
Surplus/Deficit for the year	1.109.653	Surplus	
<b>Total</b>	<b>9.726.633</b>		
Non-distributable portion			
Remaining distributable portion			

Legend: A: for capital increase; B: for coverage of deficits; C: for distribution to members; D: for other statutory restriction; E: other

**Statement of Spending Commitments or Reinvestment of Funds or Contributions Received for Specific Purposes**

The Restricted Funds allocated by resolution of the Board of Directors show a balance as of 31/12/2024 amounting to € 7,260,512, and have been earmarked for the following purposes:

Support interventions for situations of poverty (Poverty Fund)	€ 277.517
Statutory projects and emergencies in future financial year	€ 1.273.995
Statutory projects for the years 2025–2028	€ 5.709.000
<b>Total</b>	<b>€ 7.260.512</b>

**D) Debts**

**Maturity of debts**

The following table shows information related to the maturity of debts.

	Portion maturing within the fiscal year	Portion maturing beyond the fiscal year
Other debts	300.000	600.000
<b>Total</b>	<b>300.000</b>	<b>600.000</b>

**Debts secured by real guarantees on company assets**

There are no company debts secured by real guarantees.

Analysis of debts secured by real guarantees on company assets:

	Debts not secured by real guarantees	Total
Other debts	900.000	900.000
<b>Total</b>	<b>900.000</b>	<b>900.000</b>

This item refers to the debt towards the jointly controlled entity BioCuba Café S.A. for residual contributions to be made in the fiscal years 2025-26-27.

E) ACCRUED EXPENSES AND DEFERRED INCOME (LIABILITIES)

The following schedule shows the composition of the items in question, as recorded in the financial statements.

Description	Details	Amount current fiscal year
Accrued expenses and deferred income (liabilities)		
	Accrued expenses	5
Total		5

These represent bank accrued expenses pertaining to the fiscal year but not yet charged to the current account, amounting to €5.00.

MANAGEMENT REPORT

Introduction

The management report highlights the economic results of the fiscal year. It provides a representation of management operations through a summary of revenues and income and costs and expenses that contributed to determining the economic result. The revenues and income and costs and expenses, recorded in the financial statements according to the provisions of the Ministerial Decree of March 5, 2020, are distinguished according to their belonging to the following areas:

- A) Costs and expenses/revenues, income, and proceeds from activities of general interest.
- B) Costs and expenses/revenues, income, and proceeds from other activities.
- C) Costs and expenses/revenues, income, and proceeds from fundraising activities.
- D) Costs and expenses/revenues, income, and proceeds from financial and asset management activities.
- E) Costs and expenses and income from general support activities.

Information is also provided regarding the criteria followed for classification into the different areas provided in the management report.

A) Components from activities of general interest

“Costs and expenses/revenues, income, and proceeds from activities of general interest” are negative/positive income components deriving from the conduct of general interest activities as per Article 5 of Legislative Decree 117/2017.



**D) Components from financial and asset management activities**

These refer to bank interest income accrued as of 31/12/2024.

**E) Components of general support**

“Costs and expenses and income from general support activities” are considered positive and negative income elements that do not fall within the other areas.

**Individual revenue or cost items of exceptional size or impact**

During the current fiscal year, no costs, revenues, or other positive components deriving from events of exceptional size or impact were recorded.

REVENUES AND INCOME	Previous FISCAL YEAR VALUE	Variation (+/-)	Current FISCAL YEAR VALUE
From activities of general interest			
1) From contributions by the Founding Member	€ 53.434	€ 946.566	€ 1.000.000
4) Donations	€ 54.133	€ 2.030.429	€ 2.084.562
5) From 5x1000 donations	€ 1.924	€ 134	€ 2.058
From other activities	-	-	-
10) Use of restricted funds by the Board of Directors	€ 2.738.905	- € 2.310.070	€ 428.835
From fundraising activities	-	-	-
From financial and asset management activities	-	-	-
1) From banking relationships	€ 102.879	€ 68.931	€ 171.80
From general support activities	-	-	-

Indication of individual revenue items of exceptional size or impact

Other informations

In this section of the mission report, the other information required by Ministerial Decree 5.3.2020 is provided.

Description of the nature of donations received

Comment

The Foundation received donations totaling € 3,086,620, detailed as follows:

Donations from the Founding Member Luigi Lavazza S.p.A.	€ 1.011.776
Donations from companies within the Lavazza Group	€ 2.000.286
Donations from third-party entities	€ 72.500
5x1000 proceeds	€ 2.058
<b>Total donations received</b>	<b>€ 3.086.620</b>

In item A5 “5x1000 proceeds” of the management report, proceeds amounting to €2,058.00 are classified. The entity complies with reporting requirements according to the law’s terms and deadlines.

The 5x1000 proceeds were fully allocated (€2,058.00) by the entity to a scholarship awarded to a young woman from Congo, who currently works with the association Camminare Insieme as an IT operator.

Camminare Insieme is an association active in Turin since 1993 that provides free healthcare assistance to people in socially vulnerable conditions, with particular attention to migrants and those without access to the National Health Service. Every year, the clinic welcomes and supports over 6,000 patients, thanks to the contribution of a large network of volunteers, doctors, and socio-health operators.

The Foundation’s support is part of a broader commitment to promoting social inclusion and universal access to essential services.

**Remuneration of the executive body, control body, and statutory auditor**

The entity has not approved any remuneration in favor of the Executive Body or the Control Body, which also oversees the statutory audit, pursuant to and for the purposes of Articles 30, paragraph 6, and 31, paragraph 1 of the CTS.

**Schedule of Asset and Financial Elements and Economic Components Related to Assets Dedicated to a Specific Purpose**

The entity has allocated assets exclusively for the pursuit of a specific purpose. Below is, as required by item 15 of Annex C to Ministerial Decree 5.3.2020, a schedule identifying the asset and financial elements and economic components related to assets dedicated to a specific purpose pursuant to Article 10 of Legislative Decree 117/2017 and its subsequent amendments and integrations.

It is certified that as of the financial statement closing date, the Foundation has received the following donations designated for specific projects pursuant to Article 10 of Legislative Decree 117/2017:

From Nims S.p.A. (company of the Lavazza Group) - for interventions supporting the hearthquake in Turkey and Syria	€ 286,00
From UNIDO - for the “Center for Circular Economy in Coffee” project	€ 72.500,00
<b>Total donations designated for specific projects:</b>	<b>€ 72.786,00</b>

**Transaction with Related Parties**

For the purposes of current regulations, no transactions with related parties were carried out during the fiscal year other than those concluded under normal market conditions.



**Schedule Illustrating Imputed Costs and Revenues**

At the end of the management report, imputed costs and revenues are reported, duly documented, representing the measurement of economic components of the fiscal year that have no monetary manifestation but whose recognition is necessary for accurate reporting.

The value of free service donations is quantified based on their fair value, as follows:

Imputed Costs	
Remuneration of the Control Body	€ 6.000
Third – party Human Resource	€ 212.204

ILLUSTRATION OF THE ENTITY’S ECONOMIC AND FINANCIAL PERFORMANCE AND STATUTORY OBJECTIVES ACHIEVEMENT

**Overview of the Entity's Situation and Performance**

The financial statements for the fiscal year ending on 31 December 2024 report a net operating result of €1,109,653.

The reference fiscal year was marked by the continuation of activities related to projects implemented in coffee-producing countries, primarily aimed at enhancing productivity and coffee quality, while simultaneously fostering producers’ entrepreneurship and improving their living conditions.

The main tools employed to achieve these objectives included:

- The dissemination of good agricultural practi-

ces to improve coffee quality and promote environmental sustainability.

- Support for coffee producers in establishing and managing their own organizations (associations, cooperatives, or companies), enabling them to access broader markets, benefit from production-enhancing services, and improve access to credit and commercialization.
- Promotion of gender equity within households and communities.

- Empowerment of younger generations through training programs designed to encourage them to remain in production areas and become coffee entrepreneurs.
- Promotion of production diversification and increased food resource production.
- Support for reforestation efforts through agroforestry models aimed at preserving plantation biodiversity.
- Dissemination of effective agricultural techniques to counter the effects of climate change.
- Integration of technological components to enhance traditional farming practices.

The Foundation also allocated a dedicated emergency fund, with the aim of responding promptly and effectively to communities affected by natural disasters and health emergencies.

## Description of Key Risks and Uncertainties

No significant risks or uncertainties have been identified in the entity's management during the year.

## Analysis of Strategic Partnerships and Synergies within the Associated Network

The entity maintains synergic relationships with the following key partners:

**1. Center for Circular Economy in Coffee (C4CEC)** – A pre-competitive global platform established in 2023 at the initiative of the Lavazza Foundation, with three main objectives: to promote circular economy principles, accelerate sustainable transition across the coffee value chain, and foster innovation.

**2. Founding partner of the Slow Food Coffee Coalition** – A network connecting all stakeholders in the coffee supply chain, from producers to roasters, distributors to consumers, based on the vision of good, clean, and fair coffee for all. This model promotes cooperative values and takes into account evolving production and consumption paradigms.

**3. Founding member of the Coffee&Climate (C&C) initiative** – A collaborative, non-competitive effort among coffee industry stakeholders—including roasters, agronomists, and smallholder farmers—to address the impact of climate change through joint solutions.

## Outlook and Forecast on Economic and Financial Sustainability

With regard to the expected development of operations and the ability to maintain economic and financial balance, the Board of Directors confirms the validity of the going concern assumption, having conducted a forward-looking assessment of the entity's capacity to continue its operations over a foreseeable time horizon of at least twelve months from the balance sheet date.

This assessment was supported by a budget demonstrating that the organization has sufficient resources to operate and meet its obligations over the twelve months following the reporting date.

Methods for Achieving Statutory Objectives

The Foundation’s activities were carried out in accordance with its bylaws, primarily through the funding of the following projects (detailed below):

(Values stated in Euro)

Institutional Projects	2.120.436
International Coffee Partners Projects	171.336
Cerrado das Águas Consortium – Brazil	14.115
Cospe ETS – Brazil	41.838
Exportadora de Café Guaxupe – Brazil	42.433
X-Farm – Brazil	6.100
Ecom – Colombia	33.527
Fundaciòn Carcafé – Colombia	67.120
Fondazione Soleterre – El Salvador	118.470
VUNA Origin Consulting – El Salvador	10.000
Asociación Civil Verdad y Vida – Guatemala	60.082
Seeds for Progress Foundation – Guatemala	46.847
Madian Orizzonti Onlus – Haiti	30.000
Coffee training – Italy and Nepal	8.401
Mani Tese – Kenya	60.100
Fondazione AVSI – Peru	85.000
Fondazione Cesvi ETS – Peru	174.500
Panzi Foundation – Democratic Republic of Congo	94.277
Danida, Solidaridad, LDC, Merrild – Uganda	103.379
Sawa World – Uganda	50.000



Global Coffee Platform – Vietnam	24.000
Qima Foundation – Yemen	150.000
Save the Children – Gaza Emergency	100.000
Fondazione Cesvi ETS – Haiti Emergency	77.588
Unicef – Ukraine Emergency	57.000
Association Center for Circular Economy in Coffee	58.603
ASVIS	1.000
Brands 4 Sustainability	22.200
Center for International Forestry Research	12.000
Lavazza Group Employee Donations	16.698
20th anniversary Lavazza Foundation	168.292
Conference participation	6.562
Slow Food Coffee Coalition	50.000
World Coffee Research	158.966
<b>Emergency Contributions (use of the Poverty Restricted Fund)</b>	<b>428,835</b>
Education support initiatives	212,500
Inclusion support initiatives	41,000
Housing poverty support initiatives	20,000
Food poverty support initiatives	41,000
Gender gap support initiatives	26,000
Healthcare poverty support initiatives	46,500
Scholarships	41,835
<b>Total contributions for fiscal year 2024</b>	<b>2.549.271</b>

## ***Contribution of Ancillary Activities to the Entity's Mission and Their Secondary and Instrumental Nature***

In the context of the current financial statements, no ancillary activities are reported pursuant to Article 6 of Legislative Decree No. 117/2017.

Any ancillary activities carried out by the entity are considered instrumental to its general interest purposes, as they are exclusively aimed at fulfilling the civic, solidarity-based, and socially useful goals pursued by the entity itself. These activities are conducted in full compliance with the regulation set forth in the Decree of the Ministry of Labour and Social Policies dated 19 May 2021, No. 107

## ***Final Remarks***

These financial statements, composed of the statement of financial position, statement of activities, and mission report, provide a true and fair view of the entity's assets, liabilities, financial position, and economic result for the year. They are consistent with the accounting records. The Board of Directors expresses a favorable opinion on the financial statements as of 31 December 2024, together with the proposal regarding the allocation of the net operating result. The financial statements are truthful, accurate, and comply with the accounting books.

Turin, 07/05/2025

**On behalf of the Board of Directors**

Giovanni Zanetti, President



## **FONDAZIONE GIUSEPPE E PERICLE LAVAZZA ETS**

Registered and administrative offices: Via Bologna 32 - 10152 Turin, Italy

Tax code: 97647340013

July 12th, 2024: Registered with RUNTS

### **Acronyms**

C&C – Coffee&Climate

GAF – Grupo Empresarial Agroforestal

GCP – Global Coffee Platform

GMI – Global Malnutrition Initiative

GRI – Global Reporting Initiative

H.E.I. – Hecho En Italia

HRNS – Hanns R. Neumann Stiftung

ICP – International Coffee Partners

INAF – Insituto de Investigaciones Agroforestales

LDC – Louis Dreyfus Company

NGO – Non-Governmental Organisation

R4A – Rainbow 4 Africa

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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