



#COFFEEPEOPLE

Communication and Advocacy Campaign

JANUARY 2024

Report

#COFFEEPEOPLE

Communication and Advocacy Campaign

JANUARY 2024

Report

This report traces the evolution of the #CoffeePeople campaign, documenting its progress within the ITCILO Communication and Advocacy Results Chain Framework. From localizing the campaign through in-country workshops to initiating a social media challenge that gained widespread traction, the report shows how the campaign effectively raised awareness and fostered concrete actions to promote the right to a safe and healthy working environment in the coffee supply chain.

It delves into the campaign's achievements, surpassing set targets and resonating with a global audience. The overarching objective of the campaign was to facilitate a greater understanding of coffee workers' occupational safety and health among a diverse range of sector stakeholders at both the global and country levels. This report shows how the campaign met its goals, reaching people around the globe with messages related to building a safer and healthier coffee supply chain.

It is a testament to the #CoffeePeople campaign's impact, offering a guide for the ITCILO's communication and advocacy projects, and providing insights and recommendations for future campaigns.



CONTENTS

Part 1: Introduction, background, and context	3
Introduction	3
Stakeholders and approach	3
Client and project overview	4
Objectives of the campaign	4
Tasks undertaken	4
Deliverables	5
International missions	5
Part 2: Executive summary.	7
Part 3: Mapping SMART goals, theory of change, KPIs, and the PDCA cycle	9
SMART objectives	9
Theory of change.	11
KPIs	11
PDCA cycle.	13
Part 4: Considerations based on the external evaluation of the ITCILO’s campaigns (2023)	25
Recommendation 1: Ensure coherent planning.	25
Recommendation 2: Prioritize resourcefulness and adaptation	25
Recommendation 3: Prioritize audience-centric storytelling	26
Recommendation 4: Maximize network opportunities	26
Recommendation 5: Balance production and promotion	27
Part 5: Reporting on the communication and advocacy KPIs of the ITCILO results chain	29
Part 6: Key results	33
Part 7: Reporting on the communication and advocacy indicators of the ITCILO P&B.	35
Part 8: Financial report	37
Part 9: Annexes.	39
Part 10: VZF ILO – Final Progress Report	42



PART 1: INTRODUCTION, BACKGROUND, AND CONTEXT

Introduction

The “Improving Safety and Health in the Global Coffee Supply Chain” campaign, undertaken as part of the Vision Zero Fund (VZF) project by the International Labour Organization (ILO), aimed to address occupational safety and health (OSH) challenges within the global coffee supply chain. As part of the ILO’s Safety+Health for All flagship programme, Vision Zero Fund seeks to achieve zero severe and fatal work-related accidents, injuries, and diseases in global supply chains. Since 2016, the Fund has operated in various supply chains and countries, including Laos, Mexico, Colombia, Honduras, and Vietnam, benefiting a total of 3.5 million workers. This campaign was funded by the European Union.

Stakeholders and approach

The campaign brought together public and private stakeholders, including government agencies, employers’ and workers’ organizations, and private sector companies. The ILO Vision Zero Fund approached the International Training Centre (ITCILO) to collaborate on this project. The primary objective was to consolidate learnings from country projects and elevate them to the global level. A key focus was placed on communication, aiming for visibility of the EU-funded action and enhanced stakeholder understanding and commitment to improving coffee workers’ occupational safety and health.



Client and project overview

The client, the ILO Vision Zero Fund, is a collaborative effort of public and private stakeholders committed to achieving zero severe and fatal work-related incidents globally. VZF has been a client of ITCILO since 2021 and, in addition to this specific project, ITCILO is responsible for the VZF website, LinkedIn channel, and monitoring/analytics. ITCILO also provides communication consultancies for VZF's global teams and is currently organizing communication around VZF's 2024 High-Level Forum.

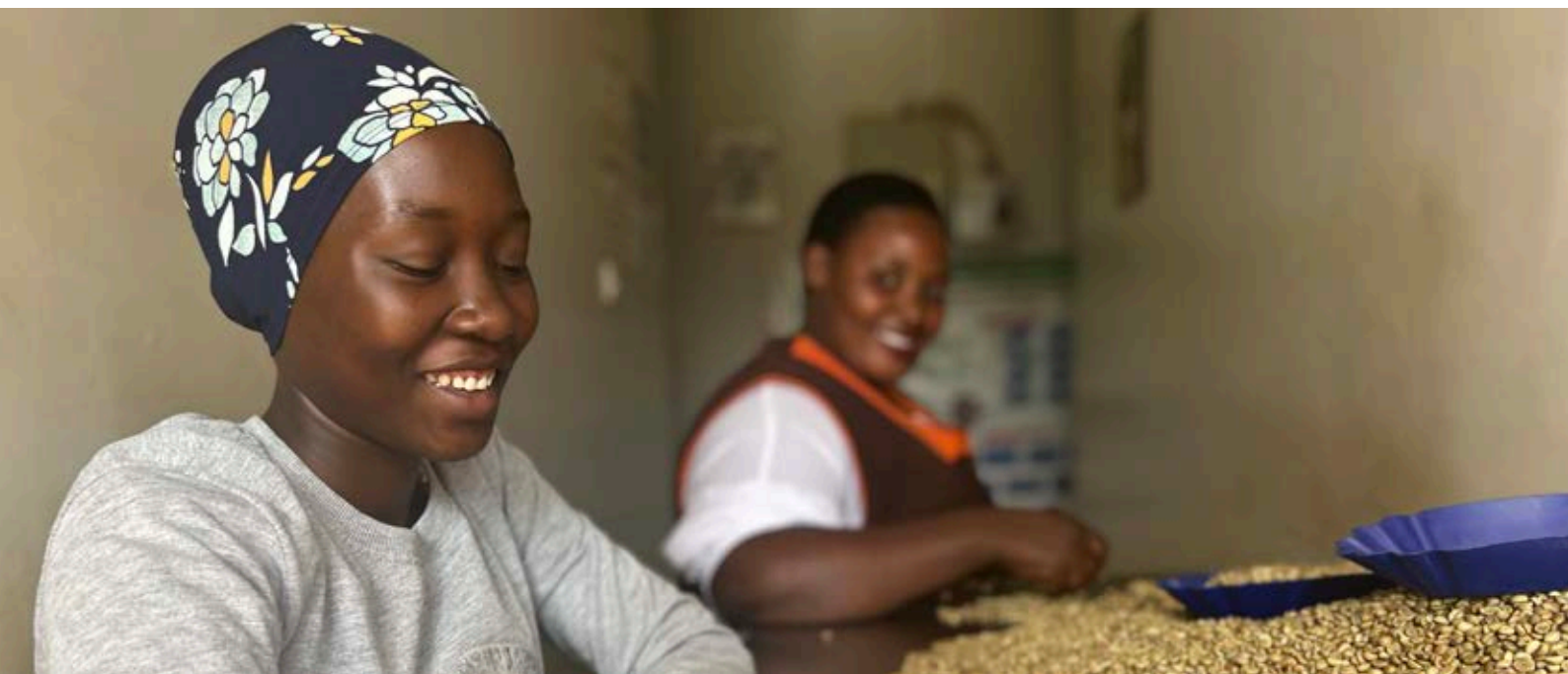
The project specifically targeted the coffee supply chain, implementing various initiatives in collaboration with governments, employers' and workers' organizations, and private sector companies. The project's broader goal is to contribute to the Safety+Health for All flagship programme of the ILO.

Objectives of the campaign

The overarching objective of the campaign was to facilitate a greater understanding of coffee workers' occupational safety and health among a diverse range of industry stakeholders at both the global and country levels. This involved designing and implementing a large-scale campaign informed by evidence on occupational safety and health hazards and risks in the coffee sector, while promoting relevant ILO standards.

Tasks undertaken

- **Identifying key documents:** The initial phase involved an extensive review of key documents on the coffee sector, including the VZF "Coffee Toolkit" and assessments on drivers and constraints for OSH improvement in the supply chain.
- **Implementation of communication and visibility plan:** This encompassed various aspects, such as project branding, typography, color palettes, imagery, and design applications, as well as the development of branding guidelines and design files.





- **Campaign design and implementation:** The campaign was strategically designed through a two-day kick-off workshop with key stakeholders. This included web design and content development, community and media relations, social media management, video production, and adaptation of the campaign in three selected countries.

Deliverables

- **Kick-off workshop and campaign strategy:** Conducted a two-day workshop to define the campaign strategy and align on outreach and engagement tactics.
- **Visual identity and graphic design products:** Developed project branding, design applications, and templates for various communication materials.
- **Campaign video production:** Created an official campaign promo video and an “inspirational” video, as well as a full-length documentary film.
- **Communication strategy and localization:** Supported key global stakeholders through capacity building, advisory services, and localizing the global campaign.
- **Content strategy, production, and tracking:** Web content production, community and media relations, social media management, and production of ad hoc content for various platforms.
- **Data analytics:** Monitored campaign and content performance using various analytics tools and provided a final report of all collected data.

International missions

The contract included three international missions for two ITCILO officials to coffee-producing countries to optimize the Vision Zero Fund campaign, set up communication engagement channels and content creation, and produce a full-length documentary film. During the project, it was agreed upon to add a fourth mission to India to attend and participate in the World Coffee Conference (WCC).

In conclusion, the campaign successfully contributed to raising awareness of occupational safety and health in the global coffee supply chain, aligning with the Vision Zero Fund’s mission and the EU’s values and political priorities. The deliverables outlined in the Terms of Reference were achieved, marking a significant step towards the overarching goal of achieving zero severe and fatal work-related incidents in the coffee sector.



PART 2: EXECUTIVE SUMMARY

This executive summary provides an overview of key sections in the report aimed at quality assuring the ITCILO's communication and advocacy projects. The report strategically outlines plans to align the quality assurance system with international standards, consolidating and enhancing ITCILO's presence in the market segment.

Mapping SMART goals, theory of change, KPIs, and the PDCA cycle: This section delves into the comprehensive mapping of the #CoffeePeople campaign's SMART objectives, theory of change, key performance indicators (KPIs), and the Plan-Do-Check-Act (PDCA) cycle. Emphasis is placed on strategic planning to optimize the communication and advocacy services provided by ITCILO, ensuring alignment with international standards.

Considerations based on the external evaluation of ITCILO's campaigns (2023): The report evaluates the May 2022 digital campaign in support of the 5th Global Conference on the Elimination of Child Labour. It gauges the effectiveness and efficiency of communication and advocacy activities, offering valuable insights and recommendations for future campaigns. This section aims to align the #CoffeePeople campaign with the external evaluation's recommendations for continuous improvement.

Reporting on the communication and advocacy KPIs of the ITCILO Results Chain: This segment focuses on the ITCILO Master Results Chain framework designed to assess the effectiveness of service activities. Specific indicators are outlined to systematically evaluate the enduring impact of communication activities, particularly in promoting decent work and social justice. The #CoffeePeople campaign is mapped within this framework to enhance accountability and measure success.

Reporting on the communication and advocacy indicators of the ITCILO P&B: Aligned with the 2024-25 ITCILO Programme and Budget, this section emphasizes the Centre's commitment to scalable, innovative capacity development. The communication and advocacy indicators for the coming biennium are highlighted, reinforcing ITCILO's role as the UN's system-wide learning innovation center for social justice through decent work.





PART 3:

MAPPING SMART GOALS, THEORY OF CHANGE, KPIS, AND THE PDCA CYCLE

The report [Quality Assuring the Centre's Communication and Advocacy Projects](#)¹ highlights the substantial expansion of the Centre's communication and advocacy services, emphasizing its strategic importance and outlining plans for aligning the quality assurance system with international standards to consolidate and enhance ITCILO's presence in the market segment.

This section focuses on mapping the #CoffeePeople campaign's SMART objectives, theory of change, KPIs, and PDCA cycle.

SMART objectives

The #CoffeePeople campaign had three main goals/objectives. They were:

1. Raise awareness about occupational safety and health
2. Scale up good practices and mobilize collective action
3. Spread communication materials

Each of the identified goals is SMART, with specific, measurable, achievable, relevant, and time-bound components integrated into the campaign's structure and activities.

Here's how each of the identified goals aligns with the SMART criteria:

Raise awareness about occupational safety and health

- **Specific:** The campaign aims to raise awareness among various target audiences, including coffee enthusiasts, industry stakeholders, NGOs, government agencies, and the general public.
- **Measurable:** Awareness can be measured through metrics such as website visits, social media engagement, and the reach of campaign materials.
- **Achievable:** The campaign utilizes various channels, including social media, a documentary, web stories, and newsletters, to effectively reach and engage the target audiences.
- **Relevant:** Occupational safety and health in the coffee industry are crucial aspects that align with broader sustainability goals and ethical practices.
- **Time-bound:** Awareness-raising activities are scheduled throughout the campaign, with specific dates for video releases, newsletters, and other content dissemination.

¹ <https://www.itcilo.org/qa-comm-and-adv>



2. Scale up good OSH practices and mobilize collective action

- **Specific:** The campaign aims to showcase and encourage the adoption of good OSH practices in the coffee industry while mobilizing collective action. The Coffee People Pledges and engagement of stakeholders indicate a specific focus on action.
- **Measurable:** The success of scaling up good practices and collective action can be measured through the number of pledges made, partnerships formed, and the participation of stakeholders.
- **Achievable:** The campaign has specific deliverables such as the Coffee People Pledges, engagement with influencers, and workshops with stakeholders, indicating a tangible effort to scale up good practices and mobilize action.
- **Relevant:** Scaling up good practices contributes to the overall improvement of occupational safety and health in the coffee industry, aligning with the campaign's objectives.
- **Time-bound:** Key dates, including the launch of the challenge, Coffee People Pledges, and workshops with stakeholders, provide time-bound milestones for achieving this goal.

3. Spread communication materials

- **Specific:** The campaign includes the creation of various communication materials such as web content, documentaries, newsletters, and social media posts to disseminate information about occupational safety and health. In particular, substantive work went into the creation of a Collective Action Kit which outlined very specific possible actions/commitments, categorized by stakeholder type.
- **Measurable:** The spread of communication materials can be measured through website analytics, social media engagement metrics, and the reach of newsletters and documentaries.
- **Achievable:** The campaign outlines a clear plan for content creation, including web and print materials, videos, and social media content, demonstrating a practical approach to communication.
- **Relevant:** Spreading communication materials is directly aligned with the goal of raising awareness and scaling up good practices in occupational safety and health.
- **Time-bound:** Specific timelines for content production, video releases, newsletter distribution, and documentary screenings provide time-bound objectives for achieving this goal.

Theory of change

The #CoffeePeople campaign is based on a theory of change that describes how the campaign's activities and interventions will lead to desired short-, medium-, and long-term outcomes. Essentially, the theory of change provides a roadmap illustrating the logical progression from inputs and activities to outputs, outcomes, and, ultimately, impact.

In the context of the #CoffeePeople campaign, the theory of change outlines the cause-and-effect relationships between the campaign's efforts and the anticipated changes in the coffee industry's occupational safety and health practices. It helps in understanding how raising awareness, scaling up good practices, and spreading communication materials will lead to stakeholders taking concrete action to improve workers' OSH, which would contribute to a safer and more sustainable coffee sector.

The identified KPIs are intricately linked to the theory of change. They serve as quantifiable metrics that align with each stage of the theory of change, allowing for a systematic evaluation of progress and impact. The KPIs provide measurable benchmarks that indicate whether the campaign is moving in the right direction and achieving its objectives.

KPIs

At each level of the results chain, we have defined KPIs with baselines and targets to provide a framework for monitoring and assessing the effectiveness of the campaign.



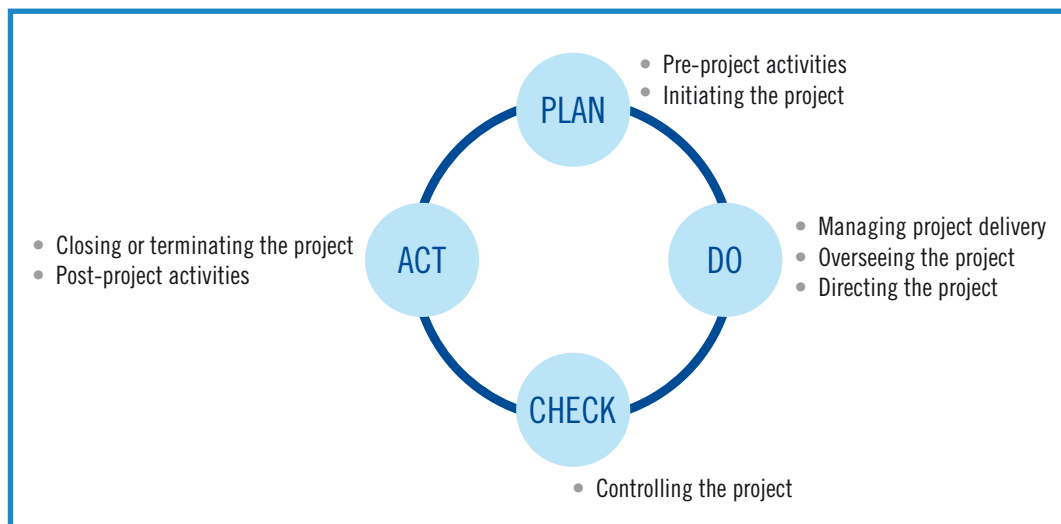
The matrix below consolidates all of the above criteria:

	Inputs	Outputs	Outtakes	Outcomes	Impact
<p>SMART Objective 1: Raise awareness about occupational safety and health</p>	<ul style="list-style-type: none"> • Creation of engaging web and print content; • Launch of teaser and social media campaigns <p>KPI: Number of public information/awareness plans/campaigns implemented</p>	<ul style="list-style-type: none"> • Increased website traffic; • Higher social media engagement <p>KPI: Website traffic</p> <p>KPI: Social media engagement metrics (impressions and reach) on VZF LinkedIn</p>	<ul style="list-style-type: none"> • Improved awareness levels among the target audience; • Positive reactions and discussions on social media <p>KPI: Social media posts (measured by use of official hashtag)</p>	<ul style="list-style-type: none"> • Integration of occupational safety and health considerations in the coffee industry practices; • Adoption of best practices by coffee enthusiasts and stakeholders <p>KPI: Number of initiatives on OSH undertaken in the coffee supply chain</p>	<ul style="list-style-type: none"> • Reduction in occupational hazards and improved working conditions for coffee workers; • Long-lasting cultural shift towards prioritizing safety in the industry <p>KPI: Reduction in OSH hazards/risks</p>
<p>SMART Objective 2: Scale up good practices and mobilize collective action</p>	<ul style="list-style-type: none"> • Coffee People Pledges; • Engagement with stakeholders through workshops and key events <p>KPI: Number of Coffee People Pledges received</p>	<ul style="list-style-type: none"> • Formation of partnerships and collaborations <p>KPI: Number of PPP agreements processed</p>	<ul style="list-style-type: none"> • Immediate commitment and participation from stakeholders; • Early indicators of collective action within the coffee industry <p>KPI: Stakeholder satisfaction rate</p>	<ul style="list-style-type: none"> • Strengthened partnerships and collaborations for sustained impact; • Demonstration of positive changes in industry practices <p>KPI: Stakeholders integrating at least one aspect they learned from the campaign into their work</p>	<ul style="list-style-type: none"> • Sustainable adoption of ethical and safe practices across the coffee supply chain; • Improved well-being and livelihoods of coffee workers <p>KPI: Number of OSH-compliant coffee stakeholders</p>
<p>SMART Objective 3: Spread communication materials</p>	<ul style="list-style-type: none"> • Production and dissemination of web content, newsletters, and documentary <p>KPI: Number of communication materials produced and disseminated</p>	<ul style="list-style-type: none"> • Reach of communication materials on various platforms; • Engagement metrics on social media and website <p>KPI: Number of campaign-related documents and coffee-related communication materials downloaded</p>	<ul style="list-style-type: none"> • Increased access to information among the target audience; • Positive feedback and sharing of communication materials <p>KPI: Audience feedback on relevancy of communication materials</p>	<ul style="list-style-type: none"> • Improved understanding and knowledge about occupational safety and health in the coffee sector; • Increased engagement of stakeholders in discussions and initiatives <p>KPI: Satisfaction rate on campaign activities enhancing OSH knowledge</p>	<ul style="list-style-type: none"> • Empowered and informed coffee industry stakeholders contributing to a sustainable and responsible coffee sector; • Establishment of a knowledge-sharing culture for ongoing improvement <p>KPI: Annual improvement rate in industry OSH practices</p>

PDCA cycle

ISO 21502:2020 (E) specifies a set of integrated project management practices that “cover the practices to be used when undertaking a project from the pre-project activities leading up to the decision to initiate the project, through the planning and monitoring stages to the post-project activities”.

The ISO recommended Plan-Do-Check-Act (PDCA) cycle is a continuous improvement framework used to manage and optimize processes. By following the PDCA cycle, the campaign can adapt and evolve, ensuring that it remains effective and aligned with its overarching goals throughout its duration. The cyclical nature of PDCA allows for continuous learning and improvement, contributing to the long-term success of the campaign.



Here’s how the campaign implementation followed the PDCA cycle:

At the “Plan” stage

Pre-project activities

- Aligned on a shared commitment to the advancement of decent work and social justice.
- Documented agreements, proposals, and Terms of Reference (TORs).
- Outlined the scope, deliverables, and collaborative framework, ensuring that all stakeholders were aligned in their understanding of the project’s objectives and outcomes.
- Specified tasks, objectives, and timelines for the services provided by ITCILO.

Initiating the project

Define objectives and goals

- Clearly articulated the campaign's objectives: raising awareness, scaling up good practices, and spreading communication materials.
- Set SMART goals for each objective, outlining specific, measurable, achievable, relevant, and time-bound targets.
- Document: [Objectives, actions, and KPIS²](#)

Note: the Centre makes a distinction between key performance indicators (KPIs) and operational-level/process indicators. KPIs (Refer to the theory of change in part 3 of this document) track aspects of project performance that point towards **effectiveness** (doing the right things), while process indicators (hereabove) mainly track project **efficiency** (doing things the right way). Indicators can sometimes serve both purposes; for example, the number of people reached by a campaign is essentially a process indicator but may sometimes also be regarded as a KPI.

Source: [Quality Assuring the Centre's Communication and Advocacy Projects³](#) (pp 51)

Set up the team and identify the project management tools

- Established a multidisciplinary team, carefully selecting members with diverse skills and expertise to address the multifaceted aspects of the campaign.
- Defined clear roles and responsibilities, ensuring each team member contributed effectively to the project's objectives.
- Leveraged Google Sheets for collaborative data management, fostering real-time collaboration and data sharing among team members.
- Implemented collaborative platforms such as Skype for seamless communication, facilitating instant updates, and providing a space for team discussions.
- Utilized Google Drive for centralized document storage, ensuring easy accessibility and version control for project-related documents.

² https://docs.google.com/document/d/1bAQBu_jLEmAF4nYRA9qRKNYK3ZrWdfKpp7skwkvFfGk/edit#heading=h.r58n891sxa14

³ <https://www.itcilo.org/qa-comm-and-adv>



Stakeholder engagement and mapping

- Identified and engaged key stakeholders, including influencers, industry experts, and organizations, during the Turin Workshop in March 2023.
- Leveraged design thinking principles and incorporated the ITCILO Design Kit to map out stakeholder roles and contributions throughout the campaign, allowing for a deeper understanding of the diverse perspectives and needs of those involved in the coffee supply chain.
- VZF Turin Workshop March 2023 After Movie: <https://vimeo.com/817244662/0941816344?share=copy>



Content and communication strategy

- Developed a comprehensive content and communication strategy, specifying target audiences, key messages, and themes.

Lessons learned from previous projects

- Recognized the significance of early and continuous engagement with stakeholders to align expectations, address concerns, and foster collaboration throughout the project lifecycle.
- Emphasized the importance of comprehensive project planning, including clear scoping, well-defined objectives, and realistic timelines, to mitigate potential challenges and ensure successful outcomes.
- Prioritized transparent and consistent communication channels to keep all stakeholders informed, manage expectations, and promptly address any issues or changes that may arise.
- Acknowledged the dynamic nature of projects and adopt an agile approach, allowing for flexibility in response to unforeseen challenges and changes in project requirements.
- Placed a heightened focus on proactive risk management, identifying potential risks early in the project, and implementing robust mitigation strategies to minimize their impact.
- Recognized the importance of knowledge transfer within the project team, documenting insights, challenges, and successful strategies to facilitate organizational learning and future decision-making.

- Implemented regular evaluation mechanisms and gather feedback from stakeholders to assess project progress, identify areas for improvement, and ensure alignment with overarching goals.
- Emphasized the value of conducting thorough post-project analyses, including performance evaluations, to extract key learnings, celebrate successes, and address areas for enhancement in subsequent projects.

At the “Do” stage

Managing project delivery

Set up monitoring and analytics systems

- Identified KPIs for each campaign level (inputs, outputs, outtakes, outcomes, and impact).
- Implemented monitoring and analytics tools to track performance.
- Document: [Analytics strategy](#)⁴

Design visual identity, graphic materials, and work packages

- Created a visual identity, branding guidelines, and graphic design materials.
- Ensured consistency across all communication channels.
- Established a clear plan for producing web and print content, social media campaigns, newsletters, and engagement with influencers.
- Document: [Visual identity](#)⁵
- Document: [Graphic design products](#)⁶

Breakdown of the delivered work packages

- **Hashtag:** Developed and implemented a distinctive campaign hashtag to enhance online visibility and engagement.
- **Key messages:** Crafted clear and impactful key messages to communicate the campaign’s core objectives and values.
- **Website:** Collaborated with web designers and developers to successfully launch both teaser and full campaign versions of the website, ensuring an engaging online presence.
- **Collective Action Kit:** Published and promoted a comprehensive Collective Action Kit, providing stakeholders with actionable resources and guidelines.
- **Newsletter:** Created and distributed a regular newsletter to keep stakeholders informed about campaign updates, milestones, and relevant information.
- **Social media:** Executed a strategic social media campaign, featuring teaser content and challenges, to foster widespread awareness and participation.
- **Social media challenge:** Actively engaged stakeholders in producing and sharing impactful social media content, amplifying the campaign’s reach and influence.

⁴ <https://docs.google.com/document/d/1Sh4QkTYh3kJQUrALu9-E2cCzVT6H28cvJIoTvSsyfuM/edit#heading=h.cl7hudcw3tgk>

⁵ https://drive.google.com/drive/u/3/folders/13oLvu7A_WWRgKrkjydWdVzy7Kcflcdci

⁶ https://drive.google.com/drive/u/3/folders/1gA_XlIe9PvFZgM-xh8o4Nx8uuzlt_TyK



- **Trello board:** Implemented a Trello board for effective project management, facilitating collaboration and organization among team members.
- **Local and regional events:** Coordinated and participated in local and regional events to strengthen community ties and promote the campaign's objectives.
- **Coffee People Pledges:** Encouraged stakeholders to make meaningful Coffee People Pledges, fostering commitment and involvement in the campaign's goals.
- **Documentary:** Produced a compelling documentary capturing the essence of the campaign, highlighting success stories and the impact of collective efforts.

Managing risks, suppliers, deliverables, etc.

- **Team mobilization planning:** Strategically planned team mobilization by identifying key skills, roles, and responsibilities, ensuring that the project team is well-equipped and aligned with the campaign's objectives.
- **Addressing risks and stakeholders' views:** Implemented a proactive risk management strategy that involved continuous identification, assessment, and mitigation of potential risks, while also considering and incorporating valuable insights from stakeholders to enhance project outcomes.
- **Managing suppliers:** Effectively managed external suppliers and commissioned services by establishing clear communication channels, defining expectations, and ensuring alignment with project timelines and quality standards.
- **Verifying and validating deliverables:** Implemented a rigorous verification and validation process for all deliverables to ensure they met predefined criteria and aligned with project objectives, thereby maintaining the quality and integrity of the campaign's outputs.
- **Informing the project manager of progress, issues, and requests:** Maintained open and transparent communication with the project manager by providing regular updates on progress, promptly addressing any arising issues, and seeking guidance through well-defined channels for decisions and direction.
- **Capturing and applying lessons learned:** Established a systematic approach for capturing lessons learned throughout the project lifecycle, fostering a culture of continuous improvement, and applied these insights to enhance the efficiency and effectiveness of subsequent project phases.

- **Closing work packages once confirmed as completed:** Implemented a structured process for closing work packages, ensuring that each component was thoroughly reviewed, validated, and officially closed only upon confirmation of its successful completion, contributing to a well-organized and accountable project closure.
- **Maintaining records of the work undertaken:** Maintained comprehensive and organized records of all project activities, including decisions, milestones, and documentation, ensuring a reliable and easily accessible repository for reference, audits, and future planning.
- **Gender sensitivity:** Ensured the equal participation of women and men in the activities and attended to gender sensitivity, representation, and balance in the production of all communication materials.

Missions

- Traveled to three of the biggest coffee-producing countries: Vietnam, Brazil, and Uganda.
- Localized the campaign in collaboration with national stakeholders, ensuring that the campaign resonated authentically with the diverse cultural, economic, and regulatory landscapes of each country.
- Engaged with government agencies, employers' and workers' organizations, and other national coffee stakeholders to gain insights into the unique occupational safety and health challenges facing the coffee sector.
- Fostered strong partnerships, laying the foundation for impactful and sustainable initiatives within each unique coffee-producing region.
- Attended and participated as a speaker during the World Coffee Conference (WCC) 2023 in Bangalore, India. Although this was not a part of the original contract, it was mutually agreed-upon and added to accommodate and maximize emerging opportunities during the project life cycle.

BRAZIL WORKSHOP:



UGANDA WORKSHOP:



VIETNAM WORKSHOP:



Overseeing the project

- Engaged with stakeholders through workshops and events.
- Collected feedback and adjusted engagement strategies as needed.
- Conducted regular meetings to keep the client informed about project progress, challenges, and emerging opportunities. Provided periodic updates, progress reports, and targeted briefings.
- Actively sought input from the client through structured consultations about strategic objectives, allowing for agile adjustments and optimizations.

Directing the project

- Used a strategic and adaptive management approach to ensure the project remained relevant and justifiable, and also continued to excel in meeting its objectives within the organizational context.
- Regularly consulted stakeholders to gather input, feedback, and insights on decision-making processes.
- Involved the training department (TDIR) at higher levels of responsibility and oversight to ensure the campaign remained strategically aligned with broader organizational objectives.

At the “Check” stage

Controlling the project

Evaluate and optimize stakeholder engagement

- Assessed the impact of stakeholder engagement through feedback.
- Adjusted communication strategies and content based on stakeholder responses.
- Used feedback from stakeholders to optimize engagement strategies.
- Strengthened collaborations with key partners and influencers based on their impact.


Review and refine workshop approach


- Evaluated the outcomes of stakeholder workshops.
- Adjusted future workshop plans based on lessons learned.
- Refined the approach to stakeholder workshops based on the outcomes and feedback.
- Planned additional workshops and adjusted content based on identified needs.

Monitor content performance and adjust content strategy

- Regularly assessed the performance of web and print content using analytics tools.
- Analyzed social media engagement and adjusted the content strategy based on feedback.
- Based on content performance data, adjusted the content strategy to focus on what resonates most with the audience.
- Incorporated feedback to enhance the effectiveness of communication materials.

EXAMPLE OF A NEWSLETTER:






International
Labour
Organization

+ SAFETY
HEALTH
FOR ALL

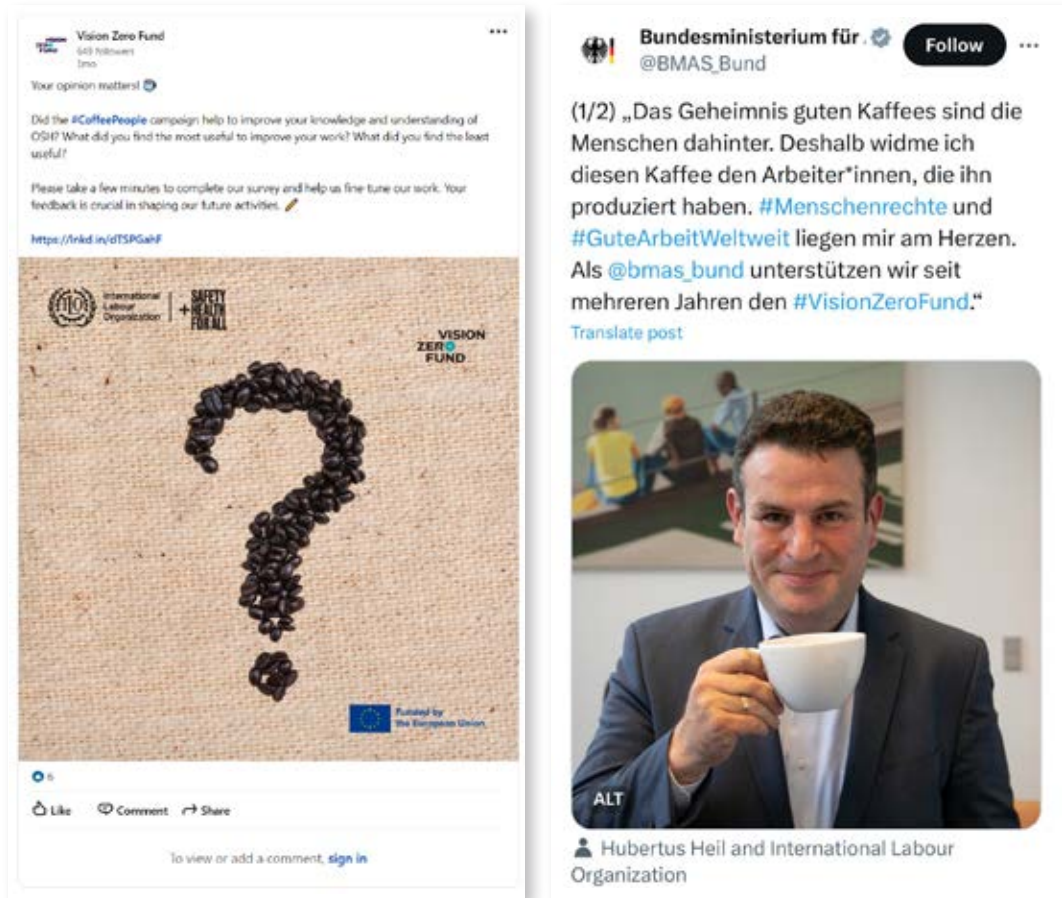
VISION
ZERO
FUND

Thank you!



As we approach the end of 2023, **we want to express our gratitude** for your support throughout the [#CoffeePeople campaign](#). Your commitment has made this initiative a global

EXAMPLES OF SOCIAL MEDIA POST:



Analyze pledge participation and modify as needed

- Monitored Coffee People Pledges and assessed the level of stakeholder participation.
- Adjusted communication efforts to encourage more pledges.
- Assessed the success of the Coffee People Pledges and modified the campaign if necessary.
- Provided additional support to stakeholders to ensure successful pledge implementation.

Verify any incomplete actions and record unresolved issues

- Conducted a thorough review of all project activities and deliverables to identify any incomplete actions or outstanding tasks.
- Documented and categorized unresolved issues, ensuring clarity on the nature and impact of each outstanding item.
- Assigned responsible team members to address and resolve incomplete actions promptly.

Verify the quality of deliverables

- Engaged in a comprehensive evaluation of all project deliverables to ensure they meet predefined quality standards.

- Utilized established quality assurance protocols and criteria to assess the completeness, accuracy, and effectiveness of each deliverable.
- Addressed any identified quality issues promptly, involving relevant team members or stakeholders as necessary.
- Documented and shared insights gained from the quality assessment process for continuous improvement in future projects.

At the “Act” stage

Closing or terminating the project

- Verified that all activities and work packages were successfully completed and delivered.
- Validated all contracts related to external resources and services and ensured that all outstanding payments were settled promptly.
- Facilitated discussions with the sponsoring organization to obtain final approval, ensuring that the project’s outcomes met or exceeded expectations.
- Compiled comprehensive documentation of project processes, outcomes, and lessons learned for future reference.

Post-project activities

- Conducted an assessment against pre-established KPIs and process indicators to measure the campaign’s success and adherence to defined benchmarks.
- Engaged in debriefing sessions with stakeholders to discuss project outcomes, share insights, and gather feedback for future improvements.
- Initiated an external evaluation one year later, facilitated by TDIR.
- Collaborated with stakeholders to share knowledge about the project outcomes and results through web articles and videos disseminated via digital media channels.



Ministère du Travail + Follow
471,924 followers
4mo · 🌐

Agissons pour améliorer la santé et sécurité au travail dans la filière café, au côté du [#VisionZeroFund](#) dont la France est membre.

🇫🇷 La France soutient la campagne [#CoffeePeople](#) pour la prévention des accidents du travail.

👉 En savoir plus : <https://swll.to/q0xmqtE>

[See translation](#)

Le Vision Zero Fund, hébergé par l'OIT, agit pour améliorer la santé et la sécurité dans les chaînes d'approvisionnement mondiales.

Près de 6 millions de travailleurs dans le monde ont bénéficié du fond.



Luiz Marinho @luizmarinhopt Segui ...

Qual é o segredo de um bom café? O segredo são as pessoas! Por isso, dedico este café às trabalhadoras e aos trabalhadores que fazem o café chegar às nossas mesas. Me junto à @oit_brasil em prol do [#trabalhodecente](#) e da [#justiçassocial](#) na cadeia produtiva do café. [#PessoasDoCafé](#)

[Traduci post](#)





PART 4:

CONSIDERATIONS BASED ON THE EXTERNAL EVALUATION OF THE ITCILO'S CAMPAIGNS (2023)

The report [2023 External Evaluation of ITCILO's Communication and Advocacy Campaigns](#)⁷ presents an evaluation of the May 2022 digital campaign in support of the 5th Global Conference on the Elimination of Child Labour. It provides evidence of the effectiveness and efficiency of the Communication and Advocacy activities, as well as recommendations for future campaigns.

This section focuses on aligning the #CoffeePeople campaign with the recommendations laid out in the external evaluation.

Recommendation 1: Ensure coherent planning

“Articulate and align campaign goals, target audiences, engagement tactics, and KPIs by discussing and agreeing on a theory of change.”

The #CoffeePeople campaign includes explicitly-defined goals, targeting occupational safety and health awareness, good practice scaling, and knowledge dissemination. Stakeholder engagement strategies and workshops were incorporated, ensuring alignment with various contributors to the campaign. KPIs were identified for each campaign level, aligning with the articulated goals.

Recommendation 2: Prioritize resourcefulness and adaptation

“Instead of building expensive event-specific digital infrastructure, focus on harnessing existing platforms for greater engagement.”

The #CoffeePeople campaign leveraged existing platforms like the VZF website, VZF LinkedIn page, and the ILO social media channels, avoiding the need to build new digital infrastructure from scratch. We also opened new workspaces on Howspace and Trello. By using established platforms, the campaign optimized resource utilization and adapted to a cost-effective model, aligning with the recommendation.

⁷ <https://www.itcilo.org/external-evaluation-communication-and-advocacy-campaigns-2023-report-brief>

Recommendation 3: Prioritize audience-centric storytelling

“Optimize content for users by highlighting insights, case studies, and perspectives, and package highlights for various audiences.”

The #CoffeePeople content strategy prioritized user-centric storytelling by focusing on stories, news, toolkits, and resources. The inclusion of web stories, documentaries, and social media teasers highlighted insights, case studies, and perspectives for various audiences.

Recommendation 4: Maximize network opportunities

“Seek support from organizations like the ILO, UNICEF, FAO, and major social platforms to enhance campaign promotion.”

The #CoffeePeople campaign involved organizations like ILO, the International Coffee Organization (ICO), Global Coffee Platform (GCP), and International Women’s Coffee Alliance (IWCA) maximizing network opportunities. It also engaged key partners like the European Union and the German and French ministries of labour. Collaboration with influencers like Paola Carosella and Bela Gil on major social media platforms further enhanced promotion and engagement.

In particular, the ITCILO leveraged the ILO’s social media channels and newsletter, INSIDE. This allowed the ITCILO to maximize campaign promotion and reach a wider audience, while simultaneously positioning the campaign within the ILO. The social media challenge, in particular, achieved high-level engagement, with Ministers and Directors-General joining the challenge.

The ITCILO selected International Coffee Day (ICD) for the campaign’s official launch date and worked closely with ICO to build OSH into the theme of the 2023 International Coffee Day - “Joining forces for a safer coffee supply chain.”





Recommendation 5: Balance production and promotion

“Allocate resources wisely by recognizing the increasing importance of ‘pay to play’ in social and search, aiming for a 5-15% budget for production and advertising in purpose-driven campaigns.”

The #CoffeePeople campaign was fully organic and did not utilize paid promotions. While this has proven effective in reaching a broad audience and maintaining an authentic connection with supporters, there is recognition of the evolving landscape where paid promotions can amplify impact. The campaign team will explore opportunities to strike a balance between organic reach and strategic investments in advertising. This involves a nuanced approach to resource allocation, ensuring that a proportionate budget is earmarked for both the production of compelling content and targeted advertising efforts.



PART 5: REPORTING ON THE COMMUNICATION AND ADVOCACY KPIS OF THE ITCILO RESULTS CHAIN

The framework [ITCILO Master Results Chain](#)⁸ is designed to evaluate the effectiveness of service activities, emphasizing inputs, activities, outputs, and long-term impact. It provides specific indicators and questions for diverse activities, including communication services. The overarching objective is to systematically assess and comprehend the enduring impact of communication activities, particularly in promoting decent work and social justice.

This section focuses on mapping the #CoffeePeople campaign to the results chain framework.

	Inputs	Outputs	Outtakes	Outcomes	Impact
SMART Objective 1: Raise awareness about occupational safety and health	<ul style="list-style-type: none"> Creation of engaging web and print content; Launch of teaser and social media campaigns <p>KPI: Number of public information/awareness plans/campaigns implemented</p> <p>Baseline: 0 Target: N/A Result: 4</p>	<ul style="list-style-type: none"> Increased website traffic; Higher social media engagement <p>KPI: Website traffic</p> <p>Baseline: 7,683 Target: 50% increase Result: 21,732</p> <p>KPI: Social media engagement metrics (impressions and reach) on VZF LinkedIn</p> <p>Baseline: 0 Target: N/A Result: 65,791</p>	<ul style="list-style-type: none"> Improved awareness levels among the target audience; Positive reactions and discussions on social media <p>KPI: Social media posts (measured by use of official hashtag)</p> <p>Baseline: 0 Target: N/A Result: 2,279</p>	<ul style="list-style-type: none"> Integration of occupational safety and health considerations in the coffee industry practices; Adoption of best practices by coffee enthusiasts and stakeholders <p>KPI: Number of initiatives on OSH undertaken in the coffee supply chain</p> <p>Baseline: 0 Target: N/A Result: Too early to report</p>	<ul style="list-style-type: none"> Reduction in occupational hazards and improved working conditions for coffee workers; Long-lasting cultural shift towards prioritizing safety in the industry <p>KPI: Reduction in OSH hazards/risks</p> <p>Baseline: N/A Target: N/A Result: Too early to report</p>
SMART Objective 2: Scale up good practices and mobilize collective action	<ul style="list-style-type: none"> Coffee People Pledges; Engagement with stakeholders through workshops and key events <p>KPI: Number of Coffee People Pledges received</p> <p>Baseline: 0 Target: 15 Result: 15</p>	<ul style="list-style-type: none"> Formation of partnerships and collaborations <p>KPI: Number of PPP agreements processed</p> <p>Baseline: 0 Target: N/A Result: 6</p>	<ul style="list-style-type: none"> Immediate commitment and participation from stakeholders; Early indicators of collective action within the coffee industry <p>KPI: Stakeholder satisfaction rate</p> <p>Baseline: N/A Target: 80% Result: 96%</p>	<ul style="list-style-type: none"> Strengthened partnerships and collaborations for sustained impact; Demonstration of positive changes in industry practices <p>KPI: Stakeholders integrating at least one aspect they learned from the campaign into their work</p> <p>Baseline: N/A Target: N/A Result: 84%</p>	<ul style="list-style-type: none"> Sustainable adoption of ethical and safe practices across the coffee supply chain; Improved well-being and livelihoods of coffee workers <p>KPI: Number of OSH-compliant coffee stakeholders</p> <p>Baseline: N/A Target: N/A Result: Too early to report</p>

⁸ <https://intranet.itcilo.org/node/1044>

	Inputs	Outputs	Outtakes	Outcomes	Impact
SMART Objective 3: Spread communication knowledge materials	<ul style="list-style-type: none"> Production and dissemination of promotional materials <p>KPI: Number of communication materials produced and disseminated</p> <p>Baseline: 0 Target: N/A Result: 105</p>	<ul style="list-style-type: none"> Reach of communication materials on various platforms; Engagement metrics on social media and website <p>KPI: Number of campaign-related documents and coffee-related communication materials downloaded</p> <p>Baseline: 0 Target: N/A Result: 323</p>	<ul style="list-style-type: none"> Increased access to information among the target audience; Positive feedback and sharing of communication materials <p>KPI: Audience feedback on relevancy of communication materials</p> <p>Baseline: N/A Target: 80% Result: 88%</p>	<ul style="list-style-type: none"> Improved understanding and knowledge about occupational safety and health in the coffee sector; Increased engagement of stakeholders in discussions and initiatives <p>KPI: Satisfaction rate on campaign activities enhancing OSH knowledge</p> <p>Baseline: N/A Target: 80% Result: 92%</p>	<ul style="list-style-type: none"> Empowered and informed coffee industry stakeholders contributing to a sustainable and responsible coffee sector Establishment of a knowledge-sharing culture for ongoing improvement <p>KPI: Annual improvement rate in industry OSH practices</p> <p>Baseline: N/A Target: N/A Result: Too early to report</p>

The client also identified and reported on the following KPIs:

- Number of statements and/or similar documents adopted by stakeholders at global, regional and/or national level: 2 (ICO decision, NSC Arabica)
- Number of #CoffeePeople pledges made: 15 (from 10 organizations - EC, Verite, NKG, AJCA, GCP, Vergnano, 4C, USDOL, BMAS, Lavazza)
- Number of promotional materials developed: 105 (Campaign brief, how to join the challenge, how to become a member, impact and outreach report, campaign video, challenge video, documentary, 8 newsletters, webpage, Action brief, data story, Howspace platform, visual identity and brand guideline, 85 social media cards)
- Number of public information/awareness plans/campaigns implemented, including SafeDay: 4 campaigns (#CoffeePeople global and in three target countries)
- Number of hashtag reach: 25,000,000
- Number of impressions and reach across social media platforms for campaign-related posts and content: 65,791
- Number of posts across social media platforms for campaign-related content: 2,279 (2,200 challenge posts, and other 79 social media posts)
- Number of times the campaign is mentioned or featured in international/national media outlets and news articles: 20
- Website visitors during the campaign period: 21,732
- Number of campaign related documents downloaded (CA Kit, campaign brief, how to become a member, and how to join the challenge): 323
- Number of downloads of coffee-related knowledge materials: 789
- Number of people reached through promotional activities: 1,156 (606 was the number of participants in 32 meetings, including bilateral and group ones, 550 was the number of WhatsApp participants)

- Number of guidelines, manuals, checklists and good practices guides developed (disaggregated at global level, per country, per sector, if gender or covid-19 related): 2 (1 NSC mainstreamed, 1 CA kit)
- Number of intermediary organizations receiving TA, training or other capacity-building services (by type of organizations, by country): 12 (Trainings delivered by GCP, ITCLO and ILO)
- Number of training courses delivered to workers and employers organizations (by country, workers'/ employers' orga, if gender or covid-19 related): 11 (4 courses by ITC Turin, 3 webinars by ILO VZF, 3 courses by GCP, 1 by COL)
- Number of participants that completed training courses: 224 (Webinars (51, 55, 54), Vie 52, UGA 37, Turin 21, Bra 43, Col 42)
- In an end-of-Action survey, 96% respondents said that the campaign had been useful to advance occupational safety and health in the coffee supply chain, and 88% of respondents agreed/strongly agreed with the statement “the information provided through the campaign is relevant to my work.” In addition, 56% of respondents said that they had changed or were planning to change the way that they worked to integrate at least one aspect they learned from the #CoffeePeople campaign activities into their work. (This figure goes up to 77% when removing responses that indicated “neutral”).





PART 6: KEY RESULTS

In summary, between October 2022 and December 2023, the ITCILO supported the ILO's Vision Zero Fund (VZF) in the design and implementation of a high-impact campaign, termed #CoffeePeople, fostering awareness of the right to a safe and healthy work environment in the coffee supply chain.

25 million people from 50 countries reached
135,000 engagements on social media posts
10 global organizations committed to tangible actions

The campaign, launched on International Coffee Day, 1 October 2023, reached an estimated 25 million people across 50 countries, with 135,000 engagements. Notably, it gained support from influential figures, including the ILO Director General and the President of the International Organization of Employers (IOE). Additionally, 10 global organizations committed to tangible actions for improving occupational safety and health (OSH) for coffee workers, using a Collective Action Kit developed during the campaign.

4 in-person workshops
100 campaign materials
1 feature-length documentary film

Advocacy efforts included four in-person workshops, three webinars, and participation in 30+ panel discussions, directly engaging over 600 representatives. Over 100 campaign materials were developed, comprising a campaign-exclusive webpage, 85 social cards, and eight newsletters. A documentary featuring interviews with coffee growers and insights from key organizations celebrated individuals in the coffee sector and ignited a call to action. The campaign's impact extended to the 2023 World Coffee Conference, endorsed by the International Coffee Organization (ICO) and supported by 10 public-private partnerships, resulting in funding to expand activities to Colombia.

96% of stakeholders found the campaign useful
56% of stakeholders integrated at least one aspect they learned from the campaign into their work
100% satisfaction rate on all post-campaign survey questions by Ockert Dupper, VZF Global Programme Manager

In particular, Brazil saw the participation of chef and television presenter Bela Gil, who urged the public to join the campaign. With more than 1.6 million followers on Instagram, she was a powerful voice and helped attract other Brazilian celebrities including chef Paola Carosella (5.4 million followers) and journalist Astrid Fontenelle (1.5 million followers). In addition to celebrities, public figures including Luiz Marinho, Minister of Labour and Employment, and Wellington Dias, Minister of Social Development and Assistance, Family and Fight Against Hunger, as well as representatives from workers' organizations and ILO staff members, joined the campaign. Often, individuals posted with both the English and Portuguese hashtags.

Survey results indicated a high effectiveness of the campaign, with 96% of respondents finding it useful for advancing OSH in the coffee supply chain. Ockert Dupper, Global Programme Manager of the Vision Zero Fund, expressed overall satisfaction with the campaign conducted by ITCILO. In a post-campaign survey, he positively rated the quality of the initial technical proposal, the achievement of assignment objectives, communication with the ITCILO team, and the continuous incorporation of feedback into project planning. Ockert also provided positive ratings for the overall quality of implemented communication work packages, perceived value for money, and overall satisfaction with ITCILO's services. Additionally, he expressed a high likelihood of choosing ITCILO for future communication and advocacy services. The feedback concluded with a commendation, describing the campaign as “a great success” and expressing gratitude to all involved.

PART 7: REPORTING ON THE COMMUNICATION AND ADVOCACY INDICATORS OF THE ITCILO P&B

The [2024-25 ITCILO Programme and Budget](#)⁹ (P&B) outlines initiatives aligned with its 2022-2025 Strategic Plan, focusing on scalable, innovative capacity development globally. It aligns with the ILO's 2024-25 agenda, emphasizing the creation of a Global Coalition for Social Justice. The Centre aims to be a key hub in the coalition, reinforcing its role as the UN's system-wide learning innovation center for social justice through decent work.

This section focuses on the indicators related to communication and advocacy for the coming biennium (pp. 84-85). Even if the campaign took place before that date of the implementation of this P&B, this is an attempt to report against future indicators to simulate the work that will be done for reporting the results of future campaigns.

Indicator	Baseline	Target 2024-2025	Result Dec 2023
Output indicator 1.5: Number of organizations reached with system level capacity development services	N/A	At least 5 organizations that commissioned communication and advocacy campaigns and event management services from the Centre	ILO's VZF for the communication and advocacy campaign in reference
Outcome indicator 2A: Satisfaction with the communication and advocacy services of the Centre	N/A	4.5	5 Source: Client satisfaction survey
Outcome indicator 2B: Proof of service out-take expressed as sustained engagement rate		TBD	As will be reported in the results chain table under outtakes
Outcome indicator 2C: Proof of behavior change expressed as the percentage of respondents who provided concrete examples on how the campaign changed their behavior	58% of the survey respondents strongly agreed it had raised their awareness, 55% that it would change their behavior. More than 80% of newsletter subscribers said they had acted to accelerate change.	50%	To be reported via the external evaluation that will take place in 2024

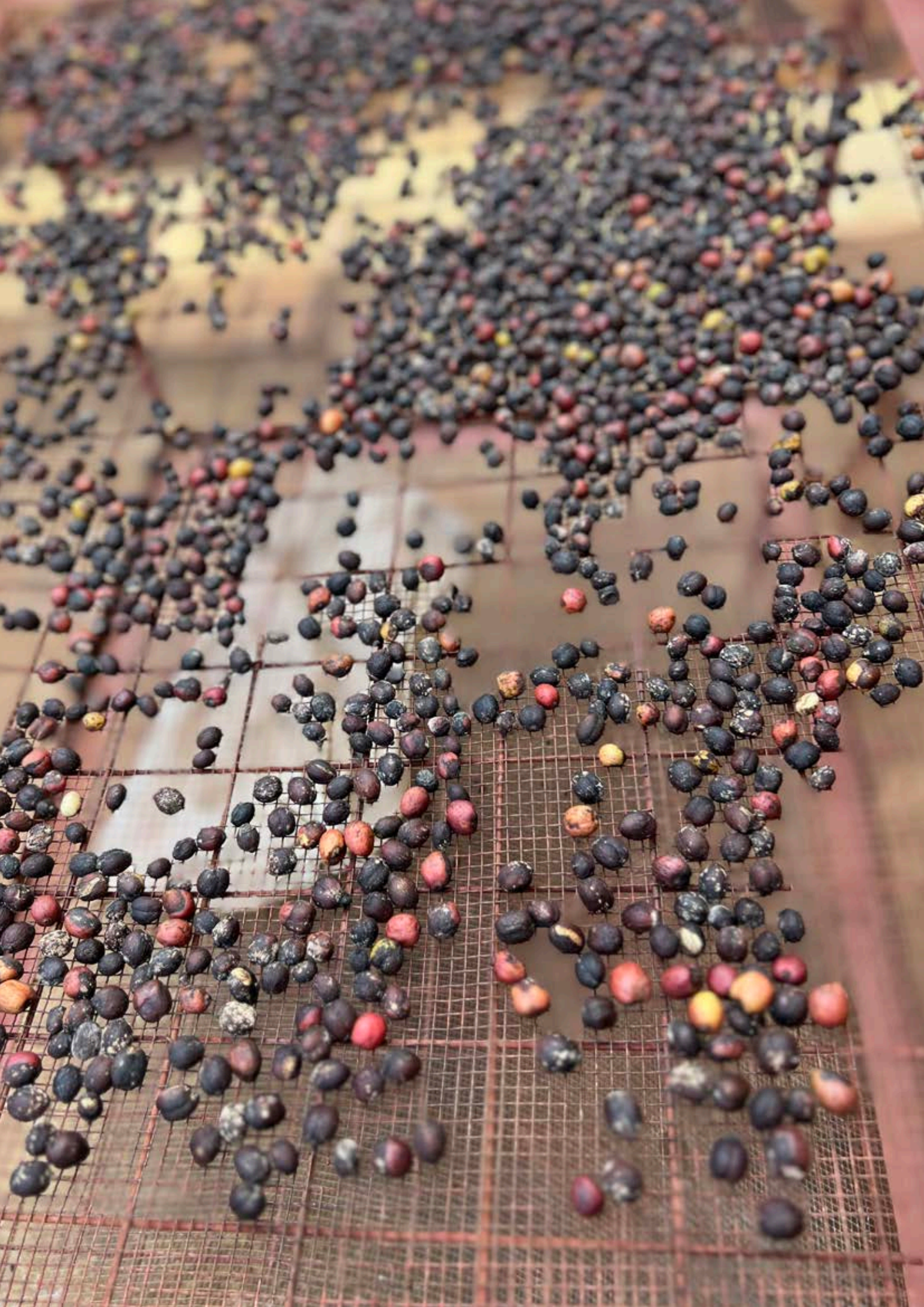
⁹ [https://www.itcilo.org/sites/default/files/inline-files/Programme %26 Budget 2024-25_EN_web NEW.pdf](https://www.itcilo.org/sites/default/files/inline-files/Programme%20Budget%202024-25_EN_web_NEW.pdf)



PART 8: FINANCIAL REPORT

Final expenditures by activity:

Type of activity	Cost EUR	External Cost EUR	ITCILO Cost EUR
1.1 Visual identity	3,000	320	2,680
1.2 Graphic design products:	5,000	0	5,000
2.1 Web content	12,270	473	11,797
2.2 CRM, media relations, influencers, social media	32,730	5,922	26,808
3. Campaign video production	7,000	5,781	1,219
4. Data analytics	5,000	3,234	1,766
5. Design communication strategy meetings and advisory	21,000	4,237	16,763
6. Organisational and administrative support	33,000	32,547	453
7. Linguistic services (interpretation)	850	850	0
8. Lam Dong province shooting	4,573	4,266	307
9. Production of a video clip based on the Lam Dong province shooting	3,572	3,721	-149
10. Minas Gerais and São Paulo (Brazil) shooting (65% of the cost)	6,103	5,662	441
11. Video production Uganda	10,000	8,027	1,973
13.1. Production of a video clip based on the Lam Dong province shooting	652	639	13
13.2 Production of the banners for India Conference	2,510	2,510	0
13.3 Content translation	4,280	4,021	259
13.4 Shooting in Turin	2,000	1,950	50
13.5 Difference for the campaign video production	3,000	2,823	177
Total Euro	EUR 156,540	EUR 86,982	EUR 69,558



PART 9:

ANNEXES

- [Initial cost estimate](#)¹⁰
- [Initial TOR](#)¹¹
- [Purchase order](#)¹²
- [Final cost estimate](#)¹³
- [Final aggregated expenditures](#)¹⁴
- [Details of final aggregated expenditures](#)¹⁵
- [Objectives, actions, and KPIs](#)¹⁶
- [Analytics strategy](#)¹⁷
- [Deliverables](#)¹⁸
- [Survey for stakeholders \(completed\)](#)¹⁹
- [Survey for VZF \(completed\)](#)²⁰

¹⁰ https://drive.google.com/file/d/1y1v29o2Z_6MD6p2r8QOKSOVjZPOUdZ96/view?usp=drive_link

¹¹ https://docs.google.com/document/d/1TU3-VykzdzkGJGGiG54qnSMVzGlxp6iH/edit?usp=drive_link

¹² https://drive.google.com/file/d/1iLamyDqT11KSK8T2CxiPZkujxojl8Rlk/view?usp=drive_link

¹³ https://drive.google.com/file/d/1LBvx_3l2MD-AG1HKMEt46pAfdlZ4lf8/view?usp=drive_link

¹⁴ https://docs.google.com/spreadsheets/d/10XBTWotd6c01kypL4iHI72Wc5oF27uf6/edit?usp=drive_link

¹⁵ https://docs.google.com/spreadsheets/d/1FLuZEoVUIVRHrXrCUSdH_zyy4csfSeyq/edit?usp=drive_link

¹⁶ https://docs.google.com/document/d/1bAQB_ujLEmAF4nYRA9qRKNYK3ZrWdfKpp7skwkvFfGk/edit#heading=h.r58n891sxa14

¹⁷ <https://docs.google.com/document/d/1Sh4QkTYh3kJQrALu9-E2cCzVT6H28cvJIoTvSsyfuM/edit#heading=h.cl7hudcw3tgk>

¹⁸ https://drive.google.com/drive/folders/1qbQlh3w8b1ELicLqSSHgEhdIhBXYbanV?usp=drive_link

¹⁹ https://docs.google.com/spreadsheets/d/1wbJGwsiUdBi3Y-EUObWanaKuaGWcg_KR59II9CxMj2k/edit

²⁰ https://docs.google.com/spreadsheets/d/1Z9OB9j7VQz194bLN1EiDmqhQN8M4FFfx/edit?usp=drive_link&oid=108335074989375726823&rtpof=true&sd=true

Vision Zero Fund
543 followers
3mo

Make a Coffee People Pledge and implement a concrete action for a safer coffee supply chain. Check out our Collective Action Kit for pledge ideas tailored to various stakeholders.

Get inspiration guide your commitment!

Learn more at <https://bit.ly/3VjwMFW>
#CoffeePeople



CALL FOR ALL STAKEHOLDERS!

You are invited to make a Coffee People Pledge

#COFFEEPEOPLE

Vision Zero Fund
543 followers
3mo

We're proud to count USDOL's ILO as a partner in our commitment to safety and health in the coffee industry! Dive into the details of our #CoffeePeople campaign and learn more about our shared mission <https://bit.ly/3VjwMFW>

Bureau of International Labor Affairs
2.4K followers
3mo

Saving sips of coffee one of these holiday mornings? It'll go down better if you know it's produced safely. We're partnering with the International Labour Organization Vision Zero Fund to ensure workplaces in the coffee supply chain are safer for workers and their families. Learn about our work to promote labor rights in the coffee sector: <https://bit.ly/3VjwMFW> #CoffeePeople



Vision Zero Fund
543 followers
3mo

Meet Irma, Maria O., Maria M., Melissa, Lorena, Al, Carmen, and Susely!

These women are leading the charge for safer, healthier #CoffeePeople in Mexico! They just wrapped up a 2-day WHD methodology training, joined by 200+ producers. We applaud their commitment to a safer agricultural community!

Do you want to learn more about this methodology? Register for our webinar on 8 Nov: <https://bit.ly/3VjwMFW>



Vision Zero Fund
543 followers
3mo

Join our #CoffeePeople Webinar Series to empower coffee communities for a safer, healthier future!

When: 9 November 2023
Time: 3pm CET / 8am Mexico / 5am Colombia / 11am Brazil / 10am Uganda
Language: English with Spanish and Portuguese interpretation

What to expect:

- Discover the WHD guidelines and methodology, transforming farmer safety and health worldwide!
- Hear practical insights from ILO specialists Jose Luis Barradas Cessa (ILO Mexico) and Schneider Gustafski Cervera (ILO Bogota)

Register: <https://bit.ly/3VjwMFW>



Join the **#COFFEEPEOPLE WEBINAR 2**

Guidelines for implementing ILO's Work Improvement in Neighbourhood Development methodology.

Speakers: **Jose Luis Barradas**, OSH Technical Officer, ILO
Miguel Schneider Gustafski Cervera, OSH Technical Officer, ILO Bogota


Date: 9 November 2023
Time: 3pm CET / 8am Mexico / 5am Colombia / 11am Brazil / 10am Uganda

International Labour Organization
19,422 followers
3mo

This #InternationalCoffeeDay, the ILO's Vision Zero Fund is launching the #CoffeePeople challenge!

Join the movement to protect coffee workers' safety and health.

Learn how: <https://bit.ly/3VjwMFW>



2.2K · 4 Comments

Like Comment Share

Sofien P. Seltanacourt Rodila
I'm excited that, but, a #CoffeePeople for life!

Alma Maria Jaramila Gutierrez, PhD
We have a study on fair trade coffee.

Miguel Lemus Lara
Hay mucho sabor y esfuerzo.

Vision Zero Fund
543 followers
3mo


Let's come together to support occupational safety and health worldwide. Join the #CoffeePeople challenge!

Bernard For Andriew
The secret to great coffee is the PEOPLE! We all stand for coffee workers and recall their rights to access safe and healthy working environments. We join the #VisionZeroFund movement to celebrate the #WorldCoffeeDay.

Let's continue to promote safe and healthy supply chains. Join the challenge on <https://bit.ly/3VjwMFW>

#CoffeePeople #SafetyAndHealth #WHD

Amara Rakentawisa Frederic Mula Clara Ramenomanana Claude Enzo Othello Claudio Donald Luisillo Juan Blaise MIBENGA Adrien Tchouangfang Emma Rabenoury Manantsoho Sarika L. Maria Eugenia Munoz Paul Wariki Osheri Dapper Justine Tiller Frederic Lohrer Averi Laritita Dumis Galliana De Rosa



Aysha El Shalaby, PhD MBA
52 · 2077 Views
Davao Office for North Africa & ILO, Private based member
3mo

Grateful to those who make my everyday coffee delightful! ☺
I join the ILO's Vision Zero Fund to protect their safety and health.
I challenge Nasser Bouaybia Maaat Elharabawy Adakshman El Shalaby Fatima Yous to get a safe with their coffee cup. Together, we can make a difference #CoffeePeople

<https://bit.ly/3VjwMFW>



18 · 1 Comment

Vision Zero Fund
543 followers
3mo

The All Japan Coffee Association is making a difference for #CoffeePeople! We're honored to announce AJCA's financial support - through the ILO - for the Vision Zero Fund's project to enhance safety and health in the global coffee supply chain.

Our shared mission is to foster a safer and healthier environment for coffee growers worldwide. We will start this collaboration with stakeholders in Colombia.



ALL JAPAN COFFEE ASSOCIATION

The All Japan Coffee Association pledges to support ILO and ILO Vision Zero Fund to implement #CoffeePeople campaign activities to begin with in Colombia that seek to improve coffee workers' occupational safety and health.

#COFFEEPEOPLE

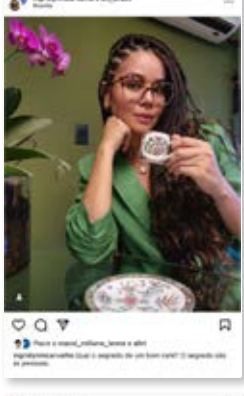
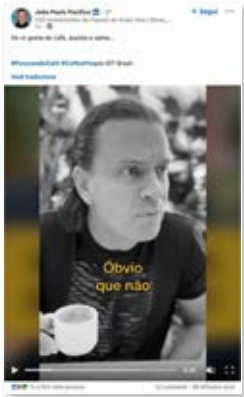
Vision Zero Fund
543 followers
3mo

What do you know about the Promotional Framework for Occupational Safety and Health Convention No. 187?

Seize right to learn more!
#VisionZeroFund #OSH #SafetyAndHealth #VZF



9 · 0 Comments



PART 10: **VZF ILO – FINAL PROGRESS REPORT**



International
Labour
Organization

+ SAFETY
HEALTH
FOR ALL

VISION
ZERO
FUND

Final Progress Report

1 October 2022 - 31 December 2023

Improving Safety and Health in the coffee global supply chain - A
Vision Zero Fund project

Project Code: GLO/22/12/EUR



© ILO, 2023



Funded by
the European Union

February 2024

Donor: European Commission
Admin Unit: Labour Administration, Labour Inspection and Occupational Safety and Health Branch (LABADMIN/OSH)
Project title: Improving Safety and Health in the coffee global supply chain – a Vision Zero Fund project

Report type:	Final Progress Report incorporating Self Evaluation Components
Reporting period:	From 1 October 2022 to 31 December 2023

Linkages:

Strategic Policy Outcome: Outcome 7 (“Adequate and effective protection at work for all”)
Country Programme Outcome: GLO 362
Sustainable Development Goal: 8
UNDAF Outcome: NA
Related project(s): NA

Preparation and Review

Report prepared by: Maria Munaretto, 19 January 2024
Report reviewed by: Ockert Dupper, Insert date
Report approved by: Joaquim Pintado Nunes, Insert date

Contents

1. Executive Summary	4
2. Basic Information	5
3. Summary outputs	6
4. Summary outcomes	9
5. Narrative Report: Managing for Results	11
5.1 Result summary	15
5.2 Monitoring, evaluations and other reviews	17
5.3 Main challenges, risks and corrective action	17
5.4 Opportunities and corresponding strategy adjustments	17
5.5 Overall Budget Analysis	18
5.6 Lessons learned and Good Practices	18
5.7 Visibility & Communication	20
5.8 Conclusions and Recommendations	20
Annexes	22

1. Executive Summary

Between October 2022 and December 2023, the [ILO Vision Zero Fund](#) (VZF) implemented a high visibility Action that resulted in increased awareness among coffee supply stakeholders of the right to a safe and healthy work environment in the coffee supply, and increased capacity among stakeholders to advance towards its realization.

Through the implementation of a global, large-scale campaign on OSH in the coffee supply chain (that became known as the #CoffeePeople campaign), the Action **reached an estimated 25 million people from 50 countries, generating 135,000 engagements**. Social media posts that refer to the campaign were made by **high-level officials and coffee growers alike**, including the ILO Director General, the President of the International Organization of Employers (IOE), Ministers from Germany and Brazil, UN agencies in various coffee-producing countries, sectoral organizations and brands, and other ILO constituents.

The campaign, officially **launched on International Coffee Day** (October 1st), was embraced by the International Coffee Organization (ICO), with its Council designating the theme “Joining forces for a safer coffee supply chain” as the official theme of its 2023 promotional activities. The campaign was also **prominently featured at the 2023 World Coffee Conference that was held in India** in September 2023. During the event, ILO’s Assistant Director General for Governance, Rights and Dialogue endorsed the event’s call to action in her opening remarks.

As a result, **10 global organizations, including lead private sector entities and development partners, pledged to implement concrete actions to improve coffee workers’ OSH** using the Action-developed [Collective action kit: Actions to promote and realize the right to a safe and healthy working environment in the coffee supply chain](#) as reference.

Advocacy activities that supported the implementation of the campaign included:

- **Four in-person workshops** (one global, and three at country level: in Brazil, Uganda, and Vietnam) and **three webinars** were held, and VZF participated in **30+ panel discussions and meetings**, directly reaching **600+ representatives** from ILO constituents, coffee companies, international organizations, NGOs and development partners.
- **100+ campaign materials were developed**, including a [campaign-exclusive webpage](#) that served as an information and learning platform to disseminate knowledge products developed by VZF in past coffee projects, 85 social cards to disseminate key campaign messages, and 8 newsletters that were opened by 3,300 recipients.
- **1 documentary** was produced that brings together intimate interviews with coffee growers from Brazil, Uganda and Vietnam, with insights from key organizations working in the coffee sector, including the ILO, the International Coffee Organization (ICO) and the European Commission (EC). The documentary celebrates the individuals behind our daily cup of coffee; ignites a call to action, uniting efforts to improve the lives of coffee growers worldwide; and raises awareness about OSH throughout the coffee supply chain.

The Action **mobilized support for the campaign from other ILO projects working in the coffee sector** around the world, including the EC-funded ILO project “[Supply Chains for a Sustainable Future of Work](#)”, which made the dissemination of the #CoffeePeople campaign messages a central aspect of its activities at the “[Third International Fair of Coffee, Cocoa and Agrotourism \(FICCA 2023\)](#)”, that took place in the Huila region in Colombia in October 2023 and was attended by 35,473 attendees.

10 public private partnerships requests were processed, and funding to extend campaign activities to one additional country (Colombia) was mobilized. In an end-of-Action survey, **96 percent of respondents said that the campaign had been useful to advance occupational safety and health in the coffee supply chain**, and **56 per cent of respondents said that they had changed or were planning to change the way**

that they worked to integrate at least one aspect they learned from the #CoffeePeople campaign activities into their work.

The Action also partnered with the Global Coffee Platform (GCP) to **integrate OSH considerations into the National Sustainability Curriculum (NSC) for Arabica in Vietnam**. The revised NSC Arabica was formally approved by the Vietnamese Ministry of Agriculture in August 2023 and is now the reference document used in public extension trainings provided to coffee farmers throughout the country. **Three in-person trainings of Master Trainers courses** on the revised NSC Arabica were delivered in the provinces of Chieng Mai - Son La (North West) and Lac Doung - Lam Dong (Central Highland), resulting in a network of **76 master trainers**. In turn, these trainers will disseminate knowledge and best practices to an **estimated 6,000 farmers per year**. The methodology to mainstream OSH into the NSC, as well as challenges, opportunities and lessons learned, was transferred to seven GCP Country Platforms (Brazil, Honduras, Indonesia, Kenya, Tanzania, Uganda and Vietnam). Finally, in collaboration with the above-mentioned EC-funded ILO project "[Supply Chains for a Sustainable Future of Work](#)", trainings on working conditions, with a focus on OSH and due diligence, were delivered to 42 participants (38% women) in Colombia, including representatives from trade union organisations, the Huila Territorial Directorate of the Ministry of Labour, the national training service (SENA), the Huila Government, coffee producers, processors, traders and exporters.

2. Basic Information

Countries covered:	Global, Brazil, Uganda, Vietnam, Colombia
Donor:	European Commission
Budget:	555,000 euros / EU contribution: 500,000 euros
DC Symbol:	GLO/22/12/EUR
Administrative unit:	LABADMIN / OSH
P&B Outcome:	Outcome 7
DWCP outcome:	GLO 362
Start date:	1 October 2022
End date:	31 December 2023
Project Duration in months:	15 months

3. Summary outputs

Output	Output status	Analysis of Output Delivery ^a
Outcome 1: Strengthened global, regional, and national enabling environments for the promotion of safe and healthy working conditions in the coffee global supply chain		

^a Compare actual against planned indicator targets

<p>1.1</p>	<p>Enhanced understanding of and commitment to improving coffee workers' occupational safety and health</p>	<p>Completed</p>	<p>Campaign materials</p> <p>The Action implemented 4 awareness raising campaigns (one global, 3 at country level), developed 105 promotional materials (including a webpage, newsletters, videos, and data story). It made 66 social media posts (primarily on the ILO VZF's LinkedIn account) to disseminate key messages.</p> <p>----- ----</p> <p>Across social media, the campaign made waves.</p> <p>2,200 people joined the social media challenge and made posts in relation the campaign. The hashtag #CoffeePeople reached 25 million people, and campaign posts generated 135,000 reactions.</p> <p>550+ representatives of governments, employers' and workers' organizations and other key coffee stakeholders joined a campaign WhatsApp group in which information about the campaign activities was shared.</p> <p>The campaign was mentioned/featured in numerous international and national media outlets, with 20 news articles published in general and specialized coffee magazines from countries such as Italy and the UK</p> <p>----- ----</p> <p>Increased traffic on VZF webpages and social media accounts</p> <p>Visits to Action webpages (two webpages: one hosted on the VZF page and a campaign exclusive one), received 14,000 more visitors between 1 June and -1 December 2023, compared to the same period in 2022 (7,683 vs 21,732). Campaign related documents were downloaded 323 times, while the number of downloads of coffee-related knowledge materials increased from 160 (1 June - 1 December 2022) to 798 (1 July - 1 December 2023).</p> <p>----- ----</p> <p>Using filmmaking as a tool to create dialogue and promote change</p>
------------	---	------------------	--

			<p>1 documentary was developed, bringing together intimate interviews with coffee growers from Brazil, Uganda and Vietnam, with insights from key organizations working in the coffee sector, including the ILO, the International Coffee Organization (ICO) and the European Commission (EC). The documentary celebrates the individuals behind our daily cup of coffee; ignites a call to action, uniting efforts to improve the lives of coffee growers worldwide; and raises awareness about OSH throughout the coffee supply chain.</p>
1.2	Increased capacity of key global and national coffee stakeholders to promote and support OSH	Completed	<p>Developing capacity development tools</p> <p>The Action developed/improved 2 OSH guidelines, namely, a Collective Action Kit and the Vietnamese NSC Arabica training curriculum.</p> <p>----- ----</p> <p>Delivering training courses</p> <p>The Action delivered 1 global in-person workshop, 3 global webinars, and 7 country level courses (3 related to the campaign, 3 to the NSC, 1 to OSH basics) reaching a total of 334 participants (50% women)</p> <p>7 of these training activities included workers and employers' organizations.</p>

OUTPUTS: Overall delivery assessment			
<input checked="" type="checkbox"/>	<p>Highly satisfactory</p> <p>Almost (>80%) outputs have been implemented on schedule as envisaged in the implementation plan and almost all (>80%) indicator targets have been met.</p>	<input type="checkbox"/>	<p>Satisfactory</p> <p>Some (60-80%) of outputs have been implemented on schedule as envisaged in the implementation plan and the majority (60-80%) of indicator targets have been met.</p>
<input type="checkbox"/>	<p>Unsatisfactory</p> <p>Some (40-60%) outputs have been implemented on schedule as envisaged in the implementation plan and only some (40-60%) indicator targets have been met.</p>	<input type="checkbox"/>	<p>Very unsatisfactory</p> <p>Few (<40%) outputs have been implemented on schedule as envisaged in the implementation plan and only a few (<40%) indicator targets have been met.</p>

4. Summary outcomes

OUTCOME ACHIEVEMENT ^b		
Indicator	Baseline (before project start)	Outcome summary ^c
Outcome 1: Strengthened global, regional, and national enabling environments for the promotion of safe and healthy working conditions in the coffee global supply chain Outcome Achieved		
Number of statements and/or similar documents adopted by stakeholders at global, regional and/or national level	NA	The International Coffee Organization’s Council issued a decision to adopt an OSH-related theme for the 2023 International Coffee Day. The Vietnamese Ministry of Agriculture adopted a new National Sustainability Curricula that mainstreams OSH considerations.
Number of initiatives on OSH undertaken in the coffee supply chain by lead firms and/or PCIs (at national, regional or global level)	NA	It is still too early to assess progress made under this indicator. 3 lead firms and 1 PCI pledged to implement or expand initiatives to improve OSH. One of the pledges made by a company was in relation to expanding initiatives to empower women in the coffee plantations, and another one to organize “awareness days” on health and safety training for their employees, suppliers, business partners and employees’ families, and to train 11,000 farmers in East Africa, Latin America and Asia in their supply chains on safety standards. Sharing or scaling good practices and tools with other their suppliers was also a commitment made by some of the organizations.

^b Based on the M&E plan

^c Compare achievement against planned target as per indicator.

<p>Number of #CoffeePeople pledges made</p>	<p>0</p>	<p>15 pledges were made by 10 different organizations (Three development partners (EC, USDOL, BMAS), two NGOs (Verite and GCP), and four private sector companies (NKG, AJCA, Caffee Vergnano, 4C, Lavazza)). Two pledges were related to awareness raising, 2 to capacity development, 1 to legislation and policy improvements and 1 was classified as "other".</p>
---	----------	---

<p>OUTCOME: Overall outcome summary</p>		
<p><input type="checkbox"/></p> <p>Highly satisfactory Based on the indicators & the risk assessment, all outcomes have been achieved by the end of the project.</p>	<p><input checked="" type="checkbox"/></p>	<p>Satisfactory Based on the indicators & the risk assessment, the majority of outcomes have been achieved.</p>
<p><input type="checkbox"/></p> <p>Unsatisfactory Based on the indicators & the risk assessment, only some outcomes have been achieved.</p>	<p><input type="checkbox"/></p>	<p>Very unsatisfactory Based on the indicators & the risk assessment, only a few outcomes have been achieved</p>

5. Narrative Report: Managing for Results

The Action began implementation in October 2022, and it was completed in December 2023. Its implementation can be divided into three different phases, as follows:

- **Inception phase (October – December 2022)**

During this phase, the ILO VZF:

- **recruited the Action coordinator;**
- **prepared the Action's Implementation Plan**, outlining the activities to be conducted against outputs and immediate objectives, **and the Performance Plan**, following the approved logical framework, which was fully aligned to the M&E framework of ILO VZF and the Safety+Health for All flagship programme;
- carried out an **analysis for selecting the Action's target countries** following [Vision Zero Fund criteria](#). The analysis was conducted through an internal review of existing literature and several rounds of consultations with ILO constituents, ILO regional specialists, and coffee stakeholders. Consultations improved understanding of each country's OSH deficits across the coffee supply chain and opportunities for improvement and identified opportunities for synergies with other ILO initiatives working on the promotion of fundamental principles and rights at work in the same supply chain. As a result, **Brazil, Uganda, and Vietnam were selected as beneficiary countries**. These are some of the largest coffee-producing countries in the world (Brazil and Vietnam are number 1 and 2, respectively, and Uganda 7th);
- **assessed options for delivering OSH training to stakeholders in the target countries** to strengthen the implementation of existing national programmes, such as the National Sustainability Curricula for the coffee sector. These curricula are agreed upon guidelines on Good Agricultural Practices used by extension services of a national or regional or sectoral group to support coffee farmers. They align the extension trainings of both the public and private sector in the country.

The Action **selected its main implementing partners**. The ILO's International Training Centre (ILO-ITC) in Turin, Italy was selected to support the global, large-scale campaign on OSH in the coffee supply chain, and a partnership with the [Global Coffee Platform](#) (GCP) was formalized through the signature of a Memorandum of Understanding that served as the basis for the implementation partnership to advance part of the OSH capacity development results.

The Action also **mapped different sectoral and OSH-specific events** that would take place throughout its life span, and assessed the benefits that participation in such events would bring to the project. Given the limited resources available, it was decided to prioritize virtual interactions and to limit the in-person participation to the World Coffee Conference that would take place in India in Q3 2023, which would be attended by all the relevant stakeholders.

- **Planning (January – August 2023)**

In March 2023, the Action hosted an in-person [tripartite+ global workshop](#) in Turin, Italy. Throughout three days, 20 representatives (50% women) from ILO constituents from Brazil, Uganda and Vietnam, and three from coffee multi-stakeholder initiatives (International Coffee Organization, Global Coffee Platform and International Women in Coffee Alliance) discussed the latest developments in the coffee sector; the main OSH challenges in the supply chain; and how different stakeholders could work together to improve OSH in coffee supply chain.

Workshop discussions informed the **definition of the campaign's key target audiences, messages and delivery channels for each audience**. The results were validated in meetings with various stakeholders, including with ITUC and IOE between April and June.

Building relationships with the most relevant stakeholders in the supply chain was key for ensuring sectoral buy-in to the campaign, and their participation in the activities. The Action Coordinator organized and/or participated in over **30+ meetings with ILO constituents, coffee companies, international organizations, NGOs and development partners**, to promote the campaign and secure their engagement. These included being a discussant in the [“ICO partnerships in action: our work and engagement across the sector”](#) webinar, organized by the ICO public-private task force, and at a meeting of the UN Coalition on Decent work for equitable food systems; organizing bilateral meetings with various development partners, including with the US Department of Labour, EC DG INTPA, EC DG EMP; and co-convening tripartite information sessions with ILO constituents in coffee-producing countries jointly with ILO projects working in the supply chain in Honduras, Mexico, and Lao PDR. Meetings with ILO colleagues working in the coffee sector in other countries, including Guatemala, Colombia, and Yemen, were also held to further promote the campaign through their networks and activities. Through these meetings and events, the Action reached over 600 coffee representatives. It also identified opportunities for strong collaboration with the EC-funded ILO project [“Supply Chains for a Sustainable Future of Work”](#), which later translated into concrete activities that helped to expand the campaign to Colombia.

#CoffeePeople campaign key messages

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

During this phase, VZF **entered into PPP agreements with the International Coffee Organization (ICO) and the European Coffee Federation (ECF)** and **drafted a funding proposal that was submitted to the All Japan Coffee Association (AJCA)** for implementing campaign activities in Colombia. The latter was approved and will result in activities in Colombia in 2024).

During this phase, VZF **entered into PPP agreements with the International Coffee Organization (ICO) and the European Coffee Federation (ECF)** and **drafted a funding proposal that was submitted to the All Japan Coffee Association (AJCA)** for implementing campaign activities in Colombia. The latter was approved and will result in activities in Colombia in 2024).

At country level, the Action worked with other ILO projects to plan **and implement the workshops to localize the campaign in the three target countries**. In Vietnam, where the Action worked through [VZF Vietnam](#), the workshop took place in May, and was attended by a total of 52 participants. In Brazil, where the Action worked through ILO’s [“Prevenção e Enfrentamento ao Trabalho Escravo e Infantil no Estado de Minas Gerais”](#) project, the workshop took place in August, and was attended by a total of 43 participants. In Uganda, where the Action worked through the ILO projects [“Accelerating action for the elimination of child labour in supply chains in Africa \(ACCEL\)”](#) and [“joint programme to tackle the root causes of child labour in supply chains”](#) (funded by EC DG-INTPA), the workshop took place in November and was attended by a total of 37 participants. As needed, the Action organized virtual activities for workshop participants. For example, a post-workshop webinar for participants in the Vietnamese workshop took place in July to discuss follow up actions; and a pre-workshop webinar for participants to the Ugandan workshop took place in September, which helped participants to prepare for the launch of the global campaign and the in-person workshop.

By the end of this period, the Action had prepared, validated, and published over 100 **communication materials** about the campaign, the most important ones being:

- [Communication campaign brief: Realizing the right to a safe and healthy working environment in the coffee supply chain](#)
- [How to join the challenge for safety and health in the coffee supply chain](#)
- [How to become a member of the global campaign for safety and health in the coffee supply chain](#)

- [Collective action kit: Actions to promote and realize the right to a safe and healthy working environment in the coffee supply chain](#)

A [campaign-exclusive webpage](#) was created, as an information and learning platform that provided all stakeholders with easy access to OSH information and knowledge materials. An [official campaign video](#) was produced to disseminate the campaign messages, and a [challenge-exclusive video](#) was prepared to promote the activity and encourage stakeholders to join.

Regarding **capacity development**, throughout this period, under an implementation agreement with VZF, Global Coffee Platform began to steer the **process of revising the National Sustainability Curriculum (NSC) for Arabica in Vietnam** in order to further integrate OSH considerations into coffee farming and harvesting. Multiple rounds of revision occurred between June and September, which allowed the consultants to integrate comments from experts and public and private coffee stakeholders in Vietnam. The final NSC Arabica draft was formally approved by the Vietnamese Ministry of Agriculture in August 2023. This means that the NSC will henceforth be the basis of public extension trainings provided to coffee farmers throughout the country. This ensures that all future trainings provided by the public sector will include the relevant information on OSH.

- **Implementation (September – December 2023)**

Between September 2023 and December 2023, **the Action launched and implemented what became known as the #CoffeePeople campaign to promote the realization of the fundamental right to a safe and healthy working environment in the coffee supply chain.**

In support of the #CoffeePeople campaign, ICO's Council announced their decision to adopt the theme "Joining forces for a safer coffee supply chain" for the [International Coffee Day 2023](#) (October 1st), encouraging members to promote OSH awareness in their International Coffee Day activities.

A "**soft launch**" of the campaign took place on September 27th at the World of Coffee Conference (Bangalore, India). The campaign was referenced during the opening session in remarks delivered by the ILO's Assistant Director-General, Manuela Tomei. The Action had a booth in a central spot of the Conference that raised visibility to the topic and the campaign itself and the Action participated as a discussant in the panel discussion on "Coffee social sustainability challenges".

The **formal launch** of the campaign took place on October 1st, on International Coffee Day, through a **social media challenge**. More than 2,200 people from 50 countries joined the challenge, reaching an estimated number of 25 million people ("impressions on social media posts") and generating 135,000 engagements (reactions and comments to posts). Posts were made by high-level officials and coffee growers alike and included the ILO DG, the President of IOE, Ministers from Germany and Brazil, UN agencies in various coffee-producing countries, sectoral organizations and brands, and other ILO constituents.

During this period, the Action processed **six additional PPP requests** (most of them with private sector companies wishing to join the campaign with concrete commitments), and used a platform called "[Howspace](#)" to gather pledges from 10 organizations.^d

The challenge

On September 27th, the Action launched a social media challenge for coffee workers. We asked coffee stakeholders: "What is the secret to great coffee?"

On October 1st, thousands of people around the world posted on social media a selfie of themselves with a coffee cup and revealed the response: "The secret to great coffee is people! That's why I dedicate this coffee to the workers who produce it, and I join the ILO's Vision Zero Fund to protect their safety and health. Together, we can make a difference for #CoffeePeople", challenging colleagues, friends and family to do the same.

More information on the challenge and its results is [available here](#).

^d USDOL, EC-EMPL, BMAS, 4C, Verité, Caffee Vergnano, Lavazza, Neumann Kaffee Gruppe, All Japan Coffee Association, Global Coffee Platform.

The Campaign organized **three #CoffeePeople webinars** to share OSH knowledge and tools (webinars offered simultaneous translation into English, Spanish and Portuguese). Webinar participants learned about the challenges for OSH improvement in the supply chain; how to implement the ILO WIND methodology (for implementing low-cost solutions to improving OSH in the coffee sector; offered jointly with ILO Mexico and Colombia); and what strategies work to improve OSH through cooperatives (offered jointly with the ILO COOP unit).

Eight newsletters were shared with over 11,000 recipients, further providing visibility to the Action's activities and disseminating key messages. Newsletters served to disseminate the campaign key messages, and the Action's activities. They were opened at a rate of about 30%, higher than average (20%). In an end-of-Action survey conducted in December 2023, 40% of respondents indicated that they had learned about the campaign via the newsletters (it was the response that attracted the largest number of responses).

To further disseminate information on the Action's activities, a **WhatsApp group was set up** and joined by 550 representatives of governments, and employers' and workers' organizations and other key coffee stakeholders around the globe.^e

During this phase, the Action prepared **one documentary** that contains intimate interviews with coffee growers from Brazil, Uganda and Vietnam and insights from key organizations working in the coffee sector, including the ILO, the International Coffee Organization (ICO) and the European Commission (EC). Field footage for the documentary was gathered following the country workshops. In each country, the Action worked with one local celebrity / influencer who conducted the interviews with farmers. In the case of Vietnam, the celebrity was a locally known radio-host. In Brazil, the Action worked with the [influencer Bela Gil](#), and in [Uganda with stand-up comedian Pablo Kimuli](#). The documentary celebrates the individuals behind our daily cup of coffee; ignites a call to action, uniting efforts to improve the lives of coffee growers worldwide; and raises awareness about OSH throughout the coffee supply chain. The documentary will be launched at the 2024 VZF forum that will take place in Geneva in April.

Jointly with VZF Vietnam, the Action supported the development of a [coffee-specific edition of the "Labour and Trade Union magazine"](#) published by the Vietnam General Confederation of Labour. The edition, published on the Vietnamese National Coffee Day (December 10th), brought together a series of articles on the importance of promoting OSH in the coffee supply chain and the role of the trade unions, and highlighted the work and results achieved through the VZF activities on the ground.

Through the EC-funded ILO project ["Supply Chains for a Sustainable Future of Work"](#), the Action disseminated the #CoffeePeople campaign messages at the ["Third International Fair of Coffee, Cocoa and Agrotourism \(FICCA 2023\)"](#) that took place in the Huila region in Colombia (28 September - 1 October, 2023). The Action had a booth at the fair that included a roulette game for participants to learn about fundamental principles and rights at work, with specific focus on OSH. The fair was attended by a total of 35,473 attendees from 22 countries.

Regarding capacity development, GCP Vietnam held **three in-person Master Trainers courses** on the revised NSC Arabica at the Son La province. **76 master trainers were trained**. Master trainers were heads of farmer cooperatives, technical staff of local traders, public extension workers, and technical staff of NGOs, among others. In turn, trainers are expected to disseminate knowledge and best practices to farmers in their area. For example, a Master Trainer who is head of a cooperative will provide training to members of the cooperative and will follow up by providing Technical Assistance via the Farmer Coaching Visit (FCV) method where they visit coffee farmers and deliver advice based on the farmers' questions. One Master Trainer is responsible for 50-80 farmers per year. The trainings are paid for by the organization that the Master Trainer is part of (e.g., the cooperative, etc.). The Action was also invited to join a **GCP Learning and Exchange webinar** in November 2023. A total of seven GCP Country Platforms participated (Brazil, Honduras,

^e Sex and country disaggregation is not available.

Indonesia, Kenya, Tanzania, Uganda and Vietnam) and learned about the work conducted in Vietnam, the challenges faced, good practices, and lessons learned.

Finally, in collaboration with the above-mentioned EC-funded ILO project "[Supply Chains for a Sustainable Future of Work](#)", a four-day training on working conditions, with a focus on OSH and due diligence, were delivered 42 participants (38% women) in Colombia, including representatives from trade union organisations, the Huila Territorial Directorate of the Ministry of Labour, the national training service (SENA), the Huila Government, coffee producers, processors, traders and exporters.

In December 2023, the Action sent out the final campaign newsletter that contained an overview of the campaign results in the form of an "[outreach and impact report](#)".

5.1 Result summary

The Action`s underlying theory of change was based on the assumption that enhancing stakeholders` understanding on the importance of occupational safety and health in the coffee supply chain and developing their capacity to address the OSH challenges would result in strengthened global, regional, and national enabling environments for the promotion of safe and healthy working conditions in the coffee global supply chain.

Both outputs were fully achieved, as illustrated by the indicators and as reflected in the results of the end-of-Action survey conducted in December 2024. Prior to the implementation of this Action, the understanding of the importance of coffee workers` occupational safety and health was limited to those countries that had benefitted from a prior VZF project. **VZF knowledge and tools to address the OSH deficits were downloaded 5 times more than prior to the campaign.** Following the implementation of this Action, **96% of respondents reported that the campaign had been useful to advance occupational safety and health in the coffee supply chain; 56% of respondents said they had changed or were planning to change the way that they work to integrate at least one aspect they learned from the #CoffeePeople campaign activities into their work.**

Based on the achievement of the outcome, the Action is likely to contribute towards the development objective of "reduced exposure of workers to occupational safety and health risks in the coffee global supply chain".

Self-evaluation results

Relevance – *Were the project objectives and strategy consistent with beneficiaries' requirements, country needs, ILO priorities and partners' and donors' policies?*

The Action objectives were highly relevant to the sectoral and country needs. The agricultural sector is one of the most dangerous sectors in which to work. Prior to this Action, the VZF had developed extensive research that identified the main risks and hazards to which coffee workers along the supply chain are exposed and generated data on vulnerable workers' OSH. The coffee supply chain is increasingly subject to emerging mandatory due diligence legislation that seek to protect supply chain workers' labour rights. As pointed out in an [ICO report](#), in the coming years, coffee importing companies as well as roasters based in Europe will be expected to have more detailed knowledge about their supply chains and to provide credible information regarding potential and actual adverse environmental and human rights impacts. The sector is also committed to responding to consumer demand for products that are produced and manufactured in a sustainable way according to the industry accepted standards. The Action's choice of countries prioritized the top coffee-producing countries in the world. The analysis conducted to select these countries identified OSH as a recognised priority, with two out of the three countries are also considering ratification of the [ILO Promotional Framework for Occupational Safety and Health Convention, 2006 \(No. 187\)](#). All three countries already had an active project working in the coffee sector. Finally, in the end-of-Action survey, 96 per cent of respondents indicated that the campaign had been useful to advance occupational safety and health in the coffee supply chain, and 88 percent of respondents agreed / strongly agreed with the statement "the information provided through the campaign is relevant to my work".

Effectiveness – *To what extent can changes in the observed outcomes be attributed to the project? To what extent has the project contributed to changes in the project's ultimate beneficiaries? How effective was the project in advancing gender equality and inclusion of people with disabilities within the context of project's objectives?*

At the global level, this was the only Action aimed at improving OSH in the coffee supply chain in 2022-2023. Hence, it is reasonable to assume that all observed changes on OSH that have occurred among global sectoral stakeholders can be attributed to this Action. The end-of-Action survey showed that 56% of respondents had changed or planned to integrate at least one aspect from the #CoffeePeople campaign activities (this figure goes up to 77% when removing responses that indicated "neutral") into their work. Throughout the campaign, the Action made an effort to ensure gender equality, putting a specific focus on women in the supply chain. The International Women in Coffee Alliance (IWCA) played a key role in the design and implementation of the campaign, and the Action delivered three campaign presentations to IWCA members, seeking to mobilize women's participation in campaign activities. In the learning webinars, gender equality and the role of women in the sector was specifically addressed. The Action did not address specific issues around inclusion of people with disabilities. Further research would need to be conducted in this area to be able to develop targeted activities.

Sustainability – *To what extent has the project produced durable results that can be maintained, or scaled up and replicated, within the local development context, or as a global approach or policy, after the completion of the project? Are there any internal or external factors that may affect the sustainability of results?*

Project results are expected to last over time. Some of the outcomes achieved already show high levels of sustainability. These include: (i) ICO's decision to adopt OSH as the theme for the 2023 ICD will ensure that the topic remains part of the sector's agenda over time; (ii) the adoption of the OSH mainstreamed NSC by the Vietnamese Government means that all public extension trainings provided to coffee farmers throughout the country will include OSH information; (iii) the pledges made will ensure that OSH initiatives continue to be pursued after project completion; (iv) working through existing ILO projects in the sector will mean that activities to promote decent work will continue being implemented after this Action's completion, strengthening OSH results to date.

5.2 Monitoring, evaluations and other reviews

Throughout the action, **monitoring data was regularly collected** from the various activities implemented. Monitoring data was also received from the Action's **implementing partners**. ITC ILO provided the Action with data on a regular basis following several agreed-upon indicators that serve to inform management decisions. GCP provided the Action with updates in the form of emails and prepared a final implementation report based on a template agreed upon with the Action. At the end of the Action, a meeting with GCP staff was held to reflect on the work done, and identify good practices and lessons learned.

As per ILO policy, the Action went through a **self-evaluation**. This self-evaluation took place from December 2023 to January 2024, and was informed by an online survey sent to all key stakeholders and a questionnaire sent to ILO implementing staff in the field.

5.3 Main challenges, risks and corrective action

During the design of the Action, one of the risks identified was that “stakeholders might lose interest (in the project’s objectives) or change priorities”. As described in the project document, for some years now, the coffee supply chain has faced several challenges that have concerned stakeholders. These include the effects of climate change - threatening coffee production with unpredictable weather patterns and diminishing yields- and disruptions in the supply chain – which also includes increasing transportation costs. The EU's new deforestation regulation (EUDR) that was adopted and came into effect in June 2023 has also been subject of stakeholders’ concerns in recent years. Moreover, the coffee sector has a plethora of multi-stakeholder initiatives that work on a variety of topics relevant to the sector. In respect of decent work, stakeholders in the sector have primarily and traditionally focused on wages, child labour and/or forced labour. It proved challenging to raise awareness of the importance of OSH, and to include that on stakeholders’ agendas. The partnership with ICO and, to an extent, with GCP, was key to raising awareness of the importance of OSH and attracting the support of stakeholders in the sector for the Action. The inclusion of OSH in the framework of the ILO’s fundamental principles and rights at work also helped to attract stakeholders’ interest in and engagement with project activities.

During the design of the campaign, the workers’ group raised valid concerns regarding private sector engagement in social media activities without that translating into real changes in OSH practices on the ground. To mitigate the risk, it was agreed that all non-state actors wanting to “join” the campaign would undergo the ILO public-private partnership procedure.

5.4 Opportunities and corresponding strategy adjustments

- **Timing.** During the inception phase, the campaign launch was set to take place in May 2023, allowing the campaign to run for eight months. Following the first two design workshops (Turin, Hanoi), stakeholders requested additional time to plan for their participation based on high levels of interest in and support for the campaign. The timeline was therefore adjusted. In consultations with the Communications team, it was agreed that it was best to delay the launch to (i) allow more time for the development and validation of all the campaign communication materials; and (ii) to coincide the launch of the campaign with a sectoral or thematic event, which would increase visibility and result in more partnership opportunities. It was also understood that campaigns have a limited lifespan, i.e., keeping a communication campaign running over eight months would be very difficult. Good practices from the industry indicate that the optimal length for communication campaigns is between 45 days and up to three months. The decision to postpone the launch to October 1st had a positive impact. It provided more time to raise awareness among key sectoral stakeholders on the importance of OSH and for them to get internal approvals to participate in the campaign activities. Ensuring that the campaign launch coincided with International Coffee Day and following the World Coffee Conference (where the Action had an opportunity to bring about broad visibility to the upcoming activities) resulted in greater stakeholders’ engagement and participation. This also allowed the campaign to run between 2-3 months, which allowed for the organization of learning activities, and dissemination of knowledge materials.

- **Partnerships.** Engaging ICO from the outset of the project, including their participation in the initial campaign planning workshop, resulted in the establishment of a formal partnership between ICO and the ILO. The Action led and negotiated this partnership, and fully benefited from it. The partnership with ICO was not originally envisioned in the Action`s design phase (as it was originally geared more towards the private sector), but the partnership was crucial to the success of the Action.
- **Governance.** During the design of the Action, it was envisaged that an Action-specific project consultative committee (PCC) would be established “to provide strategic sector-specific advice to inform the design and implementation of the project’s activities”. This PCC was proposed based on past project`s lessons learned, and social partners request to have more time and space to guide project implementation. However, during the Action’s implementation phase, social partners expressed concerns regarding the time investment that would be required to participate in such a project-specific committee since they already participated in regular meetings of the VZF governance structure. It was therefore decided not to establish the PCC but to conduct regular bilateral and multilateral meetings with social partners throughout the duration of the Action. In addition, progress on the Action would continue to be provided to stakeholders in the Fund’s existing governance structure (namely the Steering Committee, the Advisory Committee, and the ILO Safety and Health for All Flagship Programme’s Global Tripartite Advisory Committee).

5.5 Overall Budget Analysis

The Action’s final financial statement shows a delivery rate of 100% of its total budget. The statement shows that the budget was spent as initially foreseen.

Self-evaluation results – (mandatory section for projects up to US\$500,000 in lieu of a separate evaluation report):

Efficiency – How optimally were the resources and inputs (e.g. funds, expertise, time, etc.) used to produce results? Do the expected project results justify the costs incurred? To what extent did the project leverage resources (financial, partnerships, expertise) to promote gender equality and non-discrimination?

The Action proved to be highly cost-effective, with activities being implemented at global level and in three countries, impacting in over 50 countries, and reaching an estimated 25 million people. The Action prioritized the allocation of resources to carry out country level activities, leaving very few resources for traveling – something that was important to strengthen the relationships of trust being built with the stakeholders. VZF Secretariat funding was used to partially support travel costs. The Action also benefitted from the programmatic and administrative and financial support of the VZF Secretariat and technical backstopping and the M&E support from the ILO LABADMIN/OSH Branch.

5.6 Lessons learned and Good Practices

- **Awareness raising activities need to be conducted in partnership with stakeholders in the different tiers of the supply chain.** ILO and VZF alone have limited capacity to implement such activities. The collaboration that the Action built with ICO and some of the lead MSIs (such as GCP) was key to secure stakeholders’ buy-in for the project`s activities. Being embedded in a global initiative was also beneficial. The Action received support from VZF steering committee members (namely, Germany, USA, France, and the European Commission) and from IOE was also instrumental

to amplify the campaign's messages. Organizing activities in collaboration with or with the involvement of sectoral stakeholders can lead to enhance collaboration and action from other key stakeholders.

- **Building partnerships takes time.** This was the first time that the ILO and GCP worked together at global level (prior collaboration was at the country level in Vietnam). It took many months of conversations between the organizations to build trust, gain a better understanding of each organization's modus operandi, and identify concrete collaboration opportunities. A first step in this collaboration was the signature of the MoU, which helped to align the organizations towards common objectives and three specific areas of work. Following the signing of the MOU, the Implementation Agreement needed to be designed, which at times also included country level colleagues. While the preparatory work was crucial, it meant that the joint work started some weeks later than initially expected. Although this did not impact the implementation of the activities planned, an important lesson learned was that sufficient time should be built into project design to establish relationships of trust and develop a common understanding of concrete collaboration opportunities based on the respective mandates of each organization.
- **Working with / through existing ILO projects in the targeted supply chains allows for widening the VZF's thematical and geographical scope,** effectively making progress in relation to OSH and other fundamental principles and rights at work (that are enablers to OSH improvement and vice-versa) in an efficient manner, capitalizing on the established relationships of trust with relevant stakeholders in the supply chain from which the Fund benefited. For many country level stakeholders, who were used to working with the ILO on issues around other fundamental principles and rights at work, this was the first time that they were sensitised to OSH issues. This initial sensitization was done under a framework that they understood and in relation to topics that they were familiar with. OSH was not presented in isolation or as something separate to the work that they were already performing but as a key component to support their efforts. However, it must be pointed out that existing ILO projects have limited capacity to carry out OSH-specific activities (both in terms of human resources available and their OSH technical knowledge). Future Actions should consider the possibility of funding OSH officers to be embedded within the existing ILO country projects to ensure the quality, coherency and consistency of the OSH approaches implemented at country level.
- **The strategy of engaging with the private sector through one concrete, time-bound activity has proven to be successful.** This has also allowed key stakeholders to learn more about VZF's work, and there is an expectation that it will also pave the way for strengthened collaboration between the VZF and the private sector throughout this Action and more generally.
- **Campaigns need to be anchored on evidence-based content.** VZF had been working in the coffee supply for five years prior to the implementation of this Action. It had developed research and tools on OSH in the supply chain, including a [toolkit](#) that compiled over 20 different materials developed and tested in countries across Asia and Latin America. The Fund had a lot of information and experience to share with supply chain stakeholders. The campaign implemented under this Action would not have been possible without all that prior work, and without the continuous support of donors such as the EC.
- **The selection of participating countries needs to consider the political and institutional environment required for such large-scale, highly visible communication activities in a timely manner.** When implementing a global campaign, aligning global and country schedules and communication channels can be very difficult. This was especially true in the case of Vietnam for example, where OSH activities are usually limited to the month of May (the national OSH month) and where national partners' participation in social media faces political and institutional limitations that fall beyond the Action and the ILO's influence. The Action planned its activities with this in mind and sought to overcome such hurdles. For example, it held the campaign planning workshop in May, helping stakeholders identify the proper communication channels to disseminate the key messages (e.g., billboards). However, given the time and resource constraints, their impact was limited. In the future, such activities should either consider allocating additional funding to support the implementation of innovative/alternative approaches to run a campaign, or target countries who have a stronger enabling environment.

5.7 Visibility & Communication

Visibility and communication were central to achieving the Action’s objectives. A two-fold, complementary strategy was implemented. On one hand, the Action implemented activities related to bringing about visibility to the Action as such, and to its activities. The [VZF webpage](#), a [flyer](#) and the above-mentioned newsletters are examples of such activities. On the other hand, the Action implemented communication activities as tools for change, following a “Communication for Development (C4D)” approach. Partnering with the ITC-ILO Communications and advocacy team was key for ensuring that the approach was implemented in a proper way. Through ITC-ILO, the Action delivered C4D training courses to ILO constituents and coffee stakeholders in Brazil, Uganda and Vietnam, equipping them with the knowledge and tools needed to implement such a process along the coffee supply chain, but also as a tool that can be applied in other supply chains or topics. In December 2023, the Action sent out a final newsletter that contained an overview of the campaign results in the form of an [“outreach and impact report”](#).

Annex B compiles a selection of the communication materials developed, including photos of the Action’s activities.

5.8 Conclusions and Recommendations

Conclusions and recommendation from the self-evaluation		
Conclusions	<p>1. This Action served to bring about broad awareness raising on the challenges that workers face with regards to OSH in the coffee supply chain, and to disseminate knowledge and tools to address them. However, concrete actions are needed to bring about OSH improvements. Work to be conducted in the future should focus on mobilizing collective action initiatives to integrate OSH more prominently as part of their labour rights agenda, and further encourage private sector companies to implement policies and invest in programmes that bring about real change.</p> <p>2. As a global supply chain initiative, VZF offers a unique platform for transferring knowledge and tools from one agricultural supply chain to the other. The feasibility of transferring the knowledge and tools from the coffee supply chain into another agri-food supply chain should be assessed and eventually pursued.</p> <p>3. Implementing a “One ILO” approach is especially relevant to implementing supply chains work. Working with other ILO units, with specific expertise on other decent work deficits in the targeted supply chain is an efficient and effective way to ensure coherence and sustainability of the activities and outcomes. Such an approach should be continued in the future. With regards to the private sector engagement, the Fund should explore additional opportunities for implementing joint activities with ACTEMP to secure effective private sector engagement/actions.</p>	
Recommendations	<ul style="list-style-type: none"> <i>In 2024, VZF will implement a project that will follow up on the results achieved by this Action. The focus will be on (i) continuing the implementation of the #CoffeePeople campaign activities and (ii)</i> 	<p>Responsible entity: ILO VZF</p> <p>Priority (high, medium, low): High</p>

	<p><i>transferring the coffee tools to the sugar cane sector.</i></p>	<p>Resources (<i>high, medium, low, NA</i>): <i>Medium</i></p>
	<ul style="list-style-type: none"> <i>VZF will continue to work with SECTOR, FUNDAMENTALS and other units around the ILO to implement comprehensive approaches to decent work in supply chains. It will also explore new opportunities for internal collaboration, for example, with ILO MULTI on responsible business conducts.</i> 	<p>Timeframe (<i>long-, medium, short-term</i>): <i>Short-term</i></p>
		<p>Responsible entity: <i>ILO VZF</i></p>
		<p>Priority (<i>high, medium, low</i>): <i>High</i></p>
		<p>Resources (<i>high, medium, low, NA</i>): <i>Low</i></p>
		<p>Timeframe (<i>long-, medium, short-term</i>): <i>Short term</i></p>

Annexes

Annex A: Project risk register

Risk Identified	Mitigating Measures	Additional risk response	Change	Impact
Key stakeholders remain committed to project objectives	ILO already maintains communication with key stakeholders. Stakeholders have been engaged from the project's design to ensure project's relevance and stakeholders' commitment whilst fostering ownership. At country level, the selection process of beneficiaries, as per the above-mentioned criteria, will also seek to mitigate this risk, while ensuring the project works / benefits public and private organizations that have identified OSH as a priority.	NA	No change in the total level of risk	None
Engagement of employers and workers' organizations, and other actors, in the project's activities is weak	Project has identified strategic partners and has already started to engage them during the design phase of the project to enhance their engagement. The response to date has been very positive, and the activities included in this project were very attractive (relevant and useful) by stakeholders. The project will continue to engage with all relevant stakeholders through its life cycle, in particular although not limited to the project consultative committee.	The PCC did not end up being set up but was replaced by regular bilateral consultations with social partners at global level, as well as at the VZF governance committees. At country level, social partners' engagement was high.	No change in the total level of risk	None
Difficulty to identify organizations' staff that have the	Preliminary consultations have shown a strong interest by all stakeholders to do so, as well as a high technical	By and large, discussions with coffee stakeholders required	Increase in the total level of risk	None

<p>capacity, time and interest to engage in project's activities</p>	<p>capacity and analytical skills of staff to join the proposed training.</p>	<p>several meetings. A first meeting usually involved the manager, while in a second meeting the management was joined by part of his/her team, which was usually then tasked to follow up on the concrete activities.</p>	
--	---	--	--

Annex B: Logical Framework

Results chain	Indicators	Means of verification	Baseline	Target	Comments
Impact: Reduced exposure of workers to occupational safety and health risks in the coffee global supply chain.					
<p>Outcome 1: Strengthened global, regional and national enabling environments for the promotion of safe and healthy working conditions in the coffee global supply chain</p>	<p>Number of statements and/or similar documents adopted by stakeholders at global, regional and/or national level (STO 4.1) Number of initiatives on OSH undertaken in the coffee supply chain by lead firms and/or PCIs (at national, regional or global level) Number of #CoffeePeople pledges made (by stakeholders, country, and category)</p>	<p>Key stakeholders' interviews Howspace platform</p>	<p>NA NA</p>	<p>2 0</p>	<p>ICO decision, NSC Arabica Too early to report 15 pledges from 10 organizations - EC, Verite, NKG, AJCA, GCP, Vergnano, 4C, USDOL, BMAS, Lavazza</p>

Output 1.1: Enhanced understanding of and commitment of coffee stakeholders to improving workers' occupational safety and health	Number of promotional materials developed (global, per country, per language, if gender or covid-19 related) (OTP 4.1.2)	VZF website, campaign webpage, Turin reports	105	Campaign brief, how to join the challenge, how to become a member, impact and outreach report, campaign video, challenge video, documentary, 8 newsletters, webpage, Action brief, data story, Howspace platform, visual identity and brand guideline, 85 social media cards
	Number of public information/awareness plans/campaigns implemented, including SafeDay (per country, by intermediary orga, if relates to gender or covid-19 or not) (OTP 4.1.3)	ILO and sectoral platforms webpages	4	#CoffeePeople global and in three target countries
	Number of hashtag reach	Social media analytics	25,000,000	
	Number of impressions and reach across social media platforms for campaign-related posts and content.	Social media analytics	65,791	
	Number of posts across social media platforms for campaign-related content	Social media analytics	2,279	2200 challenge posts, and other 79 social media posts
	Number of times the campaign is mentioned or featured in international vs. national (provide a list of countries) media outlets and news articles	As reported by ITC Turin	20	
	Website visitors during the campaign period compared to the baseline	Webpage analytics	21,732	Baseline (1 Jun-1 Dec 2022): 7,683 views Baseline (1 Jun-1 Dec 2023): 21,732 views
	Number of campaign related documents downloaded (CA Kit, campaign brief, how to become a member, and how to join the challenge)	Webpage analytics	323	Baseline (1 Jun-1 Dec 2022): 0 Baseline (1 Jun-1 Dec 2023): 323

ILO Development Cooperation Final Progress Report

Output 1.2: Increased capacity of key global and national coffee stakeholders to promote and support OSH	Number of downloads of coffee-related knowledge materials.	Webpage analytics	160	789	Baseline (1 Jun-1 Dec 2022): 160; Baseline (1 July-1 Dec 2023): 789	
	Number of people reached through promotional activities	Project records	N/A	1156	606 was the number of participants in 32 meetings, including bilateral and group ones, 550 was the number of WA participants	
	Number of guidelines, manuals, checklists and good practices guides developed (disaggregated at global level, per country, per sector, if gender or covid-19 related) (OTP 1.1.3)	VZF website, GCP reports		2	1 NSC mainstreamed, 1 CA kit	
	Number of intermediary organizations receiving TA, training or other capacity-building services (by type of organizations, by country) (OTP 3.1.1)	List of participants, meeting minutes, GCP reports, ITC reports			Trainings delivered by GCP, ITC Turin and ILO	
	Number of training courses delivered to workers and employers organizations (by country, workers'/ employers' orga. if gender or covid-19 related) (OTP 3.3.1)	GCP reports, webinars participants lists		11		
	Number of participants that completed training courses (including TOT) (by type of organizations, by country, by sex) (OTP 3.1.3)	GCP reports, webinars participants listss		334	4 courses by ITC Turin, 3 webinars by ILO VZF, 3 courses by GCP, 1 COL	
						Webinars (51, 55, 54), Vie 52, UGA 37, Turin 21, Bra 43, Col 42

Annex C: Communication materials

Action's website within the VZF webpage: <https://vzf.ilo.org/projects/global-coffee-supply-chain/>

Campaign webpage: <https://coffeepeople.vzf.ilo.org/>



[Campaign brief](#)



[How to join the #CoffeePeople challenge](#)



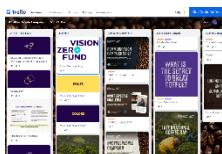
[How to become a member of the global campaign for safety and health in the coffee supply chain](#)



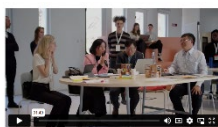
[Collective action kit: Actions to promote and realize the right to a safety and healthy working environment in the coffee supply chain](#)



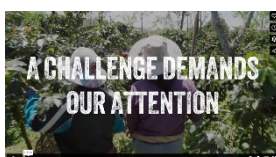
[Promoting the right to a safe and healthy working environment in the coffee supply chain: #CoffeePeople report: Campaign outreach and impact](#)



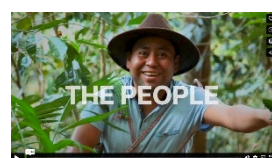
[Campaign trello board](#)



[Turin workshop video](#)



[Campaign official video](#)



[Challenge video](#)

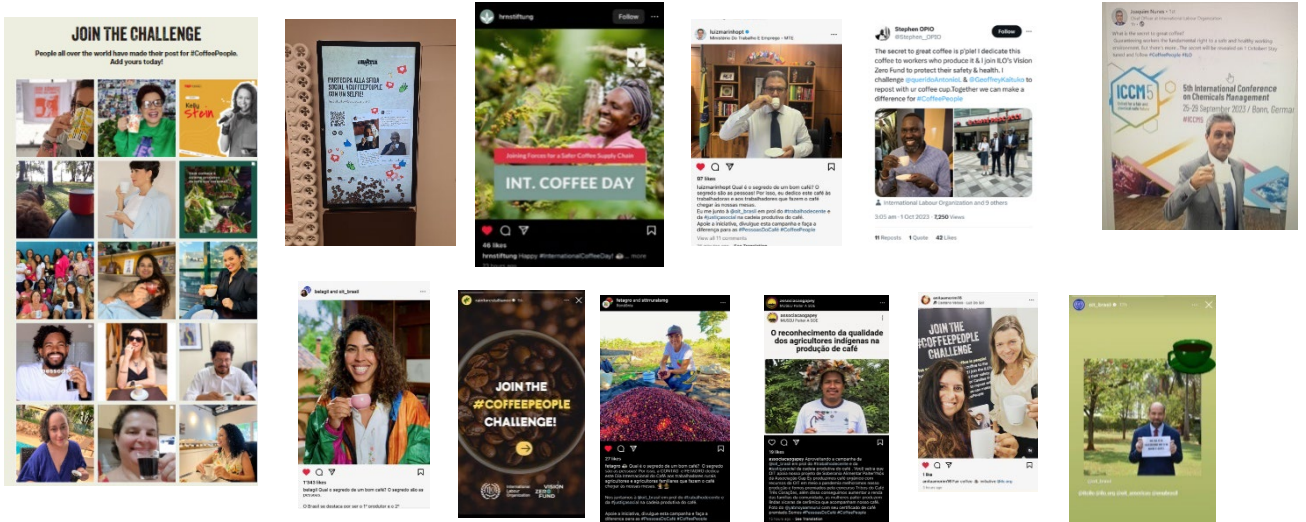


Data story and webinar materials can be found here: <https://coffeepeople.vzf.ilo.org/learn/>

ADD PICTURE

#CoffeePeople documentary

The challenge in (some) pictures



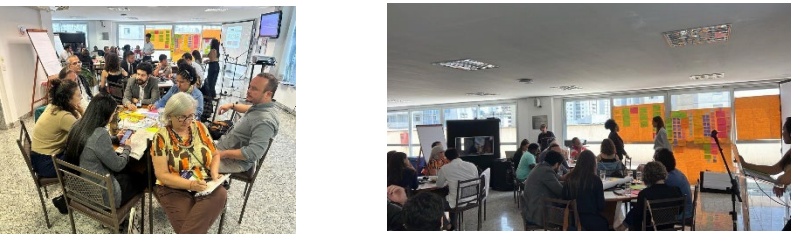
Activities in pictures



Global campaign planning workshop (March 2023)



Campaign planning workshop, Vietnam (May 2023)



Campaign planning workshop, Brazil (August 2023)

ILO Development Cooperation Final Progress Report



Campaign planning workshop, Uganda (November 2023)



World Coffee Conference, India (September 2023)

The making of the documentary (footage from Brazil, Uganda and Vietnam)



INFO

**FOR FURTHER INFORMATION
PLEASE CONTACT**

International Training Centre of the ILO
Viale Maestri del Lavoro, 10
10127 Turin - Italy

communications@itcilo.org
www.itcilo.org