

Empowering Women and Strengthening Gender Equality in the Coffee Sector

Section 1: Concept Overview

Project Objective: The project aims at improving the gender equality situation in coffee production in different regions and cultural contexts, thus triggering changes on a global level.

- **Brief Description:** Women play a significant role in the coffee industry. Over 70% of labor – planting, picking, processing, sorting – is done by women, depending on the region. Despite this, they tend to have little say in farm decision-making processes and lack access to essential resources, such as land, finance, and education. This has implications not only for the income, health, food security, and education of coffee growing families, but also for coffee yield and quality. This project will deeper address existing gender disparities in coffee production and promote women empowerment in the chosen region.

Country of Focus: Ethiopia and other African coffee producing countries

Key Performance Indicators:

Indicator	Metric	Baseline	Project Target
Increased awareness on the benefits of gender equality within coffee communities	Number of people reached by awareness raising measures	Initial standing point to be evaluated at project start	100% of initially defined group
Increased participation of women in learning centers and training opportunities	Number of women attending learning centers. Number of women participating in trainings	ditto	Increase of at least 50% of initial standing point
Increased access of women to agricultural inputs and services	Number of women that have access to new technologies	ditto	Increase of at least 50% of initial standing point
Increased direct income for women of coffee producing families	Number of women with increased income	ditto	Increase of at least 20% in women's annual income for at least 50% of women in the initially defined group
Increased women's participation in coffee related businesses	Number of women-led businesses established	ditto	Increase of at least 50% of initial standing point
Obtain the 4C gender equality certification in one of the three levels of compliance	Issued 4C gender equality certificate	No certificate	With certificate

Please indicate how this project aligns with the 2025 Targets:

- Resilient supply
 Improve well-being & prosperity
 Strengthen market demand
 Conserve nature

Project Status: New project planned to commence soon



Project Timeline: *Start date: At any time End date: Three years*

Section 2: Partnerships

Involved Parties:

Organization Name	Role in Project	Contribution
4C Services GmbH	Project Manager	In-kind, with expertise in social conditions and practices in coffee production
Meo Carbon Solutions GmbH	Project Implementer	In-kind, with expertise in social assessments and implementation of improvement actions
Industry partners	Project industry partner	Financial and with expertise in the coffee sector as buyer of sustainable coffee
Local partners	Project implementers	In-kind, local expertise in coffee communities

Expectations for Partner Engagement:

This project is fit for partners who are willing to make sustainability commitments with a uniquely designed and impact-driven project. Potential partners proactively address the issue of gender equality and contribute to SDG 5, Gender Equality. This project will provide partners an opportunity to become not only a sustainability forerunner but also an innovator in the market, investing in and sourcing coffee from producing groups which promote gender equality. Ideally, partners to this project would like to add an exclusive and innovative project to their sustainability portfolio, which showcases corporate responsibility and creates brand awareness.

Deadline for partnership opportunities: 12/31/2021

Section 3: Funding

Project Costs:

Total project costs	To be defined together with project industry partner
Secured funding	0
Funding needed	ditto

Explanation of Funding Use: Funds are needed to implement the steps within the structure of the project:

1. Diagnosis of current situation by applying the 4C gender equality tool and gathering of data.
2. Definition of appropriate improvement measures and action plans to improve the gender equality situation.
3. Implementation of improvement measures to close gender equality gaps and to empower women in the selected sourcing area.
4. Promotion of market opportunities for coffee which values gender equality and women empowerment.
5. Monitoring and evaluation of results to identify progress on implementation of the action plans.

For more information on this project, please contact Betina Bacelis at bacelis@4C-Services.org