



Design A Credible Journey to Greater Gender Equity: Building Capacity for Farmer Groups in Your Supply Chain

Section 1: Concept Overview

Project Objective: Help coffee roasters improve gender equity within their supply chain through direct training of farmer producer organizations.

Brief Description: To date, 57 farmer organizations in 11 countries have participated in the Partnership for Gender Equity (PGE) Learning Journey, including a Starbucks project reaching over 2,500 beneficiaries through seven producer organizations (PO) in Nicaragua. This partnership opportunity improves the opportunities and economic potential of women in your coffee supply chain by shifting gender-biased perspectives that hinder women’s participation in farmer organizations and their access to member benefits. Over a five month period, PGE will promote equality holistically by creating an enabling environment at the community level through work with POs to identify local needs, shift attitudes to allow increased women's participation, and integrate more gender equitable policies, strategies, and programs that reach, benefit, and empower women.

Country of Focus: Central and South America, East Africa

Key Performance Indicators:

Indicator	Metric	Baseline	Project Target
Gender equitable roasters and retailers	% of roaster supply chain POs which have received training	TBD	100%
POs are aware of gender equity	% of POs who report an increase in gender equitable attitudes/values	TBD	100%
POs are active on gender equity	% of POs with a gender policy designed by them	TBD	100%
POs are impacted by gender equity	% of POs with an active gender committee	TBD	100%
POs benefit from gender equity	# of PO/market partnerships that result from the implementation of a gender equity initiative	TBD	3 per project

Please indicate how this project aligns with the 2025 Targets:

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

This project is well aligned with the indicated 2025 targets by assisting roasters and retailers to interact meaningfully with their coffee supply chains and providing direct training on how to improve the social sustainability of their products. This social sustainability is also incredibly important for the well-being



and prosperity of workers in coffee producing countries like Nicaragua where there is a 65% gap in income of coffee-growing women compared to men. The Learning Journeys address this at the root.

Project Status: New project planned to commence soon

Project Timeline: *Start date:* Revolving *End date:* Revolving

Section 2: Partnerships

Involved Parties:

Organization Name	Role in Project	Contribution
Equal Origins	Technical Assistance Provider	Learning Journey Program
Coffee Roaster or Retailer (You)	Implementation Partner	Funding; Access to producer organizations
Producer Organizations (in your supply chain)	Beneficiaries	Time and Effort

Expectations for Partner Engagement: Partners for this project are expected to work with Equal Origins to identify which POs in their supply chain would benefit most from the Learning Journey program and provide a point of connection so PGE can easily facilitate program implementation. Partners will also be responsible for providing funding which can be made through a direct investment or through fees per pound in a coffee contract.

Deadline for partnership opportunities: Revolving

Section 3: Funding

Project Costs:

Total project costs	\$5000 per farmer organization
Secured funding	\$0
Funding needed	\$5000 per farmer organization

Explanation of Funding Use: The project will address this need for refined understanding of how to properly reach women in coffee-growing communities and create an enabling environment for women to lead future change. It has the charitable purpose of empowering women by improving access to productive resources, increasing opportunity to gain leadership roles, and promoting a more equitable distribution of benefits. Funding will be used to 1) facilitate online sessions to uncover existing perceptions about gender equity and build a shared understanding about the need and opportunity to take action along 5 domains of gender equity, and 2) support producer organizations to develop action plans to address gaps identified and opportunities for improvement. Additional targeted training will to assist POs in one priority area of their action plan (ie: improved gender policies) and gaining a deeper understanding of specific topics such as women’s leadership, women’s entrepreneurship, masculinity training, etc.

For more information, please contact Kimberly Easson at kimberly@equalorigins.org