



International
Labour
Organization

VISION
ZERO
FUND

COLLECTIVE ACTION KIT

Actions to promote and realize the right to a safe
and healthy working environment in the coffee
supply chain

**SAFETY
+ HEALTH
FOR ALL**

VISION ZERO FUND IS PART OF SAFETY
& HEALTH FOR ALL, AN ILO FLAGSHIP
PROGRAMME BUILDING A CULTURE OF
SAFE, HEALTHY WORK.



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#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.

This Kit has been developed by ILO Vision Zero Fund as part of the #CoffeePeople Campaign, funded by the European Union. [Learn more](#)

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Introduction

HOW TO USE THIS KIT

The collective action kit aims to promote safe and healthy working conditions for coffee workers worldwide, emphasizing the importance of collective action by a wide range of stakeholders.

This kit will enable you to identify specific actions you can take to improve the safety and health of coffee workers.

The kit will enable you to:

- Raise awareness about OSH
- Scale up good practices
- Spread knowledge materials
- Mobilize collective action

Consult the kit to get started.

WHY THE #COFFEEPEOPLE CAMPAIGN?

The agricultural sector is one of the most hazardous sectors to work in. Each year, **thousands of coffee workers** around the world suffer work-related injuries and diseases. With the establishment and implementation of national OSH policies and adequate OSH management systems at workplace level combined with the right access to information and training these injuries and diseases are preventable.

The right to a safe and healthy working environment is a human right that has recently been added to the [ILO's framework](#) of **fundamental principles and rights at work**.

Fundamental principles and rights at work are the enabling conditions for decent work and sustainable economic growth. They are [interrelated and mutually supportive](#).

WHY A COLLECTIVE ACTION KIT?

If we act collectively, we can solve some of the most persistent safety and health challenges in the coffee supply chain.

The causes of occupational safety and health (OSH) deficits are complex, and all stakeholders must work together to address the systemic issues at the root of the problem. **Stakeholders each have their own unique role in promoting and maintaining safe and healthy**

working conditions within the supply chain.

In the context of the #CoffeePeople campaign, collective action means a multi-stakeholder approach that involves governments, workers and trade unions, national, transnational and global employers and their organizations, multilateral organizations, civil society and development agencies, **working together so that each meets its responsibilities, consistent with organizational roles**, to implement an agreed plan or set of actions to reduce severe or fatal work accidents, injuries or diseases in global supply chains.*

WHO IS THIS KIT FOR?

This collective action kit is designed to help **ILO constituents** – governments from coffee-producing and coffee-consuming countries; employers and their organizations, business membership organizations (EBMOs), and workers and their organizations – and other stakeholders – international organizations; coffee growers (farmers and producers); and development partners active in the coffee supply chain – **identify specific actions that they can take** to make sure that all coffee workers around the world work in safe and healthy conditions.

We need you to build the movement!

*This definition is consistent with the one used by the International Labour Organization's Vision Zero Fund. [Learn more.](#)

HOW IS THIS KIT STRUCTURED?

It is organized into two parts.

Part 1: Raise awareness about OSH

Part 2: Scale up good practices, mobilize collective action, and spread knowledge materials

Part 1 is for **all stakeholders**, while Part 2 contains **different action suggestions for different stakeholder types**. If you're ready to choose your action, skip straight to your section:

- [Governments from coffee-producing and coffee-consuming countries](#)
- [Employers, employers' organizations, and business membership organizations](#)
- [Workers and workers' organizations](#)
- [Coffee growers \(farmers, producers and workers\)](#)
- [Development partners active in the coffee supply chain](#)
- [International organizations](#)

WHAT SHOULD I DO?

- 1 Get inspired by reading the kit
- 2 Choose your action from either Part 1 or Part 2. If you are not sure on what action you could take and/or would like to further discuss, contact vzf@ilo.org for advice!
- 3 Post about it on social media with the hashtag #CoffeePeople
- 4 Visit the #CoffeePeople [Howspace](#) to discuss and share with other stakeholders
- 5 Check out the #CoffeePeople [Campaign page](#) for the latest updates, pledges, activities, and more

Note: This is a living document. As the campaign makes progress toward its objectives, we may add new activities and ideas to the kit. We will send out email alerts via [Howspace](#) to ensure key stakeholders don't miss anything.



Part 1

RAISE AWARENESS ABOUT OSH

The **coffee sector** has a unique and vital role in the global economy. The livelihoods of millions of workers and their families are dependent on it.

To **achieve** a safe and healthy working environment along the coffee supply chain, stakeholders, including governments, employers' and workers' organizations, and private companies, must work together to promote a **preventative safety and health culture**.

10 ideas for creative communication activities that any stakeholder can implement:*



PLEDGE

Create your **Coffee People Pledge** and post a video to tell your followers why you're joining the movement for OSH in coffee. We expect to receive hundreds of pledges. Together, these pledges will show a **unified, global commitment** to promoting workplace safety and health in the coffee supply chain.

[How to make a Coffee People Pledge](#)



SOCIAL MEDIA

Participate in our #CoffeePeople public awareness campaign by **posting a selfie** with your coffee cup and dedicating it to coffee workers. Learn more about the social media challenge here.

[How to participate in the #CoffeePeople social media challenge](#)



TRELLO

Check out our [Trello board](#) for easy-to-use social media post **templates**. Select one that speaks to your mission, edit it if necessary, and post it with our official hashtag, **#CoffeePeople**.

[How to create social media posts](#)



BLOG POST

Write a **blog post** on why you joined this movement, how you are promoting OSH in their supply chains, the historic moment when OSH, **a human right**, was added to the official list of fundamental principles and rights at work, etc.

Tag influential people, organizations, and companies and ask them to join the conversation. Take the 3 top key messages from the blog post and turn it into a social media post.

[How to create a blog post](#)



INTERVIEW

Interview a coffee professional, OSH manager, VZF participant, etc. about OSH in the coffee supply chain.

Record the conversation and turn it into a **web story**.

[How to create a web story](#)



WEBINAR SERIES

Join a **#CoffeePeople Technical Webinar Series** organized by Vision Zero Fund to learn and share knowledge and experience on what works to improve [OSH in the coffee supply chain](#)



PODCAST

Create a **podcast** to share information about safety and health in the coffee supply chain broadly. It may take the form of a solo monologue, interview with experts, or panel discussion - even better if you make it into a **series!**

[How to create a podcast](#)



NETWORK

Identify a **network** of coffee supply chain stakeholders in your country or area, and then add an OSH section to existing national/regional coffee platforms that already exist.

[How to create a knowledge-sharing platform](#)



ART CONTEST

Organize an **art contest**, either online or offline, with the theme centered around improving OSH in the coffee supply chain. Finalists could have the opportunity to showcase their artwork at a **public event**. This would be an opportunity to encourage the public to consider the issue from a personal perspective, while at the same time providing a platform for stakeholders to communicate and exchange ideas.

[How to organize an art contest](#)



5K FUN RUN

Organize a **5K Fun Run** in your city. This event could serve as a platform to engage your community in a fun and healthy way, while promoting awareness of OSH through informational stands with flyers and brochures to hand out. Additional activities could be organized during or after the run, such as a **health fair** to provide health and safety information and demonstrations. Make sure to post photos and videos of the event on social media.

[How to organize a 5K Fun Run](#)



HIGH LEVEL FORUM

Attend VZF's **High Level Forum** in Geneva in December 2023 to meet fellow stakeholders from the coffee supply chain and watch a documentary about how VZF's programming is making a difference in OSH worldwide. [Learn more](#)

TOGETHER FOR OSH

By taking these steps to actively promote OSH, coffee stakeholders can help to make progress towards a safer and healthier supply chain for all. **Improving OSH** is essential to achieving the **Sustainable Development Goals** especially no.5 (gender equality), 8 (decent work), 16 (human rights) and 17 (partnerships) and creating a safer and healthier future of shared prosperity for everyone.

*As part of the collective action approach, stakeholders are strongly encouraged to implement the proposed activities in consultation and/or jointly with other stakeholders, in particular ILO constituents.

A close-up photograph of a man with a mustache and goatee, wearing a wide-brimmed straw hat and a red, white, and blue plaid shirt. He is looking down at his hands, which are positioned in the lower center of the frame. The background is dark and textured, possibly a wall or a piece of fabric. The lighting is dramatic, highlighting the man's face and the texture of his clothing.

Part 2

SCALE UP GOOD PRACTICES, MOBILIZE COLLECTIVE ACTION, AND SPREAD KNOWLEDGE MATERIALS

To make a real difference to workers in the coffee supply chain, stakeholders must take action, such as formulating OSH policies and programmes at all levels and providing/accessing information, training, and health services. The promotion of freedom of association is necessary to ensure the meaningful involvement of employers' and workers' organizations, and ensure equal access to safe and healthy working environments.



GOVERNMENTS FROM COFFEE-PRODUCING AND COFFEE-CONSUMING COUNTRIES

All countries have an obligation to respect, promote and realize, in good faith, the principles concerning the fundamental principle and right at work of a safe and healthy working environment.

Countries, in consultation with organizations of employers and workers, should progressively set up national OSH policies, programmes, and systems and build a national preventative safety and health culture.

Vision Zero Fund's work is based on a consultation process with stakeholders and reflects shared priorities, commitments, and actions to promote safety and health in the coffee supply chain.

Active engagement from governments is essential to building a national preventative safety and health culture. Recommended actions include:

- Ratify **ILO OSH Conventions no. 155** (Occupational Safety and Health Convention) and [no.187](#) (Promotional Framework for Occupational Safety and Health Convention) in consultation with the most representative organisations of employers and workers.
- Establish a **comprehensive national occupational safety and health system** in agriculture, encompassing a cohesive policy, aligned legislation, thorough [inspection protocols](#), data gathering, training, and equitable protection for all workers.
- Implement OSH/occupational health [research initiatives](#) that focus on women workers.
- Support **awareness-raising programmes** in the media, trade press or social media platforms, including participating in the #CoffeePeople challenge.
- Host a joint event with Vision Zero Fund as part of the #CoffeePeople Technical Webinar Series to share **expertise, data, and practical tools** for finding sustainable solutions and addressing root causes of OSH challenges in the coffee supply chain.
- Take action to improve your **national OSH system and programme**, including gender-sensitive OSH legislation (including C184 and C190), compliance assurance [mechanisms](#), [data collection](#), and [training](#), paying particular attention to those laws and policies covering the agricultural sector as well as [young workers](#).
- Develop [educational programmes](#), materials and [appropriate advice](#) and [training](#) for [small farmers and small and medium size enterprises](#) on OSH.
- Promote a **joint initiative**, support south-south cooperation activities, or a **public-private partnership** with OSH at its core.
- Promote **good social practice** among coffee multinational and national enterprises operating in your country, in accordance with the ILO Tripartite Declaration of Principles concerning Multinational Enterprises and Social Policy ([MNE Declaration](#)).
- Establish new or strengthen existing **social dialogue mechanisms** at national and sectoral levels, to ensure that employers' and workers' organizations actively participate and propose measures, programmes and activities to improve OSH in the coffee supply chain.



PRIVATE SECTOR STAKEHOLDERS

(EMPLOYERS, EMPLOYERS' ORGANIZATIONS, AND
BUSINESS MEMBERSHIP ORGANIZATIONS (EBMOS))

Companies have both a **legal and a social responsibility** to ensure the safety and wellbeing of their employees.

In so far as is compatible with national laws and regulations, employers shall have a duty to ensure the safety and health of workers in every aspect related to the work. Employers, employers' organizations and business membership organizations (EBMOs) should engage in **tripartite dialogue** on national OSH policies, systems and programmes, and provide OSH services such as information and training.

Good OSH performance is also **good for business**. It can improve workers motivation and productivity, reduce absenteeism, help businesses attract talent, and secure public and private sector contracts. Good OSH performance is key to reputation management, and often seen as a crucial element of responsible business conduct.

Support from private sector stakeholders is needed to improve OSH in the coffee supply chain. Here are our recommended actions:

- Connect with **fellow coffee supply chain actors** to share best practices on “what works” to improve OSH throughout the coffee supply chain.
- Organize a **joint networking event** with the Vision Zero Fund as part of the #CoffeePeople Technical Webinar Series, bringing together members, partners, suppliers, and buyers in the coffee supply chain to facilitate learning, resource sharing, and improvement of OSH performance.
- Work with other stakeholders, such as worker organizations, government agencies, and others, to promote **joint initiatives and partnerships** aimed at enhancing OSH in the coffee supply chain and improving working conditions in general, in particular those related to other [fundamental principles and rights at work](#).
- Make a **financial contribution** to the Vision Zero Fund to help expand its work in the coffee supply chain. For example, fund the **adaptation and implementation** of the campaign in one of your sourcing countries.

EMPLOYERS' ORGANIZATIONS AND EBMOS

- Consult and use the ITCILO [Essentials in Occupational Safety and Health](#) training tool.
- Learn more about [initiatives](#) undertaken by employers and business membership organizations across the world to promote healthy and safe workplaces.

EMPLOYERS

- In consultation with workers' organizations, establish or strengthen **reporting, recording and notification systems** to collect sex-disaggregated data and information on occupational accidents and diseases at the workplace level (e.g., in plantations). Use the information to develop effective strategies to improve OSH in the different tasks involved in coffee production.

- Provide adequate safety and health standards, establishing **safety policies and procedures** that meet or exceed the minimum regulatory requirements, and taking all appropriate measures of protection.
- Ensure that **adequate and appropriate training** and comprehensible instructions on safety and health and any necessary guidance or supervision are provided to workers in agriculture, including information on the hazards and risks associated with their work and the action to be taken for their protection, taking into account their level of education and differences in language.
- In accordance with national practice, establish [joint safety and health committees](#), or similar structures, to ensure **cooperation between the employer and workers** so as to achieve and maintain safe and healthy working conditions and environment. Ensure the participation of both men and women workers and their representatives in OSH measures, health promotion and decision-making.
- Establish or strengthen your [OSH management](#) system, incorporating **new technologies, best practices, and lessons learned** from incidents.
- Carry out **due diligence** to identify and prevent, mitigate and account for how to address actual and potential adverse impacts that relate to internationally recognized human rights, understood, at a minimum, as those set out in the ILO Declaration on [Fundamental Principles and Rights at Work](#).
- Identify and assess any actual or potential adverse **human right impacts** in which the enterprise might be involved either through its own activities or as a result of its business relationships.
- Carry out appropriate OSH [risk assessments](#) and, on the basis of these results, adopt **preventive and protective measures** to ensure that under all conditions of their intended use, all agricultural activities, workplaces, machinery, equipment, [chemicals](#), tools and processes under the control of the employer are safe and comply with prescribed safety and health standards.



WORKERS AND WORKERS' ORGANIZATIONS

Worker participation is an **essential element** of a robust OSH management system. When workers are actively engaged, they can serve as a valuable source of information on potential safety and health hazards, and can **provide insight** into how to best address such issues.

Workers' representatives act for the interests of workers in the coffee supply chain, advocating for better working conditions and improved OSH standards.

They engage in dialogue with employers, government agencies, and other stakeholders to ensure that **worker's rights and safety concerns** are addressed and provide information and support to workers, in particular regarding the respect of workers' rights and improvements in working conditions.

Workers and workers' organizations are essential to creating a safer and healthier coffee supply chain. Our suggested actions include:

- Participate in **OSH awareness raising activities** in coffee farms by joining the #CoffeePeople challenge and by sharing audiovisual materials with members. You can start by using the [posters](#), [radio spots](#), and [videos](#) developed by Vision Zero Fund.
- Convene joint meetings with the Vision Zero Fund as part of the #CoffeePeople Technical Webinar Series to **raise awareness** among plantation workers and local communities about the [main occupational risks](#) faced by coffee workers, providing information on [hazard identification](#), [risk assessment](#), and [safety protocols](#) to ensure their well-being.
- Create opportunities to discuss the OSH challenges faced by [women](#) at the farm level and agree on targeted actions to address their **specific needs**.
- Encourage all workers at farm level, including [temporary and seasonal workers](#), to become involved in the development and implementation of **preventive OSH measures** using [data and information](#).
- Participate actively in [OSH committees](#), including in the **design, implementation and evaluation of measures** to eliminate and prevent risks at the enterprise level. Cooperation between management, workers and their representatives is an essential element of OSH measures!
- Promote and strengthen the right to **organize and bargain collectively**. [Freedom of association](#) and [collective bargaining](#) can be an enabler of the right to a safe and healthy working environment, and vice versa.



COFFEE GROWERS (FARMERS, PRODUCERS AND WORKERS)

Coffee farmers, producers and workers are responsible – alongside their colleagues, supervisors, and other stakeholders – for ensuring **their own safety** and that of their fellow workers.

They should be aware of and adhere to local, national, and international OSH standards, following established **safety procedures** and using protective equipment. They may also choose to participate in OSH **training and education** provided by employers, cooperatives, or associations active throughout the coffee supply chain.

Coffee growers are the foundation of the coffee supply chain, and they have a role to play in improving safety and health. Here's how:

- Implement **solutions to improve safety and health**, such as the ILO's [Work Improvement in Neighbourhood Development](#) (WIND) methodology, which use locally sustainable measures and materials to improve safety and health in simple and practical ways.
- Get involved in the development of [risk assessments](#) at the farm level, the development and adoption of **safety and health policies**, and the establishment and functioning of [OSH committees](#).
- Actively participate in OSH **training and education** provided by the government, their employers, or workers' organizations.
- Stay informed about **new developments** in OSH within the coffee supply chain, such as emerging best practices, new regulations, and innovations in protective equipment or production processes.
- Participate actively in [OSH committees](#), including in the design, implementation and evaluation of measures to eliminate and prevent risks at the enterprise level. Cooperation between management, workers and their representatives is an essential element of OSH measures!



DEVELOPMENT PARTNERS ACTIVE IN THE COFFEE SUPPLY CHAIN

Development partners can **support global and country-level initiatives** to enhance OSH and other work-related principles and rights by offering technical and financial assistance. This includes scaling up existing programs, creating new projects, and strengthening institutional capacities for OSH implementation and enforcement.

They can also assist in **raising public awareness** on the importance of OSH, and ensure that the right policies, strategies, and resources are in place to ensure a safe and healthy work environment.

What can development partners do to improve OSH in the coffee supply chain? Here is a detailed list of suggested activities:

- Encourage **partner organizations and/or your project grantees** working to improve decent work conditions in the agricultural or coffee supply chain to join Vision Zero Fund's #CoffeePeople campaign and use this kit to take action.
- Promote the inclusion of [activities to improve OSH](#) into project proposals, bidding processes, and/or new or existing projects focused on decent work, in particular on fundamental principles and rights at work, in the agricultural/ coffee supply chains.
- Make a **financial contribution** to [Vision Zero Fund](#) to allow it to expand its work in the coffee supply chain.
- Collaborate with Vision Zero Fund to provide OSH **capacity development programmes** for government officials, employers, workers and their organizations, and coffee growers (workers, farmers, producers) to raise awareness, improve knowledge and skills, and promote a culture of safety across the supply chain.
- Conduct **gender-sensitive research** on OSH issues in the coffee supply chain, such as [identifying hazards](#), assessing risks, and evaluating the effectiveness of interventions.
- Support the ILO in promoting the ratification and implementation of relevant OSH Conventions, and related **policies, regulation, and standards** in the coffee supply chain.



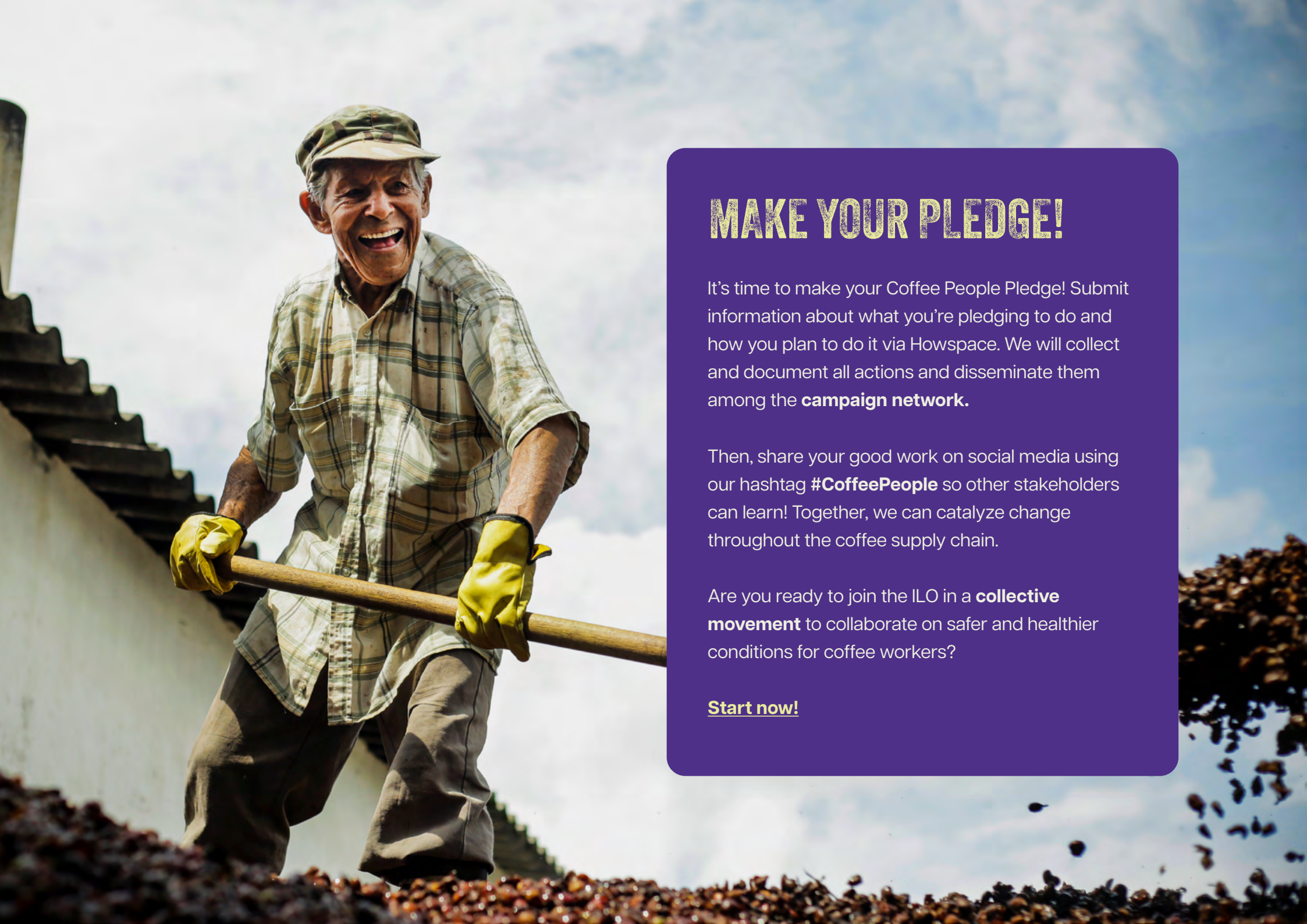
INTERNATIONAL ORGANIZATIONS

International organizations emphasize the importance of creating safe and healthy working conditions, putting forward initiatives to improve OSH and support **sustainable practices**.

These organizations have the **unique position** of bringing together coffee stakeholders to identify and address some of the most pressing OSH issues. They can contribute to the cause by developing and disseminating **best practices** tailored to the coffee supply chain; providing training programmes for coffee producers, workers, and local communities; and much more.

How can international organizations make a difference in the coffee supply chain? Consult this list of practical suggestions:

- Use ILO's Vision Zero Fund [tools and methodologies](#) to **mainstream or add OSH-specific components** into new or existing projects working in the coffee supply chain, or into other relevant activities. Contact Vision Zero Fund if you need support!
- Partner with the ILO's Vision Zero Fund to **mainstream or add OSH-specific components** into agricultural/coffee events at the global, regional, and national levels.
- Partner with the ILO to **conduct research** on the implementation of fundamental principles and rights at work in the coffee supply chain to inform the development of integrated programmes and approaches.
- Offer **technical assistance, training, and capacity building** programmes to help countries strengthen their OSH systems.
- Use Vision Zero Fund methodologies to conduct **research** on OSH - consider it doing so on vulnerable groups, such as [temporary workers](#) or [women](#) - and disseminate the information through **publications, conferences, and online platforms.**
- Contact Vision Zero Fund to plan for a **joint event** that can be part of the #CoffeePeople Technical Webinar Series.
- Provide **financial assistance** to countries for OSH-related projects and initiatives.



MAKE YOUR PLEDGE!

It's time to make your Coffee People Pledge! Submit information about what you're pledging to do and how you plan to do it via Howspace. We will collect and document all actions and disseminate them among the **campaign network**.

Then, share your good work on social media using our hashtag **#CoffeePeople** so other stakeholders can learn! Together, we can catalyze change throughout the coffee supply chain.

Are you ready to join the ILO in a **collective movement** to collaborate on safer and healthier conditions for coffee workers?

Start now!



ABOUT INTERNATIONAL LABOUR STANDARDS

International Labour Standards (ILS) are legal instruments drawn up by the ILO's constituents (governments, employers' organizations, and workers' organizations) setting out basic principles and rights at work. In the form of Conventions or Recommendations, ILS provide an international legal framework on social standards that ensures a level playing field in the global economy. Compliance with ILS is often accompanied by improvements in productivity and economic performance.

Key ILS on OSH:

- Occupational Safety and Health Convention, 1981 (No. 155): This Convention provides for the adoption of a coherent national OSH policy, as well as action to be taken by governments and within enterprises to promote OSH and improve working conditions.



- [Promotional Framework for Occupational Safety and Health Convention, 2006 \(No. 187\)](#): The Convention is aimed at establishing and implementing coherent national policies on OSH through dialogue between government, workers' and employers' organizations and to promote a national preventive safety and health culture.
- [Safety and Health in Agriculture Convention, 2001 \(No. 184\)](#): This Convention sets out measures relating to machinery safety and ergonomics, the handling and transport of materials, the sound management of chemicals, animal handling, protection against biological risks, and welfare and accommodation facilities.
- [Violence and Harassment Convention, 2019 \(No. 190\)](#): This Convention establishes the right of everyone to a world of work free from violence and harassment, including gender-based violence and harassment.

**Together for
#CoffeePeople**



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ABOUT THE ILO'S VISION ZERO FUND

The International Labour Organization's (ILO) Vision Zero Fund brings together ILO's tripartite constituents as well as companies and other stakeholders to jointly advance towards the vision of achieving zero severe and fatal work-related accidents, injuries and diseases in global supply chains.

Since 2018, Vision Zero Fund has been working to realize the right to a safe and healthy working environment in the coffee supply chain. Projects implemented in Laos, Mexico, Colombia, Honduras and Vietnam have directly and indirectly benefited a total of 3,5 million workers. Vision Zero Fund is part of the ILO's Safety+Health for All flagship programme.

Through a project funded by the European Union, and working in partnership with government agencies, employers' and workers' organizations, and private sector companies, Vision Zero Fund is consolidating the learnings from the country projects and elevating these lessons to the global level, thereby expanding the scope and impact of its work to date.

More information: ilo.org/vzf

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