



International  
Labour  
Organization

VISION  
ZERO  
FUND

# COMMUNICATION CAMPAIGN BRIEF

Realizing 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.



This project is funded  
by the European Union



## **BACKGROUND**

In March 2023, **representatives from governments, employers' and workers' organizations from some of the largest coffee-producing countries and multi-stakeholder sectoral platforms** met in Turin, Italy to advance toward designing a communication campaign around the fundamental right to a safe and healthy working environment in the sector.

Next, we will meet with **coffee supply chain stakeholders** to share and finalize the campaign strategy. These meetings will focus on main features such as target audiences, messages, and localization and will include information on how to get involved in its implementation.



## WHY THIS CAMPAIGN?

Each year, **thousands of coffee workers** around the world suffer work-related injuries and diseases. With the right access to information, training, and health services, these 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**. This is the moment to act to make sure that all coffee workers around the world work in safe and healthy conditions.

Throughout 2023, the ILO's Vision Zero Fund is running a **communication campaign to raise awareness** about occupational safety and health in the coffee supply chain, scale up good practices, spread knowledge materials, and mobilize collective action.



## OBJECTIVES

- Raise awareness about occupational safety and health
- Scale up good practices and mobilize collective action
- Spread knowledge materials

**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\*.

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



## TARGET AUDIENCES

- Governments from coffee-producing and coffee-consuming countries
- Private sector stakeholders (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

## KEY MESSAGES

- **Every coffee worker, in every job, has the right to a safe and healthy working environment.** All coffee workers, irrespective of their gender, age or employment status have the right to work in safe and healthy conditions. Some coffee workers are more likely to be exposed to occupational hazards and risks and to have a low capacity to cope with consequences of such exposure. Many of them are employed as seasonal, temporary and migrant workers. Occupational safety and health policies, programmes and practices must integrate the needs of all groups of workers, including the most vulnerable.
- **Coffee workers suffer work-related injuries and diseases every year. These are largely preventable.** The agri-food sector remains one of the most hazardous sectors to work in, in terms of fatalities, injuries and work-related ill health. Priority must be given to the implementation of effective occupational safety and health policies and systems to protect coffee workers along the supply chain.
- **Safe and healthy working conditions are fundamental to decent work.** All workers, irrespective of their gender, employment or legal status, have the right to work in safe and healthy conditions. Fundamental rights are the enabling conditions for decent work and sustainable economic growth. **There is a need for interrelated and mutually supportive strategies to promote and protect all principles and rights at work.** Deficits in **occupational safety and health** are particularly pronounced when other fundamental principles and rights at work are not respected. Ensuring that **children** attend school rather than work better prepares them for **decent work**\* as adult workers. OSH violations can be indicative of potential **forced labour**, while interventions to address OSH concerns can prevent work situations from degenerating into situations of forced labour. **Freedom of association** is necessary for the effective formulation of national occupational safety and health policies and programmes; the inclusion of occupational safety and health provisions in **collective bargaining** agreements can help to better identify specific preventative approaches in different sectors and workplaces and promote the involvement of the social partners in decision-making on related matters.

- **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.** Women and men play different roles in the coffee supply chain. They perform different jobs and often do not have the same access to OSH training and services. Because of these gendered patterns of employment and other gender differences, men and women may be exposed to physical and psychological risks that, in some cases, require different preventive measures. [Learn more](#)
- **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.** All stakeholders along the coffee supply chain can share knowledge of good practices and innovative approaches to improve workers' occupational safety and health. Pledges and action-oriented commitments are needed to ensure a safe and healthy working environment for all coffee workers along the supply chain.

- **Join the campaign to protect coffee workers' safety and health.** Join us to achieve a vision of a coffee supply chain with zero workplace deaths, accidents and diseases.

\***Decent work** sums up the aspirations of people in their working lives. It involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for all, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men. [Learn more](#)



## KEY PILLARS

- **Inspire:** Start a conversation about OSH in the coffee supply chain
- **Inform:** Create people-focused communication materials and data-driven stories to build a campaign
- **Trigger action:** Gather pledges and help stakeholders communicate around the issue
- **Localize:** Generate local action in Viet Nam, Brazil, and Uganda to raise awareness and grow the campaign
- **Show impact:** Tell the story of the coffee project and campaign, highlighting major milestones



# **PART 1: INSPIRE (TEASER)**

**Create interest and buzz around the campaign within the coffee supply chain with a social media teaser**



## PART 1: INSPIRE

The teaser will create interest and buzz around our campaign, without revealing the full picture (yet!).

### What to expect

On **27 September 2023**, ILO will post a photo on their institutional account for the campaign with the caption:

“What’s the secret to great coffee?” (We will reveal the secret the following week.)

### Example post

Example: “For us here at the ILO, the secret to great coffee is decent work and social justice. But there’s more...

The secret will be revealed on 1 October! Stay tuned and follow [#CoffeePeople](#)”

## **PART 2: INFORM (CHALLENGE)**

**Launch a people-focused social media challenge to build a campaign for OSH in the coffee supply chain**



ILO



**ILO** The secret to great coffee is people. That's why I dedicate this coffee to the workers who made it, and I join the ILO's Vision Zero Fund to protect their safety and health. I challenge @ICO @FAO and @USDOL to repost with your coffee cup. Together, we can make a difference for [#CoffeePeople](#)

## PART 2: INFORM

The challenge will inspire people to get involved in the campaign and to take action for coffee workers.

### When to post

Starting from **1 October 2023**, we will launch a social media challenge for coffee workers. We're asking coffee stakeholders like you to post a selfie with your coffee cup.

### What to post

Example: "The secret to great coffee is people! That's why we dedicate this coffee to the workers who produce it, and we join the ILO's Vision Zero Fund to protect their safety and health. We challenge @ICO @FAO and @USDOL to repost. Together, we can make a difference for [#CoffeePeople](#)"



## Step by step challenge guide



### 1. Prepare your coffee cup

Choose a coffee cup that you'd like to feature in your post.



### 2. Take a selfie

Capture a selfie while enjoying your cup of coffee.



### 3. Write a caption

Use our template: "The secret to great coffee is people! That's why we dedicate this coffee to the workers who produce it, and we join the ILO's Vision Zero Fund to protect their safety and health. We challenge @ICO @FAO and @USDOL to repost. Together, we can make a difference for #CoffeePeople".



### 4. Tag other stakeholders

Challenge at least three organizations or companies and tag them in your post.



### 5. Use the official hashtag

Include the official hashtag, #CoffeePeople.

## Invite your staff to join the challenge!

Through internal communication channels, encourage members of your staff to join the challenge by posting on their personal social media channels. We suggest sending this a few days before 1 October.



[Download email template here.](#)

Use our email template:

From: Your organization

To: All staff

### 1 October is International Coffee Day!

We believe the best way to celebrate is with a cup of your favorite coffee - and by participating in the #CoffeePeople campaign. **Starting on 1 October 2023, you are invited to post a selfie with your coffee cup on social media with the official hashtag #CoffeePeople.**

How does it work?

1. Prepare your **coffee** cup that you'd like to feature in your post.
2. Take a **selfie** while enjoying your cup of coffee.
3. Write a **caption** like this: "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. I challenge @Iker Casillas @ Misako Konno @Yemi Alade to repost with your coffee cup. Together, we can make a difference for #CoffeePeople"
4. Tag **your friends** to challenge them, too.
5. Use the **official hashtag** #CoffeePeople.

Through this campaign, the ILO's Vision Zero Fund aims to raise awareness and promote better working conditions across the coffee supply chain. To do so, we are inviting stakeholders (including workers, employers, organizations, governments, and many more) to take concrete actions through a Coffee People Pledge and to participate in the social media challenge.

This is an opportunity to collaborate and make a positive impact on the lives of those who produce our daily brew. Don't miss it!

For more information, visit [coffeepeople.vzf.ilo.org](https://coffeepeople.vzf.ilo.org) and follow [Vision Zero Fund on LinkedIn](#).

# **PART 3: TRIGGER ACTION (PLEDGE)**

**Gather action-oriented pledges and support stakeholders in communicating around the issue**



### Government of Country

The Government of Country pledges to host an international summit on sustainable coffee production, bringing together experts, farmers, and organizations to share best practices and develop innovative solutions. Together, let's build a resilient and thriving coffee sector.



### National Federation of Coffee Growers of Country

The National Federation of Coffee Growers of Country stands with coffee workers, and pledges to organize a regional webinar to share its OSH training materials and experience with similar coffee organizations.  
#CoffeePeople

♡ 116 likes

## PART 3: TRIGGER ACTION

The pledge will be a way for stakeholders to commit to the campaign and communicate their dedication to their followers.

### When to post

**After** 1 October 2023, following the social media challenge, stakeholders will be invited to make a Coffee People Pledge.

### What to post

Example: “The National Federation of Coffee Growers of Country stands with coffee workers, and pledges to organize a regional webinar to share its OSH training materials and experience with similar coffee organizations. #CoffeePeople”





### Coffee Organization

The Coffee Organization pledges to collaborate with coffee-producing countries and industry stakeholders to



### Trade Union

The Trade Union pledges to advocate for fair trade practices and workers' rights, bringing together experts, farmers, and organizations to share best practices and develop innovative solutions. Together, let's build a resilient and thriving coffee sector. Use our template: "The National Federation of Coffee Growers of Country stands with coffee workers, and pledges to organize a regional webinar to share its OSH training materials and experience with similar coffee organizations."  
#CoffeePeople

♡ 116 likes

## Step by step pledge guide



### 1. Identify your commitment

Use the [collective action kit](#) to reflect on the ways your organization or company can contribute to safety and health in the coffee sector. (Pledges made by non-state actors will appear on the website following the signature of a [PPP agreement](#) with the ILO on collaboration in relation to the #CoffeePeople Campaign.)



### 2. Write your pledge

Use our template: "The National Federation of Coffee Growers of Country stands with coffee workers, and pledges to organize a regional webinar to share its OSH training materials and experience with similar coffee organizations. #CoffeePeople"



### 3. Submit your pledge to the VZF Howspace

Follow the instructions on the [platform](#) to share your pledge and publicize your dedication to the cause.



### 4. Post your pledge

Share your pledge on your preferred social media platforms.



### 5. Take action

Join the collective action campaign to enable meaningful change for coffee workers by implementing the actions outlined in your pledge.

# **BACKGROUND**

**What you need to know about the campaign for safer  
coffee supply chains**



## PUBLIC-PARTNERSHIP AGREEMENT

**Non-state actors** (including companies and foundations) wishing to become members of the campaign will need to sign a **public-partnership agreement with the ILO.**

This agreement will describe the responsibilities of the organizations exclusively in relation to the collaboration to take place as part of the Vision Zero Fund #CoffeePeople Campaign.

If the non-state actors already have an existing PPP agreement with the ILO, a “fast track” clearance process will apply. If the non-state actors do not have an existing PPP agreement with the ILO but are part of an existing ILO platform (e.g., business platform), the possibility of undergoing a fast-track clearance process will be assessed on a case-by-case basis. **The VZF website will only include pledges from non-state actors with whom the ILO has a PPP agreement in relation to the Coffee People Campaign.**



## PART 4: LOCALIZE

Within the collective action kit, we will provide **suggestions for activities, events, and/or communication products** that could be organized and implemented by national stakeholders – especially those in Viet Nam, Brazil, and Uganda.

For example, one stakeholder could take action and organize a 5k Fun Run or an art contest. Such events could be an effective way to raise awareness about the issue, inspire people through coffee tastings and information stands, and persuade them to get involved in the campaign.



## PART 5: SHOW IMPACT

Finally, we will create a **documentary** that shifts the global focus of the campaign to “coffee people” in Viet Nam, Brazil, and Uganda. Through personal interviews on rural plantations, we will get a first-hand account of what it’s like to work in the coffee supply chain today and how the ILO’s VZF is making positive changes in coffee workers’ lives.

# NEXT STEPS

## APRIL

Campaign validation by all relevant stakeholders

1

## MAY

Guidelines for outreach and ad hoc meetings with key stakeholders to prepare campaign outreach

2

## JUNE-AUGUST

### Pre-campaign launch activities

- Outreach - to potential members, influencers, etc.
- Commitment - formalize engagement (e.g., PPP agreement), plan cross-posting
- Localization - capacity development workshops, documentary production, podcast production in Viet Nam, Brazil, and Uganda (these can be adapted to different formats, e.g., radio shows)

3

## SEPTEMBER-DECEMBER

### Official campaign launch

- Secret and reveal, social media challenge
- Update the website, release the collective action kit, hold technical workshops, etc.
- Documentary release, presentation of campaign results at the VZF High Level Forum, and planning of next steps (2024)

4



## HOW TO GET INVOLVED

Contact us to express your interest to join the campaign!

We can provide you and your team with additional information on the campaign (materials, presentations). We can also share the Collective Action Kit and discuss possible “pledges” that your organization could make (and what support we can provide from our side).

Contact information: Maria Munaretto, [munaretto@ilo.org](mailto:munaretto@ilo.org); [vzf@ilo.org](mailto:vzf@ilo.org)



International  
Labour  
Organization

VISION  
ZERO  
FUND

## 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, the 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. The 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, the 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](https://ilo.org/vzf)



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



This project is funded  
by the European Union

