



International  
Labour  
Organization

VISION  
ZERO  
FUND

# #COFFEEPEOPLE CAMPAIGN

How to **become a member** of the global campaign for  
safety and health 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



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## 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.

## WHY SHOULD I JOIN?

**Become a member** to collaborate with other stakeholders, gain access to valuable resources and tools, and increase your organization's visibility and reach.

On 27 September 2023, ILO will post photos on its institutional account for the campaign with the caption: "What's the secret to great coffee?"

Then, it's your turn!

## WHAT SHOULD I DO?

- **Take part in the social media challenge.**

Starting on **1 October 2023**, reveal the secret to great coffee - people! - by posting a selfie with your coffee cup. Challenge at least three other organizations or companies by tagging them in your post. Then, use internal communication channels (like an email newsletter) to **invite members of your staff to join the challenge**, too.

- **Make an action-oriented Coffee People Pledge.**

**Use the collective action kit** to identify ways your organization or company can make a meaningful change for coffee workers' safety and health. Share it on our networking platform, Howspace, so other stakeholders can learn from your work.

## WHAT WILL I GET?

- **Alignment with corporate social responsibility:** Demonstrate your commitment to corporate social responsibility and showcase your dedication to improving safety and health conditions in the coffee industry. As a member, your **organization's logos** may be displayed on localized posters in the capital city and featured on the **campaign website** alongside your Coffee People Pledge. This visibility serves as a representation of your organization's commitment to making a positive impact on the well-being of coffee workers.

- **Access to resources and support:** Browse a collective action kit that includes suggestions, templates, and reference materials. You will also benefit from the support and expertise of the ILO's Vision Zero Fund team. They will provide **guidance, technical assistance, and resources** to help you effectively address occupational safety and health concerns within your organization, supply chain, and the coffee industry as a whole.
- **Improve sustainability in the coffee supply chain:** Become part of a global campaign that prioritizes safe and healthy working environments for coffee workers. By actively participating and implementing your Coffee People Pledge, you will contribute to a productive and resilient workforce, enabling farmers to work longer and adapt to climate change challenges. This commitment aligns with the principles of the **Multinational Enterprises (MNE) Declaration** as well as the **United Nations Sustainable Development Goals (SDGs)**, promoting decent work, social justice, and sustainable development.
- **Opportunity for knowledge exchange and collaboration:** Gain access to a platform for knowledge exchange, learning, and collaboration. Engage in **discussions, workshops, and conferences** to share experiences, learn from others, collaborate with stakeholders such as governments, international organizations, workers' organizations, and development partners.

## HOW TO GET INVOLVED

### **You're invited to become a member of the campaign!**

Collective action is crucial to this campaign's success. Follow these 3 steps:

- **Part 1:** Social media challenge
- **Part 2:** Coffee People Pledge

# **PART 1: SOCIAL MEDIA CHALLENGE**

**Launch a people-focused social media challenge to create positive change 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 1: SOCIAL MEDIA CHALLENGE

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 2: COFFEE PEOPLE 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”

## Step by step pledge guide



### 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



### 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-PRIVATE PARTNERSHIP AGREEMENT

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

For more information, contact Maria Munaretto: [munaretto@ilo.org](mailto:munaretto@ilo.org)



## 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.
- 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 **campaign** to protect coffee workers' safety and health.



# TIMELINE

## APRIL

Campaign validation by 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)

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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, 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)

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