



International
Labour
Organization

VISION
ZERO
FUND

#COFFEEPEOPLE CHALLENGE

How to join the challenge 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





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.



WHEN TO POST

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

WHAT TO POST

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 in support of their safety and health. I challenge @AntonioBanderas @Misako Konno and @Yemi Alade to repost with your coffee cup. Together, we can make a difference for #CoffeePeople

GET INVOLVED

To build a global movement, we invite YOU to post a selfie on social media as you **enjoy a cup of coffee!**



STEP BY STEP 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 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 @lker Casillas @Misako Konno @Yemi Alade to repost with your coffee cup. Together, we can make a difference for #CoffeePeople"



4. Tag your friends

Challenge at least **three** friends and tag them in your post.



5. Use the official hashtag

Use the hashtag #CoffeePeople so we can find and feature your post. Check out the [Trello board](#) to get it in your language.



CONTACT

Together with all our partners, we are forming coalitions that are greater than the sum of our parts and enable systematic and meaningful change across entire sectors, benefiting those most vulnerable.

If you have any questions about the campaign or the work of the Fund, email Maria Munaretto at munaretto@ilo.org

Visit the website at coffeepeople.vzf.ilo.org



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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

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