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PROMOTING THE RIGHT TO A SAFE AND HEALTHY WORKING ENVIRONMENT IN THE COFFEE SUPPLY CHAIN

#CoffeePeople Report: Campaign Outreach and Impact

December 2023



This project is funded
by the European Union

A photograph of coffee workers in a lush green field. In the foreground, a man wearing a white hat and a light-colored shirt is looking down at the coffee plants. In the background, another worker in a white hat is visible, and a woman in a pink shirt is partially seen. The scene is bright and sunny, with many green leaves and some yellow flowers.

SUMMARY

The **#CoffeePeople campaign** was a remarkable journey, beginning with awareness raising and concluding with real change to guarantee the right to a safe and healthy working environment in the coffee supply chain.

The objectives of the campaign, which spanned a [website](#), [social media](#), and newsletters, were to **raise awareness** about occupational safety and health in the coffee supply chain, **disseminate** knowledge, **scale up** good practices and **mobilize** collective action. Stakeholders then followed up by [pledging concrete action](#) for coffee workers.

Diverse groups of **stakeholders** informed the campaign, from governments to international organizations, from employers' to workers' organizations, from coffee growers to coffee consumers.

CAMPAIGN STRATEGY AND ROLL OUT

Starting from **27 September**, we captured attention on social media with key stakeholders [posting a hook](#): What is the secret to great coffee? Then, on **1 October**, International Coffee Day, we transformed that interest into thousands of people raising their coffee cups to join the #CoffeePeople [social media challenge](#).

To make sure that all voices were heard, we coordinated one initial [kick-off workshop](#) at the ITCILO in Turin, Italy and three workshops with governments, employers' and workers' organizations, and other national stakeholders in **Vietnam (June), Brazil (August), and Uganda (November)**. In each workshop, we facilitated a collaborative conversation on how to adapt the campaign messages and channels to better suit the occupational safety and health landscape and cultural context.

From **March to November 2023**, the campaign moved from spreading the word to [pledging concrete actions](#) to improve safety and health for coffee people throughout the supply chain.

The result? A communication campaign with **global impact**.





KEY NUMBERS

- **Social Media**

25 million people reached

Hundreds of individuals and organizations worldwide raised their coffee cups to promote the right to a safe and healthy working environment in the coffee supply chain.

- **VZF Website**

6,000+ people visited the VZF websites

During the campaign period (15 Sept-1 Dec 2023), thousands of people visited the [VZF](#) and [#CoffeePeople](#) websites, an increase of nearly 450% compared to the same period the year before.

- **Newsletter**

30.92% open rate on newsletters

Our newsletters, sent out to an audience of more than 11,000, were opened at a rate of about 30%, higher than average (20%).

- **Activities**

600+ representatives

Hundreds of people, from governments, employers' and workers' organizations, and other stakeholders, participated in the campaign's [information and learning sessions](#) (workshops and webinars).

- **Pledges**

- **13** pledges

We have received 13 [pledges](#) from 8 different organizations covering a wide range of topics, from training suppliers and business partners to expanding initiatives to enhance workers' safety and health.



THE POWER OF PEOPLE AND PARTNERS

The campaign was all about people, unity, and partnerships with the common goal of realizing the right to a safe and healthy working environment in the coffee supply chain.

Key partners like the [International Coffee Organization](#), [German Federal Ministry of Labour and Social Affairs](#), [US Department of Labor](#), [French Ministry of Labour](#), the [European Commission Directorate-General for International Partnerships](#), the [International Organisation of Employers](#) made their voices heard, alongside ILO Director-General [Gilbert F. Houngbo](#).

The campaign's success was amplified by the support of celebrities, organizations, brands and individuals.

A SOCIAL MEDIA SURGE

We saw hundreds of people joining the community on the [VZF LinkedIn page](#), with a **60% increase in followers** between 1 October and 10 December 2023.

More than **2,200 people** joined the #CoffeePeople [social media challenge](#), including those representing UN agencies and national governments. These stakeholders were instrumental in expanding the challenge's reach and influence.

Across social media, our campaign made waves. The [hashtag #CoffeePeople](#) reached **25 million people** and #CoffeePeople campaign posts generated **135,000 reactions**.

The #CoffeePeople campaign transcended borders, bringing together people from **50 countries**. From **Brazil** to **Vietnam** and beyond, coffee lovers dedicated their daily brew to the producers who made it.



The campaign's message was heard loud and clear in various languages. **English** was the dominant one at 46%, closely followed by **Spanish** (24%), **Brazilian Portuguese** (22%), and **Italian** (5%). Other languages made up the remaining 3%.

Diverse platforms made a difference. We reached a remarkable **17 million** people on Facebook - compared to about 4 million apiece on Instagram and X (formerly known as Twitter) - and most people joined the social media challenge on **Facebook** and **Instagram**.

Note: It was not possible to obtain clear hashtag data from LinkedIn.

THE WEBSITE AS A DIGITAL HUB

The [#CoffeePeople campaign website](#) served as a digital hub for the heart of the campaign. The website drew **4,700 views**, and saw its highest engagement from countries in the European Union as well as the United States.

The [homepage](#), [challenge](#) page, and [collective action kit](#) became the most popular destinations. The kit was downloaded nearly **300 times** between 15 September and 1 December 2023.

THE POWER OF NEWSLETTERS

We sent out eight newsletters to an audience of more than 11,000 who opened them at a rate of about **30%, higher than average** (20%). Our audience was most interested in the social media challenge and were captivated by well-produced videos.

FOSTERING LEARNING

During October and November, we organized [three webinars](#) in which stakeholders learned about the challenges to guaranteeing OSH in the coffee supply chain; received guidance for implementing ILO's Work Improvement in

Neighbourhood Development (WIND) methodology for improving safety, health and working conditions in agriculture; and discussed ways to enhancing cooperatives' capacity to promote OSH.

In addition, **550+ representatives** of governments, and employers' and workers' organizations and other key coffee stakeholders participated in a WhatsApp group through which OSH knowledge and information was shared.

During the campaign period, coffee knowledge products available in the [VZF webpage](#) were downloaded **800 times** (approx.).

GLOBAL MEDIA COVERAGE

The media coverage around #CoffeePeople reflects a **global focus** on promoting occupational safety and health within the coffee industry. Dozens of news outlets from [Australia](#) to [Italy](#), from the [UK](#) to [Vietnam](#), reported on the campaign initiatives.

Coverage also includes updates on legal resolutions, fundraising activities, and advocacy for workers' rights within the coffee sector, indicating a **multifaceted approach** to addressing industry challenges on a global scale.

WINNING STRATEGIES

Behind this success lay a combination of effective strategies:

- 1** Crafting messages around the **question** “What is the secret to great coffee?” piqued **curiosity** and engaged the audience.
- 2** The **collaboration** of diverse stakeholders, including governments, celebrities, organizations, and brands added **depth** to the campaign. Timing the campaign to coincide with [International Coffee Day](#) aligned our efforts with the global coffee celebration.
- 3** Implementing the framework **inspire - inform - act** allowed for the implementation of awareness raising, capacity development, and collective action activities, all of which, combined, contributed to achieve the campaign's objectives, exceeding KPI targets.

CONCLUSIONS FOR COFFEEPEOPLE

As we reflect on this journey so far, we see the magic of uniting over a **shared passion for coffee and the right to be safe and healthy at work**. The #CoffeePeople campaign's success wasn't just in numbers, but in the hearts it touched and the voices it amplified.

It was a testament to the power of **collaboration, innovation, and a simple, heartfelt gesture** - raising a cup of coffee to recognize and celebrate the real people behind it.

We would like to thank every individual and organization who joined the 2023 activities.

A special acknowledgement to the **International Coffee Organization** - its decision to embrace the theme "promoting the right to a safe and healthy working environment in the coffee supply chain" for the 2023 International Coffee Day placed OSH high in the sectoral agenda - and to the **European Commission's Directorate General for Employment, Social Affairs and Inclusion** - whose financial support made the possible the #CoffeePeople campaign.



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For more information contact us at vzf@ilo.org.



This project is funded
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