



#COFFEEPEOPLE CAMPAIGN RESULTS IN 2023

Promoting the right to a safe and healthy working environment in the coffee supply chain

30+ meetings and learning events

900+ participants

100+ campaign materials

#COFFEEPEOPLE CHALLENGE

25M people reached through the social media challenge

135K reactions



Country activities in **BRAZIL, COLOMBIA, UGANDA, VIETNAM**



International Coffee Organization (ICO) adopts the campaign's theme as the official theme for **INTERNATIONAL COFFEE DAY** 2023

15 PLEDGES from 10 organizations for to implement OSH improvement actions

96% found the campaign useful to advance OSH in the coffee supply chain²

450% surge in the number of visitors to the VZF website during the campaign, resulting in a **FIVEFOLD INCREASE** in the download of coffee knowledge materials¹

56% changed or are planning to change the way that they work to integrate at least one aspect they learned from the #CoffeePeople campaign activities into their work²

Read more about our results.

Download the #CoffeePeople Report [here](#)



JOIN THE MOVEMENT TO PROTECT COFFEE WORKERS' SAFETY AND HEALTH

¹ From ilo.org/vzf. Compared to the same period the year before. ² End of project survey, December 2023.

