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INTERNATIONAL COFFEE DAY 2024: EMBRACE COLLABORATION FOR COLLECTIVE ACTION  
“COFFEE: YOUR DAILY RITUAL, OUR SHARED JOURNEY”

# PROMOTING FUNDAMENTAL PRINCIPLES AND RIGHTS AT WORK IN THE COFFEE SUPPLY CHAIN

## “FROM BEANS TO BREW: A JOURNEY INTO THE LIVES OF COFFEE WORKERS”

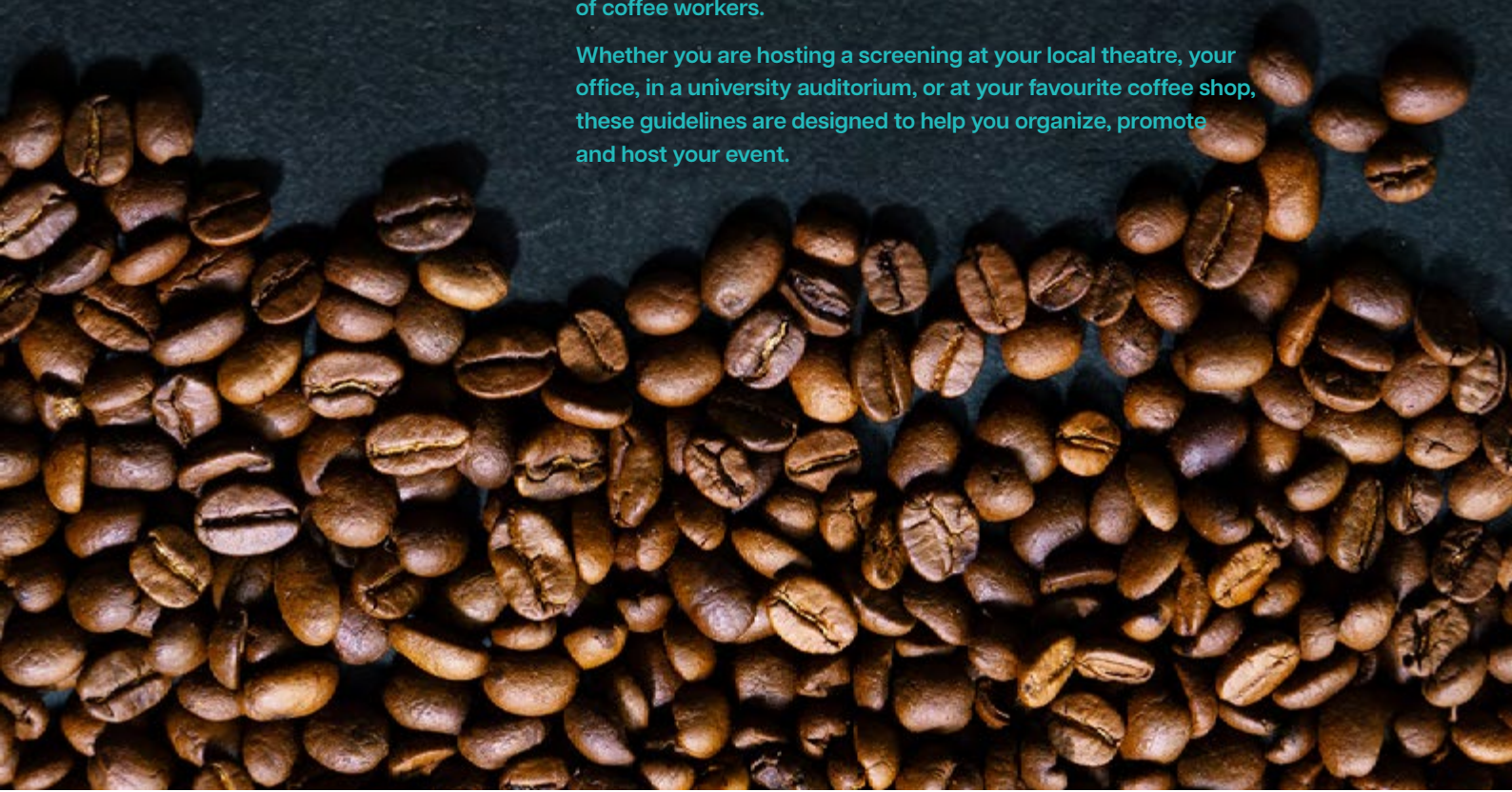
**WE INVITE YOU TO HOST  
A SCREENING AND A  
PANEL DISCUSSION!**

At the occasion of International Coffee Day (ICD) 2024, the International Coffee Organization (ICO) is championing collaboration and collective action by shining a spotlight on the many contributors across the coffee supply chain who work together to bring us the perfect cup of coffee.

In support of ICO's initiative and to underscore the fundamental principles and rights at work, the International Labour Organization (ILO) invites coffee stakeholders worldwide to host a screening of the documentary “From Beans to Brew: A journey into the lives of coffee workers”. (Documentary trailer)

Jointly produced by the ILO Vision Zero Fund and the International Training Centre of the ILO, the documentary features insights from labour and coffee experts while amplifying the voices and experiences of coffee workers.

Whether you are hosting a screening at your local theatre, your office, in a university auditorium, or at your favourite coffee shop, these guidelines are designed to help you organize, promote and host your event.





## WHY HOST A SCREENING AND PANEL DISCUSSION?

[The secret to great coffee is people](#). By hosting a screening of the documentary, you can raise awareness and promote decent work for workers across the coffee supply chain.

### What are Fundamental Principles and Rights at Work?

Following the [ILO Declaration on Fundamental Principles and Rights at Work](#), fundamental principles and rights at work are basic human values – values that are vital to our social and economic lives. The Declaration affirms the obligations and commitments that are inherent in membership of the ILO, namely:

1. freedom of association and the effective recognition of the right to collective bargaining;
2. the elimination of all forms of forced or compulsory labour;
3. the effective abolition of child labour;
4. the elimination of discrimination in respect of employment and occupation; and
5. a safe and healthy working environment.

Learn more about this topic [here](#).

Fundamental principles and rights at work are the enabling conditions for decent work and sustainable economic growth. They are interrelated and mutually supportive.

Collective action is key to tackling the ongoing challenges of achieving decent work throughout the coffee supply chain.

Following the screening with a panel discussion can strengthen the call to collective action and encourage stakeholders to take specific steps, as per their organizational mandates and spheres of influence to ensure safe and healthy working conditions for coffee workers worldwide.

## WHO CAN HOST AN EVENT?

Anyone can host this event! No prior knowledge of supply chains, coffee production or the principles of decent work is necessary to host this event.

A diverse range of organizations and groups that might consider hosting a screening include:

- Government agencies from coffee-producing or coffee-consuming countries (for instance, coffee development authorities/boards, ministries of labour, ministries of agriculture, development agencies, and so on.)
- Private sector stakeholders (for instance, employers, employers' organizations, and business membership organizations)
- Workers' organizations
- Coffee growers (such as growers assembling in local venues or as cooperatives)
- International organizations
- Non-governmental organizations (NGOs)
- Universities and student groups
- Coffee shops



## ORGANIZING THE EVENT

**Date and time.** We encourage scheduling your event during the first week of October to coincide with other International Coffee Day events. However, you are welcome to select a different date that best suits your audience and aligns with the local calendars, cultural practices, and customs.

**Venue, equipment, language.** For the best viewing experience, high-quality projection and sound equipment are essential. The documentary is in multiple languages (English, French, Portuguese, Luganda, and Vietnamese) with English subtitles. The film does not include flashing lights.

Here are some **additional considerations** when choosing an event space:

- Ensure the venue can be sufficiently darkened.
- Verify that the screen is positioned high enough for clear visibility from all seats.
- Ensure the venue is accessible, including wheelchair access and proximity seating options for partially sighted attendees.
- Check the room capacity and promote the event accordingly.
- Consider the comfort of the seating as attendees will be seated for 60-90 minutes.
- Ensure the room temperature is comfortable for participants and panellists.
- Provide information on travel options, including public transport and parking procedures, especially if the venue is unfamiliar to your audience.

**How to access the documentary.** The documentary can be downloaded [here](#) or streamed directly from your computer [here](#). Be sure to test the download or streaming setup before the event and watch the documentary in advance to familiarize yourself with its content.

**Enhance the screening with a panel discussion.** The documentary can act as a catalyst for exploring the challenges of achieving decent work across the coffee supply chain. We recommend hosting a panel discussion after the screening to delve deeper into these challenges and discuss actionable, collaborative solutions for coffee stakeholders.

The nature of the discussion can be tailored to the event's location and its participants. Bringing together speakers with diverse backgrounds fosters a nuanced and comprehensive exploration of the issues. Depending on your audience, consider inviting speakers from various sectors, including government, employers, workers, and academia, to provide a well-rounded perspective.





### For instance, if your event is:

- **Held at the ministry of labour**, consider inviting personnel involved in developing policies related to eliminating child labour and/or promoting Occupational Safety and Health (OSH). Including representatives from the labour inspection and other relevant ministries, such as agriculture, can help provide additional perspectives.
- **Hosted by a coffee company or brand** to engage employees, invite representatives from various units, including someone who is involved with sustainability to discuss the company's current practices or to discuss what could be done to better address decent work issues in origin countries.
- **Conducted at a global workers' organization**, involve speakers from different regions of coffee-producing countries. These speakers will likely be able to contrast and compare challenges, share experiences, and discuss best practices and lessons learned, making the discussion stronger.
- **Organized in a university setting**, consider inviting academic experts, industry professionals, and students to provide multiple insights and foster a dynamic exchange of ideas.

**Additional considerations.** In addition to the points mentioned, ensure that your panel is gender balanced, with an equal representation of women and men among the speakers. For a global audience, include speakers from various coffee growing regions or countries to reflect diverse perspectives.

Diverse backgrounds lead to a wider range of perspectives and an enriching discussion. This also applies to your audience. For example, plan the venue, timing, and dynamics to accommodate a diverse range of participants, considering the various personal, family and professional commitments to ensure equitable participation for everyone.

## PROMOTING THE EVENT

### BEFORE THE EVENT

- Share information about your event by completing [this form](#) on the official International Coffee Day webpage.<sup>1</sup>
- Use multiple channels to distribute information and reach your target audience. This could include social media, local newspapers, newsletters, organizational intranets or webpages, and billboards.
- ILO Vision Zero Fund and ICO have developed several media assets that you can use to promote the event on social media and through your channels.

[Documentary trailer](#)   [ILO social media assets](#)   [ICO social media assets](#)   [ICO take part](#)

### DURING OR AFTER THE EVENT

- Encourage the audience to share their reflections and takeaways from the event.
- Share updates on social media, including photos, quotes, and any available video footage. Use this platform to thank participants and speakers.
- Seek local media coverage or write a blog post to highlight key takeaways.
- Let us know how your event went! Email your reflections and photos to [vzf@ilo.org](mailto:vzf@ilo.org), including details about attendance, main takeaways, and any planned next steps.

Use the following tags and hashtags whenever you post online to promote or publicize the event:

**@ILO @ICO #ICD2024 #EmbracingCollaboration #CoffeePeople #VZF**

Including these tags and hashtags in your social media means we can track your activity and provide promotional support.

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1. If you cannot complete the form, you can also email the information to [press@ico.org](mailto:press@ico.org).



## OTHER IMPORTANT INFORMATION

**Budget.** The budget for your event will vary depending on several factors, such as whether you secure a free venue and whether you provide food or other amenities. There is no standard amount as costs will depend on the specifics of your event. Please note that the ILO Vision Zero Fund and ICO are unable to cover any expenses related to your event.

**Film screening licence.** The documentary is licensed under a Creative Commons license, allowing you to use the material at no cost. No additional permissions are needed for you to screen the material, provided you give appropriate credit and include a link to the license. No changes can be made to the original content.

## FREQUENTLY ASKED QUESTIONS

**Tell me more about International Coffee Day.** In 2014, ICO members decided to organize International Coffee Day (ICD) on 1 October. International Coffee Day is an occasion to promote the diversity, quality and passion of the coffee sector. It provides an opportunity for coffee lovers to share their love of the beverage and to support the millions of farmers whose livelihoods depend on coffee.

Every year, ICO encourages the coffee community to organize activities for ICD around a specific theme. In 2024, ICO invites the coffee sector to embrace collaboration for collective action with the message “Coffee: your daily ritual, our shared journey”. Coffee is the result of countless daily collaborations, often unseen, among various actors across the supply chain. This theme provides an opportunity to bring visibility to the women and men behind our daily cup of coffee!

More information on International Coffee Day is available [here](#).

### From Bean to Brew: How Coffee is Made



**How long is the documentary?** The documentary runs for 30 minutes.

**Is the film rated?** No, the film is suitable for all audiences. However, it is intended for an adult audience, and some topics and images may be disturbing to children.

**If we host a screening, can we charge admission?** If your event is free and open to the public, we can provide the film to you for free. If you are considering charging an admission fee, please contact us at [vzf@ilo.org](mailto:vzf@ilo.org).

**How do we promote our screening?** In these guidelines, we provide ideas and resources for promoting your screening. For additional support or to discuss further promotional strategies, please contact us at [vzf@ilo.org](mailto:vzf@ilo.org).

**How can I learn more about the topic?** The ILO has developed resources that provide valuable information on the topic and can be used to inform your event. These include:

#### On occupational safety and health

- [Improving occupational safety and health in the coffee supply chain. A toolkit for action](#)
- [Collective action kit: Actions to promote and realize the right to a safe and healthy working environment in the coffee supply chain](#)
- [Infographics: Main occupational hazards for coffee farmers and processors; Safety and health issues faced by women producing coffee in Mexico](#)



**Can an ILO or ICO representative attend the screening?** Availability for representatives depends on various factors. Please reach out to us at [vzf@ilo.org](mailto:vzf@ilo.org) to inquire about the possibility.

**Can you suggest questions for the panel discussion?** The questions will depend on the focus of your discussion. Here are some ideas to inspire you:

- What aspects of the documentary stood out to you?
- Were there any insights or moments from the documentary that particularly resonated with you or your organization's mission?
- The documentary urges coffee stakeholders to act now to promote and respect fundamental principles and rights at work in the coffee supply chain. This year's ICD theme spotlights collaboration and collective action. How is your organization collaborating with others to benefit the entire supply chain?
- Can you share any best practices or lessons learned from your organization's efforts to improve decent work in the coffee supply chain?
- Can you share a concrete example of how your organization is working to improve respect for fundamental principles and rights at work within the coffee supply chain?

**What type of technology is needed to screen the documentary?** We suggest using a laptop, a projector or a large LCD screen, and an audio system.

**Can I screen the documentary more than once?** Absolutely! You are welcome to host multiple screenings.

**I've still got a few more questions, who can I contact?** For further inquiries, please reach out to us at [vzf@ilo.org](mailto:vzf@ilo.org).



More information: [ilo.org/vzf](https://ilo.org/vzf)



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



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