Improving the living & working conditions in the Brazilian coffee-producing sector
o Collective Action Initiative & Context
o Social Well-Being Initiative in Brazil
o Guest speakers share their experience
o Questions & Answers
o Next steps
ANNETTE PENSEL
GCP Executive Director
**BACKGROUND**

**MAR 2016**
DANWATCH "Bitter Coffee"

**2017**
Mesa do Café Brasil created by InPACTO & CRS, support by Cecafé & GCP Brasil

**2018**
InPACTO Working Group & Sectorial Pact for Social Sustainability in Coffee

**AUG 2018**
OECD compliance filed

**OCT 2019**
GCP Brazil begins concepting a new Collective Action Initiative
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>JUN 2019</td>
<td>Diagnosis of Actions to Counter Slave Work report released by Brazil’s Secretariat of Work Inspection (SIT)</td>
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<td>SEP 2019</td>
<td>SIT meets with InPACTO, Cecafé &amp; GCP Brazil</td>
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<td>OCT 2019</td>
<td>First Draft of GCP Brazil’s “Social Well-Being Initiative”</td>
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<td>NOV 19 - APR 20</td>
<td>GCP in process of refining deliverables and KPIs, &amp; reaching out to prospective partners</td>
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<td>AUG 2020</td>
<td>Launch Target: GCP Brazil Social Well-Being Initiative</td>
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WHAT IS A COLLECTIVE ACTION INITIATIVE?

Pre-competitive; co-investment

Addressing challenging & collective issues

Alignment with local initiatives; avoiding duplication

Share results and learnings with the sector

Impact at field-level

GCP members & non-members
3 years
MAIN GOALS
- Improve living and working conditions
- Raise awareness on working conditions
- Continuous elimination of unacceptable labor conditions

LOCATION
Minas Gerais and Espirito Santo

AIM
5,000 coffee farmers to be directly reached in 4 YEARS
150 coffee technicians trained

AUGUST 2020 - JULY 2024
GCP BRAZIL TEAM

- General coordination, aligning with Steering Committee
- Monitor & evaluate progress
- Articulate and engage with Initiative members, implementing partners & other stakeholders

InPACTO & CECAFE

- Co-coordinate initiative with GCP Brazil
- Coordinate specific activities
STEERING COMMITTEE (SC)

- GCP Brazil
- Funding Partners
- Cecafé
- InPACTO

Roles

- Decide on activities and allocate extra budget
- Propose new activities (budget permitting)
- Shape Initiative evolution
- Meet 3 times per year (call)
GCP BRAZIL

SOCIAL WELL-BEING INITIATIVE

ADOPT IMS
- Bottlenecks
- Action Plans

COOPS

USE GCP TOOLS
- Collect data using CSC App
- Organize groups
- Implement activities
- Provides training
- Disseminates information

GROWER

TRADERS

EXT. SERVICES
MAPPING & DIAGNOSIS
- Living wage & living income studies
- Monitoring using CSC App
- InPACTO’s Vulnerability Index (IVI) tool

SECTORAL EDUCATION
- Education & creation of awareness
- GCP tools for continuous improvement: CSC, IMS, CSC App & others
ENGAGEMENT & COLLECTIVE DEVELOPMENT OF ACTIONS

- Institutional engagement
- Multistakeholder workshops
- InPACTO’s & GCP Brazil working groups

COMMUNICATIONS

- Positive strategy
- Social media tools
- Media monitoring & crisis management
- Covid-19 prevention
REGIONAL INTERVENTIONS

- Specific actions to mitigate risks of forced labor in specific coffee areas
- Link with Sustainable Coffee Region

SEARCH FOR ADDITIONAL FUNDING
TIMELINE OF ACTIVITIES

Y1
- Engagement & Collective Development of Actions
- Search for Additional Funding
- Communications
- Mapping & Diagnosis
- Educational Efforts
- Regional Interventions

Y2

Y3

Y4

DARKER COLOR = HIGHER INTENSITY
InPACTO & SOCIAL WELL-BEING COLLECTIVE ACTION INITIATIVE

- InPACTO’s work
- Coffee Working Group
- InPACTO’s Vulnerability Index (IVI)

MÉRCIA SILVA
Executive Director of InPACTO
LIVING WAGE & SOCIAL WELL-BEING COLLECTIVE ACTION INITIATIVE

MICHELLE BHATTACHARYYA
CEO On-Up
Living wage specialist

STEPHANIE DANIELS
Senior Program Director, Agriculture & Development - Sustainable Food Lab
80% decrease in identified incidents related to forced/slave-like labor*

100% of coffee farms* with zero cases of child labor

100% of coffee workers earning at least the national oficial minimum wage*

50% of improvement in social criteria related to:
- use of PPE
- availability of potable water
- sanitary facilities
- housing & lodging conditions

One sectorial pact
- signed by representatives of each segment of Brazilian Coffee chain
- to establish a commitment of good working & lodging conditions on coffee farms
US$ 1,650,000 (TBC) Over 4 years

FUNDED BY SEVERAL PARTNERS
- GCP Members
- Non-Members
- Other Funding Partners

COVERING:
- Activities
- M&E
- Administration
- Co-funding partner
- Implementing partner
- Other partners *CNC has confirmed support
- GCP members and non-members
Work with others
Contribute to improve social sustainability
Leverage your resources by joining
MAY
○ Sharing of proposal details with interested parties

MAY – JUNE
○ Feedback & alignment with potential partners

JUNE – JULY
○ Definition of Initiative’s partners

JULY
○ Signing of contracts by partners

AUGUST
○ Start of implementation
Questions & Answers

10 MINUTES
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Thank You