Bringing sustainable coffee production and sourcing practices to scale to meet increasing demand, while improving farmer livelihoods and sustaining natural resources.
Strong cooperation is vital for scale
Gender Toolkit
Approaches to include gender and youth in coffee value chains

Sustainable Coffee as a Family Business
Approaches and tools to include women and youth

Challenges and importance of engaging women and youth in the coffee sector
In many producing countries, the average age of coffee farmers is increasing, youth are not motivated to stay in coffee as they lack opportunities, and coffee trees, access to training and finance, and benefits derived from coffee. As a result, they increasingly leave rural areas and look for employment in cities. The continuation of coffee production by the "new generation" is therefore at stake, which poses a great risk to the coffee sector as a whole. Additionally, women form the majority of the world's estimated 28 million coffee farmers, yet coffee is seen as a man's crop. Women are responsible for many of the production activities, but men tend to benefit more from training in sustainable coffee practices, inputs, income, and other benefits received from coffee sales. This unequal distribution leads to many inequalities in the coffee chain, and hampers the development of the coffee sector, especially in production in particular.

About the toolkit
The toolkit was developed for the coffee industry, in response to the demand for knowledge on how to best integrate women and youth in the coffee value chain and provide practical approaches and tools for stakeholders and service providers. The contents of the toolkit should serve to motivate and assist coffee roasters, traders, and their practitioners to apply an inclusive approach to developing better and more sustainable coffee supply chains, building both male and female capacity and ensuring the benefits of coffee production are fairly distributed. The toolkit provides practical approaches and tools, which can be applied in the daily work of farmers, producer organizations, traders, and roasters, alongside financial services, standard certification bodies and meta-traders. For each group, the toolkit provides a range of customized tools for planning, implementation, monitoring, and evaluation of interventions. The toolkit can be differentiated based on the

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National Sustainability Curriculum
Guide to successful stakeholder cooperation

BUILDING A THRIVING COFFEE ECONOMY
A practical guide to successful stakeholder cooperation through a national sustainability curriculum.

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