



INTERNATIONAL WOMEN'S COFFEE ALLIANCE —

2021 HIGHLIGHTS

“For many people coffee is a simple drink, for others it is a livelihood.”



ABOUT US

OUR FORMATION

Vietnam International Women's Coffee Alliance - IWCA Vietnam was established on October 1, 2019, by the Social Impact Department of Detech Coffee. We focus on improving the livelihood of ethnic minority women in the Vietnamese coffee industry. Since its inception, IWCA Vietnam has directly supported 140 ethnic minority coffee farmers in Son La, and continuously seeks to expand our membership network in Quang Tri and the Central Highlands. We strive to connect and reach more women farmers who may have heard about our organization but have not had the opportunity to participate. Especially in Quang Tri, an honorary member of IWCA Vietnam, Pun Coffee, is collaborating with the Bru Van Kieu ethnic group to improve the position and value of coffee trees in the Khe Sanh area.



INTRODUCTION

Vietnam International Women's Coffee Alliance Social Company (short: IWCA Vietnam) was established in 2019. It is a non-profit social enterprise whose mission is to improve the livelihood of women in all sectors of the coffee industry in Vietnam and whose profits will be re-invested to expand the operations sustainably.

We are a member of International Women's Coffee Alliance (IWCA Global) and an effective facilitator of new opportunities for women in the coffee sector, improving the quality of life in their communities in a sustainable way in Vietnam.



MISSION

"IWCA Vietnam seeks to acknowledge women's participation in the coffee industries and to empower them by providing with tools necessary to enable them to have equal access to resources and benefits of their works"

"Becoming an effective facilitator of new opportunities for women in the coffee sector, improving the quality of life in their communities in a sustainable way in Vietnam."

VISION

STRATEGIC OBJECTIVES

Promote knowledge creation and personal development among associate members to improve their business opportunities.

1

Promote the associate members' coffee, positioning it in the international market in order to create better commercial opportunities.

2

Promote equal access to resources and benefit from women's work products.

3

Promote sustainable development in each of their communities through environmentally-friendly, economically-feasible and socially- acceptable initiatives.

4

PARTNERSHIP & MEMBERSHIP

SUSTAINING PARTNERS

**Detech
Coffee**



PARTNERS



ACTIVE MEMBERS



HONORED MEMBERS



140 FEMALE FARMERS
IN THE COFFEE INDUSTRY

2021 REWIND

QUARTER 1

MARCH/2021



Nguyen Coffee Supply donates the cost of raising 1000 plantlets.

IWCA Vietnam purchased 3000 THAI coffee seeds and successfully raised to 2500 plantlets. Delivery to farmers is scheduled in July 2022.



"Strong Women -
Strong Coffee"
Fundraising Campaign

QUARTER 2

APRIL/2021



Omni Bev became a member of IWCA Vietnam

JUNE/2021



building.coffee became a member of IWCA Vietnam

For more details, please visit: <https://bit.ly/3hJT34v>

QUARTER 3

JULY/2021



Pun Coffee became a member of IWCA Vietnam



To promote intercropping and protect the coffee trees, IWCA Vietnam ordered from a local nursery:

- 400 *mango trees*
- 200 *orange trees*
- 50 *avocado trees*

to donate to IWCA's member and potential members.

The delivery was planned for May 2021 but due to COVID postponed to May 2022.

QUARTER 4

OCTOBER/2021



"Women In Coffee"
Fundraising Campaign



Marked the 2-year journey
of IWCA Vietnam



Gave presents to 60 coffee
farmers in Son La Province

For more details, please visit: <https://bit.ly/3HMM4IV>

QUARTER 4

NOVEMBER/2021



Officially appointed Ms. Do Lan Huong to the Executive Board of IWCA Vietnam

DECEMBER/2021



"Winter of Love" Fundraising Campaign



Creating a longterm program with Global Coffee Platform (GCP) Vietnam to assist and train female farmers

For more details, please visit: <https://bit.ly/3HMM4IV>

IWCA VIETNAM'S CAMPAIGNS

"STRONG WOMEN - STRONG COFFEE" CAMPAIGN

To celebrate Int'l Women's Day in March, IWCA Vietnam has raised funds to support Vietnamese female coffee farmers in pursuing the following goals:

1. Approximately 5000 coffee saplings and 250 fruit trees will be donated to female owned coffee farms, to stabilize and diversify crop sales.
2. A selected group of female coffee farmers will be provided access to advanced farming techniques and certifications (ie. Rainforest Alliance, Bio/Organic, 4C, Fair Trade etc.) to increase harvest revenues.
3. Farming and picking training will be provided to approximately 140 female farmers. Coffee cherries from these farms will be processed to premium coffee, allowing for increased revenue through the sale of higher value coffee beans.

The fundraising goal is 200 million VND. The actual donations and 20% from purchases of items shown below will be used to fund the above described IWCA Vietnam initiatives.

The money raised is used to realize the goals partially, for example to raise the seeds to coffee plantlets, purchase fruit trees for the farmers, donate roasted coffee to farmers.



"WOMEN IN COFFEE" CAMPAIGN

In October, IWCA Vietnam launched the "Women In Coffee" campaign to raise funds to support female coffee farmers in Vietnam. The campaign, with the same goals of "Strong Women - Strong Coffee", was successfully carried out with the cooperation of our members including: Miriam's Coffee & Cuisine, Saint-Honore Hanoi and An.

FUNDRAISING PRODUCT: Single Serve Drip Coffee Bag (16g)

TIME: From Oct 1st 2021 to Oct 31st 2021

All information and funds raised are transparently disclosed on IWCA Vietnam's website.

For more details about the fundraising campaign and the funds raised,

FUNDRAISING RESULTS OF "WOMEN IN COFFEE" CAMPAIGN

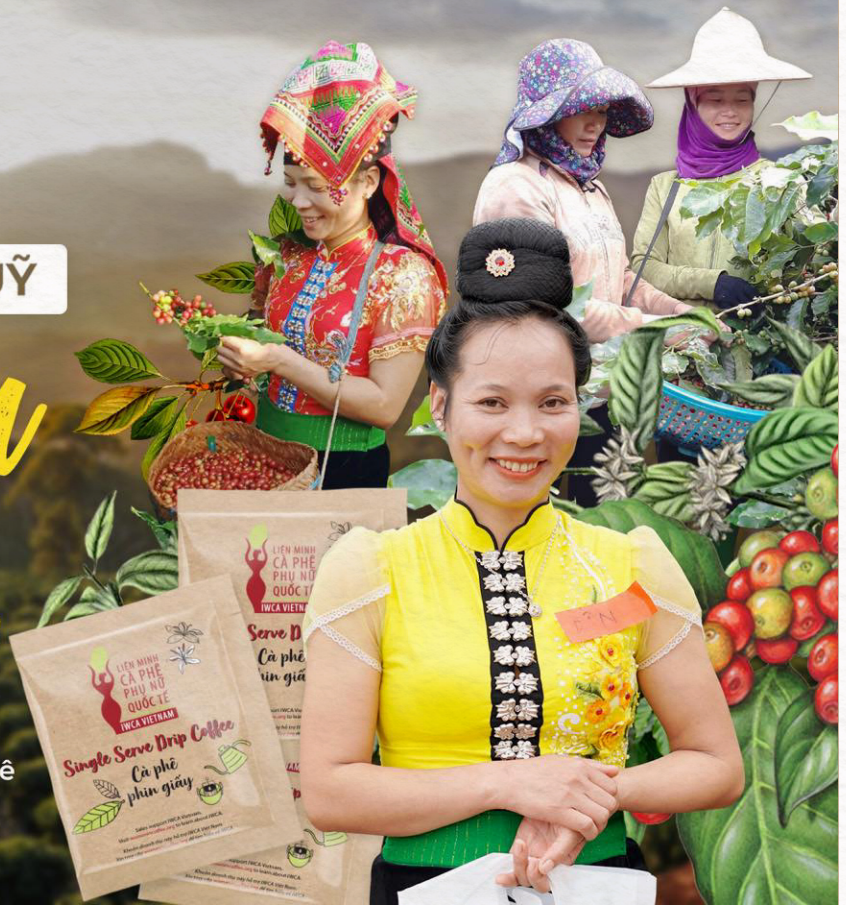
	FUNDRAISING QUANTITY	FUNDRAISING AMOUNT
Scented socks	59	VND 5.040.000
Christmas cards	18	VND 630.000
Single serve drip coffee	93	VND 1.395.000



CHIẾN DỊCH GÂY QUỸ

Women in Coffee

Ủng hộ nữ nông dân trồng cà phê
tại Việt Nam



CÀ PHÊ PHIN GIẤY



MUA NGAY TẠI



7 CHI NHÁNH
SAINT HONORE



2 CHI NHÁNH
MIRIAM'S COFFEE



1 CỬA HÀNG
AN COFFEE

"WINTER OF LOVE" CAMPAIGN

On the occasion of Christmas 2021, IWCA Vietnam organized a fundraising program for autistic children at the Career Center for autistic children as well as female coffee farmers in ethnic minority areas in our network. The program has received tremendous support from our members such as Miriam's Coffee & Cuisine, Saint-Honore Hanoi, An and Schum. Especially, we also received great support from benefactors, customers and businesses.

FUNDRAISING PRODUCTS:

- **Christmas coffee gift box:** 210,000 VND/box, including:
 - + Arabica and Robusta single serve drip coffee bags
 - + 02 tea bags
 - + Coffee cookies
- **Coffee scented socks stuffed with coffee beans:** handmade by autistic children
 - + Selling price: 90,000 VND/piece
 - + Set of 3 socks: 180,000 VND/set
- **Christmas card:** hand drawn by autistic children
 - + Selling price: 35,000 VND/card

FUNDRAISING RESULTS OF "WINTER OF LOVE & SHARE" CAMPAIGN

	FUNDRAISING QUANTITY	FUNDRAISING AMOUNT
Single serve drip coffee IWCA Arabica	1017	VND 13.868.182
Single serve drip coffee IWCA Robusta	638	VND 8.700.001



Mùa đông yêu thương

CÙNG IWCA VIETNAM
HÀNH ĐỘNG VÌ CỘNG ĐỒNG



IWCA VIETNAM & SOCIAL IMPACTS

THE CURRENT SITUATION OF COFFEE INDUSTRY

Farmers who only grew coffee were facing existential risks. Most of the coffee growers did not diversify crops to improve productivity and higher income in the whole year.

In addition, most coffee farmers lack the advanced methods of managing, harvesting or processing coffee fruits to produce premium coffee. As a result, most coffee farmers produce coffee commercially and of heterogeneous quality that can only be sold at low market prices. Due to the volatility of commodity markets, coffee farmers earn little or nothing.



IWCA VIETNAM SUPPORTS FARMERS TO SOLVE FARMING PROBLEMS

PROBLEMS	SOLUTIONS
Due to their meager income due to the highly competitive market, they cannot reinvest in coffee farming to improve productivity.	► IWCA Vietnam organizes training on high quality coffee processing methods. The aim is to educate coffee women not only on how but also on the value of harvesting coffee that is at least 95% ripe. Farmers who meet the quality criteria can sell their red coffee fruits at a higher price to the Dao Chieng Ban cooperative, founded by the founders of Detech Coffee. This premium coffee is intended for direct export without middlemen in order to increase profits for farmers.

PROBLEMS	SOLUTIONS
Many coffee farmers do not drink coffee. Therefore, they cannot evaluate the quality to improve it.	► IWCA Vietnam regularly sends coffee products that they grow themselves. Since then, farmers can not only appreciate the quality of their coffee but also love and bond with their products. In addition, IWCA Vietnam also organizes coffee tasting sessions to improve farmers' knowledge and ability to evaluate coffee.
The steep and slippery terrain of the coffee garden is a big challenge for increasing productivity in farming without modern machinery.	► IWCA Vietnam organizes fundraising campaigns to organize activities such as helping farmers access updated farming knowledge, thereby supporting them to overcome difficulties in taking care of coffee farms.

THE IMPORTANT ROLE OF WOMEN IN THE COFFEE INDUSTRY

From harvesting the ripe coffee cherries to processing the green coffee, Vietnamese women play an integral role in the coffee value chain. While women account for about 70% of workers involved in coffee production in Vietnam, these women receive a disproportionately low share of value-creation compared with their male counterparts. Due to this inequality, they have to work additionally by growing more vegetable and raising more live-stock for sale and for their subsistence.

The most disadvantaged part in the Vietnamese coffee value chain are female farmers, who are often the main earners and often 'single mothers'.



IWCA VIETNAM EMPOWERS WOMEN IN THE COFFEE INDUSTRY

In order to carry out the mission of empowering female coffee farmers, IWCA Vietnam has linked and cooperated with the locality to organize training sessions on farming skills as well as soft skills to help farmers become more independent and self-reliant in both finance and living; thereby helping them to realize their own value and position in the coffee industry in particular and in life in general.

Not only that, IWCA Vietnam also regularly organizes Fundraising Campaigns to support disadvantaged female farmers access updated farming knowledge & technology to help yielding a better crop and improve their income so that they can develop sustainable livelihoods.

After having access to essential resources, some women in the alliance not only become more confident and productive, but also have developed open mindset. They have started to grow diverse crops, adopt eco-friendly farming techniques and pay more attention to the local environment.

In general, the living standards of some ethnic minority households as well as the role and status of women in a few coffee villages have have recognizably improved.





"Participating in IWCA Vietnam was a life-changing decision to me, I am confident enough to share my stories and have a community that listens to my sharings. Although my farming land area has not changed since then, my coffee yield has improved significantly. 2020 was the first time in my life that I could sell my coffee at such high price. I really appreciate IWCA Vietnam's training program on farming skills, pruning branches, and taking care of coffee trees. Being able to make money gives me more confidence, I dare to dream and to do things I have never thought before."

- Mrs. Quang Thi Dan, an active member of IWCA Vietnam



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