The #CoffeePeople campaign was a remarkable journey, beginning with awareness raising and concluding with real change to guarantee the right to a safe and healthy working environment in the coffee supply chain.

The objectives of the campaign, which spanned a website, social media, and newsletters, were to raise awareness about occupational safety and health in the coffee supply chain, disseminate knowledge, scale up good practices and mobilize collective action. Stakeholders then followed up by pledging concrete action for coffee workers.

Diverse groups of stakeholders informed the campaign, from governments to international organizations, from employers’ to workers’ organizations, from coffee growers to coffee consumers.
CAMPAIGN STRATEGY AND ROLL OUT

Starting from 27 September, we captured attention on social media with key stakeholders posting a hook: What is the secret to great coffee? Then, on 1 October, International Coffee Day, we transformed that interest into thousands of people raising their coffee cups to join the #CoffeePeople social media challenge.

To make sure that all voices were heard, we coordinated one initial kick-off workshop at the ITCILO in Turin, Italy and three workshops with governments, employers’ and workers’ organizations, and other national stakeholders in Vietnam (June), Brazil (August), and Uganda (November). In each workshop, we facilitated a collaborative conversation on how to adapt the campaign messages and channels to better suit the occupational safety and health landscape and cultural context.

From March to November 2023, the campaign moved from spreading the word to pledging concrete actions to improve safety and health for coffee people throughout the supply chain.

The result? A communication campaign with global impact.
• **Social Media**
  25 million people reached
  Hundreds of individuals and organizations worldwide raised their coffee cups to promote the right to a safe and healthy working environment in the coffee supply chain.

• **VZF Website**
  6,000+ people visited the VZF websites
  During the campaign period (15 Sept-1 Dec 2023), thousands of people visited the VZF and #CoffeePeople websites, an increase of nearly 450% compared to the same period the year before.

• **Newsletter**
  30.92% open rate on newsletters
  Our newsletters, sent out to an audience of more than 11,000, were opened at a rate of about 30%, higher than average (20%).

• **Activities**
  600+ representatives
  Hundreds of people, from governments, employers' and workers' organizations, and other stakeholders, participated in the campaign's information and learning sessions (workshops and webinars).

• **Pledges**
  13 pledges
  We have received 13 pledges from 8 different organizations covering a wide range of topics, from training suppliers and business partners to expanding initiatives to enhance workers' safety and health.

**KEY NUMBERS**
The campaign was all about people, unity, and partnerships with the common goal of realizing the right to a safe and healthy working environment in the coffee supply chain.

Key partners like the International Coffee Organization, German Federal Ministry of Labour and Social Affairs, US Department of Labor, French Ministry of Labour, the European Commission Directorate-General for International Partnerships, the International Organisation of Employers made their voices heard, alongside ILO Director-General Gilbert F. Houngbo.

The campaign's success was amplified by the support of celebrities, organizations, brands and individuals.
We saw hundreds of people joining the community on the VZF LinkedIn page, with a 60% increase in followers between 1 October and 10 December 2023.

More than 2,200 people joined the #CoffeePeople social media challenge, including those representing UN agencies and national governments. These stakeholders were instrumental in expanding the challenge's reach and influence.

Across social media, our campaign made waves. The hashtag #CoffeePeople reached 25 million people and #CoffeePeople campaign posts generated 135,000 reactions.

The #CoffeePeople campaign transcended borders, bringing together people from 50 countries. From Brazil to Vietnam and beyond, coffee lovers dedicated their daily brew to the producers who made it.
The campaign’s message was heard loud and clear in various languages. **English** was the dominant one at 46%, closely followed by **Spanish** (24%), **Brazilian Portuguese** (22%), and **Italian** (5%). Other languages made up the remaining 3%.

Diverse platforms made a difference. We reached a remarkable **17 million** people on Facebook - compared to about 4 million apiece on Instagram and X (formerly known as Twitter) - and most people joined the social media challenge on **Facebook** and **Instagram**.

Note: It was not possible to obtain clear hashtag data from LinkedIn.
THE WEBSITE AS A DIGITAL HUB

The #CoffeePeople campaign website served as a digital hub for the heart of the campaign. The website drew 4,700 views, and saw its highest engagement from countries in the European Union as well as the United States.

The homepage, challenge page, and collective action kit became the most popular destinations. The kit was downloaded nearly 300 times between 15 September and 1 December 2023.

THE POWER OF NEWSLETTERS

We sent out eight newsletters to an audience of more than 11,000 who opened them at a rate of about 30%, higher than average (20%). Our audience was most interested in the social media challenge and were captivated by well-produced videos.

FOSTERING LEARNING

During October and November, we organized three webinars in which stakeholders learned about the challenges to guaranteeing OSH in the coffee supply chain; received guidance for implementing ILO’s Work Improvement in Neighbourhood Development (WIND) methodology for improving safety, health and working conditions in agriculture; and discussed ways to enhancing cooperatives’ capacity to promote OSH.

In addition, 550+ representatives of governments, and employers’ and workers’ organizations and other key coffee stakeholders participated in a WhatsApp group through which OSH knowledge and information was shared.

During the campaign period, coffee knowledge products available in the VZF webpage were downloaded 800 times (approx.).

GLOBAL MEDIA COVERAGE

The media coverage around #CoffeePeople reflects a global focus on promoting occupational safety and health within the coffee industry. Dozens of news outlets from Australia to Italy, from the UK to Vietnam, reported on the campaign initiatives.

Coverage also includes updates on legal resolutions, fundraising activities, and advocacy for workers’ rights within the coffee sector, indicating a multifaceted approach to addressing industry challenges on a global scale.
Behind this success lay a combination of effective strategies:

1. Crafting messages around the question “What is the secret to great coffee?” piqued curiosity and engaged the audience.

2. The collaboration of diverse stakeholders, including governments, celebrities, organizations, and brands added depth to the campaign. Timing the campaign to coincide with International Coffee Day aligned our efforts with the global coffee celebration.

3. Implementing the framework inspire - inform - act allowed for the implementation of awareness raising, capacity development, and collective action activities, all of which, combined, contributed to achieve the campaign's objectives, exceeding KPI targets.
CONCLUSIONS FOR #COFFEEPEOPLE

As we reflect on this journey so far, we see the magic of uniting over a shared passion for coffee and the right to be safe and healthy at work. The #CoffeePeople campaign’s success wasn’t just in numbers, but in the hearts it touched and the voices it amplified.

It was a testament to the power of collaboration, innovation, and a simple, heartfelt gesture - raising a cup of coffee to recognize and celebrate the real people behind it.

We would like to thank every individual and organization who joined the 2023 activities.

A special acknowledgement to the International Coffee Organization - its decision to embrace the theme “promoting the right to a safe and healthy working environment in the coffee supply chain” for the 2023 International Coffee Day placed OSH high in the sectoral agenda - and to the European Commission’s Directorate General for Employment, Social Affairs and Inclusion - whose financial support made the possible the #CoffeePeople campaign.
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