



Women in Coffee, the manifesto

What is Women in Coffee?

Women in Coffee (WIC) is a charity and fundraising project conceived by Caffè Vergnano in 2018 which aims to support concrete projects of social sustainability for women.

The idea of Women in Coffee starts from a real and concrete figure released in 2018 by the ICO (International Coffee Organization) on International Coffee Day¹: 25% of coffee farms are led by women and 70% of the workforce in plantations is female.

Coffee is female

Despite the positive contribution made within the coffee supply chain, there is still a strong gender gap in women's access to education, credit, and trade. This scenario led to the ideation of Women in Coffee.

Today, WIC is a container that welcomes and contains female social sustainability projects.

Women in Coffee is a pink dream, a meeting of shared values that start from the cup and speak of empowerment, inclusion, and respect.

Our key words

1. Empowerment

Enhance the role and work of women to strengthen their positioning in society. Support their dreams and aspirations in contexts where they are not taken into consideration.

2. Culture of respect

Promote gender respect as the basis for a fairer society. Distance yourself from violent and discriminatory attitudes.

3. Gender Equity

Support projects that aim to eliminate the gender gap, in line with the Sustainable Development Goals.

4. Education & culture

We believe that access to education is a gender-independent right and that culture is the basis for a more equal society.

5. Future generations

Support projects that look ahead and are aimed at the new generations. We believe in building dialogue in the present to support the future of young people.

6. Social Quality

Clearing the gender gap and supporting empowerment are two fundamental aspects for building a society that guarantees everyone a better quality of life.

Our concrete goals

- Supporting projects in coffee plantations in partnership with the International Women in Coffee Alliance
- Support the Funtasia educational project to promote self-awareness and gender equality within schools