

2020 Annual Report



International Women's Coffee Alliance

Connect. Empower. Advance. | www.womenincoffee.org

CONTENTS

02

INTRODUCTION

03

WHO WE ARE | WHAT WE DO

04

PROGRAMS & PARTNERSHIPS

05

AMPLIFIED MARKET VISIBILITY

06

STRATEGIC PARTNERSHIPS

07

LEADERSHIP DEVELOPMENT

08

GLOBAL CONNECTION | LOCAL IMPACT

09

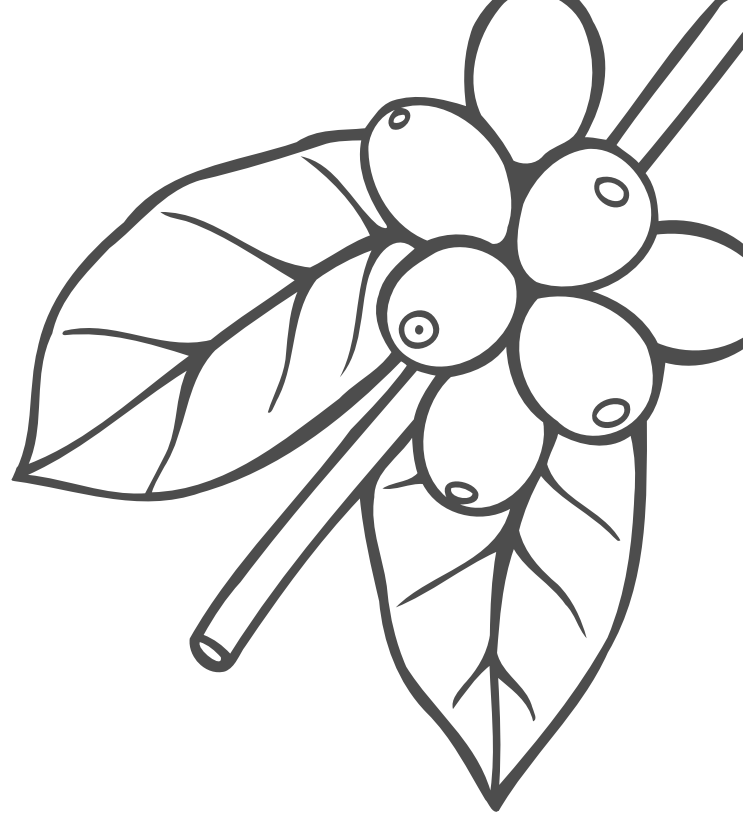
IWCA GLOBAL RESOURCES

10

FINANCIALS

11

IWCA STAFF | BOARD | AMBASSADORS



A year like no other, the global pandemic, layered on top of existing economic and environmental crises, presented everyone with an unforeseen and unprecedented reckoning. But no stranger to resilience, in the face of this great uncertainty, the IWCA persevered by holding to the approach we have pursued since our founding in 2003: Connect. Empower. Advance.

Working quickly and strategically, the IWCA Global Team reached out to keep close to the concerns and needs of the members of our global network, as the COVID-19 crisis began to take hold. The insights gathered shaped the programs and services we delivered for the year: the Green Coffee Availability List was re-imagined to now bring the people forward; new partnerships were built to provide members access to critical market insights; a private, virtual community was launched to facilitate active connection and sharing; and more as you can read in this report.

The path forward may still be uncertain, but working together and guided by the IWCA mission, there is no doubt that we will achieve a stronger and empowered tomorrow for communities across the global coffee industry.

...And during these crises, everyone wants to know that there is going to be a cup of coffee if they need one. Do not take us out of business. Coffee holds this world together when all else fails.

-- Leslie Nanne

IWCA Guatemala, Asociación de Mujeres en Café Guatemala

WHO WE ARE



OUR MISSION

The mission of the International Women's Coffee Alliance (IWCA) is to empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry.

The IWCA achieves empowerment through:

- **Amplified Market Visibility:** for coffee producers, importers & exporters, roasters & retailers, academics, quality experts, business & community leaders.
- **Strategic Partnership:** for sustainability solution partners driving meaningful change across the global coffee industry and local communities.
- **Leadership Development:** as locally-driven, globally-connected collaborators leading their communities toward a stronger tomorrow.

PROGRAMS & PARTNERSHIPS

IWCA GLOBAL 2020 PROGRAMS & PARTNERSHIPS



Green Coffee Availability List (CAL)

- 15 countries represented
- 71 producing members included
- 92 coffees listed
- 30% of participants were contacted at least once as a result of the CAL listing.



Coffee Assessment Program (CAP)

- 63 coffee samples evaluated
- 25 IWCA chapter members participated
- 6 producing countries represented



IWCA Connects! Webinars

- 9 webinars hosted
- Select webinars were given in English, Spanish, and Portuguese
- 334 registered attendees from across the coffee value chain
- 500+ views on replay on the IWCA YouTube Channel



IWCA Case Studies

- 2 new Case Studies Published
- 16 total in the Case Study Library
- Representing 10 countries
- Progress toward 5+ UN Sustainable Development Goals (SDGs)



Strategic Partnerships

Thank you to those who worked collectively and collaboratively with us in 2020:

- International Coffee Organization
- National Coffee Association
- African Fine Coffees Association
- International Trade Centre
- Specialty Coffee Association
- World Trade Organization
- European Coffee Federation



Interested In Supporting Our Work? Connect With Us Online!

www.womenincoffee.org

LOCALLY DRIVEN GLOBALLY CONNECTED

The 27 countries connected through the IWCA Global Chapter Network are independent organizations who have successfully completed the IWCA Chapter Formation protocol, are united in pursuit of the IWCA mission, and uphold the IWCA Code of Conduct. This autonomy respects and supports locally-driven leadership, strategic direction, and program development to achieve impact. To this end, the IWCA Global Organization acts as both the hub to connecting this network and central support to deliver and facilitate programs in service to all IWCA Chapters.



AMPLIFIED MARKET VISIBILITY



In 2020, we completed our first member data collection effort, and identified that an estimated 12,000 individuals are members of IWCA Chapters, 90% of whom identify as coffee producers.

Covid-19 Insights Report

Published in April 2020, **IWCA Insights: COVID-19 and Coffee Communities**, provides frontline feedback from members of IWCA Chapters and IWCA Chapters in-formation about the impacts and uncertainty the COVID-19 pandemic had in coffee communities across Africa, Asia, Latin America, and the Middle East. This report not only amplified the visibility and voice of the struggle to ensure the business survival that is critical to coffee communities; but provided the guiding light onto which we focused our efforts in 2020.

Green Coffee Availability List 2.0

In July 2020, we launched a new approach to the **IWCA Chapter Member Green Coffee Availability List (CAL)**. The redesigned list transformed from a text-only document to a people-forward, dynamic webpage featuring photos of producers, detailed information about their coffees, and contact information to connect directly with IWCA producing chapter members.

Chapter List 2.0

Similarly intended to amplify IWCA Chapter visibility and facilitate meaningful partnership building, in December 2020 we launched a redesigned **IWCA Chapter List**. The Chapter List 2.0 now provides key summary information about each chapter, links to their accomplishments and resources, and contact information to connect directly with chapter leadership.



STRATEGIC PARTNERSHIPS

IWCA Program Partners contribute significant in-kind or financial resources that are critical to our mission.

Coffee Assessment Program

Launched in Fall 2020, the **Coffee Assessment Program** provides IWCA Chapter members the opportunity to submit coffee samples for review by a team of coffee experts led by Firedancer Coffee Consultants. IWCA Chapter members then received important feedback about their coffee, presented in an organized format courtesy of the Sustainable Harvest Tastify tool.

Participate Online Community

IWCA Chapter members shared an urgent need for connection, to like-minded colleagues and information. In summer 2020 we announced our partnership with Participate, an education technology organization that builds intentional online Communities of Practice (CoPs) to foster active, social learning. This virtual community provides a place for IWCA members across 27 to share resources, support one another, and build new connections.

Additional Partnerships

- **International Coffee Organization Public-Private Task Force on Coffee Sector Sustainability:** IWCA actively participates in the Task Force and all four workstreams.
- **International Trade Centre: Coffee Exporters Guide:** IWCA chapter members gave feedback to develop the 4th edition of the guide that is the world's most extensive, hands-on, and neutral source of information on the international coffee trade.
- **World Trade Organization:** Input and insights collected from IWCA chapters across Latin America to inform the World Trade Organization's research on gender and commerce.



LEADERSHIP DEVELOPMENT

Establishing partnerships with organizations to provide critical resources to the IWCA Global Chapter Network supports the member's continuing development of professional skills and business competencies.

Capacity Building

Through a partnership with the International Trade Centre (ITC), members of the IWCA Global Chapter Network attended two online webinar trainings led by the ITC team responsible for developing the IWCA Chapter Guide. Sessions were given in English and Spanish and included an overview of key elements for organizational success: governance best practices, value proposition, strategic partnerships, and defining the service portfolio.

Financial Literacy

Delivered through nine sessions over eight weeks in Spanish, the IWCA Microfinance Virtual Training Program provided interactive, multi-technology instruction and group learning. The curriculum was based on the **"Women in Coffee Microfinance Learning Loan Program."** Participants applied what they learned to their current projects and businesses, and plan to share their new expertise with other members of their IWCA Chapters.

Additional Initiatives

- **Blockchain technology in Rwanda:** Phase one of this pilot program launched in 2020 and, when completed, will provide digital traceability about coffee quality, production, and pricing to supply-chain stakeholders and consumers.
- **Empowered Voices Fundraising Campaign:** Launched in September 2020 to highlight community members who empower others, personally or professionally. A generous financial match from Global Grounds, LLC brought the total raised to \$7,500 to support future IWCA initiatives.
- **IWCA Organizational reflection and commitment to do better in response to systemic racism and civil rights crisis.**



GLOBAL CONNECTION LOCAL IMPACT

IWCA leads women's empowerment in the international coffee industry by supporting a global network of independent, self-organized, self-governing organizations, called IWCA Chapters. Each IWCA Chapter develops and implements their own strategic priorities and membership models, following the IWCA Chapter Formation Protocol. In 2020, the IWCA Network grew to include 27 countries, with several existing chapters adopting a sub-chapter model as they grew into new regions of their countries.



A GROWING NETWORK

In 2020 IWCA added three new chapters to our global network.

“
Women in the coffee industry survive silently in our own areas. The IWCA connects us, making it possible to share and find answers together. This empowers our skills for achieving sustainability.”



KHIN OHMMAR MOE
FOUNDER/PRESIDENT
MYANMAR WOMEN COFFEE ALLIANCE
(IWCA MYANMAR CHAPTER)



“
As the IWCA Germany Chapter, we work to grow awareness of the additional challenges women in coffee face across the full supply chain. We hope to increase consumption by informed consumers to buy better products that value ethical actions. We connect Germany-based women entrepreneurs who import ethically produced coffee and support social projects in their countries of origin, including other IWCA Chapter countries.”



LILIANA CAICEDO SCHWARZBACH
FOUNDER/PRESIDENT
INTERNATIONALE FRAUENKAFFEE ALLIANZ-DEUTSCHES KAPITEL
(IWCA GERMANY CHAPTER)



“
The IWCA United States Chapter will support and advocate for the sustainable growth of women in coffee through collaborative partnerships that pursue equity, prioritize mutual benefits, and result in a positive impact. The US Women in Coffee will work to improve understanding of critical social issues and inequities through proactive efforts, focused attention, and education.”



RENEE ESPINOZA
FOUNDER/PRESIDENT
IWCA UNITED STATES CHAPTER



IWCA Myanmar

IWCA Germany

IWCA USA



IWCA Connects! was launched to connect the IWCA Community with key topics related to achieving our mission. In 2020, we hosted nine webinars where industry professionals shared insights on market volatility, business development, and data trends. Especially exciting was our virtual celebration to mark the milestone of 10 years of IWCA in Africa.



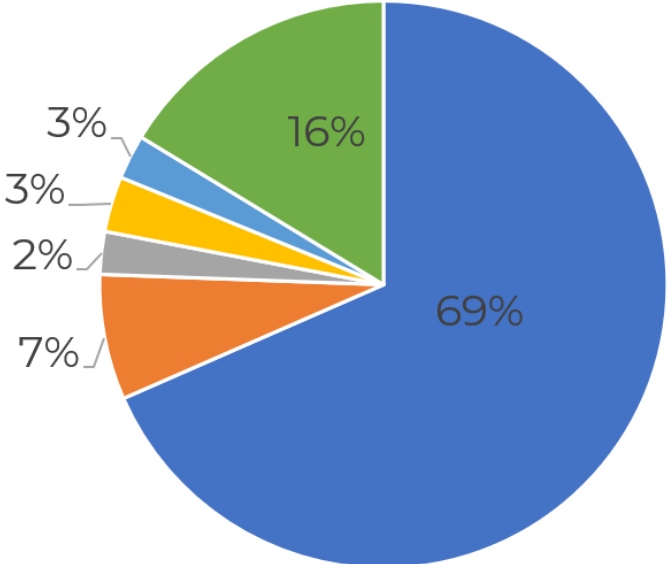
IWCA Case Studies provide summaries of impact-driven by IWCA Chapters. In 2020, we published two new additions to the IWCA Case Study Library: "Leading Change Through Partnerships" from IWCA Honduras and "Paving the Path for ALL Baristas in Peru" from IWCA Peru. Both case studies demonstrate the importance of locally-driven, globally-connected initiatives and the community impact of empowering women. We also began an analysis of the impact reflected in the entire case study library according to the United Nations Sustainable Development Goals (UN SDGs). Through this analysis, we concluded that IWCA Chapters make significant contributions to:



FINANCIALS

The work of IWCA Global is made possible by organizations and individuals who believe in the IWCA mission and invest in empowerment. We are grateful for each and every contribution.

2020 Revenue Streams



- IWCA Sustaining Partners
- IWCA Supporters
- IWCA Events & Events Sponsors
- Grants
- Licensing Agreements & Commercial Co-Ventures
- Fundraisers & Campaigns

IWCA STAFF, BOARD & AMBASSADORS

IWCA GLOBAL STAFF



Kellem Emanuele
Executive Director



Blanca Castro
Chapter Relations
Manager



Maria Hill
Communications
Manager



Ximena Lainfiesta
Chapter Relations
Assistant

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Kurt Hans
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Lee Pike
Director

IWCA GLOBAL AMBASSADORS

Josiane
Cotrim Macieira

Spencer
Turer

Launtia
Taylor



2020 SUSTAINING PARTNERS



Platinum
Sustaining Partner



Silver
Sustaining Partner



Bronze
Sustaining Partner

2020 SUSTAINING FRIENDS+



2020 SUSTAINING FRIENDS



MAKE IT WONDERFUL



2020 IWCA PROGRAM PARTNERS



Firedancer
THE COFFEE CONSULTANTS

**SUSTAINABLE
HARVEST**
RELATIONSHIP COFFEE

participateSM

2020 IWCA PROJECT PARTNERS



2020 IWCA SUPPORTERS

Companies

- Black Crow Coffee Co.*
- Caffe Ibis
- The Chicks Company/Coffee Chicks Co.*
- Coffee Enterprises
- Jeremiah's Pick Coffee Company
- JNP Coffee
- Karmaganic Coffee Company
- Madcap Coffee Company
- RAKO Coffee Roasters
- Red Rock Roasters
- Six Degrees Coffee*
- Simpli Press
- Temple Coffee Roasters*
- Troop Coffee Roasters
- Woma Woma

Individuals

- Beth Beall
- Wendy Behr
- Anke Erichsen*
- Sarah Lambeth
- Paula Koelemij*
- Shannon McIntush
- Melissa Pugash
- Sharon Riechers
- William Murray, in memory of Mary DeRosa Palladino

Note: *indicates IWCA Supporters who make contributions above the IWCA Supporter minimum.

INTERESTED IN SUPPORTING OUR WORK?

[WOMENINCOFFEE.ORG/TAKEACTION](https://www.womenincoffee.org/takeaction)