



Women in Coffee, the manifesto

What is Women in Coffee?

Women in Coffee is Caffè Vergnano's women-focused social sustainability initiative created by CEO Carolina Vergnano with the aim of supporting women working in small coffee plantations.

Coffee is female

The inspiration came from a concrete figure released in 2018 by the International Coffee Organization (ICO). 70% of the workforce in plantations is female, but only 25% of coffee farms are led by women. Despite the positive contribution made within the coffee supply chain, there is still a significant gender gap in women's access to education, credit, and trade. Women in Coffee was born from the imperative to reduce this gap, striving for impactful change through small yet significant actions.

The project has since evolved into an inclusive vessel for initiatives that support culture and education, two fundamental tools for driving emancipation and creating value.

Women in Coffee is about women empowerment and gender parity with the ambitious but realistic goal of creating a more equitable society.

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 may be overlooked or underestimated.

2. Culture of respect

Promote gender respect as the basis for a fairer society.

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 are forward-looking and directed toward the new generations. We believe in building dialogue in the present to support the future of young people.

6. Quality of life

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.
- Women in Coffee stands in solidarity with the victims of violence by actively supporting organizations like Telefono Rosa and D.i.Re.