PILOT PROJECT

4C TOLIMA - GENDER EQUALITY

Federación Nacional de Cafeteros
May 2023
WOMEN IN THE COLOMBIAN COFFEE SECTOR
Diagnosis and challenges
Gender Equality Policy
FNC activities

PILOT PROJECT
Region selection

IMPLEMENTATION AND CERTIFICATION PROCESS
4C Tolima - Gender Equality
687,824 women live in coffee-growing households - 45.9% of households members

SISTEMA DE INFORMACIÓN DE HOGARES CAFETEROS FNC
“Empowering through a passion for coffee”
163,046 women coffee growers

SICA DICIEMBRE 2020
31% of the coffee producers in Colombia are women.
25% of coffee growing households are headed by women

SISTEMA DE INFORMACIÓN DE HOGARES CAFETEROS FNC

Política de Equidad de Género para la Mujer Caficultora
2021 - Gender equality policy for women coffee grower
GOAL
Contribute to the development of opportunities for women coffee growers, by closing gender gaps that impact the wellbeing of the coffee family and the productivity and competitiveness of our sector.
GENDER GAPS IN COFFEE GROWING
71% of the people surveyed state that there are discrimination and inequity that affects the women in the coffee sector
The leaders surveyed consider that *machismo* is the main barrier faced by women coffee growers.
Most of the household activities are carried out by women coffee growers.

- Cooking
- Cleaning the house
- Laundry
- Child care
- Care of small farm animals
- Caring of elder family members
- Vegetable garden care
- Care of handicaps and ill people
- Grocery shopping
- Running errands
- Finding fire wood for cooking

Fuente: Encuesta Política de Equidad de Género, FNC 2020
Major differences in the activities between men and women at the farm

- Meal preparation for workers
- Coffee Drying
- Safety protocols
- Picking
- Accounting
- Training
- Pasilla
- Pulp removal
- Monitoring coffee market
- Trade and transportation of the coffee to store
- Hiring and managing of the workers
- Planting and fertilization
- Management of water waste
- Weeding and maintenance
- Agrochemical application

Fuente: Encuesta Política de Equidad de Género, FNC 2020
STRATEGY 1:

Culture transformation and new gender roles definitions

Política de Equidad de Género para la Mujer Caficultora
Activities developed for the Cultural Transformation

Radio novela

Meetings of Coffee Families
STRATEGY 2:

Access to education for women coffee growers
Activities developed for access to education for women coffee growers

Education policy

Courses to improve hard and soft skills
STRATEGY 3:

Autonomy and economic empowerment

Política de Equidad de Género para la Mujer Caficultora
Activities developed for the autonomy and economic empowerment

- **Women Coffee Program.**
- Finance training “Cuentas sin cuento”.
- **Associative** strengthening course.
- **Food security** project.
STRATEGY 4:

Participation and women representation in policy formulation and decision making
Activities developed for the participation and women representation

Meetings of women

“Lidera” course

Leadership virtual school - Principles for our development.
STRATEGY 5:

Life free of violence
STRATEGY 6:

Access to comprehensive health services
Activities developed for Access to comprehensive health services

Virtual courses in Health and Safety at Work.

Webinars on early detection of cancer in women.

Prevention on child labour: Inheriting the coffee culture
STRATEGY 7:

Gender Mainstreaming:
Gender lens in all our programs, projects and plans
Activities developed for gender mainstreaming

Training and awareness in gender equality to the extension service and collaborators of the FNC
STRATEGY 8: Housing improvement
Activities developed in Housing improvement

Provision of Eco-efficient Stoves
PILOT PROJECT
TOLIMA
Region selection
Opportunity to validate the effectiveness of the FNC strategic lines in Gender Equality and inclusion.

Pilot project with one of the women groups that sells coffee to Procafecol (Juan Valdez) for their special edition “Mujeres Cafeteras”.

Opportunity to communicate and show the work in favor of well-being, empowerment and strengthening of the role of coffee women in hand of a recognized certification as 4C.
**Exploration**

“No discrimination” promotion

**Awareness**

Decent working conditions and basic rights to all workers and family members.

**Sensibilization**

Gap identification - Gender Equity in the coffee sector

Baseline from information sources as SIHC, SICA, and specific questionnaires.

**Receptiveness**

Specific needs recognition.

“Gender Equity Policy”

8 strategic lines

**Transformation**

Address the fundamental causes of gender inequality.

Work in the gap closing. Management for the appropriation and incorporation of established actions.

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**4C Program**

“The path to sustainability”

Certified Coffee Growers

4C UNIT Tolima

**Código de Conducta**
CERTIFICATION AND IMPLEMENTATION PROCESS

4C Unit Tolima
Gender Equality
ANALYSIS OF GENDER EQUITY PRINCIPLES IN COLOMBIAN CONTEXT

CRITERIA UNIFICATION AND CLARIFICATION
Certification Body, Managing Entity and 4C

STAKEHOLDER TRAINING
- 4C Services
- Certification Body
- Tolima Coffee Growers
- Service Providers (Cooperativas, Almacafe, Procafeol)
- FNC-Oficina principal

FINAL ADJUSTED DOCUMENTS
Checklist + Business Partners
02 IMPLEMENTATION

Sensibilization and socialization
- Coffee Growers
- Managing Entity
- Service Provider

Internal Control System
- Procedures

Define the scope of the Unit
- 4C Certified growers
- Business Partners
- Mujeres Juan Valdez

Implementation (Field days)
- 4C GE
- Compromise
- FNC Gender Equity Policy

Implementation (The path to gender equality)
- Self-diagnosis
- Registros procedimientos

Improvement
Actions identified in the self-diagnosis
Interviews with coffee farmers, their families and workers
Records and documented procedures.
GENDER EQUITY ADD ON SOCIALIZATION
(Field Day)

4C coffee growers participation

- Certification overview
- Commitment confirmation in the Add On Gender Equality
- FNC Gender Equality Policy Socialization
- Good Agricultural Practices
- Security and Health at Work

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IMPLEMENTATION
(The Path to Gender Equality)

1. Decide to start the path and communicate it.
2. Define your starting point.
3. Design an action plan.
4. Implement your action plan.

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Federación Nacional de Cafeteros de Colombia