



## STRONG WOMEN = STRONG COFFEE CASE STUDY

### Strong Partners Build Economic Empowerment

*IWCA Ethiopia partners with the International Trade Centre "She Trades" program to develop new market opportunities for women across the coffee value chain.*

As an IWCA Chapter, the Ethiopian Women in Coffee (EWiC) provides a forum to bring women together across the value chain to better understand the quality and the value of the product they produce through information exchange and networking. International Trade Centre (ITC) SheTrades is a business platform that allows corporations to connect with women-owned supply companies. By working together, EWiC and ITC accelerate progress toward this shared economic empowerment goal.



#### Ethiopia Country Context

- **Population** (2017): 105,000,000
- **Poverty** (2015): 26.7% population at International Poverty Line US\$1.90/day.
- **Gender Inequality Index (GII)** (2015): 0.5  
0=equality, 1= high inequality
- **World Risk Index Ranking** (2015): 64  
1=high disaster risk, 171=low disaster risk

#### References

**Population & Poverty:** <http://povertydata.worldbank.org/poverty/country/ETH>

**GII** measures human development & status by gender: <http://hdr.undp.org/en/composite/GII>

**World Risk Index** measures exposure & vulnerability to natural hazards: <http://www.uni-stuttgart.de/ireus/Internationales/WorldRiskIndex/>

#### Growing Partnerships

In addition to ITC She Trades, EWiC partners with The African Fine Coffees Association (AFCA). In 2017 and 2018 EWiC, with the support of AFCA, managed and organized a very successful International Conference on the topic "African Women in Coffee Challenges and Opportunities" to develop opportunities to connect with, and support, other African women.



## Summary

With the support of ITC SheTrades, EWiC has worked to achieve its objective allowing members to gain visibility and support for their businesses thereby increasing profitability. Members have taken advantage of trainings on Coffee Trade Entrepreneurship and Coffee Sustainability as well as Coffee Skills in partnership with ITC and the Speciality Coffee Association (SCA). Thanks to this network of collaboration between ShareTrades, SCA and IWCA, EWiC was able participate in global events including the 2017 World of Coffee Expo in Budapest. During the Budapest Expo, members participated in a practical training on coffee cupping and coffee trade, and witnessed a professional and formal coffee cupping of their individual coffees by buyers and representatives followed by a one-on-one conversation with the cuppers. EWiC's active participation in trainings and events has allowed the group to continue to work towards their objective of better understanding coffee quality and engaging with the international coffee community.



### Focus on the Future

EWiC is on track to turn their networking efforts and contacts into more business for women across the coffee value chain in Ethiopia. EWiC has played a major role in the CBI (Center for the Promotion of Imports from Developing Countries) program on “Ethiopian Specialty Coffee Export Development Programme” specifically aiming to increase exports and grow the success of the sector as a whole. EWiC is also making strides in improved coffee quality. The group received an Innovative Grant Fund from the Swedish Government worth \$25,000 at the end of 2017 and will establish an international standard coffee quality assurance laboratory. EWiC hopes the lab will increase global awareness of members' coffee on the global market and will improve the export competitiveness for EWiC members, allowing them to better manage their businesses by providing a reliable and standard coffee quality and grading service. Once the lab is fully established it will help ensure financial sustainability for the association.

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### IWCA Ethiopia

As one of the IWCA's newest chapters, Ethiopian Women in Coffee (EWiC) was legally established in September 2016 and became IWCA's 21st chapter in April 2017. EWiC's vision is to lead the advancement of women in coffee economically, professionally, and socially with a mission to advocate for gender equality, improve the economic condition of women in the coffee value chain through partnership, networking, establishing Ethiopian women as competitive in international trade. To contact EWiC, please visit the Chapters page of the IWCA website: [www.womenincoffee.org](http://www.womenincoffee.org).

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.