Ethical Tea Partnership



Strategy 2016-2020 Highlights

Photo credit © Andy Hall

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FOREWORD

Reflecting on the achievements of last strategy period from 2016 to 2020, the team at the Ethical Tea Partnership (ETP) has much to be proud of. As we moved beyond auditing in tea regions we launched flagship programmes in Malawi and Assam, tackling deep systemic issues from Living Wage to gender equality; we developed programmes on hired labour and gender in Kenya; and we spearheaded community empowerment programmes in Assam.

Working with tea communities across the seven different countries where our programmes have helped to benefit a million people in the last five years. ETP's efforts progressed our work to confront the social issues inhibiting tea communities. With the phasing out of ETP's auditing work, we instead tackled some of the toughest issues facing the tea industry today. We shifted our focus to running programmes and projects in the seven different countries where we had through our programmes.

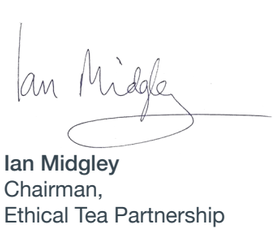
At the onset of the strategy period in 2016, ETP was looking forward to setting up a ground-breaking initiative to tackle a number of issues in Malawi with NGO and tea industry partners. The coalition partners took on different pillars of activity to support work towards achieving a Living Wage in Malawi. The Malawi Tea 2020 programme courageously took on some of the biggest challenges facing the Malawi tea industry and brought together stakeholders from across the supply chain, creating a unique space for NGOs, tea companies, producers, et al. to tackle these issues. As the programme concluded in 2020, significant progress had been made, and perhaps the most remarkable was the closure of the Living Wage gap by 33%.

The work on wages and incomes was part of the strategy's broader pillars focused on improving the lives and livelihoods of farmers and workers. Farmer Field Schools in Malawi, Kenya, Rwanda and China supported farmers to diversify their incomes, improve their livelihoods and tackle issues including climate change. Farmer Field Schools and Community Savings Groups were some of the innovative approaches adopted to tackle prevalent challenges in tea.

Improving opportunities for women across the tea industry was an important focus for many of our programmes that incorporated gender elements. During the last five years in Assam, where women face some of the industry's toughest conditions, we significantly scaled up our work with UNICEF to reach a quarter of all tea estates and ultimately benefit 250,000 people. We know now that this work has helped combat incidents of violence, child marriage and school drop out rates often of young girls who leave education early.

The pioneering achievements of the last strategy period were possible thanks to the dedication of the ETP team and the leadership of Sarah Roberts as executive director. Her tenacity and focus pushed ETP to accomplish significant achievements and we are very grateful to Sarah for her hard work. In 2020, Sarah pursued another role and was replaced by Jenny Costelloe, who assumed the executive director role at our most critical juncture – the beginning of the COVID-19 pandemic. As ETP programmes pivoted to deal with challenges facing tea communities, Jenny brought in a new vision to help ETP go further than ever.

As we move on from the pandemic we will be working ever closer with tea communities, and will listen carefully to their experiences to help inform the work that we do. Jenny will be leading a new strategy that incorporates a raft of new activities that tackle the systemic challenges in tea. This will contribute to the 2030 Sustainable Development Goals, building on existing partnerships and exploring new collaborations.



Ian Midgley
Chairman,
Ethical Tea Partnership



ABOUT ETHICAL TEA PARTNERSHIP

The Ethical Tea Partnership (ETP) is a membership organisation working in partnership with the tea industry, development agencies, NGOs and governments to improve the lives of tea workers, farmers and communities.

Our aim is progress the steps being made to achieve the United Nation's Sustainable Development Goals in tea-growing regions. We do this by helping to create a thriving, socially just and environmentally sustainable tea sector.

Through our programmes in Asia and Africa we work to improve incomes and empower women to be more independent. We also help the sector to deal with, and become more resilient to, climate change. To fulfil our mission, ETP plays four key roles:



ETPs membership is made up of 50 international tea companies. Between 2016-2020 they included the following:

ETP STRATEGY 2016-2020

OVERVIEW

The 2016-2020 strategy period was structured around four main pillars of work to help achieve our vision for a thriving tea industry that is socially just and envrionmentally stable:

- **Raising standards and increasing good practice;**
- **Improving the lives of workers and their communities;**
- **Improving the lives and livelihoods of farmers and their communities;**
- **Improving the environment in tea which is produced and building climate change resilience;**

All of these were underpinned by a final pillar for **Improving the safety, opportunities and outcomes for women in tea**.

Vision

A thriving tea industry that is socially just and environmentally sustainable

Objectives

Raising standards and increasing good practice	Improving the lives of workers and their communities	Improving the lives and livelihoods of farmers and their communities	Improving the environment in which tea is produced and building climate change resilience

Improving the safety, opportunities, and outcomes for women in tea

Activities

• Engage suppliers in good practice programmes and spread and embed learnings • Assess performance on issues where certification is insufficient (e.g. housing and sanitation, living wage) and organise verification of progress Work with certifiers to increase effectiveness & value of audit process • Support producers to achieve or remain certified and audit non-certified suppliers, as required by members.	• Implement Phase 2 of ETP-UNICEF Assam • Work with ITA and other stakeholders on implementation of India Roadmap, with initial focus on sanitation • Implement Plantation Community Empowerment Programme in India • Implement Malawi 2020 programme • Support living wage benchmarking processes and follow-up • Develop and implement programmes to improve the lives of workers hired by farmers in Kenya • Address gender issues in all programmes, expand women's safety and development programmes	• Continue to expand farmer field school programmes and village savings and loans programmes in Africa • Develop and implement new programme to improve lives of workers hired by smallholders • Roll-out smallholder development programmes, with particular focus on agrochemical in Asia • Complete living income assessments and implement follow-up	• Integrate work on adaptation and mitigation into smallholder programmes in Africa • Ensure all workers and farmers have good access to clean cookstoves and solar technologies in key regions • Implement energy efficiency programmes and community energy programmes in Africa and develop new programmes with funders in Asia

Communications and media engagement that leads the tea sustainability agenda, supports members brands and accelerates change

HIGHLIGHTS 2016 – 2020

REACH	TRAINING	INDIRECT
100,000 attended trainings	**16,000+** Farmer Field Schools	**600,000** lives impacted by policy change through strategic collaborations
400 tea estates and factories worked with ETP	**18,000+** Financial literacy, IGA, Savings	The ripple effect of our interventions reached **350,000** people in tea communities
1 million+ reached through our partnerships	**70,000+** gender trainings	
	26,000+ Nutrition and wash	



Photo credit © ETP

RAISING STANDARDS AND INCREASING GOOD PRACTICE

Enabling members to understand the sustainability standards at individual estates has always been central to ETP's work.

As certification of tea continued to grow there was a stronger concern and consensus that certification alone would not be able to solve key problems such as low wages, housing and sanitation, use of agrochemicals, or gender issues. Complementary approaches are needed to manage the risks associated with these issues and drive improvement.

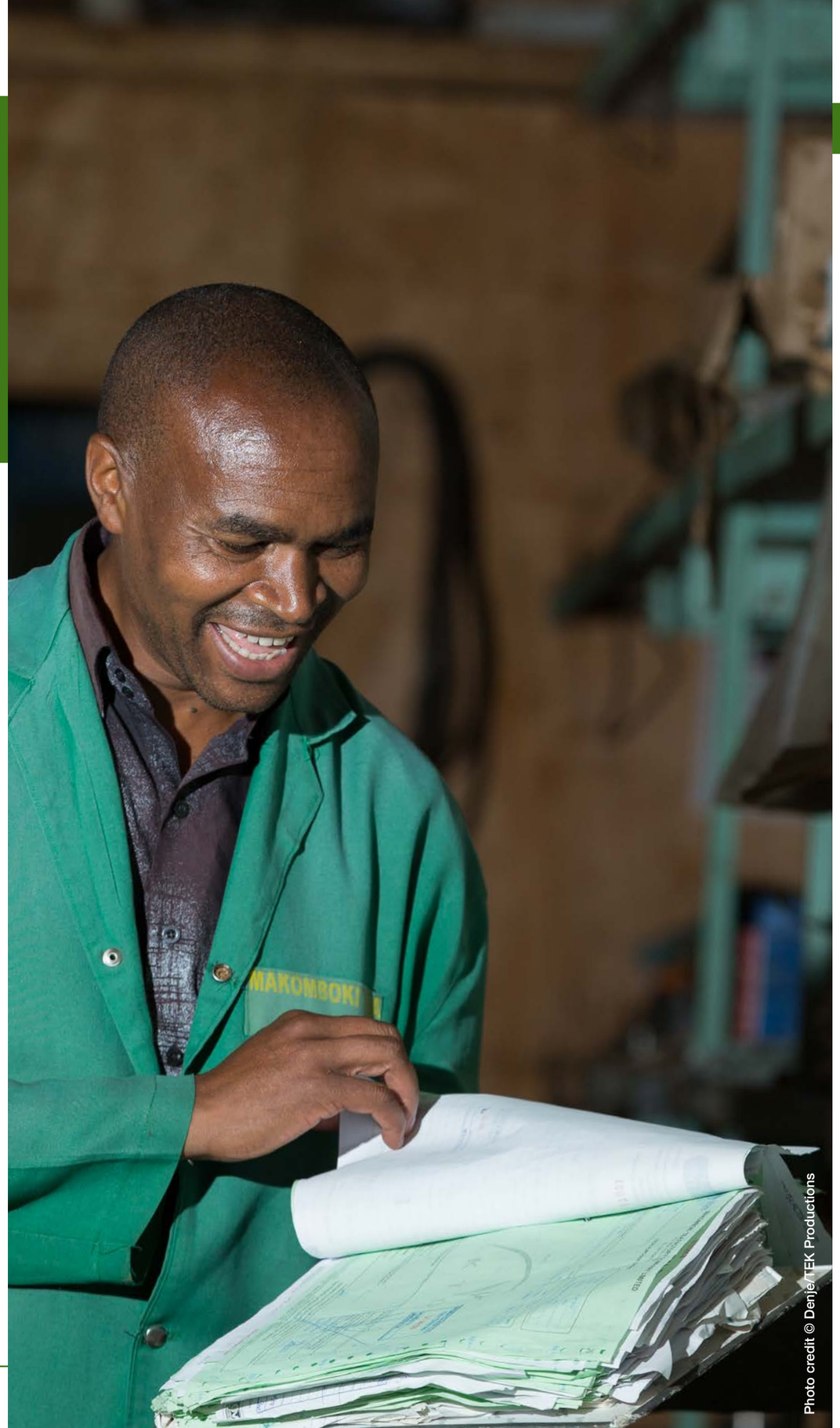


Photo credit © Denje/TEK Productions

AUDITING: THEN AND NOW

ETP was set up to improve the ethical standards in the tea supply chain, we used audits to review the standards, an approach that was ground-breaking for the tea sector at the time. The audits were a review of the conditions on the tea estates using ETP's own global standard focusing on social and environmental issues.

We learnt a lot from this work. However, it became very clear that auditing alone would not be enough to address the longer-term systemic issues. As a result, in 2018 we took the strategic decision to phase out our auditing work and focus our attention on developing programmes to address the grassroots issues holding back the sustainability of the tea sector sector. We convened partnerships to address issues that certification alone could not effectively change.

WHAT WE ACHIEVED

50+
audits carried out

11
Chinese factories trained on HR

60
Housing & Sanitation quality assessments

Advised
on India-specific standards system for tea

70
sites supported to become trustea verified

Gap assessments
carried out, which led to increased wages for factory workers



Photo credit © Abbie Trayler-Smith/Panos

IMPROVING THE LIVES OF WORKERS AND THEIR COMMUNITIES

The challenges facing tea workers, particularly in Assam, are varied and complex. Social issues such as limited access to healthcare, poor educational attainment for children, child protection, poor nutrition for communities and financial hardship are among those most concerning.

Working directly with tea communities to tackle some of the most difficult social issues they faced was part of wider efforts to improve tea workers and their families lives. The challenges were difficult to address through singular activities.

As a result, we developed holistic community-based programmes in Assam to deliver a range of activities addressing some of the long-term systemic issues in the region.

The programmes under this pillar complemented the work ETP undertook with producers, tea estates and across the supply chain. Once established these initiatives provided a vital framework for engaging leadership on the ground.



Photo credit © Abbie Trayler-Smith/Panos

IMPROVING THE LIVES OF WOMEN AND CHILDREN IN TEA COMMUNITIES

The ETP-UNICEF partnership in Assam, India, commenced in 2014 and was scaled up to cover 205 tea estates, home to 250,000 people across eight districts.

The programme was designed to support women and girls living and working on tea estates in Assam dealing with the challenges of child protection. The first phase of the programme – between 2014-2018 – the programme equipped over 35,000 girls with essential skills to reduce the risk of violence, abuse and exploitation.

In 2018 activities were expanded beyond child protection to adopt a more holistic approach. Initiatives included education, health, nutrition, water, and sanitation activities and responsible business practices, to address multifaceted challenges of children and women.

Child protection committees were established on tea estates to provide support to the local communities when dealing with issues of violence, child marriage and school re-enrolments. As a result 86 cases of violence (including GBV, harassment, exploitation and abuse) were reported to Child Protection Committees (CPCs) , social workers and the police, and 126 cases addressed through their collective efforts.

Women and girls were able to take advantage of training opportunities on sanitation, health and water so they could make informed choices to improve their families and their health and well-being. Frontline workers were trained in nutrition to help provide residents with the knowledge to make improved nutrition choices.

The programme's second phase is due to complete in the summer of 2021.

WHAT WE ACHIEVED

517
adolescent groups created

73 cases
child marriage averted

31,864
registered in adolescent groups

126
cases of voilence addressed

245 school
re-enrolments

46,967
frontline workers trained in nutrition and health

FROM OUR PARTNERS



Sue Adams, Director of Partnership, UNICEF UK

> ETP has played a crucial role in bringing together partners. This programme is a great example of how private and public funding can go further together.



Photo credit © Abbie Trayler-Smith/Panos

Akoni

Akoni joined her local adolescent girls group as a teenager, and went on to become a peer leader in the group. She was inspired to join the group after a peer leader visited her at home:

"I also saw a lot of other girls attending the club. I got curious and agreed to go. I quite quickly appreciated the freedom of expression I had there, as well as meeting other girls [and] so very much enjoyed it."

Akoni's parents have supported her, and encouraged Akoni to benefit from the group's education. Topics addressed issues such as good nutrition and diets, hygiene, health and children's rights. The sessions also bolstered Akoni's confidence:

> **"I learned about public speaking, and I have really excelled in that.**

"I learned about public speaking, and I have really excelled in that. I've always been interested in community mobilisation, [and] the club helped me better understand issues affecting our communities and how to best address them. [It has] inspired me to pursue a career in public service. I have been elected as a public representative, which enables me to campaign on behalf of the communities."

As a peer leader in her local group, Akoni also provides extra support outside of the formal meetings.

This means that girls have her support in any emergencies, and she can tackle some of the tougher issues in her community:

"There is a particular issue with alcohol. Girls sell the alcohol, and the boys who have access to it drink it at such a young age. If we can address alcoholism, boys would get back to their studies and stay in education longer. There was [also] a huge problem with a locally made liquor [causing illness and death due to production methods]. It's a menace to society.

"I went door to door explaining how bad it is. It would leave men unable to function. I was rebuffed by parents who were selling it, [and] so I arranged a huge meeting in the community where I publicly explained the issue. I informed the police to have their engagement too in a public forum.

> **"Deaths caused by poisonous alcohol have stopped, thankfully.**

"The issue of alcoholism is still an issue, that's a bigger problem. But deaths caused by poisonous alcohol have stopped, thankfully."



Photo credit © UNICEF



PLANTATION COMMUNITY EMPOWERMENT PROGRAMME

Our Plantation Community Empowerment Project was aimed at addressing societal issues in tea workers' communities. It was launched in 2017 across four pilot estates in Assam, India with Taylors of Harrogate. A ground-breaking initiative, bringing together tea communities and estate management to jointly resolve issues that impact both the welfare of the community and the business, through Community Development Fora (CDFs).

The CDFs have been responsible for implementing activities to address the issues their members identified.

Many workers and residents on tea estates require support to help meet livings costs for both themselves and their families. The government provided subsidies help families to access benefits and additional financial support for their families. Members of the CDF helped tea estate residents obtain government documents key to gaining the government subsidies. Tea estate households also received help from CDF's to access government subsidies for gas stoves and LPG cylinders, which were vital for families to be able to reduce their energy costs for the long term.

With high levels of alcoholism on tea estates in Assam, and a number of cases of unsafe, home brewed liquor causing death and illness, the CDFs identified that measures needed to be taken to tackle this issue on the estates. They ran protest rallies and educational sessions to raise awareness of the consequences.

The forums also identified that education was a priority across all the CDFs, reflecting low literacy levels among Assam's adult population. The CDFs established learning centres for children.

WHAT WE ACHIEVED

1,333
residents obtain government documentation

1,800
households gain access to government subsidies

FROM OUR PARTNERS



Anjan Sarrma, President of the Community Development Forum at Behora tea estate:

> The CDF at Behora began as a small group of the estate's population. Today, it has transformed into an institution that is responsive to various issues on the estate.



Kobita

Taking part in the Community Development Forums (CDF) has helped to increase the confidence of women like tea picker, Kobita Tossa. Keen to participate in social activities that would help to develop the community, Kobita is now an active member of her estate's CDF. The estate management selected Kobita to take part in training sessions to empower her to take part:

"I realised [that the CDF] could actually be a really useful and really powerful body in terms of community development. The idea of the CDF is that we all sit together and talk about the issues affecting people on the tea estate, and then together we prioritise the most important problems.

> "We are representatives of our community

"We are representatives of our community, and so we go out and talk to people about [the] problems they are facing, and then we present those problems in the CDF. Collectively with the management, we decide how we would like to resolve them."

Prior to the establishment of the CDF, Kobita felt unable to directly communicate with the estate management and so would rely on trade union representation:

> "Together we prioritise the most important problems

"Going through the trade union didn't always result in things getting resolved, and we weren't always happy with their resolution.

"But because we didn't have any direct communication with the management, we could do anything about it. Now we have a direct relationship, we can speak openly."



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Photo credit © Andy Hall

IMPROVING THE LIVES AND LIVELIHOODS OF FARMERS AND THEIR COMMUNITIES

Tea farmers are vulnerable to fluctuating tea prices and changeable, often low, incomes as a result. This means that tea communities often struggle to meet their basic household costs such as for food or children's school fees.

ETP's programme to improve livelihoods for farmers was focused on supporting farmers, and their workers, in Africa who were highly exposed to these financial insecurities. The aim was to help make their work truly viable and enable them to thrive in the medium and long-term.

These programmes addressed issues such as living wage and living incomes, diversification of incomes and entrepreneurship training. Farmers took part in an array of activities that provided them with the financial knowledge and skills needed to run their businesses and households. The impact was made deeper when partnered with programmes that encouraged village savings and loans as well as addressing a range of skills to help farmers improve their yield, and ultimately their profits.



Photo credit © Abbie Trayler-Smith/Panos

MALAWI TEA 2020

The Malawi Tea 2020 programme was a multi-stakeholder partnership aimed at creating a competitive and profitable Malawian tea industry, that could sustainably improve incomes for workers and farmers in order to maintain a decent standard of living, for them and their families.

An unprecedented collaboration that received buy-in from the tea industry's entire supply chain including producers, traders, buyers, retailers, trade unions, NGOs and development partners.

ETP took on a strategic leadership role across the programme and, alongside IDH-the Sustainable Trade Initiative, helped to co-manage the programme together with the Tea Association of Malawi, Oxfam, and German development agency GIZ.

We also focused on implementing activities to support small scale farmers and improve energy and environmental sustainability. Our Farmer Field Schools were established to train farmers in the best practice. In the five years of the programme, 64% of the country's smallholders participated in these Farmer Field Schools, resulting in increased adoption of good agricultural practices techniques, better yields, and higher product quality. Farmers were trained to manage tea nurseries, in some cases as mini-enterprises. They grew nearly 1 million drought resistant tea seedlings to fill in their tea plots.

To build the economic resilience of smallholder farmers even further, but also to improve their ability to manage natural resources sustainably, the programme introduced beekeeping, forestry management training, fuel efficient cookstove making, entrepreneurship training.

Over 12,500 farmers took part in community savings groups (Village Savings and Loans Associations – VSLAs), with nearly 80% of the participants being women. The groups encouraged a culture of savings in tea communities, many of whom had limited access to formal banking and farmers and workers were able to access small loans to cover household costs or support their growing businesses.

The challenges to livelihoods are immense and whilst work still continues to uplift tea communities, significant progress has begun in this area through the programme.

WHAT WE ACHIEVED

10,564
farmers trained

300
farmers trained in bee keeping

Almost 1 million
tree seedlings grown

Almost 1,000
fuelefficient cookstoves produced

350,000
tea plants planted

1,219
Forestry management training

12,500+
farmers participated in VSLAs

4,660
Loans for solar lights

FROM OUR PARTNERS



Rachel Wilshaw, Workers' Rights Senior Manager
at Oxfam GB, a programme partner, observes that:

> Malawi Tea 2020 is a rare coalition of parties that have the collective power to bring about positive change in the industry. We welcome the progress made on wages, nutrition and worker representation. Nevertheless, these vulnerable workers need all companies, retailers, buyers, and producers to step up further if a living wage is to become the norm by 2020



Photo credit © Andy Hall

John

74-year old John Bannet from Msuwadzi Tea Association has been a tea farmer all his life. Just like many other hardworking smallholder tea farmers, his life and livelihood have been deeply affected by climate change in recent years.

Tea yields and sales have considerably decreased. A sense of despair began to engulf John's family as they felt their only source of income slipping away from them.

This changed when he became an active member of a number of different livelihood programmes run by ETP as part of Malawi Tea 2020. This has included training in beekeeping which he was able to do in community woodlots. This has given him an alternative income source. "My life has regained new energy after attending a training in beekeeping.

> **"My life has regained new energy after attending a training in beekeeping**

I never thought I could have a beehive, but look, now I do and I am making additional ones. Given my age, this type of farming is ideal because it is not labour and capital intensive," he enthused. "All I do is monitor. The soldier bees will do all the work for me, while I wait for the harvest. Unlike tea farming, beekeeping is not limited to a single season."

John Bannet hopes to own a total of 5 beehives in the future. He and other farmers like him are utilizing loans and dividends from their ETP-supported VSLA groups to continue to fund and expand their beekeeping enterprises.

IMPROVING THE ENVIRONMENT IN WHICH TEA IS GROWN & BUILDING CLIMATE CHANGE RESILIENCE

Changing weather patterns, inaccessible energy sources and carbon emissions pose a serious risk to the sustainability of the tea industry. Assessments have suggested that the effects of climate change will impact how and where tea can be grown. This would have serious implications for the people who depend on tea for a living, with tea farmers being particularly vulnerable.

Tea production has been threatened by a range of climate driven stresses including rising temperatures, droughts, frosts, shifting and unpredictable weather patterns as well as changing incidences of pests and diseases. Deforestation has been another major environmental threat, which exacerbates the effects of climate change resulting in a range of negative impacts on tea communities.

ETP's considerable experience of working on climate change adaptation and mitigation led to the development of programmes under the climate and environment pillar. These programmes sought to respond to the challenges by increasing access to energy, improving energy emissions, enhancing farmers agricultural practices, encouraging diversification, and supporting the development of tree nurseries and tree planting.

Photo credit © Andy Hall


Photo credit © Andy Hall

CLIMATE CHANGE RESILIENCE

ETP helped farmers to respond to the threats of climate change by providing access to clean energy sources in off-grid communities.

In Malawi 4,660 tea farmers gained access to solar-powered household products, and we supported the production and selling of 8,206 fuel-efficient cookstoves.

In a pilot programme to increase climate change resilience and improve green leaf production, we supported small scale farmers to replant their old tea bushes with new drought tolerant varieties. Income diversification supported farmers to avoid over-reliance on one crop; and, to prevent monoculture, which can degrade the environment.

IMPROVING THE ENVIRONMENT

ETP-supported nurseries encouraged the planting of trees to help combat carbon emissions, as did work with factories in Kenya to reduce their energy emissions.

Across Malawi, Rwanda and Kenya we supported farmers to plant trees and establish tree nurseries. In Kenya, through our work with GiZ we established an energy efficiency programme which supported tea factories to improve their energy efficiency, reduce their fuelwood use and ultimately reduce their carbon emissions.

WHAT WE ACHIEVED

180,000 – 300,000
trees saved per year through factory energy efficiencies

464,007
trees planted

20,000+
tonnes of carbon emmisions avoided each year

FROM OUR PARTNERS



Lucie Pia Pluschke, East Africa Hub Manager
at German development agency GIZ:

> The reason we have been collaborating with ETP for over six years is because they have convening power with the private sector, because they [have] got the right people in the right places, and because they are passionate about creating a better, fairer, more sustainable tea sector. And that is convincing!


Photo credit © Andy Hall

Jackson

Jackson is a Production Manager at a tea factory in Kenya, who took part in the energy efficiency programme. His factory now uses just one boiler (it previously had two), and added new insulation material. Consequently, the factory reported efficiency improvements – including significantly reducing firewood consumption, all with the added benefit of better tea production.

"The consumption of firewood has really come down. We are able to have a lot of stocks of firewood. With enough stocks, we are able to have better seasoning. Generally, we have seen a lot of good change. And we are happy about it. The staff are relaxed. We are not under any pressure, we are sure we are going to make good tea, save on energy and have a lot of savings in terms of money for the farmers."

> "We have seen a lot of good change

The programme also supported factories to monitor and manage their energy use, and facilitate employee behaviour change. This all helped to increase the efficiency of factory machinery, contributing to the overall reduction in energy use.

> "We have improved now on the issue of monitoring

"We have made improvements on sheds, ensuring machines are in good condition. Giving the energy team the capacity, [has meant that] they own the systems, [and] we give the guidelines. We give any positive recommendations on any new inventions. We are encouraging more inventions. With ETP, we are working together and feeling the impact, and you can see [it]."





Photo credit © Abbie Trayler-Smith/Panos

IMPROVING SAFETY, OPPORTUNITIES AND OUTCOMES FOR WOMEN IN TEA

Women across the tea industry face economic and social challenges. These include lower incomes and wages than their male peers, fewer career progression opportunities, reduced access to healthcare and poorer nutrition outcomes. ETP established a pillar of activity that would tackle these inequalities head on.

Improving outcomes for women and reducing their vulnerability to harassment and violence is essential for workers, smallholders, and the wider tea community. This pillar of work was linked to a wider theme of making sure that those who produced tea could make choices about their future. In particular, in particular addressing skills development, education, access to training, and job opportunities.

To bring about the kinds of changes needed to improve women's outcomes and opportunities ETP implemented a number of gender focused programmes across tea producing countries. These initiatives included gender champion training, nutrition training and village savings groups.



Photo credit © Andy Hall

SOCIAL IMPACT TRAINING KENYA

In Kenya social impact training strengthened and promoted gender champions in tea communities. Training sessions were attended by 485 workers and farmers.

Topics addressed social issues that inhibit women from taking on roles traditionally reserved for men, such as driving trucks. We also helped to strengthen sexual harassment reporting structures and increase awareness of the issues impacting women.

Our women's empowerment work in Kenya was further bolstered through our hired labour project. Supporting workers of smallscale tea farmers with activities to help increase their household incomes. As part of this, we developed a range of training activities which enabled 995 workers to

WHAT WE ACHIEVED

485
gender champions trained

Almost 1,000
workers set up savings groups

59,000
people supported by gender champions

Strengthened
sexual harrassment reporting structures

FROM OUR PARTNERS



Robert Maina, KTDA Factory Manager

> Following the gender training with ETP the women are now very confident, they love their job, and they are improving their skills. Some logistical assistants are now even university graduates.



Photo credit © Denje/TEK Productions

Regina

Regina Mynene is now a truck driver at the tea factory where she works, having started her career as a green leaf collection clerk. Whilst she had always been keen to be a truck driver, Regina initially believed that women were not allowed to drive trucks.

Her tea factory changed its recruitment policy, and she was delighted to be one of its first female truck drivers, and the first woman to drive in her family. Regina's manager encouraged her to take part in gender training at her factory:

> **"When the time comes take a chance**

"When we went for that training, they encouraged us that even as ladies should [be] courageous when the time comes to take a chance. [The trainer] told us as ladies we should not feel discouraged or that [we] are not competent enough. You should take courage because what men are doing, us as ladies we could do it even better. So, we were encouraged that if we believe in ourselves, it is possible for us to take [on] those tasks like driving."

Photo credit © Denje/TEK Productions



Photo credit © Abbie Trayler-Smith/Panos

WOMEN OF TEA

The Women of Tea programme in Sri Lanka was established in 2017 with ETP member The Republic of Tea, aimed at improving the health and nutrition of women tea workers.

The activities included nutrition access and awareness, hygiene and sanitation practices and financial management strategies. Additionally, we provided cooking classes and set up six Community Kitchens.

As a result of our trainings on home gardens and organic farming methods, households increased their use of eco-friendly farming practices at home. We also saw an improvement in access to nutritious foods for the tea estate communities, and an increase in women consuming at least five food groups.

WHAT WE ACHIEVED

6,000
women reached

6
community kitchens

35%
of households implementing eco-friendly farming practices

10% increase
in nutritious diets

FROM OUR PARTNERS



Kristina Richens Tucker, Minister of Commerce and Enlightenment at the Republic Tea remarks:

> The program is far surpassing the goal of elevating thousands of women and their families… helping transform tea into a more positive force for good.



Photo credit © Abbie Trayler-Smith/Panos

Seethaiama

Seethaiama has a home garden and has benefitted from advice and training from local implementing partner, PALM Foundation, to grow vegetables more efficiently and organically.

She has also received information about nutrition and healthy eating.

"I grow carrots, beans, beets, sweet potato, bringal, cabbage, and kankun. I've been gardening for about two years now. It's not too hard and we save money because we don't need to buy vegetables. Everything we buy in the shops has been treated with pesticides. This is healthier as we don't use chemicals and we use cow dung for compost."

> **"I've been gardening for about two years now. It's not too hard and we save money because we don't need to buy vegetables.**

"We have been working with Thiba [PALM Project Officer] for about a year. He held meetings and seminars and the whole community came. He gave demonstrations about organic gardening and now he comes to observe how we are getting on with our own gardens."



Photo credit © Abbie Trayler-Smith/Panos

COVID-19 RESPONSE PROGRAMME

On 11 March 2020, the World Health Organisation declared the Coronavirus outbreak a global pandemic, as a result rural tea communities were left vulnerable, facing unprecedented disruption and uncertainty. Our global network and in-country presence enabled ETP to identify local needs and mobilise a range of activities to help farmers, workers and their families protect themselves.

WHAT WE ACHIEVED

Prevention

To help prevent the virus from spreading we ran awareness campaigns with vital information about the virus, its risks and necessary safety precautions, among tea communities and on the radio.

1+ million
people reached

– Radio campaigns – Health and hygiene posters	– Training – Information leaflets	– Awareness camps – Webinar series

Protection

To help limit the spread of the virus we provided personal protective equipment (PPE) to farmers and workers, and increased access to sanitation and handwashing facilities, critical in enabling tea communities to work safely and continue making a living.

250,000+
people reached

– 348,266 Masks – 14, 608 Soap	– 550 Face shields – 4,570 Gloves	– 1,885 Handwashing stations – 7 PPE for health centres

Provision

The pandemic put pressure on resources for local communities and food supplies became scarce. We helped farmers and workers to become more self-reliant by providing seeds for planting home grown vegetables and supporting community members to open bank accounts to access government cash benefits.

14,710
people reached

– 7,305 people Seed distribution – 2,144 units Baby food	– 1167 Bank accounts – 684 families Food parcels	– 3,410 Female dignity kits – Youth learning centres established

OUR COLLABORATION

PARTNERSHIPS

Partnerships underpin all of ETPs activities. Between 2016 – 2020 they grew in number, depth and scale. They ranged from large multi-stakeholder collaborations – Malawi Tea 2020 - to small specialist advisory groups – Digital wage payments in Sri Lanka. Our collaboration with UNICEF was recognised by the Third Sector's Big Impact Award for its transformational impact.

We continued strengthening our long-standing relationship with GIZ – who funded seven different programmes during this strategy period. Our partnership working with IDH – Sustainable Trade Initiative further deepened, this led to the development of three new programmes, a series of Team Up events and the formation of the Global Tea Coalition.

Alongside fostering existing partnerships, diversifying funding and partners will be priority as we enter our new strategy period.

KEY PARTNERS

ROADMAPS

INDIA ROADMAP STRATEGIC GROUP

In 2016 a key outcome of TEAM UP India – ETP's international tea industry event – was the creation of the 'India Roadmap' for the tea sector. These discussions successfully brought a more open recognition of the many sustainability challenges facing the Indian tea industry, an important step towards a better future.

The Strategic Group was a committee of industry and stakeholder leaders, chaired by the Indian Tea Association and supported by ETP. The group discussed how traceability, quality, safety, certification and consumer demand are all intrinsically linked both to the sustainability and economic viability of the industry.

Pre-competitively agreeing the actions that packers and producers should each take in driving sustainability in these facets will require a new level of leadership engagement – now under discussion though the Global Tea Coalition.

SRI LANKA ROADMAP

In 2019, the Colombo Tea Traders Association (CTTA) launched a 'Roadmap for the Tea Industry 2030'. It set out a vision for enhancing the value of the industry for all stakeholders.

ETP contributed the initial thinking around the roadmap, particularly its sustainability pillar. We also became a member of its core and sub committees, as well as convening several stakeholder engagement meetings that fed into the Roadmap and to encourage collaboration on innovative projects. As a result, CTTA agreed to lead various aspects of ETP initiated projects and mainstream them in the industry. This included steering a "Knowledge Hub" and a "Precision Agriculture Cell" - both initially developed as part of ETP's carbon neutral industry project with GIZ.

ETP was commended by the CTTA during their 2020 Annual General Meeting for driving forward these activities and for supporting the Roadmap.

WORKING GROUPS

In 2018 We introduced six member-led working groups. These were established as an outcome of our Members' Strategy Day. Chaired by an ETP member, the groups aim to accelerate action on key areas identified by the membership: Agrochemicals, Climate Change, Gender, Housing and Sanitation, Living Wage and Smallholders Livelihoods. Leveraging our members' expertise, priorities for each working group were identified. Some of the key outcomes included mapping existing initiatives and kick-starting work to support them.

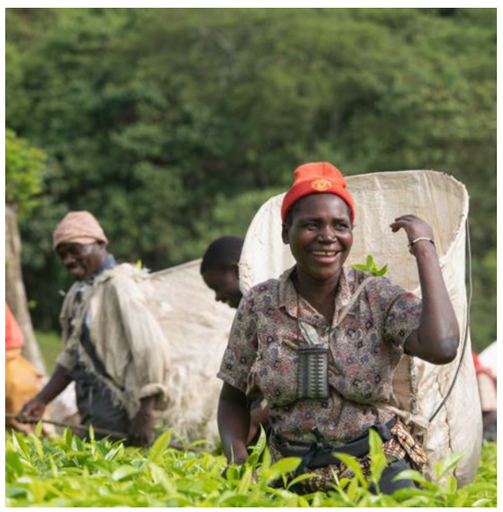


Photo credit © Andy Hall

GLOBAL TEA COALITION



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In 2018 at TEAM UP – ETP's global tea industry event – it was widely recognised that a new level of strategic leadership collaboration was needed to address some of the fundamental challenges in tea. In response, ETP and IDH – Sustainable Trade Initiative convened a ground-breaking meeting of 13 producer and packer CEOs from Africa, Asia, Europe and North America, in June 2019.

The outcomes from the meeting led to the formalisation of this leadership group and the creation of what would go on to become the Global Tea Coalition (GTC) with ten-year commitments tied to three pillars of Equality, Environment and Economics. Towards the end of 2020, three workstream groups were set up to develop KPIs and priority actions.

THE GTC COMMITMENTS

Economics

Improving the economic sustainability of the tea industry so that workers and farmers in tea producing countries have decent livelihoods; workers earn a Living Wage and smallholder farmers a living income.

Equality

Developing empowered, safe tea communities with good opportunities for women and young people.

Environment

Achieve a carbon neutral tea sector which does not contribute to deforestation and where estates and farmers are resilient to climate change.

EXTERNAL ENGAGEMENT

COMMUNICATIONS

A new communications strategy with a refocus on our external communications and engagement activity had a positive effect on profile of the organisation. Through the use of storytelling we have been able to demonstrate how our work with tea communities and companies has made a tangible difference in tea producing countries.

Our new digital strategy saw the launch of a new website which resulted in 35% increased traffic within the first year. We also introduced a new members' newsletter and set-up our presence on social media; for which we secured over 4,000 followers across LinkedIn, Twitter and Instagram.

Working closely with partners, ETP's message was amplified by providing digital toolkits to members and partners own communications channels. A video on the Improving Lives programme with UNICEF ambassador and film actor, Gemma Chan, was shared with more than 1.2 million followers.

In response to media coverage on the BBC (between 2015 and 2017) shining a spotlight on the poor conditions for tea workers in Assam, ETPs media relations strategy focused on educating journalists about the realities of tea. The team also supported members comms teams through these times of negative coverage.

The team launched a 'Journalist contact programme' and briefed over 40 journalists on the work of ETP and our programmes, this resulted in positive media coverage.



Photo credit © ETP

WHAT WE ACHIEVED

35% increased
website traffic in 1 year

New website
launched in 2019

Launched social media
LinkedIn, Twitter & Instagram

Digital newsletter
introduced for members

4,000+
followers on social media

40
journalists engaged on the Improving Lives Programme

EVENTS

Our flagship conference, TEAM UP, co-hosted with IDH – Sustainable Trade Initiative is an opportunity for global stakeholders involved in the tea sector to discuss the sustainability challenges and innovation needed in the sector.

2016 – Team Up in London – 'Our Goals alongside the UN's Sustainable Development Goals'.

2016 – Team Up in India – 'How to develop and scale-up our approaches in-country effectively'.

2017 – TEAM UP in Kenya: our first African conference –'How the continent's tea-producing nations could go "Above and Beyond" with innovation'.

2018 – Team Up London – 'Our call to Catalyse Change'.

Additionally, the ETP team convened a China Supplier Conference in Hangzhou in 2017. The conference brought together leaders from the country's tea industry with international buying companies to discuss practical ways to take forward sustainability initiatives in China.

MEMBERSHIP

Our membership grew by 20% over this strategic period, and we finished 2020 as a collective of 51 tea companies. Keen to foster an engaged community, we have developed new and creative ways to enhance our approach to membership.

We established a new n 'Innovators' group for our small to medium-sized enterprise (SME) members. Driven by ETP Board Director representative of our smaller members (Todd Rubin,

The Republic of Tea) we convened working group meetings and developed a bespoke engagement strategy for this membership sub-set.

WHAT WE ACHIEVED

20% increase
in membership from 2016 to 2020



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EXECUTIVE DIRECTOR'S ENDNOTE

I hope you've enjoyed reading this summary of ETP's last strategy period as much as I did; it's a wonderful overview of the team's tenacious, hard work and of the organisation's reach in the last five years. My predecessor – Sarah Roberts – who led the organisation, and the ETP team, during this period, can be proud of all that was achieved. I was certainly delighted to come into such a high-performing team when I joined ETP last April.

And yet, still the challenges in tea persist. This is not the fault of ETP; quite the opposite – ETP has brought meaningful change to many people's lives through a rich and diverse portfolio of projects – as shown by the case studies and data in this report. The issues still exist because they are deep-rooted, systemic, intractable problems. They are the result of many different factors, including cultural norms, outdated legislation, poor business practices, over supply of tea, intensive farming practices, cost-conscious consumers – and so on.

ETP's projects and programmes have tackled some of the tea industry's thorniest issues head on, but we recognise that projects and programmes are limited in their scalability and durability. Projects alone will not change the system and that is why in our next strategy period, we will add two new functions to our approach: business pilots and policy engagement.

Business pilots will identify innovative and disruptive ways for companies to operate, with an optimal social and environmental impact. This could include gender-focused procurement criteria, or investments in renewable energy sources – anything that is a deliberate improvement to how the private sector contributes to tea.

Our policy work will initially seek to establish evidence-based positions on the issues in tea, and we'll use these facts and figures to inform debate, influence decision-makers and raise awareness of the extent of the issues, to create a sense of urgency and a call to action from a range of stakeholders.

ETP will continue to manage a number of projects and programmes in tea-producing origins – the difference will be the careful orchestration of these activities with the business pilots and policy work, to create greater, lasting change.

All of our work will be designed in consultation with tea communities and we are committed to a participatory approach in our projects – that is, we will seek the guidance and feedback of the tea communities in order to understand their needs and priorities. We hope this leads to empowered communities, who can play a greater role in shaping the future of tea.

This is a broad, ambitious agenda for ETP and we will not achieve it alone. We recognise the need, more than ever, to partner widely and to collaborate creatively if we are to achieve our vision of a thriving tea industry that is socially just and environmentally sustainable. We would welcome you on this journey with us.

Jenny Costelloe.



Jenny Costelloe
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