



Annual Report

2023



Contents

Introduction	03
Overview of our work	03
Foreword by the Chair	04
Foreword by the Executive Director	04
About ETP	05
Membership	05
Governance	05
Finance	06
Communications	07
Operations	07
Our work in tea	08
Our approach	08
Projects	08
Private sector change	09
Policy	09
Our Impact	10
Global Impact Framework – Initiative Impact Data	11
Global Impact Framework – Sector Change Evidence	13
India	14
Indonesia	16
Kenya	17
Malawi	19
Rwanda	21
Sri Lanka	23
Conclusion	24
ETP’s Executive Director looks ahead to 2024	24
Upcoming programmes & events	25

Introduction

Who we are

ETP is a global membership organisation that is catalysing long-term, systemic change, to benefit everybody who works in tea – especially people in tea-producing regions.

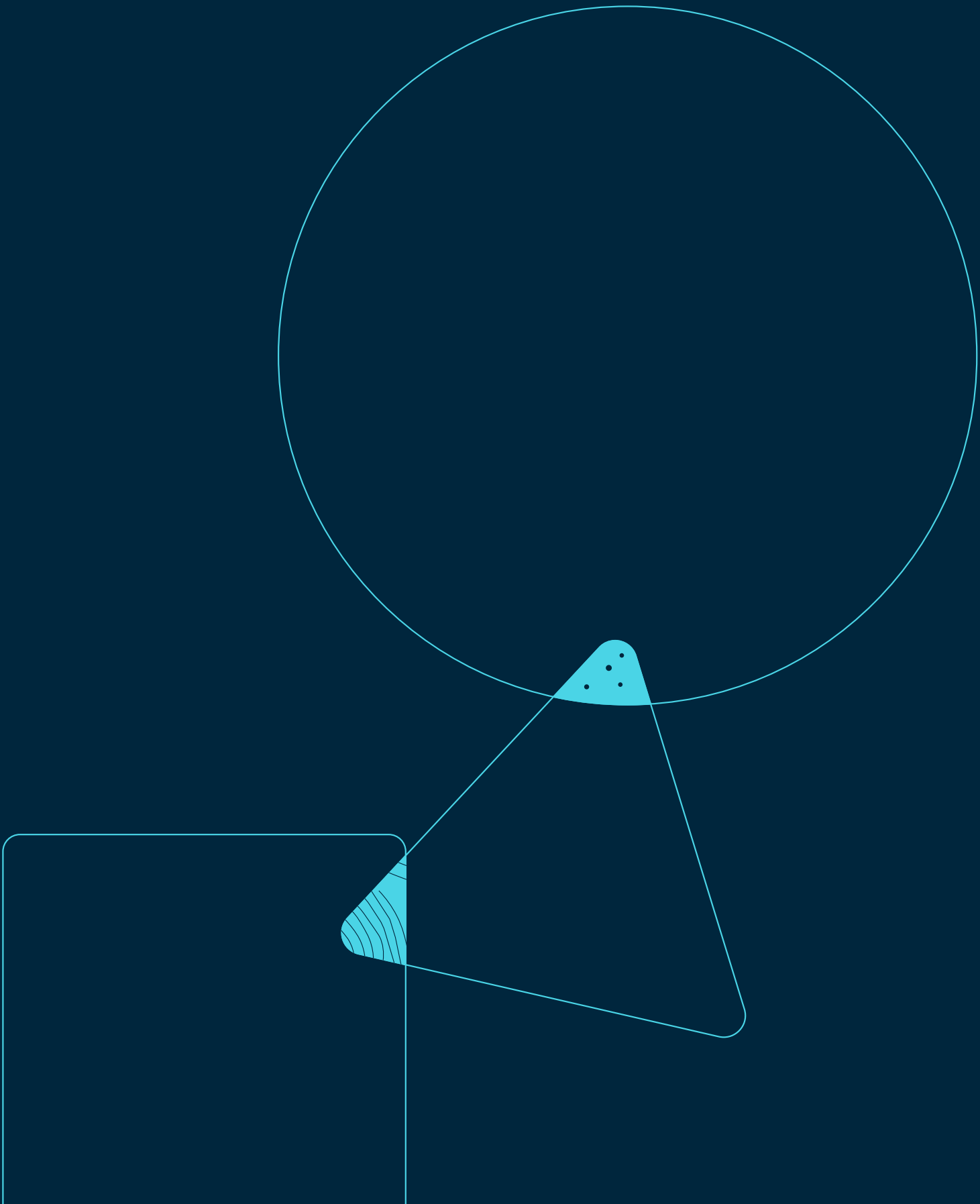
Our work addresses the key issues within economics, equality, and the environment. We focus on:

- delivering locally-led projects, often in partnership with other organisations, that seek to involve communities and ensure their voices are heard;
- supporting the private sector to pioneer responsible business models; and
- engaging stakeholders to support policies that positively impact people in tea.

At ETP, we believe businesses have the power to be a force for good. Our members include a range of tea companies, from start-ups to multi-nationals who have joined us to address the complex systemic issues that the tea sector faces. We convene and facilitate collaboration between communities on the ground, our members, businesses, governments, and civil society, enabling us to mobilise our resources and deliver our transformational strategy.

In all our work, we seek diverse partnerships with stakeholders across the tea sector, helping us evolve new ways of tackling issues. We share our learnings across regions and the sector to raise awareness of emerging issues, deepen understanding, and galvanise action.

We know the challenges are vast and that systemic change will not happen overnight. But we believe that by listening to workers, farmers, and communities and working collectively we can realise our vision of a tea sector that is thriving, socially just, and environmentally sustainable.



Introduction

Overview of our work

Projects & pilots

Projects



Active: 13
Closed: 4
Pipeline: 3

Private sector change pilots



Pipeline: 2

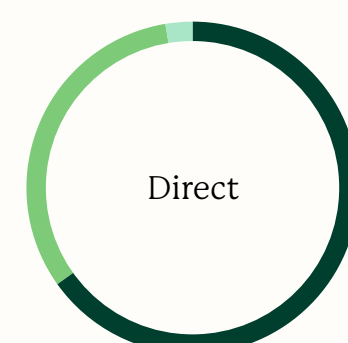
People reached

77,957

Direct

685,888

Indirect



Direct

Direct reach type

- Men: 25,142
- Women: 50,775
- Not specified: 2,040

Policy papers

Policy reviews



Completed: 1
Ongoing: 1
Pipeline: 2

Position papers



Completed: 7
Ongoing: 1
Pipeline: 2

Factsheets



Completed: 3
Pipeline: 4

Shared learning

Studies



Completed: 9
Ongoing: 6
Pipeline: 1

Some of our completed studies include:

📍 Sri Lanka

Sustainable Fuel Wood Sourcing for the Sri Lankan Tea Industry.

📍 India

Assessment of the status of Water, Sanitation, and Hygiene with a gender lens, in tea plantations in Assam.

📍 Malawi

Payment for Ecosystem Services Feasibility Assessment: Establishing the Business Case for Smallholder Farmers in Malawi tea sector.

📍 India

Plantation Community Empowerment Programme Scale up Landscape study.

📍 India

Assessing the need for living wage benchmark studies for the tea sector in Assam and West Bengal.

Communications

17

Case stories produced

35,200

visitors to ETP's website

Avg. time x4

spent on ETP website quadrupled

17

events, webinars, dialogues, and international roundtables led by ETP

Partnerships

81

Active partners

15

Pipeline partnerships



Active partners

- Financial institutions: 2
- Cooperatives: 3
- Foundations: 1
- INGOs: 12
- Institutional donors: 4
- Local/National CSOs: 7
- Members: 14
- National/Local government entities: 4
- Producer companies: 21
- Tea Associations: 6
- Women's Rights Organisations: 4
- Other: 3

Introduction

Foreword by the Chair of the Board

In March 2023, I was delighted and honoured to be asked to join ETP as Chair of the Board of Directors.

There is no question that the tea sector is facing immense and, in some countries, potentially existential challenges that threaten the livelihoods of millions of people. These challenges cannot be addressed by any single party but together, the industry, working with Governments, NGOs, partners and civil society can make a positive difference.

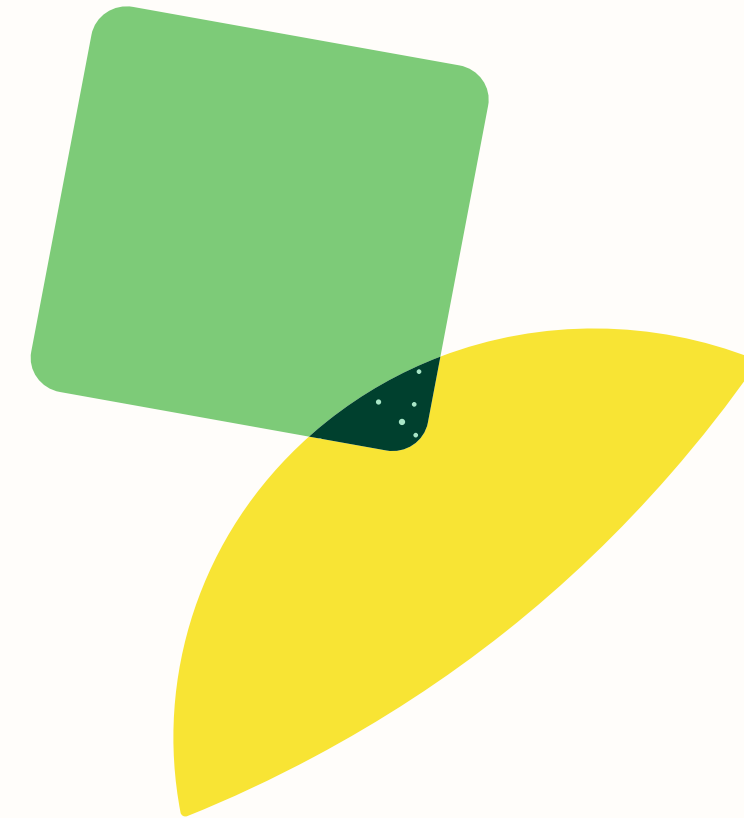
I first encountered ETP when I was Group CEO of the world's largest private tea producer. At the time, I observed the divide between those that produce tea and those who buy it to pack and sell. To ensure a thriving sector it is critical that all those involved in the supply chain understand the wider issues and work together. ETP has the capacity to convene and catalyse the sector for transformational change and that is what we are doing. We also have the opportunity to highlight and learn from those companies, both packers and producers, that are displaying responsible business practices and changing the lives of tea workers.

In February 2023, the BBC Panorama and Africa Eye documentaries, "Sex for Work" dominated headlines and motivated the sector to examine deep-rooted gender issues. Stakeholders, including ETP members, have challenged each other to address sexual exploitation, abuse, and harassment (SEAH)

in the tea sector. In May 2023, ETP convened the sector in London to examine the root-causes of SEAH and explore opportunities for shared learning and collaboration. There is much to be learned from each other – and much to do across the supply chain if we are to drive out the abuses we have seen. ETP's initiative Empowering Tea Communities in Kenya, in partnership with ActionAid, is an example of a multi-stakeholder approach to uphold the rights and livelihoods of tea farmers and workers, and support women's rights to live free from violence.

In 2023, we held multi-stakeholder dialogues in Rwanda and India to identify and discuss challenges and initiate industry-wide collaboration. In Rwanda, the event led to a collaboration between ETP and the National Agricultural Export Development Board (NAEB) to inform policy change. In India, the event led to several partnerships within the sector – and a call for ETP to work with and represent all tea stakeholders to the Indian government. The partnerships and actions coming from both events remind us that we can deliver change, together.

These are just some examples – but this report outlines the many ways that ETP has convened and catalysed change and supported companies' efforts to benefit everyone in tea in 2023. I would like to take the opportunity to thank the whole ETP team, those who have worked for and on behalf of ETP, our members without which our work would not be possible, and our partners across Africa and Asia for their trust and collaboration.



Thank you for taking the time to read – much more to come in 2024!



Tom Franks,
Chair of the Board of
Directors, ETP



Foreword by the Executive Director

Welcome to ETP's Annual Report, in which we provide an overview of our last year's work and impact, along with a summary of our financial and operational health.

I'm pleased to report that the ETP team continues to deliver a wide range of activities in the tea sector, all of which creates impact for improved equality, enhanced economics and more sustainable production. For the first time, we're able to report on ETP's unique role as a convenor in the tea sector and our impact on sector transformation.

Not for the first time, I observe that we are operating in a volatile and dynamic environment. But, more than ever, I feel that the economics of the global tea industry are approaching crisis point. The oversupply of tea is flooding the market and large volumes of unsold tea in warehouses are being destroyed – the bigger impact of this is that tea prices are low; the cost of production is increasing relentlessly (thanks to the global political landscape), adding to the pressure on producers. And despite this enormous financial pressure, companies are expected to meet increasingly complex social and environmental standards, with rising legislation and scrutiny from media and civil society.

Of course, at ETP we believe the social and environmental best practice is a non-negotiable! But,

it's important we remain cognisant of the operating pressures that companies face; as such, our aim is to support companies to be a force for good, to nurture collaboration and partnerships which support workers, farmers and tea communities, and to be clear how the policy environment can support (or unintentionally harm) the tea industry.

Please read on to see how ETP's work continues to support our vision for a thriving tea industry that is socially just and environmentally sustainable. And as ever I want to thank the many stakeholders who help us realise this vision: ETP members, producers and partners, and the indefatigable ETP team.



Jenny Costelloe,
Executive Director, ETP



About ETP

Membership

At ETP, we believe businesses have the power to be a force for good.

Our members include a range of tea companies, from start-ups to multi-nationals who have joined us to address the complex systemic issues that the tea sector faces.

At the end of 2023 we had 42 members. We were delighted to welcome Thompson's Tea to our membership in 2023 – the family behind popular Northern Irish brand, Punjana.

In 2023:

- We refined our membership structure, benefits, and criteria. We launched three categories of ETP membership: Friend of ETP, open to start-up tea companies; ETP Affiliate, a category ringfenced for retailers; and ETP Member, the only category with access to our full suite of membership benefits. Our current membership will transition to these new categories in 2024.
- For the first time, we published an aggregated list of all the sites from which our members source their tea – available on our website [here](#). This move confirms our collective commitment to transparency.
- The ETP Board agreed to open ETP membership globally, and we have since seen significant interest from companies based in Asia and the Middle East.

This was all part of a broader piece of work to review our membership rules, detailed in the Governance section of this report.

[Read more here](#)

Governance

We continue to review and strengthen our governance.

Tom Franks joined us as Chair of the Board in April 2023. Tom has led a detailed process to review ETP's Articles of Association and the Board composition, with an increased emphasis on a skills-based Board, who represent our membership.

We have also introduced three subcommittees to the Board:

- finance and risk, chaired by Helen Southwell of Taylor's of Harrogate;
- membership and nominations, chaired by Sebastian Michaelis of Tata Consumer Products Ltd.; and,
- programmes, chaired by Céline Gilart of R.Twining and Co Ltd.

In parallel, ETP conducted a review of our membership rules, aka The Global Rules (see previous section). Reflecting global legislative trends, our new criteria will offer members an opportunity to demonstrate their commitment to addressing social and environmental risks and impacts in their business and supply chain.

We are moving towards an agreed list of responsible business criteria for members to meet, whilst encouraging members to continue buying certified tea (or explain why they are purchasing un-certified tea).

[Read more here](#)



About ETP

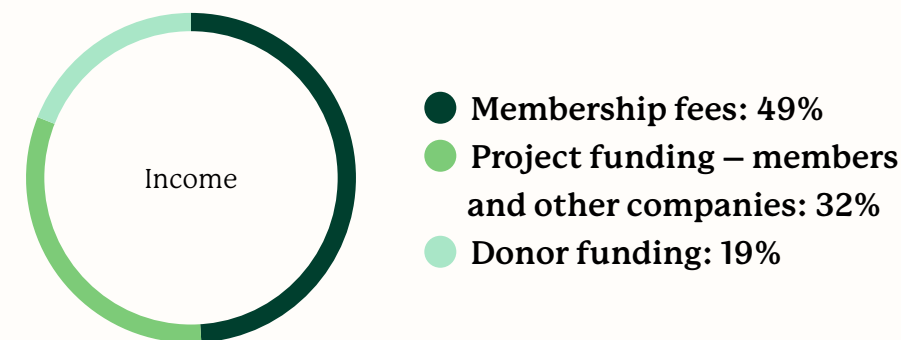
Finance

Where our money comes from

From January to December 2023, ETP’s income was £3.93m, compared to £3.48m in the previous 12 months.

For every £1 of membership levy received, ETP raised £1.05 for direct project activities in 2023. This demonstrates a return on investment of 105%.

ETP’s income comprises £1.92m in membership fees (49%), £1.26m discretionary project funding from members and other companies (32%), and £0.75m in donor funding (19%).



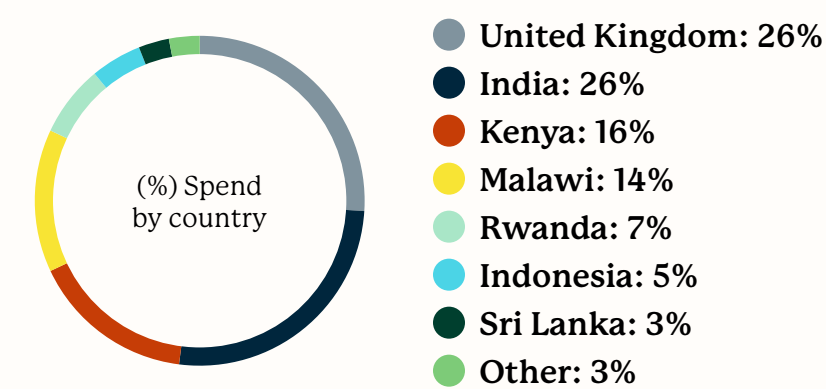
Where our money goes

ETP’s expenditure comprises core operating costs, project financing, and supporting other activities such as industry events, research, and partnerships.

In 2023, we spent £3.52m, of which £2.02m was on direct programme activities. £1.37m of these programmes were undertaken by ETP directly and £0.65m were delivered through partners such as ActionAid, CARE, and UNICEF.

Our UK costs include governance, global sector transformation efforts, industry events, and operating costs.

Expenditure breakdown



Staff costs

ETP had 44 staff globally in 2023. Our total staff costs were £1.71m, £0.92m of which were staff based in the United Kingdom (20 staff), and £0.79m were staff based in tea producing countries (24 staff).

Overall financial health

ETP has seen consistent support from our members and from donors, for which we are extremely grateful. We continue to review, engage with, and respond to new opportunities to grow and expand our activities in country.

You can find our final annual accounts for every year on [Companies House](#). Our 2023 final accounts will be published by September 2024.



About ETP

Communications

Brand

In 2023, ETP built the foundations for communicating its mission for years to come.

Our communications work positions ETP as a thought leader, catalyst for transformational change, and the trusted, go-to source in the tea sector.

In November, ETP launched our new brand identity along with a revamped website. ETP’s online communications will focus on highlighting our impactful [initiatives](#), [stories](#) of change, and [resources](#) for the sector.

In 2023, ETP produced 17 case stories about our work, including 11 videos and five photo albums highlighting our impact through projects. ETP distributed 59 member and five sector wide newsletters. A total of 35,200 users visited ETP’s website in 2023. Since launching our new website, users typically spend four times longer on our site than before the revamp. The number of users that engaged with ETP’s social content increased by 21% in 2023 and the number of times our posts appeared on someone’s social feed increased by 11%.

Events

ETP continued to convene stakeholders to address the challenges facing the tea sector. In 2023, ETP hosted 17 events including webinars, dialogues, and international roundtables.

ETP hosted a Multi-stakeholder Dialogue on Gender Equality in the Tea Sector

Where	When
📍 London, UK	May

The objective was to convene key actors to explore collective and systemic actions to eliminate sexual exploitation, abuse, and harassment from the sector.

The event was attended by 151 people from 80 companies, in person and virtually.



In partnership with Rwanda's National Agricultural Export Development Board, ETP hosted a Tea Sector Roundtable

Where	When
📍 Rwanda	September

The aim of the Tea Roundtable was to convene stakeholders to identify the sustainability challenges facing the Rwandan tea sector, and to initiate industry-wide collaboration.

The event was attended by over 50 stakeholders, including government representatives, producer companies, civil society organisations, industry experts, and buyers from ETP’s membership.

With support from Tea Vision Trust, ETP co-hosted a Tea Sector Roundtable

Where	When
📍 India	November

The aim of the roundtable was to convene the Indian tea sector to review the policies that impact people working in tea, promote responsible business practices, mainstream social protection, ensure gender equality in the tea industry in Assam, and discuss the future of tea in Assam with the growth of Small Tea Growers.

The event was attended by over 100 representatives from government, producer companies, civil society organisations, industry experts, and buyers from ETP’s membership.

Operations

In 2023, we revamped our internal operations and adopted a three-year operations plan to support our strategy implementation.

Our aim is to optimise ETP’s performance through well-designed policies, processes, and systems. Our operational strategy was designed with a focus on standardising, improving, and professionalising ETP’s internal processes, operations, and human resources capital, whilst staying agile and flexible.

The main priorities and achievements in 2023 were:

- **Strengthening our international presence in tea producing countries.** We worked to empower regional colleagues with a more equitable and secure employment model.
- **Investing in ETP’s human resources and capabilities.** A human resources system was implemented, and internal staff policies were redesigned and updated to reflect employment legislations and support staff.
- **Upgrading ETP’s Information Technology (IT) infrastructure and systems, with a focus on security.** A complete review of our IT infrastructure was conducted, and upgrades were implemented.

In 2024, ETP’s operations will continue to invest in the above key priorities. In addition, we will focus on increasing staff engagement and enhancing performance. A redesign of our performance review process, and the implementation of a company-wide training and development plan will support this.



Our work in tea

Our approach

ETP's vision is ambitious. We want to tackle deep-rooted, complex issues and create lasting change for the global tea sector.

We have designed an approach based upon theories for systems change. ETP's work addresses the key issues within economics, equality, and the environment. It focuses on delivering locally-led projects that involve communities, supporting the private sector to pioneer new business models, and engaging stakeholders to support policies that positively impact people in tea.

ETP's success is based on our ability to adapt our strategy to the local context in tea-producing regions.

Projects

Tea-producing regions face a range of complex and systemic issues, from low wages and incomes, through to unsafe working conditions, gender inequality, and environmentally unsustainable practices. Our on-the-ground projects focus on the three key areas we're seeking to address: economics, equality, and the environment.

Private sector change

By working closely with the private sector, we are gaining a deeper understanding of the potential for business to catalyse, rather than hold back, change in tea. We share the latest developments and our learnings in case studies and use this knowledge to work with other partners, including producers, government and non-government agencies to develop and implement new, responsible business models.

Policy

With our successful track record working in tea-producing countries' varied regulatory environments, we have a collective understanding of which policies will help catalyse systemic change to benefit everybody who works in tea. Our policy work involves influencing change and deepening and sharing knowledge.

Projects

Our projects are locally-led and built on the principle of a 'participatory approach'.

This means consulting communities and ensuring they have influence over the type and scope of projects in their region, and over the decisions and resources that affect them. Beyond just listening to stakeholders, we ensure that their voices are heard; and that they help shape our projects and their outcomes. With our global and local level expertise, we convene the right mix of partners on-the-ground to help projects deliver lasting change. Our involvement varies depending on a project's scope and need; our most common roles are project management and convening the skills of other expert stakeholders. The overall aim is for projects to live on beyond our intervention: from the get-go, we build responsible exit strategies and provide communities with the tools they need to sustain the activities once we leave.



Our work in tea

Private sector change

At ETP, we believe businesses have the power to be a force for good.

Our members include a range of tea companies, from start-ups to multi-nationals who have joined us to address the complex systemic issues that the tea sector faces. Our Private Sector Change work seeks to support companies' responsible business practices.

In 2023, this work focused on building our members' understanding of the legislative landscape, supply chain transparency, revising our membership criteria, facilitating and strengthening the Global Tea Coalition (GTC), and developing pilots that demonstrate responsible business practices.

We held webinars for ETP's members related to transparency, India's business sustainability reporting regulations, and responsible contracting.

We convened a working group to consult our members as we reviewed ETP's membership criteria, with a focus on embedding human rights due diligence in members' policies and business practices.

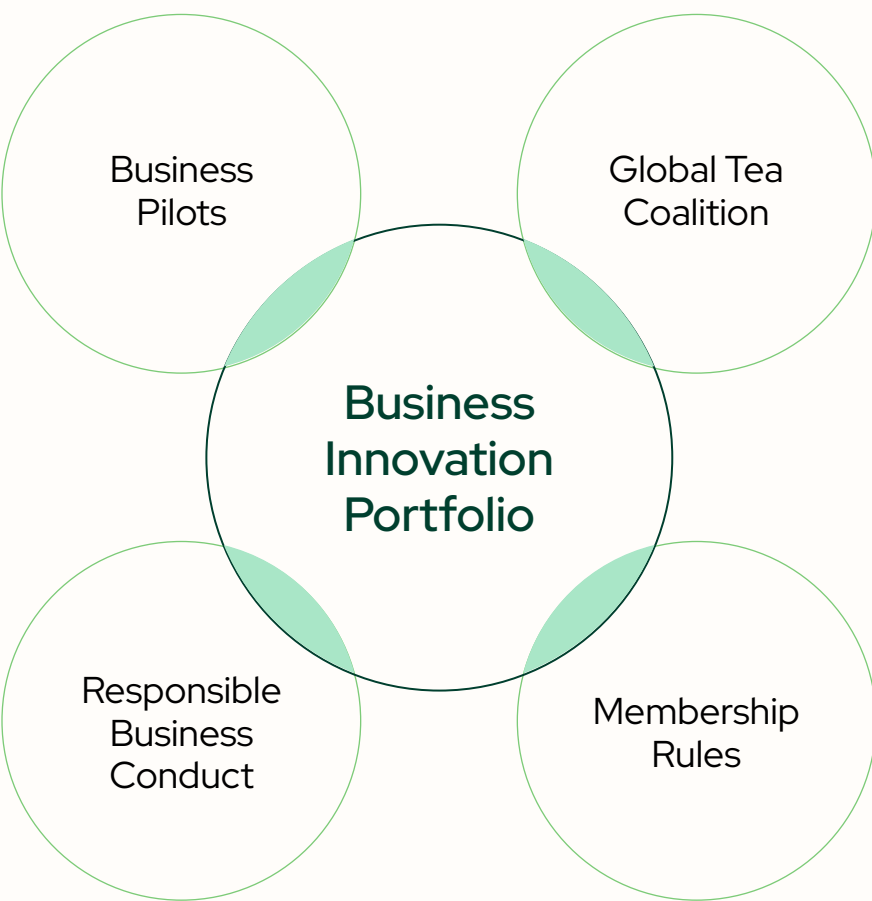
Our revised membership criteria are intentionally aligned with the [United Nations Guiding Principles on Business and Human Rights](#), and the [Organisation for Economic Co-operation and Development's Due Diligence Guidance for Responsible Business Conduct](#). Our aim is to support our members to align with increasing mandates for corporate responsibility and international frameworks.

Throughout 2023, we held five meetings of the GTC, an advisory committee of CEOs of producers and packers to the ETP Board, one of which was held in-person in India.

The GTC identified two priorities for 2024:

- 1. addressing gender-based violence; and
- 2. advancing sustainable pricing for tea.

At ETP's Inaugural Roundtable in India, we conducted a stakeholder engagement session to understand how ETP members and tea producers could work together to advance responsible business conduct. This session was used to define a pilot to improve data collection and sharing on risks in ETP Members' supply chains in India, which will be implemented in 2024.



Policy

ETP works to ensure that we are a reliable source on the tea industry's social, economic, and environmental issues.

In 2023, we developed 16 policy documents, which included position papers for the outcomes we aim to achieve in economics, equality, and environment. These outline ETP's stance on the different issues we work on, describe the challenges for each, and highlight ETP's approach to catalysing change. Our papers have been well-received by stakeholders and are a valuable addition to our new website, acting as a resource for anyone seeking a deeper understanding of our Strategy2030 and the challenges the sector faces.

We have also been undertaking research to gain a deeper understanding of the policies, laws, and schemes that impact social and environmental progress in tea. These 'policy and regulatory reviews' will be carried out for all the regions where we operate, and we began with India and Kenya in 2023. Our reviews have allowed us to support the industry in understanding the effectiveness of the regulatory landscape it operates in, and to develop recommendations for ETP and others to influence change.

In November 2023, we presented the results of our [India Regulatory and Policy Review](#) during our inaugural India Roundtable. This led to a constructive policy discussion with key stakeholders, which enabled us to finalise recommendations that will inform our activities in 2024.



Our work in tea

Our impact

Our approach to monitoring, evaluation, and learning

2023 marks a year of progress for our monitoring, evaluation, and learning (MEL) activities at ETP.

Our Shared Learning strategy mapped out our vision to be a proactive, data-driven organisation, which makes consistent use of insights generated both internally and from secondary sources to support programmatic impact, sectoral dialogues, and systemic change.

Our internal MEL working group developed guidance for building robust theories of change, using participatory approaches for data management, sharing data with key stakeholders, and meeting key principles for responsible MEL practices.

Our aim is to foster a culture of learning at ETP. We conducted ‘After Action Reviews’ after our key events, such as our international roundtables. We also conducted management responses after initiative evaluations and studies. In 2023, we finalised and operationalised our Global Impact Framework.



About our Global Impact Framework

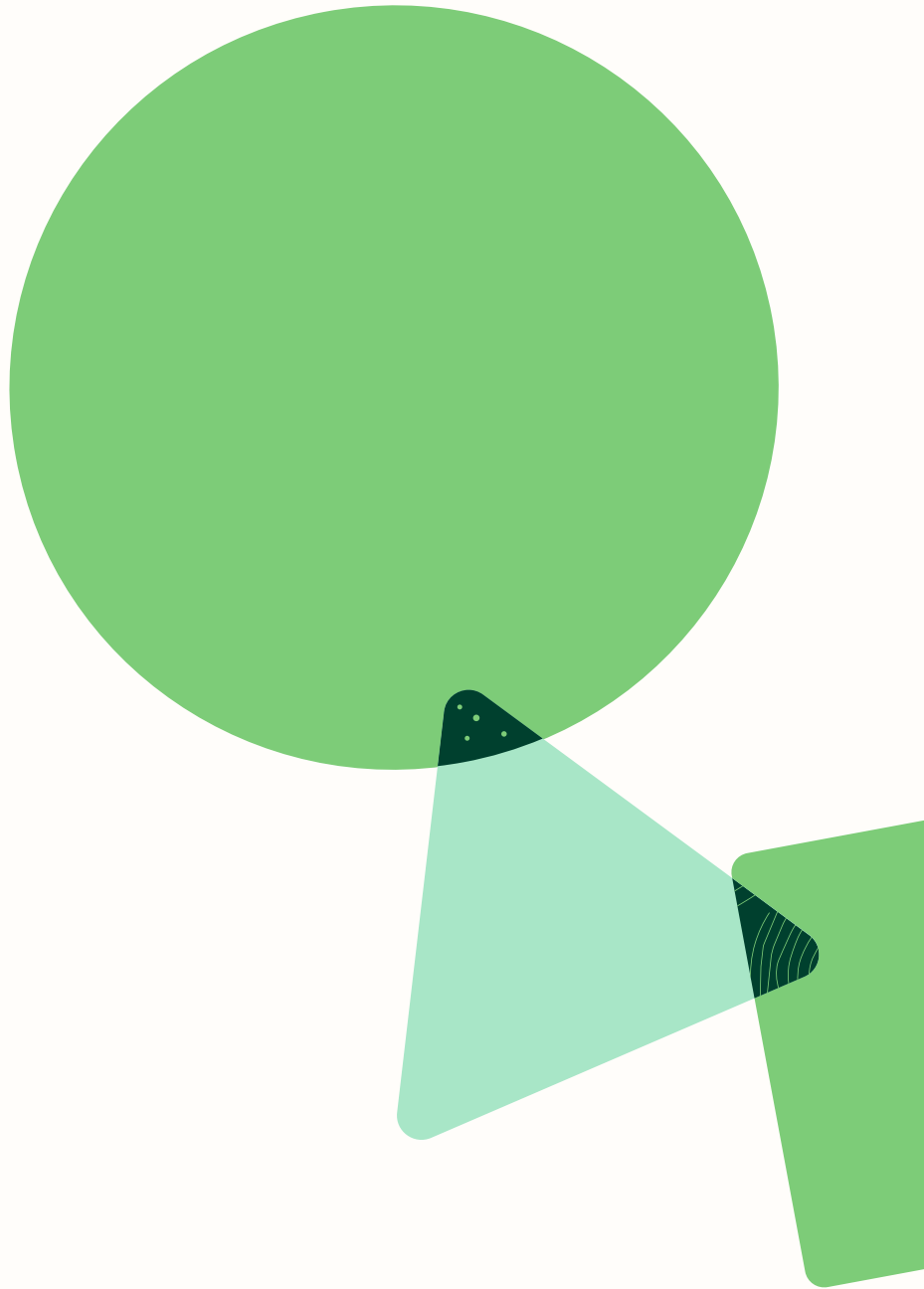
Our Global Impact Framework is our robust structure for MEL that demonstrates the impact of ETP’s work to tackle issues across economics, equality, and the environment.

It consists of two inter-linked parts; one measures **Initiative Impact**, while the other tracks ETP’s contribution to **Sector Change**:

- **Initiative Impact Data:** to quantify the specific outcomes of our initiatives.
- **Sector Change Evidence:** to go beyond the numbers and explore how we are influencing progress in tea.

Our Global Impact Framework was created to demonstrate the impact of our work and how effectively we are delivering our transformational strategy. When creating the framework, our goal was to create a consistent, simple structure, easily understood by our team, members, partners, and the sector as a whole – eliminating any complexities that can hinder effective reporting.

By systematically and regularly assessing the outcomes and impact of our work through our framework, we gain valuable insights that help inform our decision-making.



Our work in tea

Global Impact Framework

Initiative Impact Data

Our Initiative Impact Data monitor the progress of our initiatives.

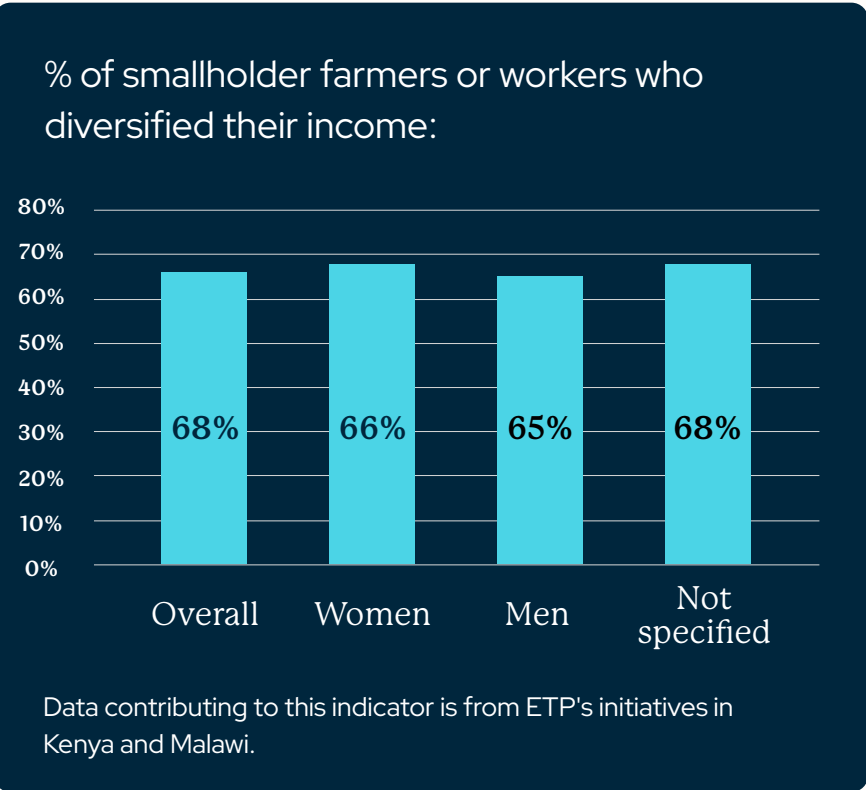
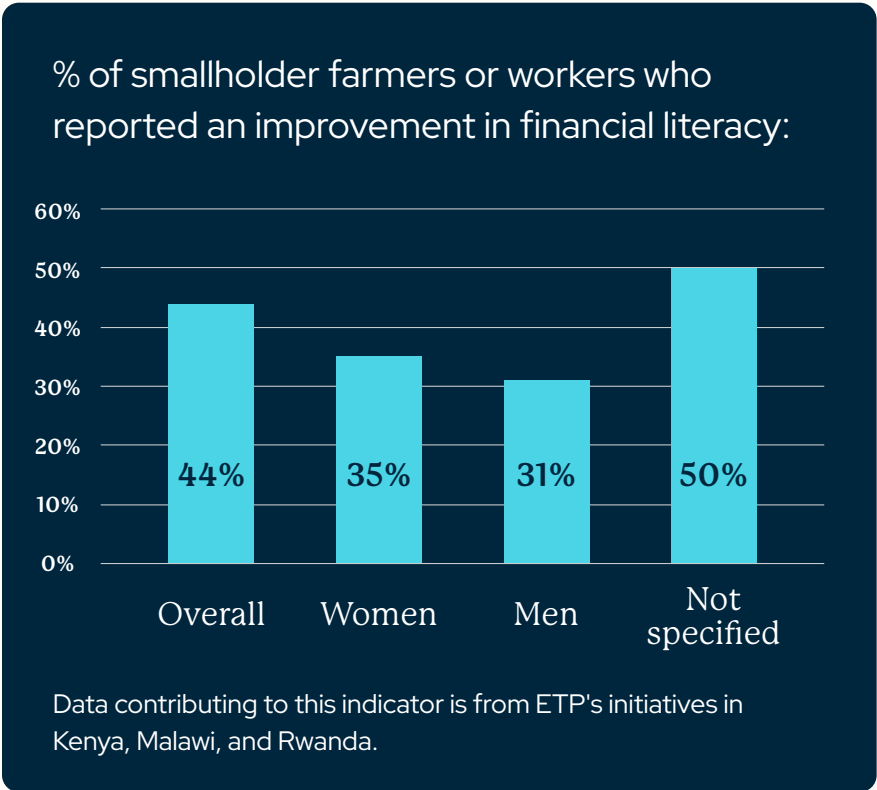
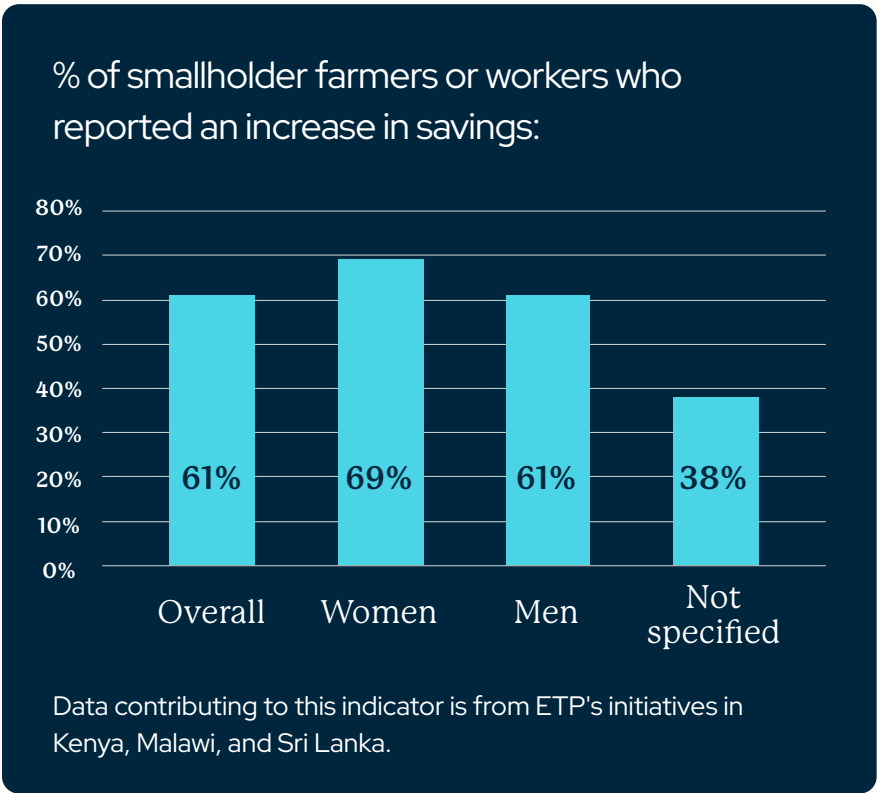
We monitor initiatives using quantitative Core Indicators – a range of applicable indicators from a group of 131. With these, we assess outcome changes, and compile and update them annually. We also evaluate our initiatives’ effectiveness using Supporting Indicators that are more flexible and tailored to their unique context.

In our 2023 Annual Report, we are highlighting instances where our initiatives have contributed to Core and Supporting Indicators.

Discover our impact

Economics

Core Indicators



Supporting Indicators

95%
of tea estate workers reported an increase in their income

Country	Initiative
📍 Malawi	Kuwala 'Shine'

99%
increase in income for farmers

Country	Initiative
📍 Malawi	Strategic Alliance – Improving Livelihoods

60%
of people who were provided with solar lights reported a positive impact on their daily life

Country	Initiative
📍 Malawi	Kuwala 'Shine'

In 2023, managers at Lujeri Tea Estates established their own Village Savings and Loans Associations (VSLAs).

Country	Initiative
📍 Malawi	Ulalo 'Bridge'

64%
increase in income for farmers

Country	Initiative
📍 Rwanda	Strategic Alliance – Improving Livelihoods

87%
project participants with improved savings practices

Country	Initiative
📍 Rwanda	Strategic Alliance – Improving Livelihoods



Equality

Core Indicators

24%

of women and young people reported having increased power and decision-making authority at a household level

Data contributing to this indicator is from ETP's initiatives in Malawi.



Supporting Indicators

133

estates adopted and implemented standard operating procedures for responding to cases of gender-based violence and preventative measures

Country	Initiative
📍 India	Women's Safety Accelerator Fund

23

female survivors of violence supported to access medical, psychosocial, and legal support

Country	Initiative
📍 Kenya	Empowering Tea Communities

27%

of female members of VSLAs reported an increased ownership of assets

Country	Initiative
📍 Malawi	Ulalo 'Bridge'

Several members of VSLAs were elected to roles within the community that contribute to decision making.

Country	Initiative
📍 Malawi	Ulalo 'Bridge'

In 2023, several cooperatives in Rwanda have developed gender action plans – one of which received a Gender Seal from the Gender Monitoring Office of Rwanda.

Country	Initiative
📍 Rwanda	Strategic Alliance – Improving Livelihoods

In two tea estates, women and young people are collaborating to address issues impacting social cohesion and wellbeing, such as addressing alcoholism and enabling access to scholarships.

Country	Initiative
📍 India	Plantation Community Empowerment Programme

Environment

Core Indicators

59%

of smallholder farmers applying climate smart agriculture practices

Data contributing to this indicator is from ETP's initiatives in Rwanda.

42,719

trees planted

Data contributing to this indicator is from ETP's initiatives in Malawi.

Supporting Indicators

40%

of farmers reported an improvement in the quality of the tea they produce

Country	Initiative
📍 Rwanda	Strategic Alliance – Improving Livelihoods



Our work in tea

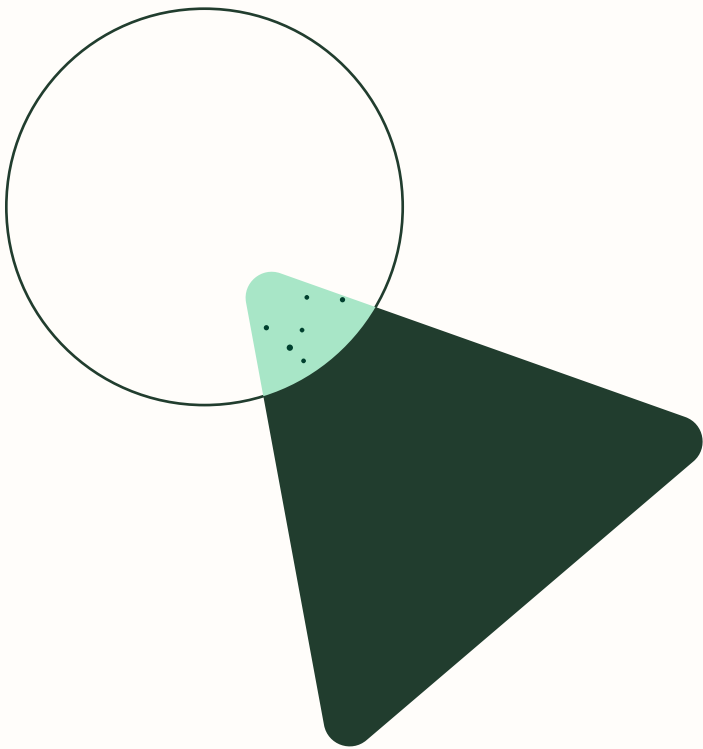
Global Impact Framework

Sector Change Evidence

Sector Change Evidence explores how our work to convene partners and facilitate collaboration influences change in tea and directly contributes to our vision.

We capture instances where ETP has contributed to progress, such as bringing together the right stakeholders from across the supply chain to spark action on progressive policies.

All Sector Change Evidence demonstrates the collective efforts of ETP, our members, and our partners, and cannot be fully attributed to our efforts alone.



The Sri Lankan government progressed a National Framework for Sustainable Fuelwood in tea

Country	Impact area
📍 Sri Lanka	Environment

Level of contribution	Significance
Medium	Significant

[Read more](#) →

Growing members' interest and demand towards Human Right Due Dilligence

Country	Impact area
📍 Global	Economics Equality Environment

Level of contribution	Significance
Low	Significant

[Read more](#) →

February 2023

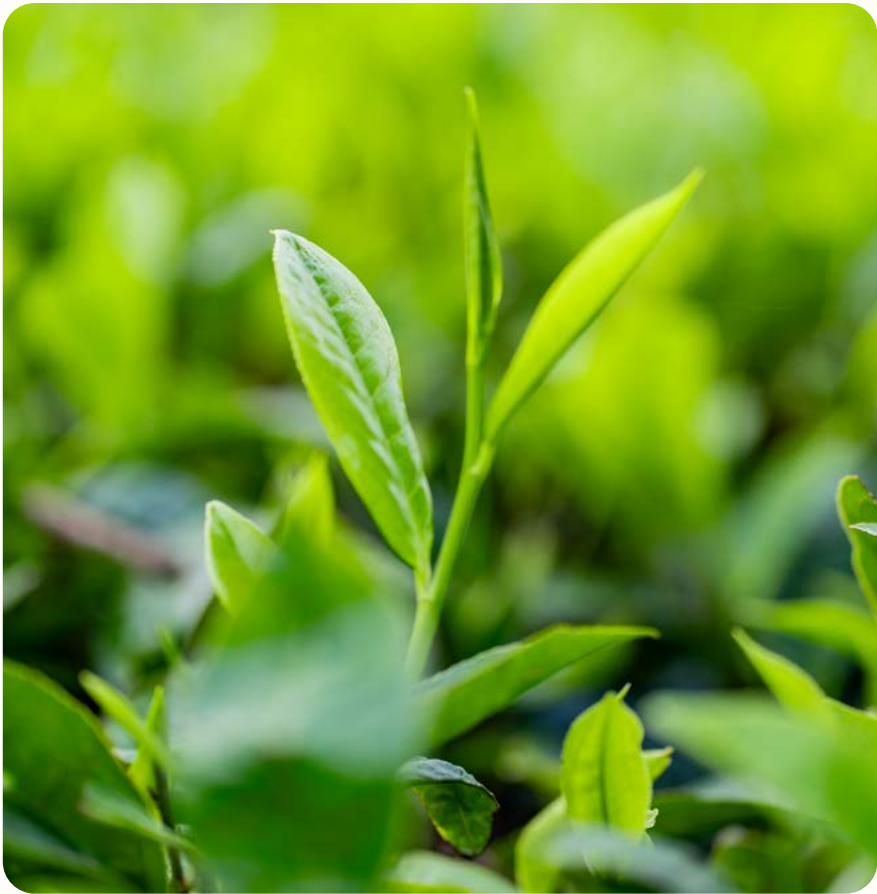
Recommendations submitted to address equality and environmental gaps in the Kenya Draft National Tea Policy

Country	Impact area
📍 Kenya	Equality Environment

Level of contribution	Significance
Medium	Notable

[Read more](#) →

May 2023



September 2023

Improved supply chain disclosure within ETP's membership

Country	Impact area
📍 Kenya	Economics Equality Environment

Level of contribution	Significance
Medium	Significant

[Read more](#) →

December 2023

Partnerships developed in India to support carbon emissions reductions in tea supply chains

Country	Impact area
📍 India	Environment

Level of contribution	Significance
Medium	Notable

[Read more](#) →

Country update

India

Overview of 2023

While total tea production in India increased by 10 million kg in 2023, production in Assam in August fell by more than 20 million kg compared to 2022 due to climatic issues. The Guwahati Tea Auction Centre sold approximately USD 276 million kg of tea in 2023.

2023 marked 200 years of Assam Tea, with the Chief Minister of Assam marking celebrations on May’s International Tea Day. There was an increased focus by government on providing technical support to both the estate and small tea grower sectors to combat climate change through resilient and regenerative agriculture practices.

The process of subsuming the Plantation Labour Act under the Labour Code on Occupational Safety, Health and Working Conditions Code 2020, was put on hold until after the 2024 General Election.

ETP’s activities in India in 2023 prioritised developing community institutions within tea estates to ensure social protection for workers, empowering women through developing their leadership, and strengthening small tea growers’ institutions.

ETP, with support from Tea Vision Trust, hosted its Inaugural Roundtable in India in November. Around 100 diverse stakeholders from across the sector attended the two-day event. Sessions explored a range of issues pertaining to the tea industry, workers, small tea growers, social protection, gender, and responsible business practices.

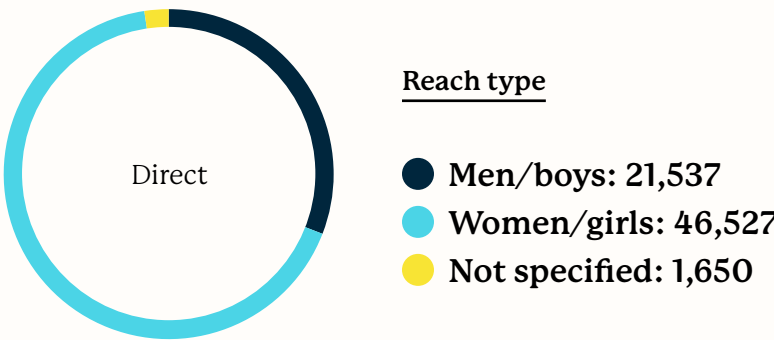
Reach

69,714

Direct

644,143

Indirect



Initiatives update

Healthy Diets for Tea Communities

Initiative status	Impact area	Approach
● Completed	Equality	Project
○ On track		
○ Disrupted		

Initiative overview

In partnership with the Global Alliance for Improved Nutrition (GAIN), this project aims to raise awareness of the importance of healthy diets for tea communities through improved access to and demand for nutritious foods.

Impact of initiative in 2023

The programme concluded in 2023, directly impacting over 90,000 estate workers. The project resulted in a 28% increase in women consuming diverse diets, 20% increase in fortified oil usage, and 40% increase in households consuming nutrient-dense vegetables. Additionally, it established 152 Healthy Line Shops, benefiting 76,000 individuals, enabling lasting impact.

[Read more](#) ———>

The Improving Lives Programme - UNICEF

Initiative status	Impact areas	Approach
○ Completed	Equality	Project
● On track		
○ Disrupted		

Initiative overview

This programme aims to support women, children, and families living in 205 tea estates in Assam by improving the underlying systems which impact the lives of workers and their families, thereby driving sustainable change for children.

Impact of initiative in 2023

In 2023, UNICEF partnered with the Assam Government to develop offline counselling materials for 50 schools in tea gardens and facilitated access to 363 water schemes in 119 tea gardens, ensuring piped water supply. Engagement with adolescent boys increased, initiating an assessment for the rollout of mental health and psychosocial support.

[Read more](#) ———>



Women’s Safety Accelerator Fund Phase 1

Initiative status	Impact area	Approach
● Completed	Equality	Project
○ On track		
○ Disrupted		

Initiative overview

The Women’s Safety Accelerator Fund (WSAF), managed by IDH, works to enhance the safety of women workers on tea estates in Assam, India. The approach is guided by the [Global Women’s Safety Framework in Rural Spaces](#), developed by UN Women. ETP is a co-funder and sits on the steering committee.

Impact of initiative in 2023

WSAF moved to the newer regions including Tamil Nadu and Kerala, scaling up to 321 gardens in 2023. The project has achieved increased awareness of gender-based violence across some tea estates. Additionally, there has been a reduction in reported violence during the festive season, a common occurrence in tea estates.

[Read more](#) ———>

Country update

India

Case story

A win-win for management and the community

Plantation Community Empowerment Programme

Plantation Community Empowerment Programme (PCEP)

Initiative status	Impact area	Approach
☐ Completed	Equality	Project
☒ On track	Economics	
☐ Disrupted	Environment	

Initiative overview

PCEP brings together communities and estate management through a unique platform, the Community Development Forum (CDFs). Initially, members of the CDF at Borbham came together to identify the challenges facing their communities.

Impact of initiative in 2023

CDFs are active in 20 tea estates managed by five producers. A landscape study was conducted documenting the community’s perception of key issues affecting their lives and to inform the Estate Development Plans. A baseline study was completed to enable measurement of the project’s progress. Joyful Learning Centres have been set up and CDF members received training on CDF management.

[Read more](#) —————>

Launching PCEP in Borbham (Assam) has created a sense of ownership that is paving the way for change to happen for the community, with women and young people especially experiencing a platform previously unimaginable.

PCEP brings together communities and estate management through a unique platform, the Community Development Forum (CDFs). Initially, members of the CDF at Borbham came together to identify the challenges facing their communities.

Two areas of focus quickly came to light in Borbham: women’s safety, and digital skills for young people.

About 65% of the population in Borbham are women. Through PCEP, a dedicated women’s safety committee was created, with members voted for by community workers.

According to Jinita Das Digal, President of the Pengeri Gaon Panchayat (the village administration unit) and member of the local CDF, the committee has helped evoke security and confidence. “The women in our garden are coming forward and feeling safer,” she tells us. “Women who used to feel uncomfortable speaking in front of people can do so now.”



Jinita Das Digal

Concerns over digital literacy arose from lack of resource – the nearest computer training centre was far from the estate, making it both costly in time and travel. With the help of ETP member, Taylors of Harrogate, a new local computer training centre launched in 2022, with community members trained as faculty. In its first month, more than 50 students registered for classes.

Rajesh Patra, Senior Labour Welfare Officer at Borbham Tea Estate and representative for estate management in the CDF, sees both initiatives as a huge gain to Borbham. “Estate management alone cannot empower the tea community,” he notes. “They can give them time and listen to them, but to empower them needs the involvement of all stakeholders.”

“With PCEP, decisions are taken jointly, in the presence of all the stakeholders, and they are transparent.”

– Rajesh Patra, Senior Labour Welfare Officer at Borbham Tea Estate and representative for estate management in the CDF



Rajesh Patra

[Read the full case story](#)

Country update

Indonesia

Overview of 2023

The restructuring of PT Perkebunan Nasional (PTPN), a group of state-owned companies, in 2023 marked a significant milestone in Indonesia’s tea industry . One of the companies, PTPN VIII, is the largest tea company in Indonesia. It was merged with eight other PTPNs, including PTPN I, VII, VIII, IX, X, XI, XII, and XIV.

This merger resulted in the creation of PTPN I, which was renamed Supporting Co. It will become a Superior Plantation Asset Management Company, and its activities include asset optimisation and divestment, plantation crop management, business diversification, and sustainable business practices that can provide added value to the company.

In 2023, many tea companies started to streamline their plantations, with a renewed focus on business diversification through agritourism.

In 2023, we completed our partnership agreements with donors and relevant stakeholders to begin implementing two projects that work closely with tea communities:

- Our Tea, Our Voice, a three-year, multi-country programme with a transformative approach to women’s leadership and change; and
- Empowering Tea Growing Communities in Indonesia, a project addressing inequalities faced by women workers in West Java’s tea sector.



Initiatives update

Our Tea, Our Voice

Initiative status	Impact area	Approach
☐ Completed	Equality	Policy
☐ On track		
☒ Disrupted		

delayed due to required changes to the cooperation agreement

Initiative overview

Our Tea, Our Voice is a multi-country initiative, co-funded by the German development agency (GIZ), that will promote transformative leadership through proactive women’s inclusion.

Impact of initiative in 2023

Contracting delays have slowed down the project; it is currently in the inception phase following the onboarding of project partners. We have chosen a consultant to complete the baseline study and are currently in the process of finalising the inception report.

[Read more](#) —>

Empowering Tea Growing Communities in Indonesia

Initiative status	Impact area	Approach
☐ Completed	Equality	Project
☐ On track	Economics	Policy
☒ Disrupted		

delayed due to required changes to the cooperation agreement

Initiative overview

Using Community Development Forums and VSLAs (models developed by CARE International) to help women tea workers claim fair opportunities.

Impact of initiative in 2023

The project is in the inception phase from July 2023 to June 2024. Two project locations have been approved by Supporting Co. management and baseline context analyses have been carried out. Meanwhile, approval for the project location in Chakra’s operations is being finalised.

The inception phase was delayed due to challenges in funding an expert consultant for the baseline survey and delayed approvals with producers.

[Read more](#) —>



Country update

Kenya

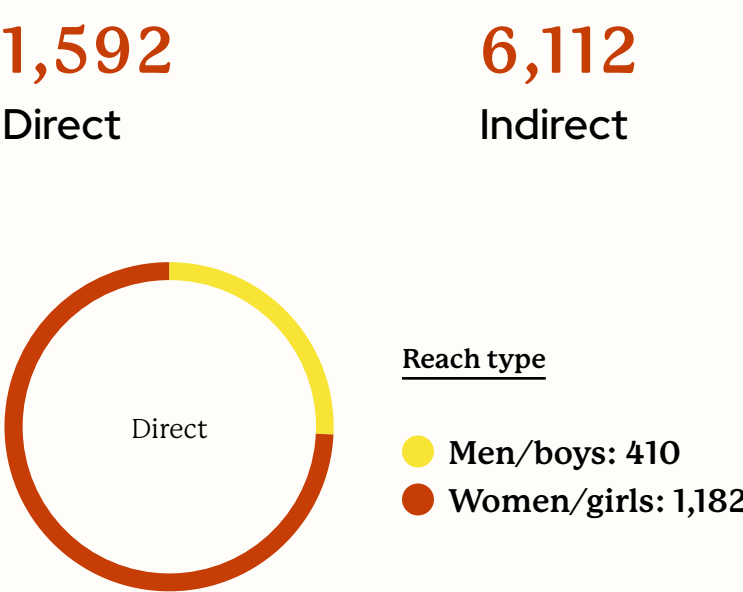
Overview of 2023

The East African Tea Trade Association (EATTA) highlighted a 5.8% drop in the volumes of made tea traded at auction compared to 2022, and reduction in average prices from USD 2.33 to 2.11 per kg of made tea. Farmers’ earnings from the sale of tea increased due in part to the devaluation of the Kenyan Shilling. However, these foreign exchange fluctuations led to increased cost of production associated with purchasing inputs and machinery.

Tea reforms have continued to elicit varied conversations, with the Deputy President challenging industry players to practice transparency during the national tea conference. The BBC Panorama and Africa Eye documentary, “Sex for Work,” dominated headlines and motivated the sector to examine deep-rooted gender issues. Similarly, the debate on mechanisation of tea plucking has continued, prompting mixed reactions amongst industry players.

Our Tea, Our Voice was launched in May 2023 and a baseline survey was initiated. The mid-term review of the Empowering Tea Communities project was initiated, and the findings will form the basis of the learning review with partners in early 2024. Finally, ETP shared the inception reports of two components of the Global Low Carbon Tea project with partners.

Reach



Initiatives update

Our Tea, Our Voice

Initiative status	Impact area	Approach
Completed On track Disrupted	Equality	Project Policy
delayed due to required changes to the cooperation agreement		

Initiative overview

Our Tea, Our Voice is a multi-country initiative, co-funded by the German development agency (GIZ), that will promote transformative leadership through proactive women’s inclusion.

Impact of initiative in 2023

In May, a two-day participatory inception and monitoring, evaluation, and learning workshop was held with a range of stakeholders to agree on the pathways to change. A baseline survey was initiated, and the programme was introduced to community members. Our gender partner, Community Initiatives for Change and Development, participated in a regional GIZ conference to showcase the use of participatory approaches in the design of this programme. Overall, the project is delayed due to required changes to the cooperation agreement.

[Read more](#) —————>

Healthy Diets for Tea Communities

Initiative status	Impact area	Approach
Completed On track Disrupted	Equality	Project

Initiative overview

In partnership with the Global Alliance for Improved Nutrition (GAIN), this project aims to raise awareness of the importance of healthy diets for tea communities through improved access to and demand for nutritious foods.

Impact of initiative in 2023

The programme concluded in 2023 and reached 27,205 smallholder farmers. Through the programme, smallholder farmers doubled biofortified sweet potato cultivation and awareness of fortified foods increased. Support from the Ministries of Agriculture and Health ensured project continuity during the Covid-19 pandemic, promoting future integration for sustained impact.

[Read more](#) —————>



Global Low Carbon Tea

Initiative status	Impact areas	Impact areas
Completed On track Disrupted	Environment	Project Policy Private sector change

Initiative overview

A partnership with German development agency GIZ, FAO and KTDA to deliver climate change and energy efficiency initiatives in Kenyan tea.

Impact of initiative in 2023

We co-designed and commissioned research with KTDA to look at the benefits, opportunities, and costs associated with co-firing briquettes in tea factory boilers. The research will be completed in 2024. We were commissioned by FAO to assess the policy and wider supportive landscape to drive low carbon tea production in Kenya and conduct research to be completed and published in 2024.

[Read more](#) —————>

Country update

Kenya

Case story

Facilitating an informed future for families

Empowering Tea Communities in Kenya

Empowering Tea Communities in Kenya

Initiative status	Impact area	Approach
☐ Completed	Equality	Project
☒ On track		Policy
☐ Disrupted		

Initiative overview

The collaboration with ActionAid will uphold the rights and livelihoods of tea farmers and workers, and support women’s rights to live free from violence.

Impact of initiative in 2023

66 women have been trained to be champions on Sexual and Gender Based Prevention laws and policies. Alongside community trainers from the women’s rights networks, they have reached 1,633 members of the community. The project has provided the community with direct links to actors who have addressed issues such as child labour, water shortage, and gender-based violence, bridging the gap between duty bearers and the tea communities.

Read more →

Zera highlights the challenging working conditions tea pluckers face, as well as her hopes for the future after learning about workers’ rights and alternative income sources from ActionAid’s training.

Zera, 39, is a mother of three who has worked as a tea picker for the past 18 years. Balancing motherhood and her job is a constant preoccupation for Zera, and this is no more apparent than in her commute to the tea buying centres.

Zera describes the arduous journeying to the tea buying centres, of walking in the rain and the lack of consideration for childcare. “You cannot leave your child, so you carry the basket on your back and the baby at the front. It can be 4km one way.” Zera explains. And pregnancy itself elicits no change in routine: “Most of us still pick tea during our pregnancies because we have no other option. We sleep on the tea bushes to rest.” Sometimes, Zera’s 21-month-old [child] gets sick from exposure to the cold climate.

Zera believes there is one clear causation for her struggles; “In my opinion the source of everything is the low wage.” Most of her community survive by taking on casual jobs like washing clothes, but money is still hand to mouth. “We buy enough food for a week. [...] If you don’t have you borrow and pay [it] back once you have been paid. That’s how we live, through borrowing and paying back.”



Zera at a tea collection centre

The training made available through the Empowering Tea Communities programme has showed Zera what’s possible through learning her rights and about other income opportunities. “We didn’t know we had any rights as tea workers, but we were taught about them, and I was happy.”

“We have benefited from the [ActionAid] training. We learnt a lot of new things that we didn’t know before. We didn’t know we had any rights as tea workers, but we were taught about them, and I was happy.”

– Zera



Zera picking tea leaves with her 21-month-old child strapped to her back

Read the full case story

Country update

Malawi

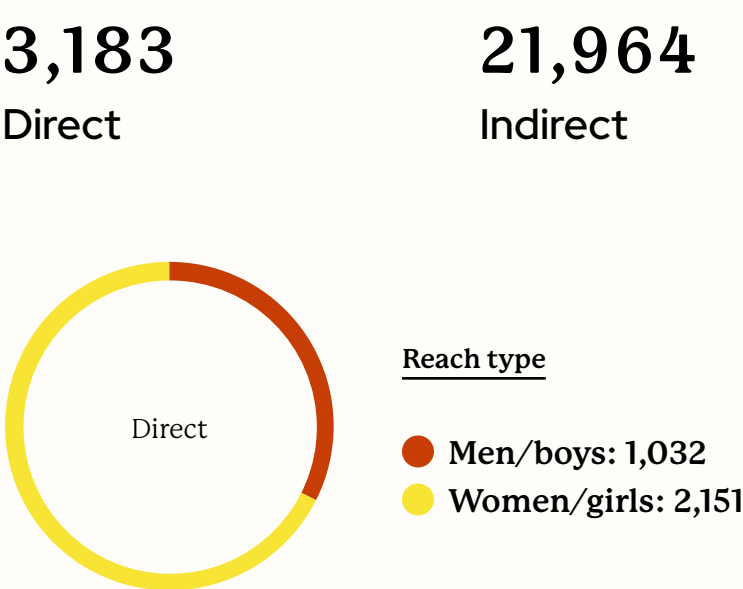
Overview of 2023

According to the World Bank, Malawi registered a negative per capita GDP growth in 2023. Over 20% of its population faced severe food insecurity in 2023 due to several factors including the impact of Tropical Cyclone Freddy on crops and infrastructure in the Southern region, persistent high inflation, fuel shortages, elevated interest rates, continuous depreciation of the local currency, and acute foreign exchange shortages. According to the Reserve Bank of Malawi, the tea industry saw a four million kg decline in tea production and USD 0.10 decrease in average tea auction price per kg.

ETP successfully documented impact stories highlighting the ULALO ‘Bridge’ project. Stories highlighted that tea workers can send their children to school, provide for their households, and invest in new businesses through Village and Savings Loans Associations.

ETP partnered with the Work and Opportunities for Women (WOW) programme funded by the UK’s Foreign Commonwealth Development Office, to assess the feasibility of a Payment for Ecosystem Services programme in Malawi’s tea sector. The positive results from the assessment led to continued support from WOW and additional support from ETP members to initiate the programme.

Reach



Initiatives update

Ulalo ‘Bridge’

Project status	Impact area	Approach
☐ Completed	Equality	Project
☒ On track	Economics	Policy
☐ Disrupted		

Project overview

This project’s goal is to build the economic resilience of workers at Lujeri Tea Estates and to address gender issues through economic empowerment.

Impact of project in 2023

1,165 workers (51% women) joined the Village Savings and Loans Associations. Through loans and dividends, participants paid school fees for their children, bought bicycles/motorcycles for their mobility or for a taxi business, acquired tailoring machines, and ventured into farm produce business. The social fund provided relief during Cyclone Freddy, which devastated tea communities in 2023.

Read more

→

Payment for Ecosystem Services

Project status	Impact area	Impact area
☐ Completed	Environment	Project
☒ On track	Economics	Policy
☐ Disrupted	Equality	

Project overview

Exploring the potential of payments for ecosystem services to boost incomes and address gender equality and environmental challenges at the same time.

Impact of project in 2023

We completed the feasibility study for the programme and conducted training on the Acorn data collection tool. We onboarded 1,667 engaged tea smallholder farmers to participate in the programme. Finally, we supported the Sukambizi Association Trust tree nursery to produce at least 200,000 seedlings for the 2023/24 season.

Read more

→



Healthy Diets for Tea Communities

Project status	Impact area	Approach
☒ Completed	Equality	Project
☐ On track		
☐ Disrupted		

Project overview

In partnership with the Global Alliance for Improved Nutrition (GAIN), this project aimed to raise awareness of the importance of healthy diets for tea communities through improved access to and demand for nutritious foods.

Impact of project in 2023

The programme concluded in 2023 and reached 29,556 estate workers and smallholder farmers directly. 72% of farmers recognised nutritional enhancements through biofortified crops, with the proportion of women consuming diverse diets nearly doubling. The programme’s lasting impact was ensured by tea estates continuing lunch provisions, enabling ongoing government engagement, and supplying reusable sweet potato vines to participants.

Read more

→

Case story

Breaking the cycle from loan sharks

Ulalo 'Bridge'

The transformation from being ‘notorious for borrowing money from workmates and illegal lenders’, to advising others to ‘join a Village Savings and Loans Association and stop borrowing from loan sharks’: this is Eliza’s story.

35-year-old Eliza Bangula, who was a clerk at Malawi’s Lujeri Tea Estate in 2012, “used to be well-known as a serial borrower at my division,” she told us. “My salary was insufficient,” she explained. “I was forced to borrow from loan sharks. [...] To survive, I had to borrow again.”

The Ulalo (‘Bridge’) programme, created by ETP, Lujeri Tea Estate and Taylors of Harrogate in 2021, wanted to reach 8,000 women like Eliza. A key aim was to increase women tea workers’ economic resilience by encouraging them to save money through Village Savings and Loans Associations (VSLAs) – rather than loan sharks.

“We took it as an opportunity, because it gave us a platform for soft loans,” explained Eliza. “When we shared the dividends in June 2022, I bought a bicycle for K50,000 (£39) that eases my mobility. I use it for travelling to work, the market, and even to my home village when visiting my parents. Using my bicycle cuts transport costs.”

Eliza has also used money from her dividends to start a small business selling shoes, and to start building a new home.

Since the beginning of the Ulalo project, Eliza says she has not borrowed money from loan sharks. She feels far less anxiety about money today. “I now have the peace of mind knowing that I can borrow and repay loans with flexibility without losing all my wages,” she told us.

“When our Village Savings and Loans Association started...my life changed.”

– Eliza

[Read the full case story](#)



Eliza and the bicycle she was able to purchase with the dividends provided savings contributions to the Amayi Otsogola VSLA



Eliza Bangula, who works in the Mikukuni Division of Lujeri Tea estate

Country update

Rwanda

Overview of 2023

In 2023, the demand for Rwandan tea reduced, largely due to economic challenges in the country’s major tea markets, leading to reduced tea prices and farmers’ income. Rwanda also experienced torrential rains in tea growing areas in May, resulting in landslides and flooding. These led to a major loss of lives – and homes, roads, crops, and livestock were destroyed, including tea plantations. On a positive note, the government of Rwanda granted concession agreements in July, for responsible harvesting and oversight of forest resources to boost sustainable forest management practices.

ETP and the National Agricultural Export Development Board (NAEB) successfully co-hosted [ETP’s Inaugural Rwanda Tea Roundtable](#) in September and later commissioned a study on tea plucking systems in Rwanda.

The endline evaluation of the Improving Livelihoods – Strategic Alliance programme demonstrated improved agricultural production and increased access to financial services. ETP also initiated the Our Tea, Our Voice project in May in Rwanda and commissioned a baseline study later the same year. Partners in the project include the Federation of Rwandan Tea Cooperatives (FERWACOTHE), six tea cooperatives, and six companies where the programme will be implemented.

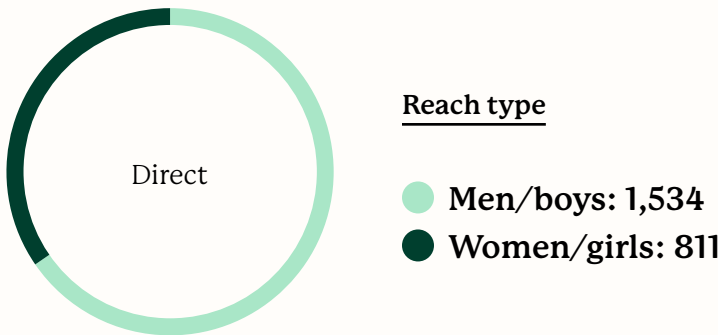
Reach

2,345

Direct

9,168

Indirect



Initiatives update

Our Tea, Our Voice

Initiative status	Impact area	Approach
Completed On track Disrupted	Equality	Project Policy

delayed due to required changes to the cooperation agreement

Initiative overview

Our Tea, Our Voice is a multi-country initiative, co-funded by the German development agency (GIZ), that will promote transformative leadership through proactive women’s inclusion.

Impact of initiative in 2023

ETP organised an inception and Theory of Change design workshop. Industry participants gained a collective understanding of gender gaps in the Rwandan tea sector and how the project will contribute to addressing these gaps. An onboarding workshop of six tea companies and six tea cooperatives was jointly convened by ETP and FERWACOTHE. We also identified a gender expert partner, a local NGO with significant experience in challenging existing gender norms in Rwanda.

[Read more](#) ———>



Case story:

Financial fundamentals for women

Improving Livelihoods – Strategic Alliance

Marthe Mukanzirabatinya’s leadership fosters economic independence, community well-being, and gender equality on a scale benefitting everyone in her Village Savings and Loans Association (VSLA).

The success of the KOBACYAMU VSLA has flourished with Marthe Mukanzirabatinya at the helm, leading the VSLA for two terms. Through the partnership of ETP, the VSLA has surpassed initial project aims and been able to reach nearly 6,000 farmers.

The cooperative's economic success echoes Marthe’s vision of a community thriving through tea farming. “Today, a tea farmer is like a worker who gets paid monthly, on unchangeable dates,” she says. “A worker who doesn’t starve, who gets medical care from the cooperative. All that because of working with ETP.”

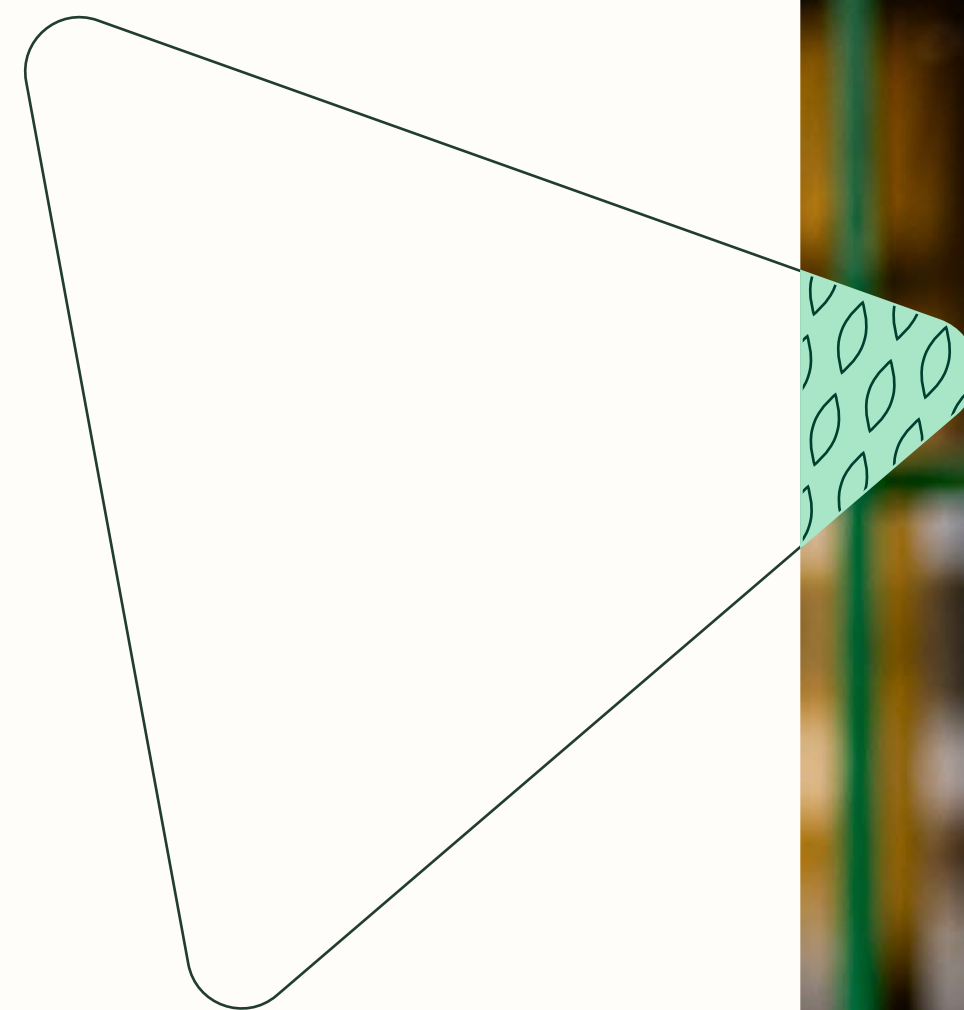
Growing tea underpins Marthe’s community, and despite issues such as fluctuating market prices, Marthe describes tea as “the only farm product that has helped to solve most of our social and economic problems.” Marthe details how the economic benefit is principally felt by members, who are afforded new security, and how progress has been seen in diversifying local agriculture and educational initiatives, which

is significantly improving financial literacy. This is particularly pertinent in the case of women within the community, who through their learning of how to manage money are becoming motivated and capable of leadership roles.

Marthe’s proudest achievement, and the focus of her intentions for the future, is to continue inspiring the women of Kitabi to be active agents in their community.



Members of the Twisugane VSLA, another group supported by the initiative, in a loan and saving meeting



“Seeing mostly women attend that school was amazing to me. When a woman receives money, and knows how to invest it, her life starts improving.”

– Marthe Mukanzirabatinya

[Read the full case story](#)



Marthe Mukanzirabatinya, Leader of KOBACYAMU Cooperative

Country update

Sri Lanka

Overview of 2023

Sri Lanka produced 256 million kg of tea in 2023, according to the Tea Exporters' Association. However, sale prices were lower than in 2022 due to the increased costs of electricity and fuel. The industry continued to suffer from the impact of the systemic ban on fertiliser imports, which was imposed in 2021.

The smallholder sector produces 76% of tea in Sri Lanka. Many workers in this sector migrated for jobs outside of tea, despite tea offering opportunities for income. In the plantation sector, we observed workers migrating in search of jobs with dignity, rather than higher wages.

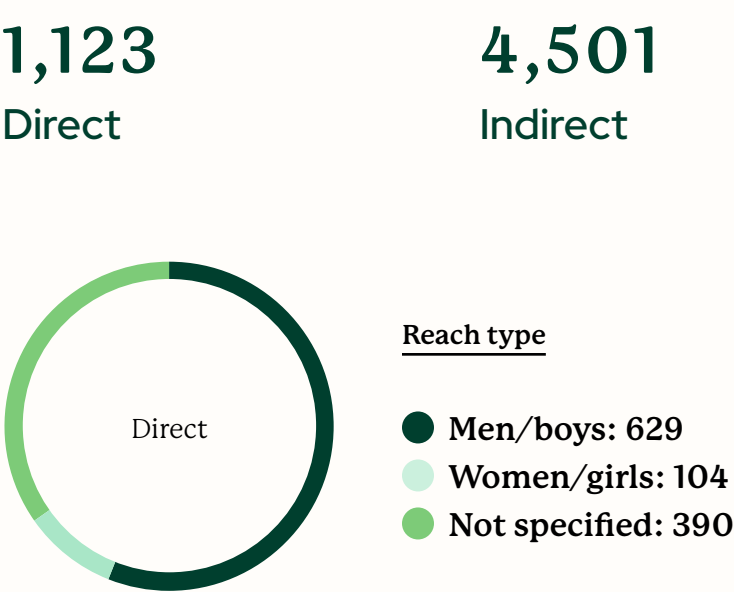
The industry has been focusing on producing better quality tea with attention to environmental conservation. Tea workers have been engaging with innovative practices, such as revenue sharing models that enable workers to share in companies' profits.

ETP's relationship with stakeholders, including the Ministry of Plantation Industries, improved with the proposed validation of the Strategic Action Plan for the Sustainable Biomass Growing and Sourcing, by the Ministry's Steering Committee, which ETP supported.

Our partnership with the Agribusiness Center at the University of Peradeniya on a Community-Led Food Security Pilot continues in 2024.

Discussions have been held with the Plantation Human Development Trust (PHDT) on efforts to ensure tea workers' 'dignity of work.'

Reach



Initiatives update

Carbon Neutral Tea Roadmap

Initiative status	Impact area	Approach
● Completed	Environment	Project
○ On track		
○ Disrupted		

Initiative overview

At the request of the Ministry of Plantation Industries, ETP is supporting the government to develop a sustainable fuel wood sourcing roadmap to address the current risk to energy security in tea manufacturing.

Impact of initiative in 2023

Research was completed assessing opportunities for improved sustainable sourcing of biomass for the Sri Lankan tea industry. The recommendations have been drafted into a national strategic timebound action plan in consultation and agreement with the Ministry of Plantation Industries.

Women of Tea

Initiative status	Impact area	Approach
● Completed	Equality	Project
○ On track		Policy
○ Disrupted		

Initiative overview

The Women of Tea Programme is a holistic nutrition improvement programme across six tea estates in the Nuwara Eliya and Badulla districts of Sri Lanka.

Impact of initiative in 2023

The Women of Tea programme was disrupted due to the economic crisis and the shortage of fuel and cooking gas. However, the remaining funds have been allocated for upgrading a community kitchen in collaboration with the Plantation Human Development Trust (PHDT) at one estate.

[Read more](#) —————>



Community-Led Food Security Pilot

Initiative status	Impact area	Approach
○ Completed	Equality	Project
● On track	Economics	
○ Disrupted		

Initiative overview

This pilot aims to test a model for improving food security resilience of tea workers and communities on tea estates. Food security will be established through scalable models and building partnerships for impact between the relevant stakeholders.

Impact of initiative in 2023

Phase I was launched in two Regional Plantation Companies (RPCs) – Horana and Elpitiya. The Plantation Human Development Trust (PHDT), together with the two RPCs, mobilised community members to engage in training sessions and the design workshop to launch Phase II. There was high interest from the communities to test innovative approaches to vegetable production.

Conclusion

Looking ahead to 2024

I’m sure you can see from this report that the ETP team and others – the Board, members, partners, hosts, and allies – have done an amazing job in 2023.

Our purpose is to “catalyse systemic change in tea” and we set ourselves the challenge of addressing some of the sector’s trickiest, most intractable problems. At times, progress can feel slow, which is why it’s so important to monitor and report on how we’re doing; we’re definitely getting there!

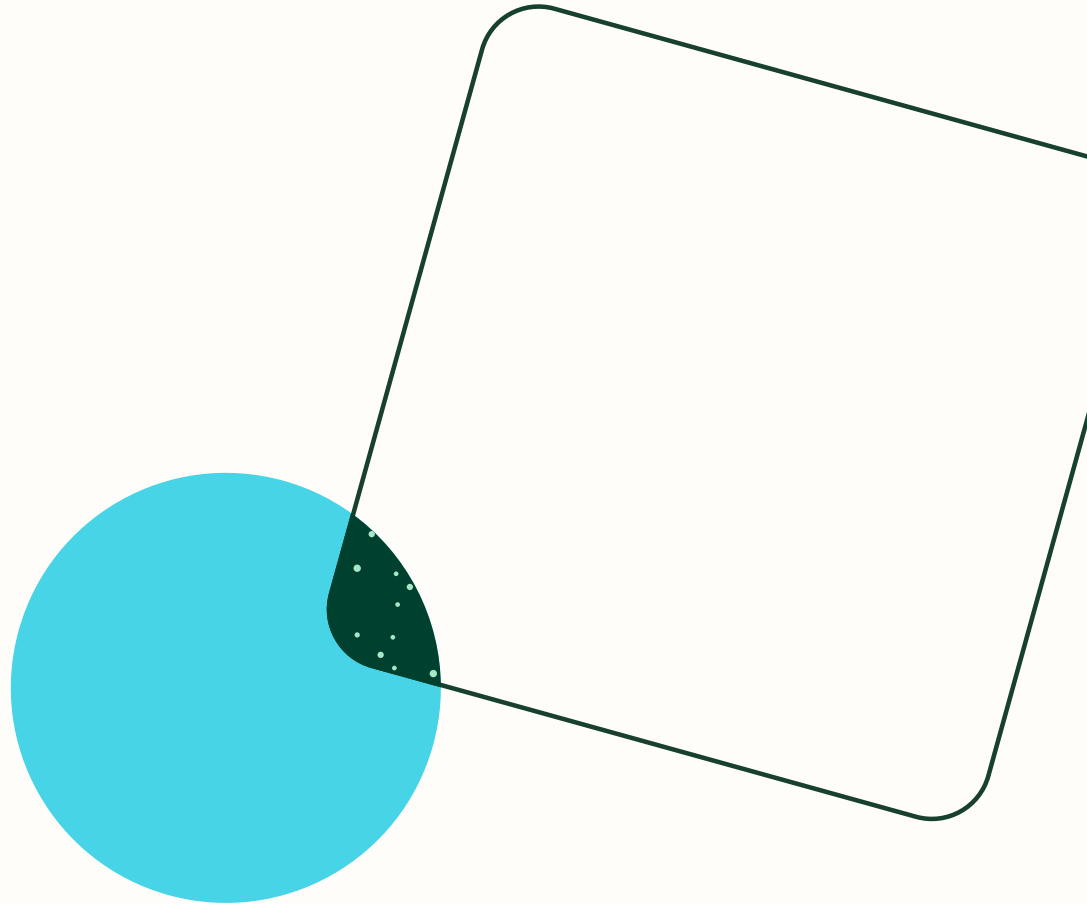
In 2024 we’ll be doubling down on strengthening our presence in tea-producing origins, and we have found the in-country dialogues (in Rwanda and in India in 2023) to be invaluable. The voices of local producers, governments, and most importantly workers, help to inform and shape our work, and we are encouraged by a growing, collective need to work together on the issues of livelihoods, gender equality, and environment.

I believe that, in 2024, many ETP members will be faced with incoming legislation (at the time of writing, the EU Human Rights and Environment Due Diligence legislation is hanging in the balance, but plenty of other jurisdictions are raising the bar for companies to make sure they’re managing the Environmental, Social, and Governance (ESG) risks in their supply chains). ETP is poised and ready to support our members to respond to this and we will be providing a wealth of information and guidance to ensure that ETP members are legislation-ready.

All this, alongside a rich portfolio of programmes in tea estates and with communities and a robust analysis of policies which impact tea. I’m excited about the year ahead and am confident that with widespread collaboration, ETP will continue to make progress.

Jenny Costelloe.

Jenny Costelloe,
Executive Director, ETP



Conclusion

Upcoming initiatives and events

ETP Sri Lanka Forum

Country	Type
 Sri Lanka	Event

In July, ETP will host an inaugural Forum in Sri Lanka to convene members, producers, civil society, government stakeholders and other stakeholders to address the challenges facing the Sri Lankan tea sector. Learn more and register to attend [here](#).

Indonesia workshop

Country	Type
 Indonesia	Event

In June, ETP will collaborate with Indonesian stakeholders to conduct a workshop with the theme of improving the quality of Indonesian tea, and addressing industry issues, including contamination.

ETP Kenya Forum

Country	Type
 Kenya	Event

In October, ETP will host an inaugural Forum in Kenya to convene members, producers, civil society, government stakeholders and other stakeholders to address the challenges facing the Kenyan tea sector. Learn more and register to attend [here](#).

Women Leadership in Tea in India and Sri Lanka

Country	Type
 Sri Lanka & India	Initiative

ETP will launch a project aimed at encouraging women to assume leadership positions in the tea sector through comprehensive gender and leadership training, the development of leadership networks, gender equitable policies, and financial literacy and management skills building.

Supporting Co-operatives in Rwanda

Country	Type
 Rwanda	Initiative

ETP will contribute to strengthening the provision of extension services to tea smallholders through enhancing their cooperative operations, thereby improving the delivery of support and guidance to tea farmers. This includes incorporating farmer field schools into extension service structures and working collaboratively with cooperatives and FERWACOTHE to improve cooperative management.

Addressing Sexual Exploitation, Abuse, and Harassment in Malawi

Country	Type
 Malawi	Initiative

This project aims to strengthen community-based approaches for the prevention of gendered exploitation in communities in Mulanje and Thyolo, Malawi.

Supporting Small Tea Growers in India

Country	Type
 India	Initiative

ETP will work closely with smallholder tea growers, particularly women and women-led groups, to achieve a more climate adaptable, economically resilient, and equitable smallholder tea sector.

Carbon Neutral Tea Pilot in Sri Lanka

Country	Type
 Sri Lanka	Initiative

ETP will work with the Ministry of Plantation Industries to explore opportunities for pilot projects on sustainable fuel wood use in the tea sector.

Gender Responsive Water, Sanitation, and Hygiene in India

Country	Type
 India	Initiative

This initiative will use a rights-based community-focused approach developed by Care International to address water, sanitation, and hygiene issues in three Assam tea estates.

Policy and Regulatory Review of Sri Lanka

Country	Type
 Sri Lanka	Policy

ETP will conduct a review of the policies, laws, and government schemes that impact the tea industry in Sri Lanka. The study will assess the effectiveness of each, identify policy gaps, and offer clear recommendations for ETP to influence change. The review will also map relevant stakeholders for ETP and its members.

Stakeholder Engagement on Certification

Country	Type
 Global	Policy & shared learning

In the first half of 2024, ETP will lead a consultation process that will engage tea companies, packers, retailers, producers, and other stakeholders to gather data on the difficulties related to achieving and maintaining certification in tea. The research’s main aim is to provide recommendations to standards bodies to improve and support the sector.

Responsible Contracting Clauses Pilot

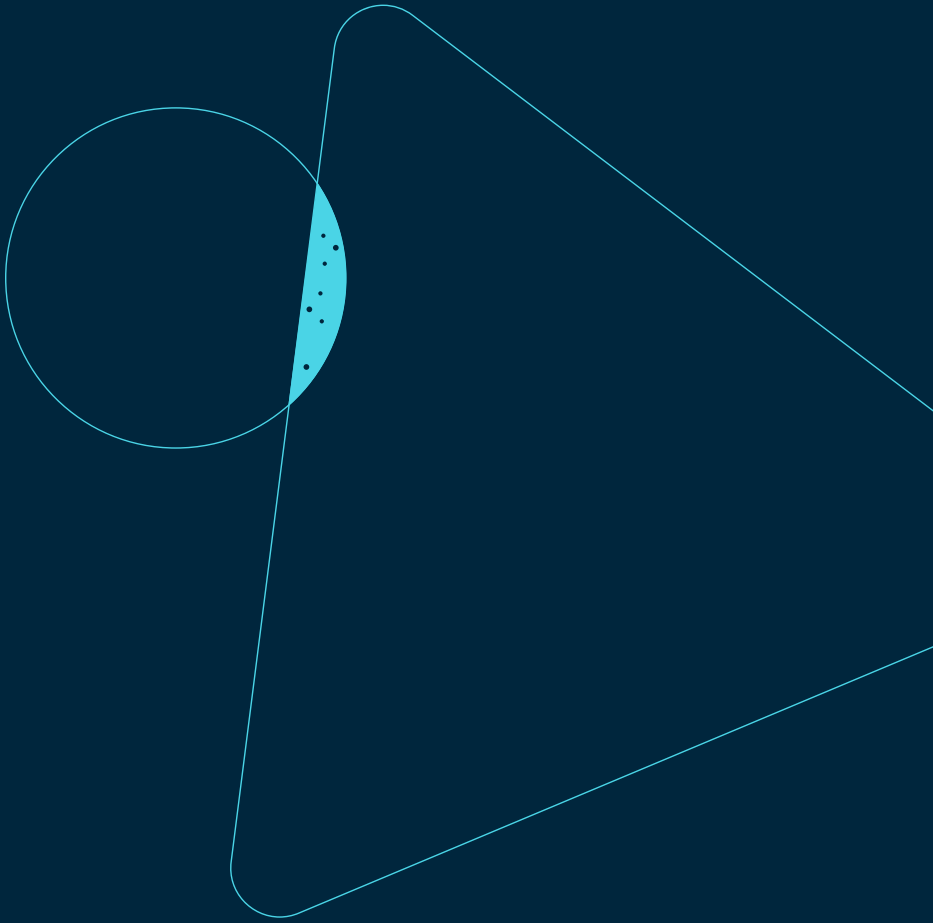
Country	Type
 Global	Private sector change

ETP, the [Responsible Contracting Project](#), and ETP members are launching a pilot to develop model contract clauses aimed at improving contract terms and purchasing practices that impact on human rights and environmental outcomes across tea supply chains.

Sector-wide Learning on Gender-Based Violence and Harassment in Tea

Country	Type
 Global	Shared learning

ETP will appoint an expert consultant to build a picture of common themes and recurring challenges facing tea producers on gender-based violence and harassment. We will facilitate a discussion with producers, packers, and retailers to share learning and recommend best practices for private sector actors.



Published 2023



Get in touch

URL: etp-global.org

Email: info@etp-global.org

Phone: +44 (0)203 559 6340

The Green House
244-254 Cambridge Heath Road
London
E2 9DA
UK

