



# BENTANI

## BREWING CHANGE: WOMEN'S EMPOWERMENT IN COFFEE ORIGIN COMMUNITIES IN INDONESIA



### › Latar Belakang Program

**B**erdasarkan data dari ICO (Organisasi Kopi Internasional) menunjukkan bahwa kontribusi perempuan terhadap industri kopi global cukup signifikan yakni 20% - 30% penanaman kopi dikelola oleh perempuan, dan 70% lebih terdiri tenaga kerja perempuan. Data 2019 juga menyebutkan Indonesia memiliki jumlah petani kopi terbesar ke-3 di dunia (1,3 juta), tetapi bertentangan dengan tren global, sektor ini didominasi oleh pria, sehingga kebutuhan petani perempuan perkebunan kopi sering kali diabaikan.

Kesempatan yang terbatas bagi perempuan untuk berpartisipasi dalam pelatihan atau dukungan lain yang tersedia dibandingkan dengan laki-laki, serta norma budaya seputar peran, dapat membatasi kemampuan perempuan untuk membangun kepercayaan diri dan kepemimpinan dalam komunitas kopi atau berkontribusi secara signifikan terhadap peningkatan pendapatan rumah tangga. Pengalaman Mercy Corps Indonesia menunjukkan bahwa ketika perempuan memperoleh pengetahuan, kepercayaan diri, dan akses ke berbagai layanan, hal itu dapat mengarah pada peningkatan kesehatan dan pendapatan keluarga.

### › Tujuan Program

Yayasan Mercy Corps Indonesia (YMCI) bekerjasama dengan Starbucks Foundation sedang melaksanakan Program *Brewing Change: Women Empowerment in Coffee Origin Communities in Indonesia* (BENTANI) di Jawa Barat dengan fokus untuk peningkatan akses kebersihan, kesehatan, kemampuan kepemimpinan dan kesejahteraan ekonomi perempuan di komunitas daerah penghasil kopi di Provinsi Jawa Barat. Terdapat tiga tujuan program, sebagai berikut:

1. Meningkatkan akses fasilitas air bersih, sanitasi dan kebersihan (WASH), serta mendukung edukasi kesehatan masyarakat terkait isu stunting dan nutrisi keluarga.
2. Meningkatkan pengetahuan literasi keuangan dan usaha untuk perempuan petani kopi melalui pelatihan dan pendampingan yang bekerjasama dengan lembaga keuangan formal.
3. Mendukung pengembangan usaha non pertanian untuk istri petani kopi dan anak muda perempuan melalui layanan mentoring digital dan akses ke pasar serta layanan keuangan formal.

### › Target Area dan Peserta Program

Program BENTANI akan dilaksanakan di Kabupaten Bandung dan Kabupaten Garut, Provinsi Jawa Barat sejak Desember 2021 sampai September 2022. Program BENTANI akan menjangkau 2.000 petani kopi perempuan, istri petani Kopi, dan anak muda perempuan (18 – 34 tahun) keluarga petani kopi.



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### » Background

**B**ased on data from the ICO (International Coffee Organization) shows that the contribution of women to the global coffee industry is quite significant, namely 20% - 30% of coffee cultivation is managed by women, and 70% consists of female workers. The 2019 ICO data also states that Indonesia has the largest number of coffee farmers (1.3 million), but contrary to global trends, this sector is dominated by men, so the needs of women farmer are often ignored.

The limited opportunities for women to participate in training or other available support compared to men, as well as cultural norms around roles, can limit women's ability to build self-confidence and leadership in the coffee community or contribute significantly to increasing household incomes. Mercy Corps Indonesia experience shows that when women gain knowledge, confidence, and access to services, it can lead to improved health and family income.

### » What We Do

Mercy Corps Indonesia, in collaboration with the Starbucks Foundation, is implementing a Brewing Change: Women Empowerment in Coffee Origin Communities in Indonesia (BENTANI) Program in West Java with a focus on increasing access to hygiene, health, leadership abilities and economic welfare of women in coffee origin communities in West Java Province. There are three objectives, as follows:

1. Improved health for female coffee farmer/coffee farmers' wives and their households through the provision of clean water, sanitation, and hygiene facilities and education that contributes to stunting reduction.
2. Female coffee farmers/coffee farmers' wives' knowledge of financial literacy enhance through training and mentoring, in collaboration with formal financial institution.
3. Financial management and business development of non-farming business for coffee farmers' wives/young women increased through digital mentoring services and access to formal financial products and services.

### » Target Area and Participants

The BENTANI Program will be implemented in Bandung and Garut districts, West Java Province from December 2021 to September 2022. The BENTANI Program will reach 2,000 female coffee farmers, coffee farmers' wives, and young women in coffee origin communities (aged 18 to 34 years).