



Jamaica 2 - Brewed Knowledge: Training Women Coffee Professionals for Transformative Education: IWCA Chapter Project Review Summary

Project Identification

- **Chapter Country:** Jamaica
- **Project Title:** Brewed Knowledge: Training Women Coffee Professionals for Delivery of Transformative Education in the Jamaican Coffee Value Chain
- **Contact:** Marshalee Valentine
- **Phone:** +18768333918
- **Email:** marshalee@jawic.org
- **Project Timeline:** 6 Months
- **Start and End Dates:** January 14, 2025 - June 30, 2025
- **Location:** Jamaica
- **Campaign link:** <https://givebutter.com/IWCAJamaicaBrewedKnowledge>

Project Overview

Executive Summary:

Brewed Knowledge is a pioneering initiative aimed at breaking down gender barriers within the Jamaican coffee industry by empowering women, youth, and professionals in the coffee value chain. The project provides comprehensive training in roasting, quality analysis, and barista techniques, with a focus on creating a more inclusive and equitable coffee sector.

- **Total Project Budget:** \$50,000 USD
- **Funding Required:** \$50,000 USD
- **Funding Already Secured:** N/A

Project Goals:

- Enhance skills among IWCA Jamaica women coffee farmers, baristas, and coffee professionals in specialized areas such as roasting, barista, and brewing techniques.
- Increase the number of women and youth in skilled positions and leadership roles, promoting gender equity and empowerment within the coffee sector.
- Strengthen engagement with stakeholders, including government agencies, academic institutions, and the private sector, to support the development and implementation of the training curriculum.

Strategic Alignment

- **Alignment with IWCA Mission:**
Supports IWCA's mission by empowering women and youth through skill-building and professional training, contributing to gender equity and leadership within the coffee industry.
- **Relevance to Industry Needs:**
Addresses critical gaps in skill development and professional training for women and youth in Jamaica's coffee sector, fostering greater inclusion and workforce diversity.

Project Impact



- **Direct Beneficiaries:**
Women and youth members of IWCA Jamaica involved in the Jamaican coffee industry, with a focus on providing skill-building opportunities in roasting and barista techniques.
- **Expected Outcomes:**
 - Enhanced skills among participants, leading to increased employability and leadership opportunities.
 - Broader engagement with industry stakeholders to support training initiatives and advocate for gender equity.
- **Long-Term Impact:**
Increased representation of women and youth in skilled roles, contributing to a more diverse and equitable coffee industry in Jamaica.

Project Details

- **Detailed Description:**
The project will provide hands-on training in key areas of the coffee industry, including roasting, quality analysis, and barista techniques. The goal is to equip participants with the skills necessary to excel in their careers and foster greater inclusion in the industry.
- **Location:** Jamaica

Capability and Feasibility

- **Project Team:**
Led by Marshalee Valentine with support from experienced trainers, coffee value chain specialists, and local volunteers.
- **Feasibility Analysis:**
High feasibility given the strong alignment with IWCA's mission and the involvement of skilled trainers and stakeholders.
- **Risk Assessment and Mitigation Strategies:**
Potential risks include funding constraints and resource availability; mitigated by securing sponsorships, in-kind donations, and engaging volunteers.

Funding and Resource Plan

- **Budget Breakdown:**
 - Project management and implementation costs.
 - Training materials, equipment for roasting, cupping, and brewing.
- **Resource Mobilization Strategy:**
Seek financial contributions, sponsorships, and in-kind support from local and international coffee stakeholders.
- **Potential Funding Sources:**
International grants, local business sponsorships, and donor contributions.

Donor Engagement and Communications



- **Donor Benefits:**
Enhanced visibility as a supporter of gender equity and skill development in the coffee industry, with direct engagement opportunities during training sessions.
- **Marketing and Outreach Plan:**
Promote through social media, local community networks, and industry events to attract donors and raise awareness.
- **Reporting and Accountability:**
Regular updates on project progress, participant feedback, and impact assessments shared with donors and stakeholders.

Approval and Next Steps

- **Recommendations for Board Action:**
Approve funding and begin outreach to potential sponsors and donors to secure the necessary resources for project success.
- **Next Steps:**
Finalize the training curriculum, engage stakeholders, and initiate project implementation.

Approval Status: Approved

Rationale for Approval:

The project is approved due to its alignment with IWCA's mission to empower women and youth through targeted skills training. The focus on roasting and barista techniques addresses a key gap in professional development within the Jamaican coffee industry. The project is well-designed, with strong stakeholder engagement and a clear path to achieving its goals of enhancing gender equity and economic empowerment in the coffee value chain.