

OSHER LIFELONG LEARNING INSTITUTE
AT VANDERBILT

COFFEE, GLOBALIZATION, AND SUSTAINABLE
DEVELOPMENT

November 1, 2021, 1:30-2:45 pm CT

Session #5



THE CHAIN
collaborative

WELCOME BACK!

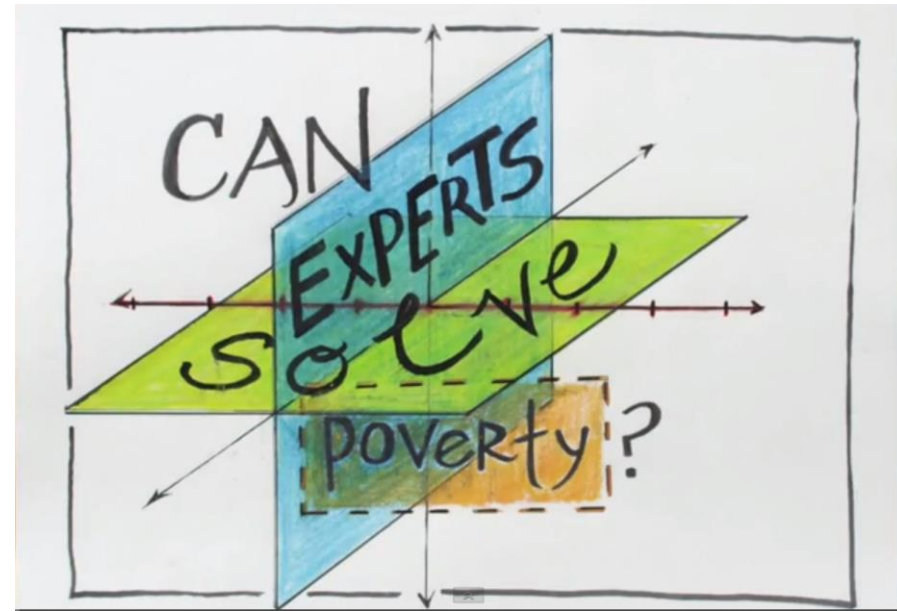
- Any comments/questions from last week
- Day's Agenda
 - Can conscious consumerism save the world?
 - Community Development vs. Community-Led development
 - Examples of best practice in coffee and beyond



RECAP

- The creation of the under-developed
- Development as neo-colonialism
- The superiority mindset and the anti-charity mindset pervades
- Have we created damaging narratives about people?
- Next: Can conscious consumerism save the world?
How does this all relate to coffee and development?

ghanathinktank
DEVELOPING THE FIRST WORLD



CONSCIOUS CONSUMERISM AND INTERNATIONAL DEVELOPMENT



SHOES AND INTERNATIONAL DEVELOPMENT



- *Conscious consumerism, might work but what are the shoes that people actually receive? Are they culturally relevant?*
- *Do they displace existing shoe companies?*
- *How does this help people to buy or sell their own shoes? Should that be the goal?*

SHOES AND INTERNATIONAL DEVELOPMENT



- *How can they be used as a weapon of class? How are these schemes exploitative?*
- *“Africans don’t need shoes” is a term I’ve heard a lot*
- *But is this a simplification of culture? And what about access? And health?*

WHAT IS COMMUNITY-LED DEVELOPMENT?

- Community-led development as initially defined by the World Bank: giving people the things and resources they lacked, rather than seeing people for what they have
- Community-led development today: investing in existing resources and capacities, shifting from project-led to mission-led organizations, moving away from the “usual suspects” to locally-led organizations



DEFINING COMMUNITY-LED DEVELOPMENT

- With the global shift from what people lack to what people have now:
 - CLD questions who knows best
 - It prioritizes transformative participation
 - It has moved from an empowerment/deficit lens to an asset-based lens
 - It uses systems thinking to analyze existing resources
 - It challenges the status quo in development circles



THE POWER OF COMMUNITY-LED DEVELOPMENT



THE MEANING OF PARTICIPATION

In development projects, we ask:

- Who is participating? How are they participating? People are never passive.
- Are people taking part in management and decision-making?

Types of participation:

- Nominal: most meaningless
- Instrumental: uses participants
- Representative: top-down participatory approach
- Transformative: bottom-up participatory approach

How does this relate to coffee?

- Through projects, marketing, and ownership

PROJECTS, SOURCING, MARKETING, AND OWNERSHIP IN COFFEE



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COFFEE AS EMPOWERMENT?



- How do we make sure being a coffee farmer is empowering, or rather, transformative?
- In coffee, are we investing in **community-led** development? Or we are just investing in communities, and community development?
- Power and decision-making: Who has the power to fund projects? Who sets company sustainability policies? Who extends their influence over whom?
- Ownership: Who owns and reaps the most benefit from advanced infrastructure and business?
- Marketing: Are coffee farmers able to tell their own stories? Are they compensated for these stories?

FURTHER THOUGHTS

- We need commerce and informational exchange, but we can do this better.
- We need trade and philanthropy, but we can do this better.
- We need to move from reverence to justice and shift the power.
- Some methods:
 - Untied aid
 - Invest in diverse leadership
 - Understand the roots of the problem
 - Understand that people are the experts in their own communities

THANK YOU AND SEE YOU NEXT
WEEK!