



**MEDIA RELEASE**

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**the story  
of a  
good coffee**



Discipline:  
Communication



**Hanns R. Neumann Stiftung's 3 minutes campaign wins iF DESIGN AWARD 2021**

An iF DESIGN AWARD 2021 has been given to the 3 minutes-Campaign for Hanns R. Neumann Stiftung's (HRNS) program Coffee Kids. With the purpose to raise attention for the needs of the next generation of coffee farmers and to trigger more engagement in the coffee community, HRNS launched the campaign in the midst of the COVID-19 pandemic about a year ago. It calls to spend 3 minutes – the time we need to make a coffee – to learn and understand about the situation and needs of young coffee farmers around the world.

The campaign video has now been awarded in the category Communication Design. The campaign was developed for HRNS by Melting Elements, a Hamburg based digital agency. "We are very proud of this award! It has been inspiring communicating the good work Coffee Kids is doing while also portraying the



realities young coffee farmers are facing globally. We are excited that this award gives the cause even more of the attention it deserves“, says Moritz Fack, Creative Lead at Melting Elements.

The video has been featured broadly on Social Media and was also accompanied by a website to give its audience a chance to dive deeper and understand the needs of young farmers.

“For HRNS it is important not only to tell, what we are doing as a foundation to improve the livelihood situation of smallholder coffee farmer families. With our communication we also aim to deepen the global understanding for the needs of smallholders in the coffee industry – and the potentials of youth gets special attention in this. That’s why we are very happy about the award for the campaign“, says Jesko Johannsen, Global Head of Communications at HRNS.

The campaign video can be viewed here:

[https://www.youtube.com/watch?v=7\\_ekfD3\\_GSU](https://www.youtube.com/watch?v=7_ekfD3_GSU)





The future of coffee begins with young farmers. Coffee Kids is one of the HRNS programs that works directly with youth. The program collaborates with the next generation of coffee farmers to reach their full potential in the global coffee community. Coffee Kids envisions a world in which young coffee farmers thrive and are able to unleash their potentials. In addition, it envisions a global coffee community in which everyone has an equal seat at the table. The three-pillar approach, combining training, mentoring and seed financing, has proven to be effective since 1988 in improving the livelihood perspectives of young coffee farmers. Coffee Kids currently implements three projects with 330 youth up to an age of 35 years in Guatemala, Honduras and Tanzania.

More about Coffee Kids: <https://www.hrnstiftung.org/coffee-kids/>

Each year, iF International Forum Design GmbH organizes one of the world's most celebrated and valued design competitions: the iF DESIGN AWARD. Recognized as a symbol of design excellence around the world, the iF DESIGN AWARD welcomed 2021 almost 10,000 submissions from 60 countries.

(Source: <https://ifworlddesignguide.com/>)

Coffee Kids Campaign on the iF DESIGN AWARD Website:  
<https://ifworlddesignguide.com/entry/317933-coffee-kids>

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### **About Hanns R. Neumann Stiftung (HRNS):**

Hanns R. Neumann Stiftung (HRNS) is an independent foundation working with smallholder families in coffee regions and youth in Germany. We believe that only strong future generations around the globe can shape a livable world.



HRNS is implementing projects in seven countries worldwide focusing on the livelihood situation of smallholder families with a holistic approach in the areas of youth, climate change, family business, organizational development and gender. This contributes to prospering smallholder families, strong future generations, employment and employability, attractive rural communities and landscapes worth living in.

We see youth as drivers of change globally and in Germany. Since its foundation in 2005, HRNS reached more than 330.000 smallholder families in 18 countries. In Germany HRNS is supporting more than 20 organizations focusing on the integration of migrated youth.