



**FREE WEST PAPUA**



**FUEGKOFFEG**

**Strategic Plan in Support of  
the Free West Papua  
Campaign  
2021**

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# 1 Introduction

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## 1.1 Fuckoffee

Fuckoffee (owners of the West Papua Coffee for Freedom Foundation that is not for profit) is more than just a provocative coffee shop with a cheeky atmosphere delivering an unforgettable service. It is a place that engenders freedom of expression, self-determination and a passion for the environment. We set out to establish an ethical, transparent, coffee-growing supply chain, ensuring that all the people that we work with to produce our coffee are treated equitably and with the utmost deference.

We find child labour, sweatshops and extortionate middlemen abhorrent and pride ourselves on being one of the very few coffee houses that ensure our coffee is organic, shade-grown and free of pesticides, herbicides, fungicides, and harmful fertilizers, which not only produce an inferior coffee but eventually can damage the health of the workers handling it. We have been using shade-grown coffee since our inception, as it is the traditional method and incorporates natural ecological relationships. Whereas 'open planting' is unsustainable, ravages the land through overexposure to sunlight and has a negative impact on the environment.

Surprisingly, we didn't then just sit on our arses all day basking in our self-gratifying wokeness. We actively scrutinised how our product is created and where the raw ingredients are developed by travelling to the region and talking to the suppliers. With such a vested interest in that region, making colleagues and subsequent friends, we, as a business, wanted to help improve the developing local economy of the Purosa valley region, recognising our collective responsibility.

Through our travels, we became friends with Benny Wenda and learned about the many years of atrocities that were inflicted upon the West Papuan people. Benny courageously fled West Papua after being unlawfully incarcerated for his activist actions for independence, reaching the UK in 2002 as an asylum seeker, and now has his home in Oxford. He is the Interim President of West Papua and the Chairman of the United Liberation Movement for West Papua (ULMWP) and a consultant on our campaign drive.

Through the West Papua Coffee for Freedom Foundation, we are presently trying to relocate our coffee imports from a region in West Papua as part of our contribution to the liberation, whilst keeping the indigenous varietal and terroir the same. We now want to assist further by not just raising awareness but adopt a more tangible approach for the Free West Papuan Campaign in London and the UK.

Because Fuckoffee stands for freedom!

**Papua Merdeka!**

Papua Merdeka!

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## 1.2 Overall Objectives

The objectives of the strategic planning process are to:

- Raise the awareness in the UK about the atrocities in West Papua
- Write to MPs especially the APPG
- Help free political prisoners
- Develop a Free West Papua volunteer focus Group
- Organise demonstrations
- Develop Social Media outlets
- Organise fundraising events
- Create literature highlighting the atrocities of the Indonesian Government
- Source our coffee from a region in West Papua by developing a program/project to sustain a head office, valued employees and working land

## 1.3 Current approach / Methodology

We appreciate that most campaigns must have a start and end date. But when we are fighting against such tyranny, we do not stop until they do, therefore making most of our objectives a constant.

- We shall develop a voluntary focus group to help with planning and gaining support for the cause
- Conduct as many interviews as possible with any refugees from the region, which we understand are few, but even continued interviews with Benny Wenda will highlight the issue and keep the interest at its optimum
- Through interactive and directed discussions, we can continue to develop the pressure towards politicians to push the genocide occurring in West Papua and make it part of the international agenda for the UK
- Dissemination and communication planning to boost the impact of the West Papua Campaign, which will involve all the activities we undertake to relevant stakeholders and other interested parties (including the public) at local and national level
- The Campaign dissemination activities will be targeted to make knowledge and the results of the Campaign available to relevant governmental and intergovernmental organisations such as the UK Parliament, United Nations and the Indonesian Government.

## 1.4 Current challenges

The biggest challenge for some of the objectives is the present pandemic and of course the barriers brought about by the Indonesian government.

# 2 Context

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## 2.1 Environment

Fuckoffee will predominately be dealing with two environments, the UK and West Papua. The present environment in the UK is increasingly passive when it comes to international issues, especially when there are so many national issues that still need addressing, which includes housing, fair education and future security. We have nothing but respect for this and will continue to be sensitive in our pursuit of awareness.

There is also the battle for priority when global issues are dictated by our MSM (Main Stream Media) who focus more on populist clickbait than issues that need urgency. The same attention should be brought to the genocide of people all around the world as we did with the apartheid in South Africa. We recognise the battle we have, but through careful planning and the development of a committed focus group, we can develop our programme and keep constructing ideas that are consistent.

## 2.2 Resources

Over time, we shall develop a marketing strategy that takes into account the present audience and customers that we have and develop creative and engaging social media that encompasses our campaign without excluding those who initially take no interest. We shall redesign our LinkedIn, Facebook, Twitter, Pinterest, Instagram, Tiktok and YouTube, and adapt our content to suit these different channels creating a strong bond with our Campaign for West Papua, making supporting us means supporting West Papua.

Fuckoffee loves interesting, often crazy artistic intellections, so will outsource this effectively across multiple platforms. We would like to find relevant integral people to push our message, and if that means forming relationships with 'influencers' across the social media platforms, then so be it. For West Papua as a rarity we will sell out.

We shall also endeavour to manage and facilitate social media communities by responding to social media posts and developing discussions 'positively'. BUT... we will always be an organisation that pushes social norms, boundaries and sensitivities but we also appreciate that without the support of the public that believe in what we do, we would not be here.

## 2.3 Stakeholders

We have yet to source donors or participants, but this is a work in progress and we shall update as and when.

# 3 Plan

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## 3.1 Objectives

**Our principal objectives are:**

- To seek and promote
- Organising fundraising events (In the way that we do!)
- Create articles on our website, highlighting the atrocities of the Indonesian government
- Source our coffee from a region in West Papua by developing a program/project to sustain a head office, valued employees and working land
- Clarify and share updated information on the genocide occurring in West Papua to people with the power to enable a change.

**We will throughout our existence always work towards our objectives to grow the awareness for a plight so continually unseen, so we shall:**

- Reach out to our community
- Get them involved
- Support the coffee the West Papuan's and Papuan New Guinea produce.

**The outcome/impact**

- Fuckoffee would hope to inspire innovative, energetic and sustainable support from people that want to help fight against, ethnic cleansing, military violence, political imprisonment, propaganda and the denial for West Papua people to live, just to live, is a sick purge in our world that needs to be stopped and not an edit by some duplicitous BBC journalist
- But, ultimately, the overarching aim is to reduce traumatic mental health, improve social identity and confidence, and provide the support to people in West Papua who are dying at the hand of a murdering Indonesian government, the right to have a voice, a referendum a valued existence.

## 3.2 Target groups

It may seem a little strange to want to find out which groups will suit a greater traction because we want all involved, but as we highlighted earlier, engaging a society can be fluxional. So this form of inquiry will be led by our focus groups



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