



Coffee Innovation Fund – Ethiopia

Supporting innovative and scalable solutions to increase profitability and market access of small-holder coffee farmers

Enabling living income through consumer empowerment

Moyee Coffee is a social enterprise that promotes roasting in origin countries while also raising awareness of the benefits of forest grown coffee.

Using blockchain to make consumers part of the solution

Technology is transforming the coffee sector. Moyee is thus taking advantage of one of the decade's most talked-about technologies: blockchain. It enhances automation, builds trust and inserts accuracy into the supply chain. It also provides a platform where consumers can be a part of impact creation through their scalable, transparent and trustable actions and choices.

The company believes consumers need to be part of the solution. Moyee not only wants to educate consumers about the coffee they drink, but also empower them to make choices that directly affect the farmer's living income. The pilot phase of this project will be implemented together with Moyee's outgrowers and the FairChain Foundation.

"1 million coffee tree revolution"

With each cup of coffee sold, a token worth €0.25 will be provided to consumers. Each token scanned creates a digital wallet and customers can then select one of two options: either "invest €0.25 in planting a coffee tree" OR "keep €0.25 for the next purchase of Moyee coffee".

Producers will be offered coffee tree seedlings to increase yields and the farmer's income as well as carbon sequestration. Planting new trees is needed to safeguard the sustainability of coffee production. In the long term, a coffee tree can only deliver so much coffee. By planting new trees farmers can keep building their future.



Project overview

Term: 2019-2020
Region: Oromia, Ethiopia
Partner: Moyee Coffee Germany
Volume: EUR 50,000 (supported by the Fund)
EUR 100,000 (total volume)

Goals

- ❖ Ensure 500 consumers engage in the token platform and enable 500 coffee trees to be planted.
- ❖ Obtain proof of concept for the engagement and empowerment of consumers.
- ❖ Create a replicable use case for how to engage users on the platform.

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