COFFEE INNOVATION
Enhancing Consumer Engagement and Revenue to Coffee Farmers

The One Million Tree Revolution Campaign
CHALLENGE
Return more money to coffee farming communities by engaging coffee consumers and allowing them to choose from several sustainable reinvestment projects to benefit coffee growers with their purchase.

COMPANY DESCRIPTION
Moyee Coffee was established in 2013 by social entrepreneur Guido van Staveren van Dijk to bring FairChain, forest grown, specialty coffee to ethically minded consumers and companies. As a social enterprise and together with the FairChain Foundation as a partner, Moyee Coffee endeavours to raise awareness for the challenges which exist within the global coffee supply chain while promoting the benefits that forest grown coffee and roasting within the coffee belt can create. We aim to provide consumers with great tasting coffee while ensuring everyone along our supply chain earns living wages and incomes while the natural environment is cherished and protected.

INNOVATION
TRANSPARENT AND INCLUSIVE BUSINESS MODELS
Using blockchain, each consumer purchase creates a virtual token which represents an investment in one of several projects to support and return value to coffee farmers. Allowing consumers to choose how to direct their token gives them a sense of ownership.

COST-BENEFIT ANALYSIS
COSTS
FAIRCHAIN SUBSCRIPTION: €500/MONTH
AD BUDGET FOR CAMPAIGN (4 WEEKS): €4,000-8,000
CAMPAIGN DEVELOPMENT: €20,000
IT/UX DEVELOPMENT: €30,000
LABOR
EFFECTS ON REVENUE
FAIRCHAIN PAYS 20% CASH PREMIUM ON THE MARKET PRICE
EFFECTS ON YIELD
NONE EXPECTED

PREPARATION
TIMELINE
DEPENDS ON THE SCOPE - WEEKS TO MONTHS
STAFFING REQUIREMENTS
NO ADDITIONAL STAFF REQUIRED

MATERIALS & EQUIPMENT
- ONLINE SOLUTION RUN ON MOBILE PHONES AND TABLETS WITH CAMERA AND REASONABLE INTERNET CONNECTION.
- FARMERS WILL NEED ID CARDS WITH OR CODES PRINTED ON THEM FOR DIGITAL ID.
- SEEDS NEED TO BE OBTAINED (SUITABLE VARIETIES)
- FARMER NETWORK

LESSONS LEARNED
CHALLENGES
- Connection with consumers in Germany switched to virtual
- Communication issues between Germany and Ethiopia
- Field officers pulled out
- Training sessions and focus groups accommodate health and safety measures
- Communication and cultural issues
TAKEAWAYS
- Include enough room for contingencies in time and budget
THE ONE MILLION TREE REVOLUTION CAMPAIGN

RESULTS

As a result of Moyee’s trial with FairChain Tech,

658 FARMERS IMPACTED THIS YEAR, OWNING AROUND 382 HA

200,000 TREES DIGITIZED

Y3 AND Y4 RETURN ON INVESTMENT EXPECTED
IMPLEMENTATION

1. Carry out consumer and market research to identify target customer profiles.

2. Background research on tree planting initiatives, and how to integrate them with blockchain.

Tree planting Initiatives in Germany

Overview & Key Insights
THE ONE MILLION TREE REVOLUTION CAMPAIGN

IMPLEMENTATION

3. CREATE A MARKETING STRATEGY AND WEBSITE TO ENGAGE THE TARGET CUSTOMERS

4. TEST THE MARKETING STRATEGY, UX AND ASSETS WITH TARGET CUSTOMER FOCUS GROUP TESTING
IMPLEMENTATION

LAUNCH CAMPAIGN, MONITOR FARMER REINVESTMENT PROJECT AND CUSTOMER ENGAGEMENT
COFFEE INNOVATION FUND
Developed and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by GIZ.

MISSION
The Fund’s objective is to increase profitability of small-holder coffee farmers, and foster greater, more equitable value distribution in the supply chain through promoting innovative farming systems, transparent and inclusive business models, and access to new markets.