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In cooperation with



Murundo Washing Station.  
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# COFFEE INNOVATION

Coffee-Based Tourism Development

# OVERVIEW: KIVUBELT COFFEE LTD. (RWANDA)

## CHALLENGE

Coffee growing regions in Rwanda are remote and poorly served by infrastructure, leaving few options for supplemental income.

## INNOVATION

### UNIQUE TRAVEL CORRIDOR FOR ECO-TOURISM TO HIGHLIGHT WESTERN RWANDA COFFEE

Creation of additional revenue for low-income farming households through the establishment of a coffee tourism initiative in the Nyamasheke district, including a coffee shop. There are two parts: Diversification by training 100 women and 50 youth on handicraft production, farm to cup storytelling, eco-tourism hosting/ management, and financial literacy; and Intensification by training 200 farmers on Good Agricultural Practices (GAP) to improve coffee productivity and quality.

## COMPANY DESCRIPTION

Kivubelt is founded and led by women to raise the voice of women within the coffee sector, as well as to grow, process and sell high quality Rwandan coffee. Kivubelt started in 2011 with the vision of vertical integration of production on our own farms and production of smallholders. They are working with the communities around our washing stations delivering technical assistance on coffee quality and agronomy, and supporting local education and health care initiatives. More than 500 families participate delivering their cherries to our washing stations every year and earning additional premiums they did not earn before.

## KEY COMPANY STATS

### NUMBER OF PRODUCER PARTNERS

500

### NUMBER OF STAFF

Six

## COST

### COSTS

Approx. USD 47,000 for cafe equipment and barista training, eco-tourism marketing and study, farmer training on GAP

### EFFECTS ON REVENUE

It is difficult to estimate medium or long term effects on revenue, but at this time, handicrafts and eco-tourism are providing a good supplementary income to families.

## PREPARATION

### TIMELINE

Two years to form farmer groups, develop training, do handicrafts, online marketing

### MATERIALS AND EQUIPMENT

Recommend smartphone or computer/ laptop for digital marketing and reservations (via Facebook, Instagram etc.)

### STAFFING REQUIREMENTS

Four staff to coordinate trainings, supervise activities, manage marketing campaigns and tourism outreach

## LESSONS LEARNED

### CHALLENGES

Delays in equipment purchase slowed the cafe opening, which is the gateway for tourists to the village eco-tourism.

### TAKEAWAYS

The smallholder coffee farmers were attracted and welcomed the project.

## RESULTS: KIVUBELT COFFEE LTD. (RWANDA)

As a result of Kivubelt developing coffee-based tourism:



Training on farmers traditional roasting © Perpetue Mukamusinga, IBTC Ltd.



### 30 HANDCRAFTS BAGS

were produced and 20 were sold to tourists.



### 20,000 COFFEE SEEDLINGS

were given to the smallholder coffee farmers in 2023 to be planted in agroforestry systems.



### 50 TOURISTS

have experienced the coffee tour and homeroasting, and during the visit, each person interested in coffee was served by a trained barista.



Most of the casual workers who were targeted under this project were female and encountered

### 90 % OF THE TOTAL PROJECT BENEFICIARIES

(these include a number of females to be trained in handcrafts storytelling etc.)

“

The majority of the project's activities were designed to provide casual workers with the necessary knowledge and skills to generate a supplementary income.

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The COFFEE INNOVATION FUND has been developed and funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

**MISSION:** The Fund's objective is to increase the profitability of smallholder coffee farmers, and foster greater, more equitable value distribution along the supply chain through promoting innovative farming systems, transparent and inclusive business models, and access to new markets.

**Contact details:**

Kalila Kantengwa, Managing Director

E: [Claudine.kantengwa@kivubeltcoffee.com](mailto:Claudine.kantengwa@kivubeltcoffee.com)



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**Registered Offices:**

Bonn and Eschborn, Germany

Friedrich-Ebert-Allee 32 + 36,  
53113 Bonn  
T +49 228 44 60-0  
F +49 228 44 60-17 66

E [info@giz.de](mailto:info@giz.de)  
I [www.giz.de/en](http://www.giz.de/en)

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**Editors:**

Coffee Innovation Fund  
Kivubelt Coffee Ltd.  
Jen Green, Indonesia

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Shenny Purwadi, Jakarta

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