



# COFFEE INNOVATION

## Enhancing Consumer Engagement and Revenue to Coffee Farmers

The One Million Tree Revolution Campaign

# OVERVIEW: 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.

## 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,



## 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.

### NUMBER OF STAFF

5 FULL-TIME



## 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

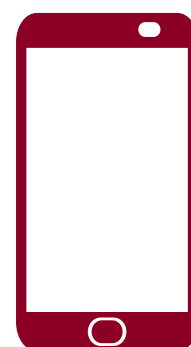
DEPENDS ON THE SCOPE  
- WEEKS TO MONTHS

### 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 QR CODES PRINTED ON THEM FOR DIGITAL ID.
- SEEDS NEED TO BE OBTAINED (SUITABLE VARIETIES)
- FARMER NETWORK



## LESSONS LEARNED

### CHALLENGES

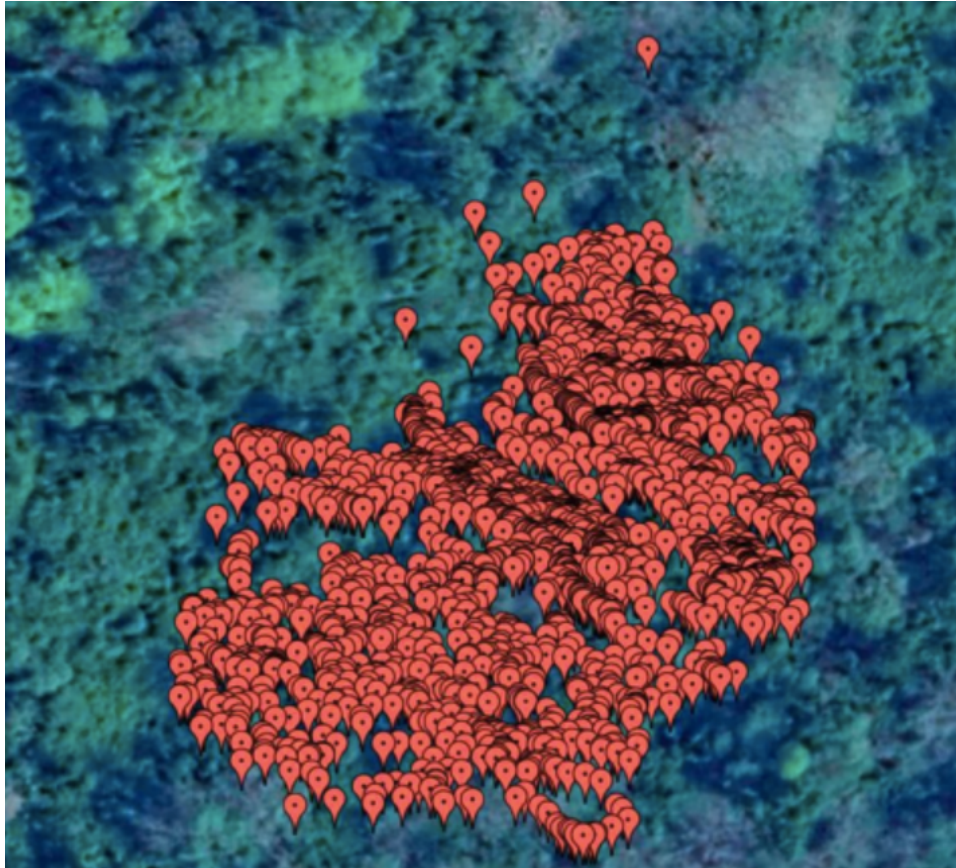
- Connection with consumers in Germany switched to virtual
- Communication issues between Germany and Ethiopia
- Field officers pulled out
- Training sessions and focus groups accommodate health and safety measures
- Communication and cultural issues

### TAKEAWAYS

- Include enough room for contingencies in time and budget

# RESULTS

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



658

FARMERS IMPACTED  
THIS YEAR, OWNING  
AROUND 382 HA



200,000

TREES DIGITIZED

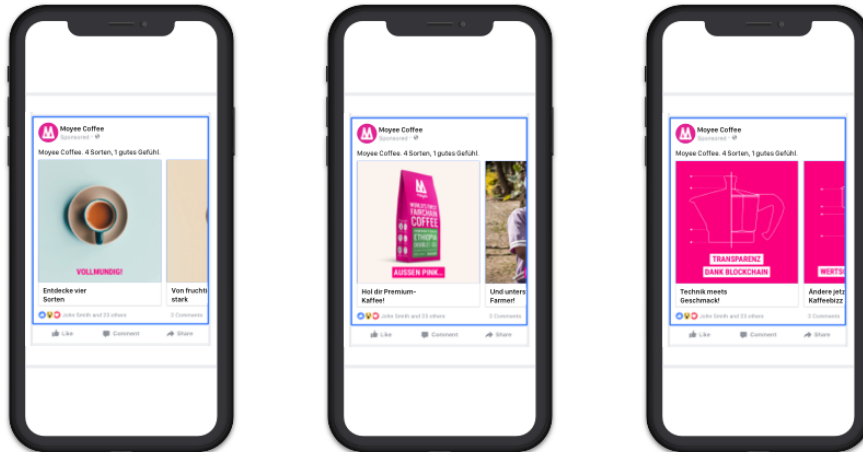


Y3 AND Y4  
RETURN ON  
INVESTMENT  
EXPECTED

# 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



## IMPLEMENTATION

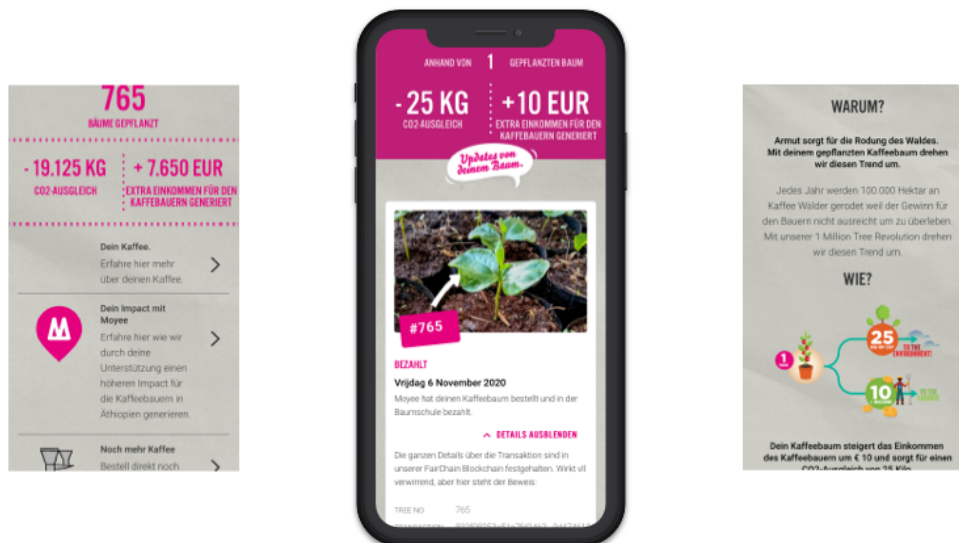
3

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

5

LAUNCH CAMPAIGN, MONITOR FARMER REINVESTMENT PROJECT  
AND CUSTOMER ENGAGEMENT



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#### 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.

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