

CertifiCafé

Section 1: Concept Overview

Project Objective: Increase the number of farmers with sustainable certification (Rainforest Alliance) in Brazil by 15%

Brief Description: CertifiCafé is a startup that developed a digital platform, which simplifies all stages of the certification process. Our Platform diagnoses the property and, based on data analysis, guides farmers on all the adjustments they need to be able to certify, teaching how to do it, how much time and money to invest in the adjustment. In addition, the Platform does all the traceability of the coffee, generates all the reports and documents necessary to meet the certification, in addition to helping the grower with the cost of coffee production and property management. With the CertifiCafé Platform, coffee growers can use the agronomist's help to obtain certification, as it provides all the training for the agronomist to assist in certification, preventing the grower from contracting another service just for this purpose.

Country of Focus: Brazil

Key Performance Indicators:

Indicator	Metric	Baseline	Project Target
Number of certified producers	Number of new certified coffee growers	Total new Rainforest Alliance certified coffee growers	Certify 117 growers

Please indicate how this project aligns with the 2025 Targets:

- Resilient supply
 Improve well-being & prosperity
 Strengthen market demand
 Conserve nature

With this project, we want to increase the number of certified producers, improving the sustainability levels of coffee production, the income and quality of life of producers and workers

Project Status: Existing project under implementation

Project Timeline: Start date: 29/01/2021 End date: 31/12/2024

Section 2: Partnerships

Involved Parties:

Organization Name	Role in Project	Contribution

Expectations for Partner Engagement: We still don't have partners for this project, but we hope that the partner can contribute financially to the development of the project, investing in the operation of the field, so that we can implement the technology and assist producers in obtaining certification. In addition, the partner's knowledge and ability to purchase certified coffee are essential for us to reach the goal.

Deadline for partnership opportunities: 8/31/2021

Section 3: Funding

Project Costs:

Total project costs	€ 200.000,00
Secured funding	€ 0,00
Funding needed	€ 200.000,00

Explanation of Funding Use: This money will be invested in hiring agronomists and maintaining CertifiCafé's technology. With this money, we will reach a total of 115 coffee growers, divided into 5 coffee producing regions in Brazil (Matas de Minas, Caparaó, Capixaba Mountains, Matas de Rondônia and Chapada Diamantina). In these regions there are few sustainable Producers, according to the Rainforest Alliance standards. In this way, in addition to expanding the network of sustainable Producers, we also bring better living conditions and well-being to people in these regions.

For more information on this project, please contact **Mauro Júnior** at mauro@certificafe.com.br