

## Digital Origin Education Program (Pilot)

### Section 1: Concept Overview

**Project Objective:** To begin supporting producing country actors to understand the potential and use of digitalization and share best practices, The Chain Collaborative (TCC), in partnership with Digital Coffee Future (DCF), proposes to pilot the development and implementation of the Digital Origin Education Program (DOEP). This program will support cooperative representatives, small exporters, estate owners, and any other coffee actor located at origin to learn about coffee digitalization and its potential for their coffee enterprise.

**Brief Description:** The international coffee sector is a multi-billion dollar industry that is supported, in large part, by a diversity of smallholder coffee farming families from over 70 countries worldwide. These producers face significant challenges that limit their agricultural earning potential, and to combat this reality, the development and implementation of digital tools offers a strong opportunity. Despite the potential of digital tools to make the coffee value chain more sustainable, however, there is a lack of awareness among industry members about how these tools function. In addition, the application of digital tools often occurs with a top-down approach. This can lead to adoption only on a small scale, only modest benefits for producers, cooperatives, and workers, and general mistrust and skepticism towards the possible implementation of future tools. To support producing country actors to understand the diverse applications of digitalization and share best practices, this educational program aims to guide participants through a comprehensive review and analysis of how to strategically implement coffee digitalization projects. It will allow origin participants to assess their digital readiness, tailor digital tools and plans to their needs/current level of digital maturity, and fully position themselves for digital transformation. Through the DOEP pilot – an eight-week-long training consisting of five modules of virtual lectures – TCC and DCF intend to train 15-30 representatives from various smallholder coffee organizations located in Latin America. The pilot will also serve to assess the outcomes of the DOEP with a proactive and concrete approach so that it can be scaled into the future.

**Country of Focus:** Central and South America

#### Key Performance Indicators:

Indicator	Metrics	Baseline	Project Target
Increased awareness of strategic implementation of coffee digitalization projects throughout the industry	-Number of people joining the training program -Number of questions answered correctly about coffee digitalization	-0 people trained in the DOEP -To be determined by a pre-test	-15-30 organizational representatives trained -80% increase in awareness between pre-test and post-test
Creation of bottom-up digitalization projects led by cooperatives, small exporters, and other SMEs	-Number of people joining the education program who create/design a digital program for their SME	0	-Between 15 and 30 project plans designed to impact at least 100 farming families each
Increased opportunity for coffee SMEs to take part in future digitalization education (i.e. DOEP taken to scale)	-Number of people joining the education program after the pilot has been executed	-15 to 30 representatives from the pilot	-Increase in participation by at least 150% per year, in first 2 years after the pilot

#### Please indicate how this project aligns with the 2025 Targets:

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Resilient supply         | <input checked="" type="checkbox"/> Improve well-being & prosperity |
| <input checked="" type="checkbox"/> Strengthen market demand | <input checked="" type="checkbox"/> Conserve nature                 |



The DOEP will allow participants to design and implement technology solutions to access important information. With targeted data related to farm management and climate change adaptation, actors at origin will be able to better leverage information to make informed decisions, impacting their ability to increase supply chain resiliency and conserve nature. Meanwhile, participants will also be able to better demonstrate their impact on environmental, economic, and social outcomes, allowing them to strengthen market demand and transparency efforts. As a result, they will be able to increase their well-being and prosperity in collaboration with diverse market actors.

**Project Status:** New project planned to commence soon

**Project Timeline:** *Start date: June – July 2022 End date: November - December 2022*

## Section 2: Partnerships

### Involved Parties:

Organization Name	Role in Project	Contribution
The Chain Collaborative	Project and Impact Manager	In-kind with expertise in a) monitoring and evaluation, b) virtual sustainability education design and dissemination, and c) knowledge management
Digital Coffee Future	Project Implementer	In-kind with expertise in a) coffee digitalization, b) virtual education design and dissemination, and c) program management/design
Industry partners (traders and roasters)	Project industry partners	Financial contributions, connections to local SMEs, and related expertise in the coffee sector to provide feedback to the DOEP pilot process
SMEs, cooperatives, and local exporters	Project participants	In-kind support via participation in the pilot program

### Expectations for Partner Engagement:

We are looking for partners that want to be part of an initiative which is the first of its kind. We expect that partners can support a) by identifying the right SMEs to take part in the pilot program and b) by providing financial support to the pilot. In supporting this effort, companies will be able to showcase their corporate responsibility and innovation, increase their brand awareness, and have the opportunity to directly involve their coffee suppliers.

**Deadline for partnership opportunities: 6/15/2022**

## Section 3: Funding

### Project Costs:

<b>Total project costs</b>	<b>34.000 euros</b>
<b>Secured funding</b>	<b>17.000 euros</b>
<b>Funding needed</b>	<b>17.000 euros</b>

**Explanation of Funding Use:** Funding is needed to a) complete the virtual adaptation of the learning modules; b) deliver the virtual training; c) develop and apply the monitoring and evaluation protocol for the pilot; and d) ensure robust project management and knowledge documentation.

**For more information on this project, please contact [Nora Burkey](mailto:nora@thechaincollaborative.org) at [nora@thechaincollaborative.org](mailto:nora@thechaincollaborative.org)**