

**Assignment form I Lab 2021-2022**  
**Outreaching program, Tilburg University**

**Main characteristics**

<u>Title of lab</u>	Bèkske: Rwandan Empowerment Coffee (Bèkske 5.0)
<u>Professor/Lab supervisor:</u>	Anne-Marie de Brouwer, Luan Vercruysse and Eefje de Volder
<u>Name of the chair</u>	
<u>General information</u>	
<u>Number of students</u>	
<u>Period</u>	September 2021 – June 2022
<u>Effort per student</u>	~80h/student
<u>Effort for supervisor</u>	Monthly meetings (2 hours) (18 hours in total over 9 months, excluding preparations)
<u>Final presentation</u>	June 2022
<u>Background of the project</u>	
<p><i>Bèkske: Rwandan Empowerment Coffee</i> supports female Rwandan genocide survivors – many whom survived genocidal sexual violence – by helping them to grow coffee beans, which can be sold later onwards in the Netherlands. <i>Bèkske</i> returns no less than 39% (!) of the revenues to local sources in Rwanda. That means 3 to 4 times more than the average coffee brands. On top, ‘our’ women share in the profits for 25%. Through <i>Bèkske</i>, women are learning to become real businesswomen and to make a solid income and thus become economically independent.</p> <p><i>Bèkske</i> is fair trade coffee and of the highest quality (‘speciality coffee’). With this coffee we support UN Sustainable Development Goals 1 (reducing poverty), 3 (well-being/health), 5 (gender equality and empowerment of women), 8 (economic growth) and 12 (responsible consumption). Although the coffee beans come from Rwanda, the coffee also has a clear link with Tilburg (not only in the name), because in the start-up phase of the project, <i>Bèkske</i> received support of the municipality of Tilburg. In addition, <i>Bèkske</i> has worked with students from Tilburg University, Fontys and ROC to bring (the impact of) social entrepreneurship closer to students.</p> <p>In the first half year of 2018, a group of 5 Outreaching Honours students took part in this ILAB (<i>Bèkske</i> 1.0). Their problem statement revolved around the following issue: “How can the <i>Tilburgs-Rwandeers Bèkske</i> be marketed with companies/organisations in Tilburg in a sustainable and longlasting manner?” We visited Rwanda to see real life the impact of <i>Bèkske</i>. In the year 2018-2019 a group of in total 7 students participated in this ILAB (<i>Bèkske</i> 2.0) and their task was to</p>	

promote *Bèkske* even more by setting up a 100-days campaign in Tilburg with the aim to find more customers and distributors. *Bèkske 3.0* (5 students) looked at the issue of sustainability and SDG impact. *Bèkske 4.0* (12 students) examined how we best could portray our message on social media (quality/fair/both) and how to sell our product (sales techniques). *Bèkske 5.0* will build forth on what has been achieved so far, with a particular focus on sales.

For further background information on *Bèkske: Rwandan Empowerment Coffee*, see:

[www.rwandesekoffie.com](http://www.rwandesekoffie.com) (Dutch) or [www.rwandan-coffee.com](http://www.rwandan-coffee.com) (English)

### Problem statement

The problem statement is:

How to uplift the sales of *Bèkske* so that we can make a real impact in the lives of the women?

### Stakeholders

Working partners of *Bèkske* in Rwanda include: Solace Ministries, Nyamurinda Coffee growers, women entrepreneurs, government authorities such as NAEB. Working partners in the Netherlands, include Pure Flavour, companies, consumers.

### Research approach

This Ilab is very practical. You will learn the commercial aspects of how to be a social entrepreneur and what it takes to set up your own business: in other words, learning by doing, rather than learning from the books. In particular you will learn how to sell your product (*Bèkske* coffee) to different kind of audiences. You will also be trained by external coaches in this area. This skill is a very important one for whatever you will do after your studies. You will also learn to cooperate with your fellow students within the Ilab group (from a diversity of backgrounds and disciplines), but also with students from outside Tilburg University, that is Sint Lucas in Boxtel.

### Final reporting

- A final report with results found (approximate 15 pages).
- Final presentation: The final presentation involves a group presentation on the findings contained in the final report. The presentation will be maximum 20-30 minutes. Thereafter,

a discussion will take place under the guidance of a panel of 'judges' - composed of the supervisors of this ILAB and, if available, a staff member of the Outreaching Honours Program. The final presentation will take place in June 2022.

- Based on both the final report and presentation the supervisors will decide on a pass/no pass.

### Organizational issues

In general, students are expected to work independently, cooperate well in a team and to be highly organized and motivated.

Students meet with their supervisors once per month. There will be one general meeting in which the background and aim of this ILAB is explained (September). After the general meeting, 7 more meetings will be held, which all focus on the problem statement (October, November, December, January, February, March, April). The submission of the final report and group presentation will all take place in June 2022.

In between these meetings, students work independently or together with (some) group members on the problem statement. Concrete deadlines and assignments will be set for each meeting. The students will also pay visits themselves to organisations that may be important for this project. In addition, students may participate in events that are important to raise awareness about this project.