

Assignment form I Lab 2022-2023
Outreaching program, Tilburg University

Main characteristics

<u>Title of lab</u>	Impact Measurement: measuring 'empowerment' for the Rwandese female coffee farmers from Bèkske: Rwandan Empowerment Coffee (in cooperation with partner organisation Solace Ministries in Rwanda)
<u>Professor/Lab supervisor:</u>	Dr. Eefje de Volder
<u>Name of the chair</u>	Bèkske: Rwandan Empowerment Coffee
<u>General information</u>	www.rwandan-coffee.com
<u>Number of students</u>	4
<u>Period</u>	September 2022 – December 2022
<u>Effort per student</u>	~100h/student
<u>Effort for supervisor</u>	3 masterclasses in September 2022, 3 weeks meeting in October and November 2022
<u>Final presentation</u>	December 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> coffee returns more than 1/3 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%. <i>Bèkske</i> supports Rwandese businesswomen in coffee to reach a solid income necessary to ensure their economic independence.</p> <p><i>Bèkske</i> coffee 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 what originally was a project of the Mukomeze Foundation, <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>	

In the first half year of 2018, a group of 5 Outreaching Honours students took part in this ILAB (Bèkske 1.0). Their problem statement resolved around the following question: "How can the *Bèkske* be marketed with companies/organisations in Tilburg in a sustainable and longlasting manner?" We visited Rwanda to see real life the impact of *Bèkske*. In the year 2018-2019 a group of in total 7 students participated in this ILAB (Bèkske 2.0): their task was to promote *Bèkske coffee* even more by setting up a 100-days campaign in Tilburg 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 (covered by 4 Ilabs) looked into improving sales, social media (marketing) and finances.

In Bèkske 6.0 (2022-2023) we like to work with a small group of students to work out how to measure the empowerment of the Coffee entrepreneurs (together with our partner organisation Solace Ministries, who is conducting the reporting). As Bekske we do something extra (we return more than most other coffee brands) as we wish to empower these Rwandese coffee entrepreneurs in this way, but we need to make this measurable in order to monitor progress and to report on our promises.

We build from more general information that is collected by former ILABs on measuring impact for SDGs, supplement it with additional research on impact measurement, combine it with Bèkske's idea of empowerment and what is practically doable in terms of impact-assessment for our partner organisation Solace Ministries, to finally come up with a practical checklist for our partner organisation.

Problem statement

How to practically measure empowerment of the Rwandese female coffee growers of Bèkske: Rwandan Empowerment Coffee?

Stakeholders

- Rwandese female coffee producers.
- Solace Ministries (coordinating partner).
- Bèkske buyers.

Research approach

- Desk top research.
- Discussions/interviews with Solace Ministries.

Final reporting

- Report on how to measure Bèkske empowerment (narrative and a practical checklist).
- Final presentation.

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

Organizational issues

For students to be able to make a meaningful impact assessment, we first will get you acquainted with Bèkske Rwandan Empowerment Coffee. Therefore, during the first month (September 2022) three interactive discussions on relevant themes will be organised:

- (1) Introduction to Bèkske and social entrepreneuring;
- (2) Discussion on our understanding of empowerment (and introduction to Solace Ministries);
- (3) Introduction to the whole process of producing coffee: from berry to bean (optional: visit to coffee roaster, mini barista masterclass).

In October and November 2022, we will meet every three weeks (online or offline). During the meetings students will present their progress and the supervisor and/or someone from Solace Ministries will provide feedback. 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.