



OUTREACHING HONORS PROGRAM

Bèkske: Rwandan Empowerment Coffee (Bèkske 3.0)

<u>Title of lab</u>	Bèkske: Rwandan Empowerment Coffee (Bèkske 3.0)
<u>Professor/Lab supervisor:</u>	Anne-Marie de Brouwer, Luan Vercruyssen and Eefje de Volder
<u>Name of the chair</u>	
<u>General information</u>	<ul style="list-style-type: none"> • Students will receive skills and research training in several Modules and Searl meetings. • lectures, field research, international focus. • Dutch speaking students and English speaking students • All disciplines
<u>Number of students</u>	4-6
<u>Period</u>	September 2019 – June 2020
<u>Effort per student</u>	~80h/student
<u>Effort for supervisor</u>	Monthly meetings (2 hours) (18 hours in total over 9 months)
<u>Final presentation</u>	June 2020
<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>

Bèkske is fair trade coffee and of very good quality ('speciality coffee'). With this coffee we support UN Sustainable Development Goals 1 (reducing poverty), 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, *Bèkske* received support of the municipality of Tilburg. In addition, *Bèkske* has worked with students from Tilburg University, Fontys and ROC to bring (the impact of) social entrepreneurship closer to students.

In the first half year of 2018, a group of 5 Outreaching Honours students took part in this OLAB (*Bèkske* 1.0). Their problem statement revolved around the following issue: "How can the *Tilburgs-Rwandeers 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) and their task was to 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 will build forth on what has been achieved so far.

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

www.rwandesekoffie.com

Problem statement

The problem statement is:

1. What is the sustainable footprint of *Bèkske: Rwandan Empowerment Coffee*? This requires a comparative research into *Bèkske* and other coffee brands in terms of fairtrade labels and sustainability.

Stakeholders

Stakeholders include (minimum):

- Coffee brands, companies, consumers, female Rwandan coffee entrepreneurs.

Research approach

This llab requires a comparative research into other coffee brands as to how fair and sustainable (including circularity of materials used in the coffee business) they are, so that lessons learned, can be applied to *Bèkske: Rwandan Empowerment Coffee*. SDG 12 is therefore an important SDG for this llab to focus on. Furthermore, students will look into fairtrade and sustainable labels (e.g. fairtrade, UTC) and determine to what extent Bèkske meets their requirements or does even more. In this way students will be able to outline the sustainable and fairtrade footprint of Bèkske in comparison to other coffee brands (e.g. market positioning of Bèkske). On the basis of the analysis it might become apparent that Bèkske sets a new standard in the coffee business, at least as far as fairtrade is concerned. The report will also advice in and benchmark our activities against the big coffee brands, challenging their footprint.

This llab uses the following research methods for this:

- Desktop research
- Interviews with coffee entrepreneurs/label certifiers
- Interviews with possible partners

Final reporting

- Mid-term and final report: a mid-term report will be handed in to the supervisors in the beginning of December 2019; and a final report will be handed in to the supervisors in June 2020.
- 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.
- 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 2020.

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.