



FAIRCHAIN FOUNDATION

BUILDING INCLUSIVE BUSINESS MODELS THROUGH CUTTING-EDGE TECHNOLOGY



ABOUT FAIRCHAIN

The FairChain Foundation uses cutting-edge technologies to facilitate inclusive business models and shared value chains with positive externalities. We are committed to rethink economics and tackle the 21st-century challenge of redistribution of wealth while honouring our planetary boundaries.

Our methodology helps transform innovative business thinking into demand- driven theories of change. By using cutting-edge technologies, we can amplify any impact roadmap into interactive consumer experiences that resonate loudly across all channels and stakeholders.

We turn every product into a catalyst for change through radical transparency and equal partnerships.



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WHY WE EXIST



FAIRCHAIN FOUNDATION

THE FAIRCHAIN MISSION

MISSION

We whole-heartedly believe that tomorrow's economies will be driven by inclusive business models that combine entrepreneurial competitiveness and social impact.

We believe in a world dominated by businesses that are able to look beyond corporate social responsibility to create shared value.

We believe in a global society that embraces social entrepreneurship over development aid.

We believe in borderless communities that actively empower entrepreneurs in developing countries to compete on quality rather than poverty.

FAIRCHAIN IN A TWEET



FAIRCHAIN FOUNDATION





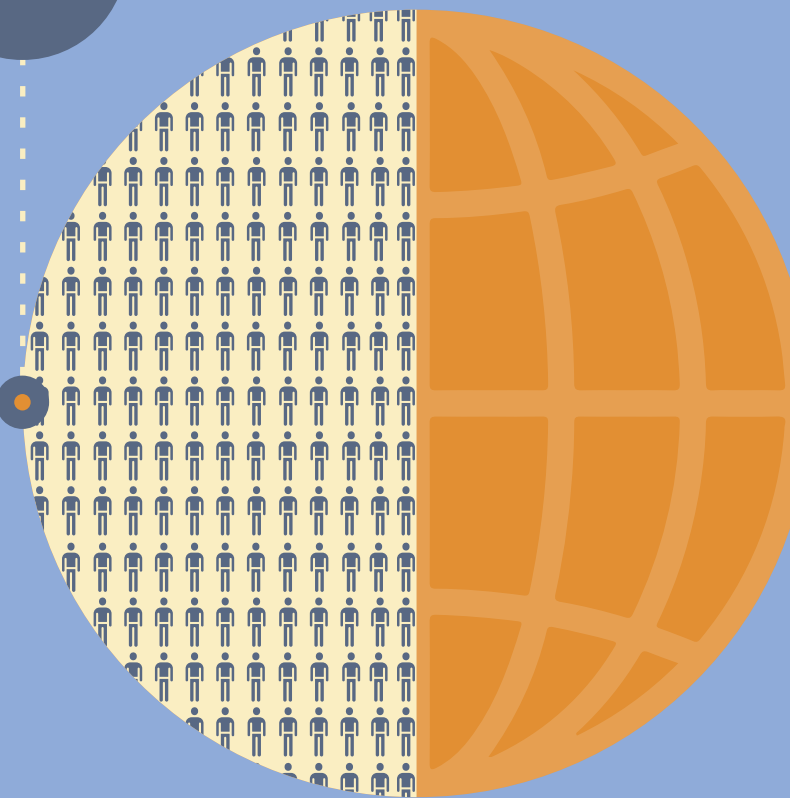
THE CHALLENGE

Over the centuries, multinationals have discovered the art of selling premium products at colossal profits. The majority of their products are made from valuable commodities sourced at rock-bottom prices in developing countries.

This system of buying low and selling high has created an enormous power imbalance, making it virtually impossible for developing economies to grow. Even countries blessed with valuable commodities like coffee, cocoa and tea have no prospect of ever catching up.

Development aid attempts to compensate for this imbalance, with the negative side effect that it actually masks the problem.

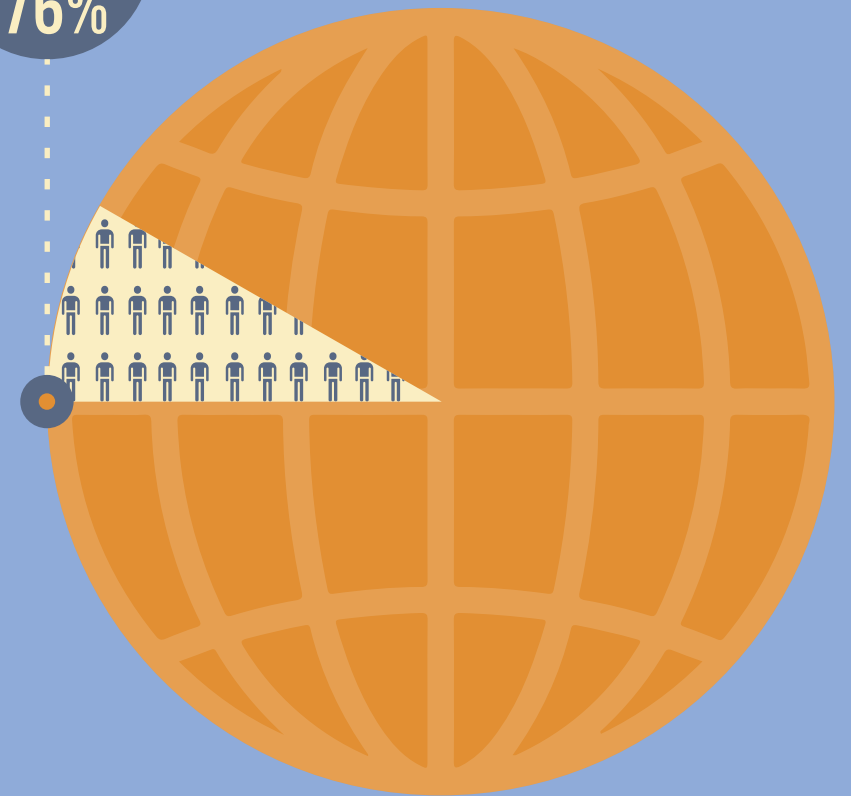
2%



2% OF ALL WEALTH

THE POOREST HALF OF THE GLOBAL POPULATION
BARELY OWNS ANY WEALTH AT ALL, POSSESSING
JUST 2% OF THE TOTAL.

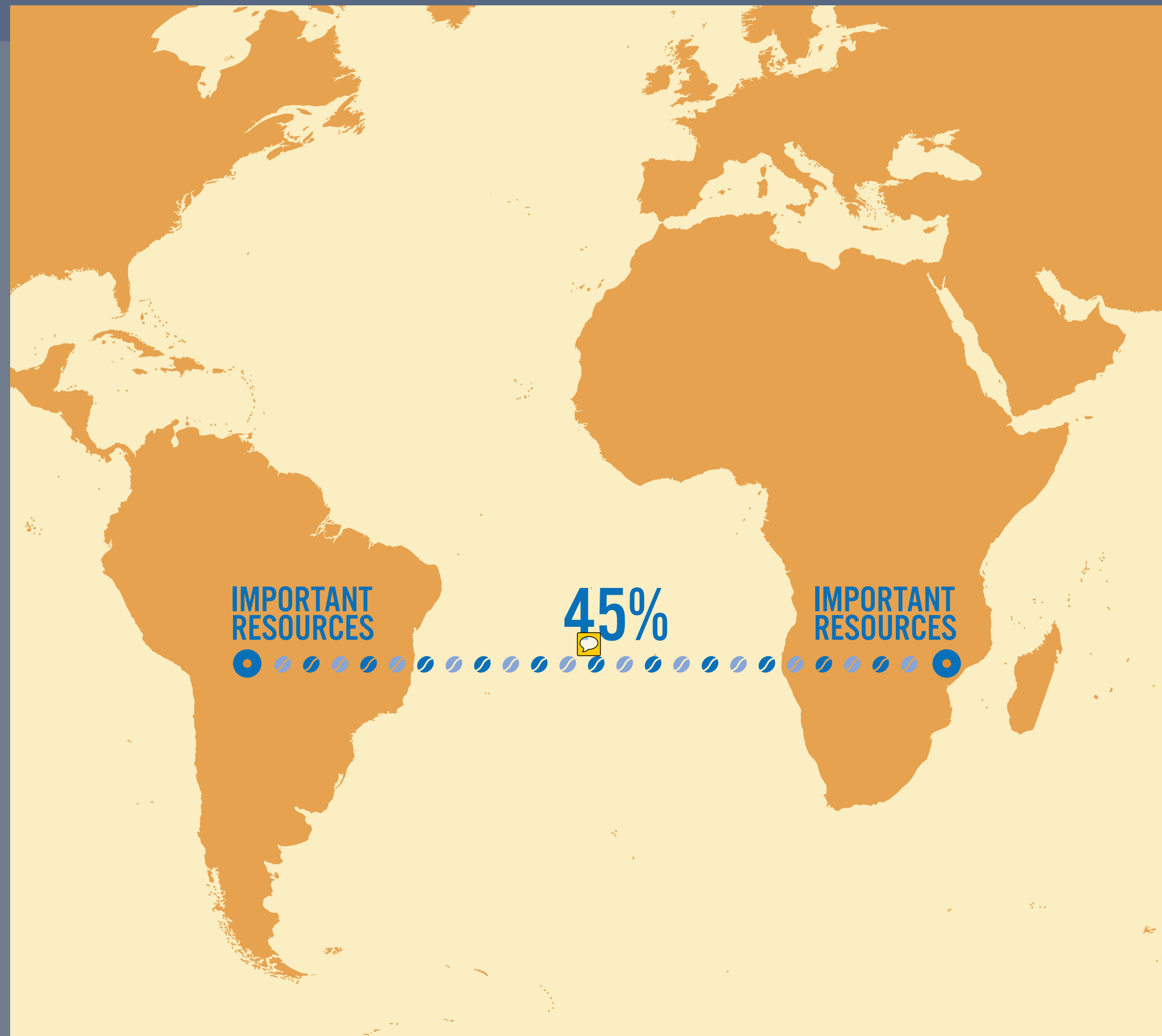
76%



76% OF ALL WEALTH

IN CONTRAST, THE RICHEST 10% OF THE
GLOBAL POPULATION OWN 76% OF ALL WEALTH





AN UNEQUAL WORLD

The richest 10% of the global population currently takes 52% of global income, whereas the poorest half of the population earns 8,5% of it.

The hard truth is that inequality between countries is still the same as in 1900.

In reality, global wealth inequalities are even more pronounced than income inequalities. The poorest half of the global population barely owns any wealth at all, possessing just 2% of the total. On the other hand, the richest 10% of the global population own 76% of all wealth (World Inequality Report, 2022).

Even though Africa and South America have more than 45% of the most important resources such as gold, coffee and minerals, these are also the countries where the biggest inequality rates  persist. Global inequalities seem to be about as great today as they were at the peak of Western imperialism in the early 20th century. Indeed, there is still a long way to go to undo the global economic inequalities inherited from the very unequal organization of the world production between mid-19th and mid-20th centuries. It is time to reinvent the social state in the 21st century.

The 2020 pandemic and the growing awareness of the environmental crisis prove the need for a new revolution to reduce inequality and bring more transparency to the supply chains.





CLIMATE CHANGE IS AN INEQUALITY ISSUE

100 companies have been responsible for 71% of global emissions since 1988 (Carbon Disclosure Project, 2017) and just 20 companies were responsible for 35% of all energy-related carbon dioxide and methane worldwide since 1965 (Climate Accountability Institute, 2019). The ecological collapse we face today can be squarely blamed on the accumulation of vast swathes of the world's resources by a tiny elite, who drive climate change with their greed and create a snow ball of systematic poverty than enhances climate change.

As global emissions have been rising almost continuously since the industrial revolution, Sub-Saharan Africans are just responsible for half of a percent of these (Our World in Data, 2019) even though these are the most affected countries by climate change. Tackling poverty and managing climate change are deeply interwoven - if we fail one, we fail the other.

As poor countries tend to be exposed to higher temperatures, they currently suffer and will continue to suffer the most from higher temperatures. Because of larger temperature-driven reductions in GDP per capita in the poorest countries, it is estimated that the ratio between the top and bottom income deciles is likely to be 25% larger today than it would have been in the absence of experienced global warming (Diffenbaugh and Burke, 2019).

To solve the climate crisis, it is urgent for brands and governments to invest in supply chain's equal distribution and invest in traceability mechanisms that solve green washing activities as it is also demanded by the consumer. €800bn of the European Union's COVID-19 relief fund will be dedicated to solve the climate crisis. By 2025, the European Commission aims to ban the act of Green Washing by improving transparency for consumers.

"European consumers are at the core of a global change. Their actions can make a significant difference. Consumers need to be empowered to make sustainable choices and be reassured that their rights will be protected in all circumstances."



DIDIER REYNDERS
European Commissioner for Justice





THE POWER OF BUSINESSES

As people demand more business engagement on societal challenges especially with climate change and inequality, businesses must recognize that its societal role is here to stay while NGO's and governments need to overcome the decrease of trust in these institutions¹ due to lack of transparency and external oversight.

The share of wealth held by public actors is close to zero or negative in rich countries, meaning that the totality of wealth is in private hands (World inequality report, 2022). This means that the private sector has tremendous financial power, and once channelled to the places it is needed most by market mechanisms and business models, it contributes to making governmental development aid redundant.

So to say, trade is the way to empower and embark on self-sustaining mechanisms towards wealth creation.



THE CONSCIOUS CONSUMER

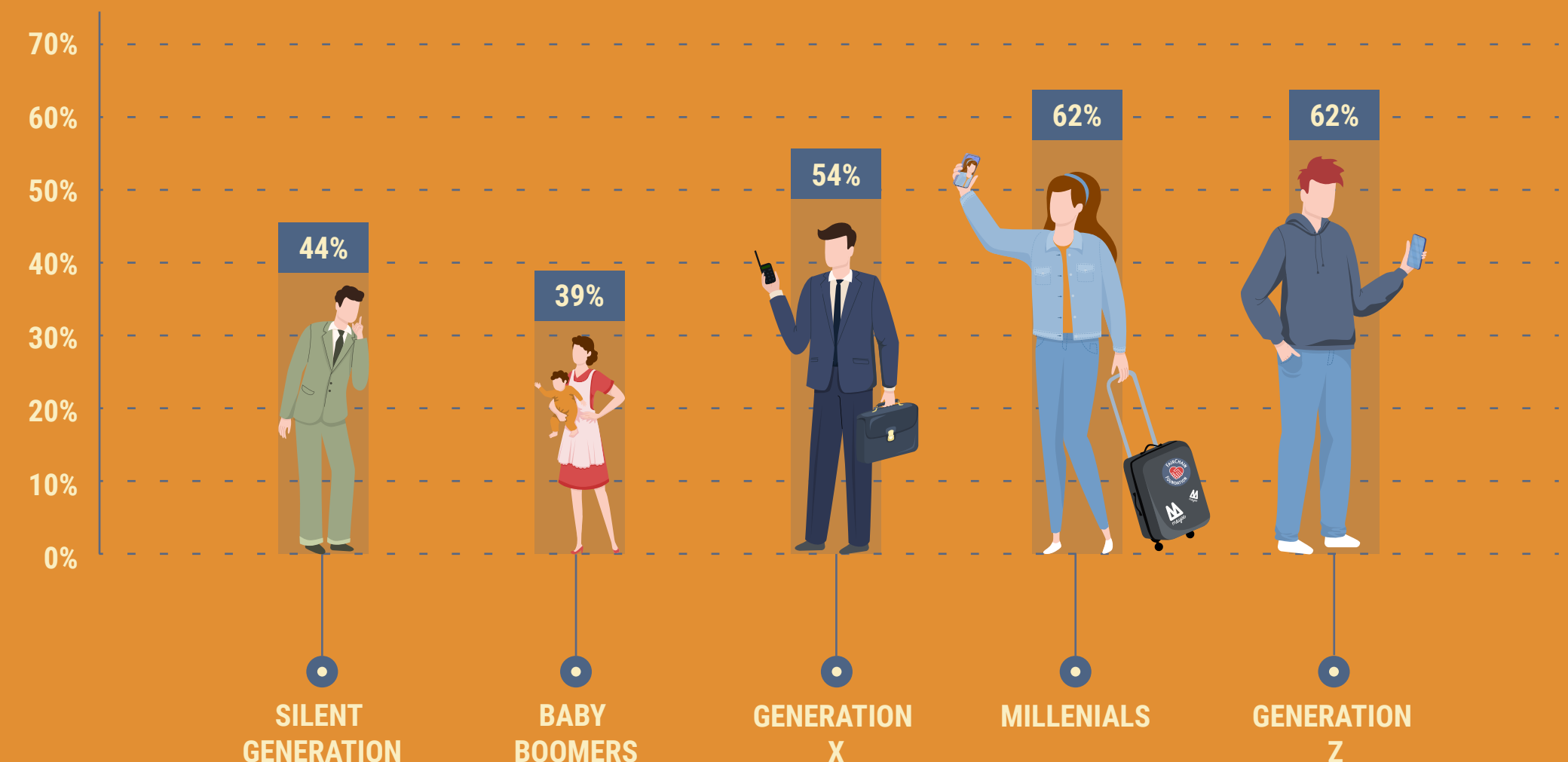
The global pandemic, the #metoo and #blacklivesmatter movements, and climate change have increased conscious consumption. Brands need to re-align their purpose and restructure almost all aspects of their operations and use technology and supply chain shifts to improve their products to create positive social and environmental impact.

Conscious consumers have strong moral principles and pay attention to the political, social and environmental landscape. As Gen-Z, the most mindful and activist consumer ever, enters the market, radical transparency needs to be embraced.

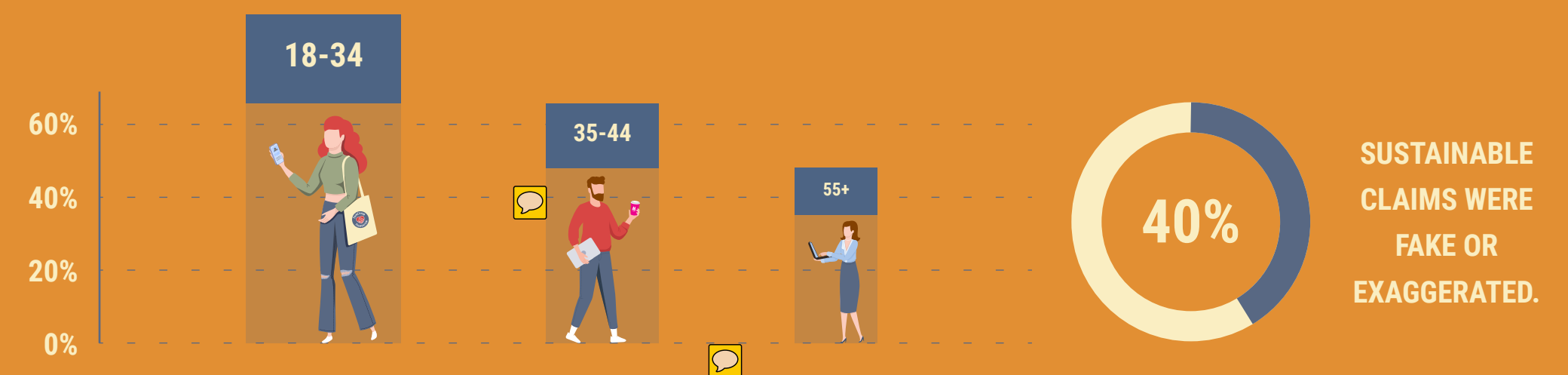
47% of global consumers find sustainable production methods more important than before COVID-19. Developing a product with ethical credentials and values is no longer a "nice-to-have" but an absolute essential for this new consumer landscape. Transparency also drives consumer trust, with 86% of consumers saying that if food manufacturers or retailers provided access to complete and easy-to-understand definitions for all the ingredients, it would result in more trust. In addition, 80% said greater transparency leads to loyalty, and 54% said they would be willing to pay more for products that offer high levels of transparency. Growing hand in hand with consumer demand for transparency is the increased demand for traceability. Research indicates that the food traceability market will exceed \$18 billion by 2024, expanding at a compound annual growth rate of 9% (FMI & Label, 2021)



PREFER TO BUY FROM SUSTAINABLE BRANDS



FOR YOUNGER GENERATIONS, NOT ALL SUSTAINABLE CLAIMS ARE FROM TRUSTWORTHY BRANDS AND THEREFORE NOT CONSIDERED AS SUSTAINABLE.



THE SOLUTION: INCLUSIVE BUSINESS MODELS

We think that with the rise of new (transparent) technologies, open-minded companies and vocal global consumers, the time has come to systematically tackle traditional global trade challenges. The stars are aligned, so to say, to bring an end to unfair trade and introduce inclusive business models that actively create shared value and promote open entrepreneurship. In this light, FairChain is a disruptor. FairChain envisions the future of business not as purposeless corporations, but as social enterprises. Enterprises that leave behind a greater share of the value they create in the countries that produce the commodities their businesses need to survive. Like, for example, paying fairer prices for these commodities.

This can, quite literally, be introduced overnight. That's all it takes to shift the balance in a value chain.

But the fact is, there are not a lot of options open to businesses with social enterprise ambitions. That's why we created FairChain. FairChain is a proven value chain shifter. With FairChain, businesses have a roadmap whose end goal is to leave behind up to 50% of the value created in the countries of origin. And that begins by paying a fair price for the commodities coming from those countries.





WHAT WE BELIEVE: THE FAIRCHAIN PRINCIPLES



CREATING SHARED VALUE

FairChain is single-minded in its purpose: to create shared value with the countries where the majority of the world's raw commodities originate from.

Not just a little bit of sharing - our aim is an even 50/50 split between producers in developing economies and consumers in the West. But just tiny shifts towards that goal will radically - and positively - alter the world as we know it.



TRADE OVER AID

Trade is not going to replace governmental aid overnight. But that doesn't mean it's impossible. Take Ethiopia, a country FairChain is extremely active in. As the origin of Arabica coffee, Ethiopia has some of the world's best beans. More to the point, Ethiopia has enough premium coffee beans to be well-off nation with enviable quality of life.

If we could shift some of the value-adding-activities - such as roasting and packaging - back to Ethiopia, we would exponentially increase the countries earning capacity.



COMPETE ON QUALITY, NOT POVERTY

Too often quality is seen as a first world word, while poverty as something reserved for developing worlds. Admittedly, that's an easy way for multinational corporations to justify their low prices.

But quality begins with commodities. In some cases, raw commodities are premium brands in and of themselves, such as Ivory Coast Cocoa or Ethiopian Arabica. FairChain is built around the idea of competing on quality not poverty. The way we do that is by transforming how we think of bulk commodities. Not as anonymous and emotionless items, but as diversified quality products.



TURNING MARKETING INTO IMPACT

Turning Marketing into Impact: Our studies show that quantifiable and verifiable proof of impact based on a theory of change leads to brand value and sustainable growth.

As consumer loyalty grows through transparency and radical impact engagement, marketing spent becomes more efficient and mindful.





FAIRCHAIN TECH



FAIRCHAIN FOUNDATION



FAIRCHAIN TECH

“The FairChain Foundation uses cutting- edge technologies to facilitate inclusive business models and shared value chains with positive externalities.



A new mindset is needed to rethink economics and tackle the 21st - century challenges of (re-) distribution of wealth and honoring our planetary boundaries.”



GUIDO VAN STAVEREN VAN DIJK
(NL) Founder/Chairman

SINCE NOVEMBER 2017

the FairChain Foundation has been working with Moyee Coffee on a radically transparent value chain.

The more we worked with blockchain, the more important the technology became in our FairChain impact toolkit. At the same time we noticed a lack of focus on contributing to the SDG's by existing blockchain initiatives nor did we find any offering fitting our design principles.

To show, prove and reward impact and turn impact into brand value and customer loyalty. We created a wordpress of blockchain that allows organisations of all shape, size and figure to work together and create impact driven consortia.



WE OFFER LOW COST, DIY,
TEMPLATE-BASED TECHNOLOGY



FAIRCHAIN FOUNDATION





WE HAVE A UNIQUE POSITIONING BY COMBINING



IMPACT

FairChain only works with organizations that have a theory of change. We focus on Inclusive business models, Shared value chains and positive externalities.



BUSINESS

FairChain works demand driven and not problem push. Our aim is to harness the power of consumer procurement and cascade their impact commitments throughout the supply chain.



TECHNOLOGY

FairChain is technology agnostic. We don't sell tech, we use it to achieve our goals. Based on the needs of our partners we are developing a blockchain platform.





We help purpose driven brands to build value chains that are more inclusive and have more positive impact in the country of origin. We do that with technology that enables radical transparency across the supply chain and radically engages consumers to fund impact in the supply chain.



IMPACT FOUNDATION

FairChain's field ops lay the impact foundation by onboarding producers, farmers and cooperatives on the app, giving them a digital identity and the tools to record their harvest at the very origin.

PRODUCTS:

- Producer ID & Harvest Registration App ²³
- Supply Chain Cockpit ²³
- Supply Chain Actors' Screen ²³
- Data Collection Tools ²³



RADICAL TRANSPARENCY

We provide low cost, easy to implement technology to make supply chains fully transparent, from producer to consumer and all the actors in between. The technology is powered by blockchain, enabling organisations to prove claims about provenance and value distribution and share the story in a fun and interactive way with their customers.

PRODUCTS:

- Provenance ¹⁹
- Farmer Dashboard & Database ¹⁹
- Live Feed ¹⁹
- Value Distribution Diagram ¹⁹



RADICALLY ENGAGE CUSTOMERS

We give your brand the tools to run an unparalleled loyalty campaign that contributes to their purpose, benefits their producers and at the same time activates and engages their customers in a meaningful way. Our Impact Action app allows brand's customers to reward local producers directly with a crop, seeds or training. Our tech confirms that rewards have indeed reached their destination.

PRODUCTS:

- Impact Wallet ²¹
- Farmer Dashboard & Database ²¹
- Impact-based referral tool ²¹
- Impact-based loyalty rewards ²¹

RADICAL TRANSPARENCY

WHY IS IT IMPORTANT?

Conscious consuming is on the rise and purpose driven brands find it difficult to stand out with the large scale epidemic of 'greenwashing'. They also find it difficult to provide consumers with easily accessible evidence about their claims and how their they have real impact in contributing to the SDGs.

HOW WE ACHIEVE IT?

We help purpose driven brands to build value chains that are more inclusive and have more positive impact in the country of origin. We do that by providing low-cost, easy to implement technology to make supply chains fully transparent, from producer to consumer and all the actors in between. The technology is powered by blockchain, enabling organisations to prove claims about provenance and value distribution and share the story in a fun and interactive way with their customers.

WE OFFER

- Turnkey DIY WordPress templates and widgets to facilitate easy onboarding of consumer to producer supply chains,
- Blockchain tech to provide immutable evidence,
- Impact dashboards powered by algorithms calculating impact based on ToC,
- Producer Registration, Validation, ID Card Creation,
- On the ground operations to onboard first mile.



RADICAL TRANSPARENCY: PROVENANCE, FARMERS DASHBOARD, VALUE DISTRIBUTION DIAGRAM , LIVE FEED.



PROVENANCE

INSIGHT

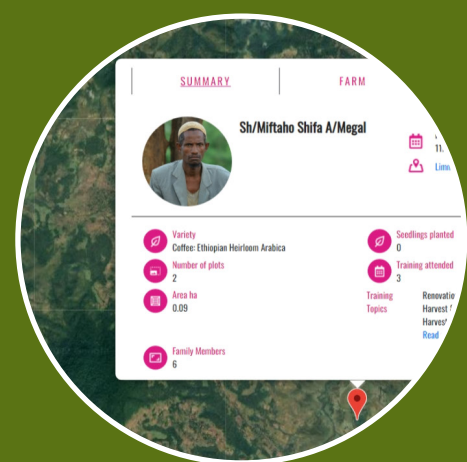
Consumers are demanding more and more to know where their product comes from and who has been involved in the supply chain and how much they earn.

OUR PROMISE

Provenance helps you reveal the story behind your product, show the value distribution in your supply chain to your consumer and stakeholders in a story way, and prove it with blockchain data.

HOW DOES IT WORK?

Either before or after purchasing, consumers can see the entire trail that the product has followed. Whenever the product goes from one step of the supply chain to the other, we collect the data.



FARMERS DASHBOARD

INSIGHT

Consumers want to see the real faces of the producers that a brand works with. If a brand is fair towards its producers, the minimum it can do is to publish the list of their producers and how much they earn.

OUR PROMISE

Show the real faces of the people who are producing your product, how much they produce, how much they earn and other related information to local producers.

HOW DOES IT WORK?

When a farmer is registered via the Farmer Registration App, their information is being shown on the map. Whenever they sell their products to us, their data gets updated.



VALUE DISTRIBUTION DIAGRAM

INSIGHT

Explaining to stakeholders and consumers about the build-up and value distribution across the supply chain is complex.

OUR PROMISE

Value Distribution Diagram helps you explain the entire supply chain, from harvest to consumer. It enables viewers to drill down per step and see the geographical origin, the price paid and the total harvest, put in a context of non-fair chain supply chains.

HOW DOES IT WORK?

Through the Value Distribution Diagram, viewers can drill down per step. of the supply chain to the other, we collect the data that who has received what in that step. For example, we register how much farmers receive when they deliver their coffee cherries to the washing station.



LIVE FEED

INSIGHT

Consumers and governments demand the end of green-washing where trust is gained through radically transparent mechanisms.

OUR PROMISE

This layer of data gives your consumers and stakeholders the evidence of the actual transaction between the farmer and the next actor of the supply chain, including the price paid.

HOW DOES IT WORK?

Either before or after purchasing, consumers can see the entire value distribution throughout the supply chain. When a transaction happens at a point of the supply chain, we collect the data by our supply chain management system. The data will be shown on this software. For example, we register how much farmers receive when they deliver their coffee cherries to the washing station.

RADICAL ENGAGEMENT

WHY IS IT IMPORTANT?

Purpose-driven brands need meaningful ways to express and reinforce their purpose and engage with their loyal consumer base to turn them into fans and ambassadors. However, at the same time, brands are pressured to improve marketing spend efficiency, lead to lower cost of acquisition, longer customer lifetime value and loyalty.

NGOs are confronted with dwindling governmental support, churning donors, difficulty to reach out younger donors and high costs to deliver impact events. At the same time, they are increasingly burned with high monitoring and evaluation costs. Often NGOs are not equipped to effectively tap into emerging tech that help them acquire and engage donors more effectively.

HOW WE ACHIEVE IT?

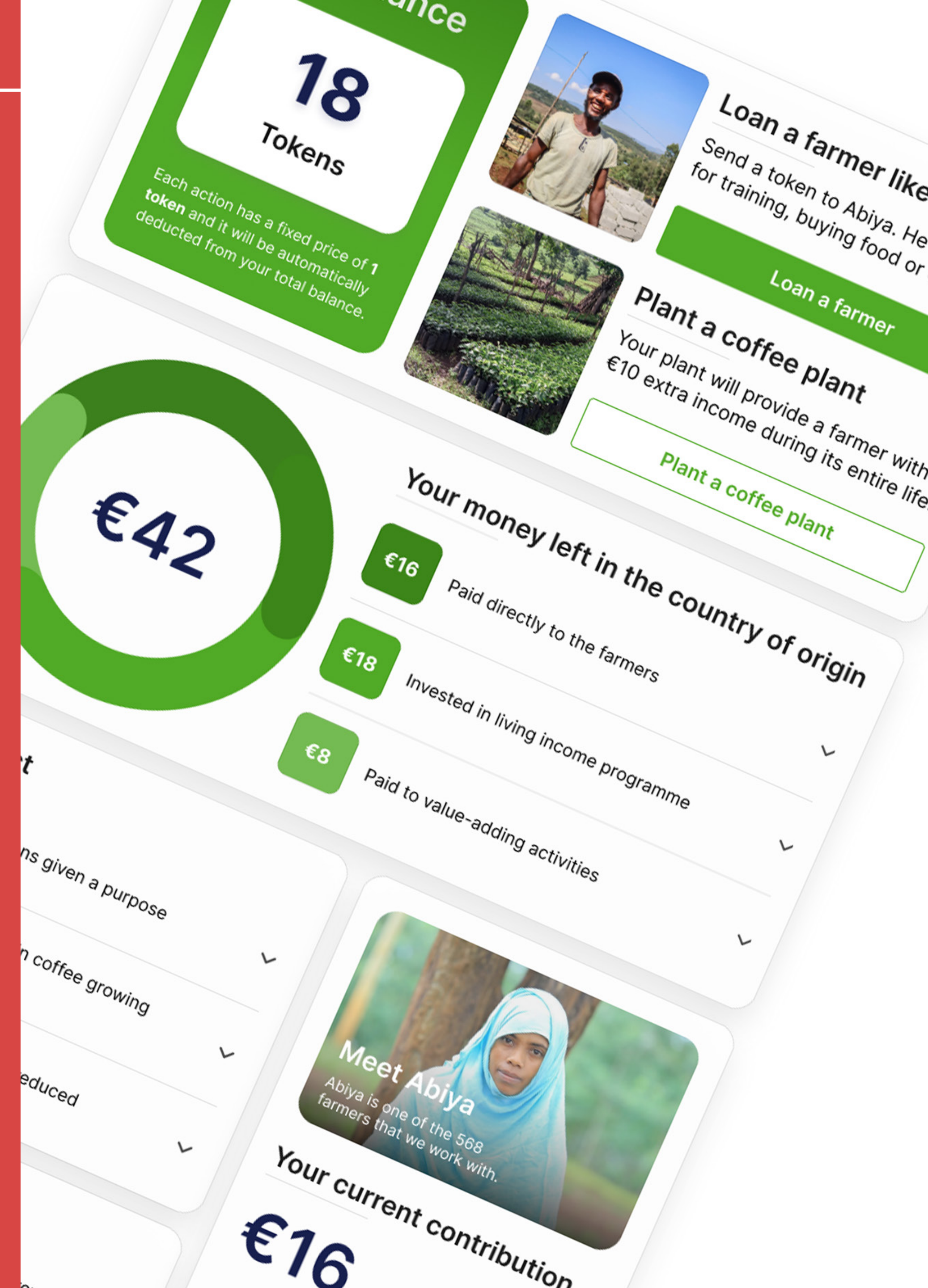
We give your brand the tools to run an unparalleled loyalty campaign that contributes to your purpose, benefits your producers and at the same time activates and engages your customers in a meaningful way. Our Impact Action app allows your customers to reward local producers directly with a crop, seeds, training or tool. Our tech confirms that rewards have indeed reached their destination.

INSIGHT

NGOs are confronted with dwindling governmental support, churning donors, difficulty to reach out and retain younger donors and high costs to deliver impact events while increasingly burdened with high monitor & evaluate efforts and costs. Often NGOs are not equipped to effectively tap into emerging tech that could help them acquire and engage donors differently

WE OFFER

- FairChain loyalty app connects directly to an e-wallet owned by a producer / farmer or cooperation and our blockchain tech ensures full traceability of the reward from consumer to farmer and beyond.
- Effortless conversion with a web based app that consumers trigger by scanning the on-pack QR code.





RADICAL ENGAGEMENT: FOR BRANDS & NGO'S



IMPACT ACTION APP

INSIGHT

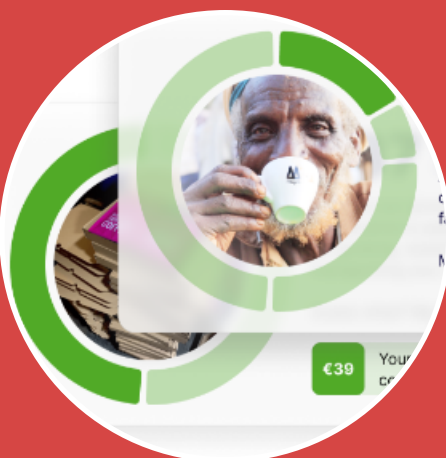
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HOW DOES IT WORK?

As a brand, you decide which type of reward is most beneficial for your producers. We partner with local organisations to translate the reward into tokens you want to offer to your producers. First, the brand decides on the impact programmes. Then, the brand decides how many tokens should be given to consumers based on each purchase.



IMPACT WIDGET

INSIGHT

Consumers want to know how exactly their consumption is making a positive impact. When a company claims that they have reduced their CO2 emissions by 200Kg, it doesn't resonate with consumers, because it doesn't show the effect of each consumer's consumption. Next to this, what does even 200 Kg of CO2 mean? It's difficult for consumers to relate to this sort of vague numbers.

OUR PROMISE

Personal impact widget shows the exact amount of positive impact that a consumer makes based on their consumption and tokens they've spent on impact programmes. Then it translates the impact into something relatable for consumers.

HOW DOES IT WORK?

Consumption based data: For example, if each bag of coffee leaves 4 euros in the country of origin, a consumer with 10 bags of coffee has left 40 euros value in the country of origin. We connect the e-commerce data with our database to calculate the impact numbers.

Impact Programme data: For example, if a consumer plants a coffee plant, he/she has reduced 25Kg of CO2. When a token is being spent on a programme, an item is created in the widget, for instance, a tree item. Consumers can follow who receives the token from this block.

IMPACT FOUNDATION

WHY IS IT IMPORTANT?

Having more visibility on the availability and quality of produce would enable coops to respond faster to fickle market demand and increase quality and price. They would also notice the competitive advantage of having traceable products, however, coops have limited access to tech.

HOW WE ACHIEVE IT?

With our solutions, we enable Cooperatives to onboard farmers by giving them a validated digital identity and enabling them to make their products traceable from the first mile. Through the app, farmers and producers can announce how much product they have for sale and receive an offer from buyers, streamlining the marketplace. Joining one of our impact programs also allows farmers and producers to be rewarded by end consumers with cash or kind.

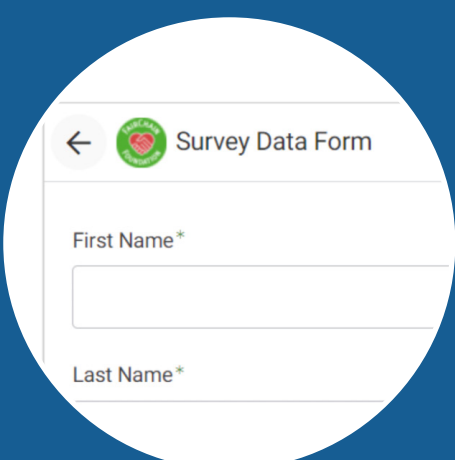
WE OFFER

- Impact app enabling consumers to tip the producers with crops enhancing means,
- Blockchain tech to provide immutable evidence,
- Digital Producer Registration, Validation, ID Card Creation,
- Training and data collection,
- Deployable operations to onboard the first mile.





IMPACT FOUNDATION: PRODUCER AND HARVEST REGISTRATION APP, ASSET TRACKER AND MORE



PRODUCER AND HARVEST REGISTRATION APP

INSIGHT

Farmers require a digital identity to be able to onboard the FairChain programs for radical transparency and radical engagement.

Next to this, there should be a place for producers to announce how much of a product they have for sale.

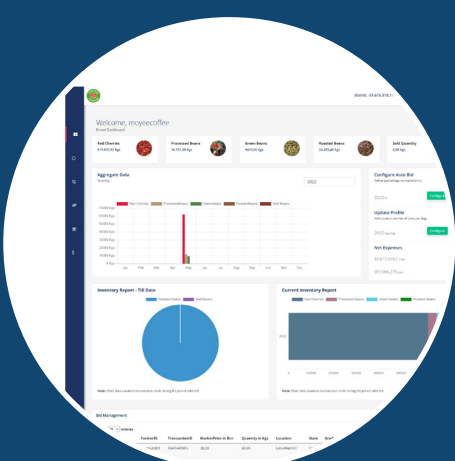
OUR PROMISE

The producer registration app gives producers in the first mile of the supply chain a digital identity, so FairChain can onboard them and allocate their harvest.

Also, producers can announce how much product they have for sale and receive an offer.

HOW DOES IT WORK?

A local guide with a smartphone registers the producer. This creates a digital identity for the producer in the FairChain system. When a producer has some products to sell, they can ask the local guide to submit the amount on the app. Brands will see the availability and bid an offer. If the producer accepts the bid, the deal is done. For example, a coffee farmer gets registered via the local guide. She says that she has 50Kg of coffee cherries. The guide puts it on the app. Moyee places a bid and when the farmer accepts, the deal is made.



SUPPLY CHAIN COCKPIT/ ASSET TRACKER

INSIGHT

As a purposeful brand, we need full traceability across the supply chain, showing every transaction to every actor.

However our current ERP system does not enable us to do that.

OUR PROMISE

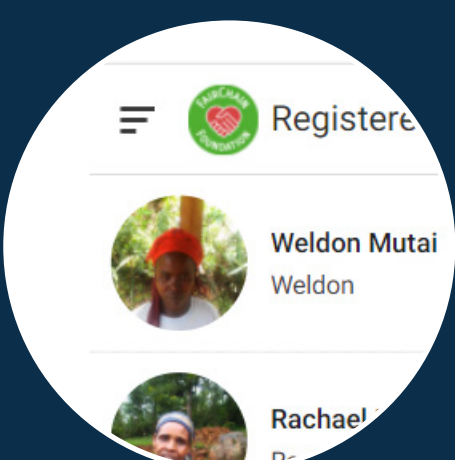
Our Digital platform with an overview of every step in the value chain for full transparency.

From the platform, the supply chain manager can send a batch of products to the next step (for instance from washing to hulling to roasting to packaging) and even get a pricing proposal from the actor in the next step.

HOW DOES IT WORK?

The data that the actors put in the system via their screens end up in the FairChain database. The asset tracker shows an overview of the data.

Once a batch is submitted at any step of the supply chain, the actor of the next step sees the batch and can place a pricing proposal. The brand can approve the price, and the process continues.



SUPPLY CHAIN ACTORS' SCREEN

INSIGHT

Every actor in the supply chain needs insight and overview in the flow of produce to better meet supply and demand and ensure the HQSE requirements are met.

OUR PROMISE

Every actor in the supply chain has its own view. We create a different web app screen for each actor in the supply chain. With this app, an actor can create a batch, process it and submit it.

HOW DOES IT WORK?

An actor sees a batch is ready to be processed. The actor makes a pricing proposal, and when the brand approves it, the actor can start processing.



DATA COLLECTION TOOLS

INSIGHT

Collecting the correct data correctly is an important part of the process to measure the real outcome of a positive impact.

OUR PROMISE

We choose the best existing data capturing tools, such as FarmForce, depending on the type of the project to feed data to our system. We collect data to grasp the market baseline and living income standards and check the impact of events.

HOW DOES IT WORK?

We collect data through different software and channels, sometimes as simple as a spreadsheet. The data enters our system and we will manage it there.

For example, when a tree is being planted, we capture the data by a spreadsheet, uploading a real photo, the geographical location and the person who received it.



JOIN THE FAIRCHAIN REVOLUTION

**WORLD'S FIRST
FAIRCHAIN
COFFEE**

TASTER PACK



SUCCESS CASES



FAIRCHAIN FOUNDATION



APEOS

THE OTHER BAR:

THE WORLD'S FIRST BLOCKCHAIN SHARED-VALUE CHOCOLATE

THE OTHER BAR

In partnership with the UNDP Ecuador and the Federation of Small Organic Agricultural Exporters of the Southern Ecuadorian Amazon (APEOSAE), the FairChain Foundation launched the world's first blockchain chocolate whose goal was to showcase an alternative for improving the inclusion of small farmers in the cocoa value chain while increasing consumers' involvement and loyalty through impact involvement and transparency and less mindless marketing.

THE CHALLENGE

Farmers only get 3% of the value of the cocoa used to make the chocolate sold in shops, which leads to the majority of cocoa farmers not earning a living income.



FAIRCHAIN FOUNDATION

THE PROBLEM



THE GAP BETWEEN HAVES & HAVE NOTS IS TOTALLY OUT OF WHACK

1 PERCENT OWNS HALF OF THE WORLD. THE GLOBAL SOUTH RELIES ON DEVELOPMENT AID

THE SOLUTION

TURN EVERYDAY PRODUCTS INTO ENGINES OF CHANGE!



DEMAND PRODUCTS THAT SHARE

THE EXPERIMENT



AMPLIFY YOUR IMPACT BY INVESTING IN FARMERS DIRECTLY

SPEND MARKET MONEY ON POSITIVE CHANGE

THE TOB FARMERS

MANUEL IS THE OWNER OF A 2.25 HECTARES COCOA FARM COMPLEMENTED WITH BANANA, COFFEE, AND MORE

MONICA LIVES WITH HER HUSBAND JOSÉ ROLANDO CHAMBA CAMACHO AND THEIR 4 CHILDREN. HER FARM IS IN THE PARISH OF LOS ENCUENTROS, CURRENTLY SHE HAS 8 HECTARES OF COCOA.

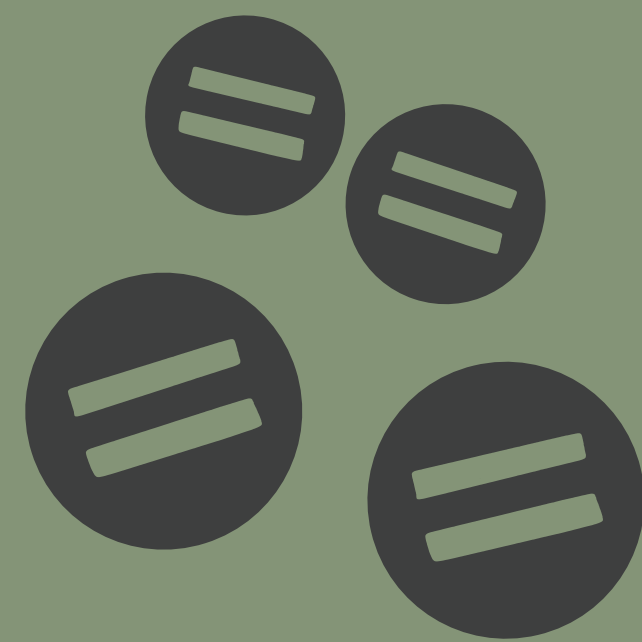
JORGE HAS CARRIED OUT HIS FARM IN A VERY ARTISAN WAY AND WITH ANCESTRAL KNOWLEDGE. HE IS HAPPY TO DELIVER A HEALTHY PRODUCT FREE OF AGROCHEMICALS TO CARE FOR CONSUMER HEALTH.



FAIRCHAIN FOUNDATION

HOW THE OTHER BAR WORKS

The Other Bar is made from the best cocoa beans from sustainable farms in the Ecuadorian amazon region. Each chocolate bar offers trustable-sustainability related information to the consumer and a digital token that represents a monetary value of 25 cents (which is typically the value spent for marketing purposes by most of the leading chocolate brands).



FOUR TOKENS BUYS ONE TREE



One tree can produce cocoa worth
£19 to the farmer.

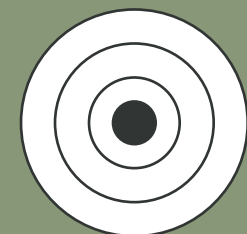


That same tree will absorb and
store carbon dioxide, helping
combat climate change.

**THROUGH A BLOCKCHAIN PLATFORM, CONSUMERS ARE ABLE TO SCAN
A QR CODE PRINTED ON THE CHOCOLATE BAR PACKAGING AND;**

1. Visually verify the sustainability of the chocolate bar via information stored in a blockchain database which is validated and immutable;
2. Receive a token, which they can either decide to keep in their digital wallet (to gather 25 cents discount on their next purchase) or can donate it to plant cacao trees and invest in development activities that can improve cacao farmers' socio-economic well-being.

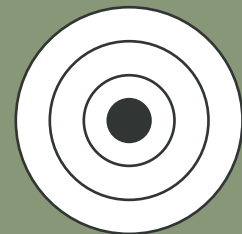
- By evaluating consumers' perception towards the sustainable chocolate bar, blockchain traceability, and the impact tokens, the key stakeholders are able to make strategic decisions related to product development and promotion.



OUR QUESTIONS FOR THE EXPERIMENT

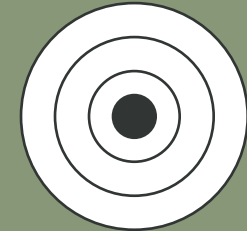
What if those large marketing budgets could be reduced, leaving more budget to add value in the chain? Consumers would not increase their spending, but wages and income for those involved in the first mile could increase!

What if proof of impact ameliorates our trust relationships with the organizations and people involved with our food?

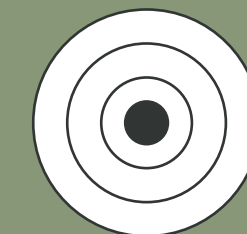


What if fairer wages and income at the first mile would mean better health, less social-political and economical problems?

What if this radical and novel way of value distribution creates long-lasting international economical, political and social stability?



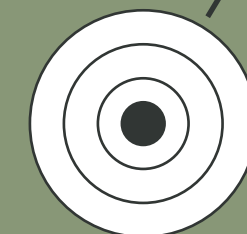
What if moral consumerism is the most sustainable system socially and environmentally, but also the most durable system profit-wise?



OUR FINDINGS

Blockchain, traceability, premium prices and tokens for trees lead to a positive consumer behavior. As:

Supply chain traceability via blockchain increases the consumers willingness to buy;



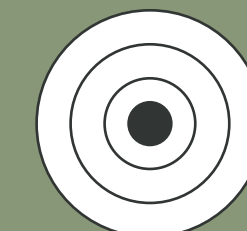
The provisions of digital tokens for donating trees and creating impact has a significant positive effect on the consumers' willingness to buy;



Slave free increases consumers' willingness to buy;



Organic production increases consumers' willingness to buy;



Paying farmers a premium price for the raw materials has a significant positive effect on the consumers' willingness to buy;



Fair-trade certification of origin has a significant influence on the consumers willingness to buy.

MOYEE: THE WORLD'S FIRST FAIRCHAIN SPECIALTY COFFEE

Moyee and FairChain's collaboration goes back to 2012. Moyee was the first supply chain that functioned as a vehicle for The FairChain principles to be tested in reality. Overtime, the ideas and principles have grown and evolved and by that, both organizations have evolved accordingly. FairChain Tech provides its tools and services to Moyee, and Moyee enjoys increased transparency and impact in its coffee value chain from that.

THE CHALLENGE

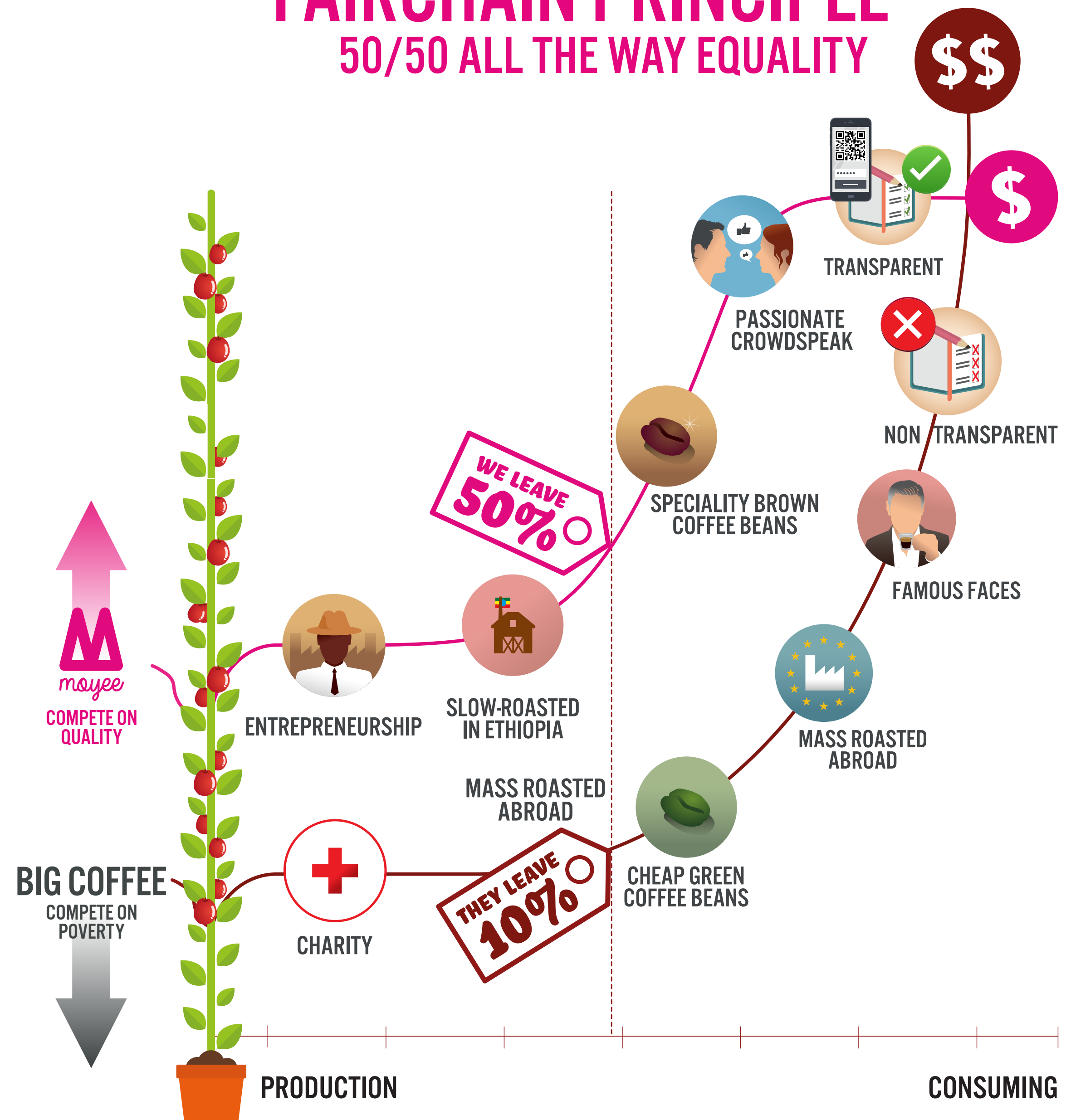
Currently, about 90% of the value of coffee produced is deprived from the Global South where it is actually produced. There is an unacceptable power imbalance within the coffee industry between Big Coffee corporates, and smallholder coffee farmers. Negative externalities of global coffee trade like poverty, child labor, farmers livelihood, CO2 emissions, and lacking soil management are difficult to assess by coffee drinkers.

HOW MOYEE WORKS

Moyee sources specialty coffee from Ethiopia, Kenya and Uganda. In contrast to other coffee brands and roasters, Moyee roasts its coffee at origin. This way the value- and job creating processes are kept in the country of origin of the commodity.

All the coffee products are equipped with QR codes that give customers insight into the Provenance of the product. From here, customers can learn even more about the story behind their coffee. The Farmer Dashboard shows the farmer, and information about their farms, the training they have followed and how they are shifting towards earning a living income by following training and other impact events like loans received or trees donated. From the Farmer Dashboard, flows the Live Feed. This tool allows customers to review verified proof of payments to the farmers.

FAIRCHAIN PRINCIPLE 50/50 ALL THE WAY EQUALITY



MOYEE'S THEORY OF CHANGE

Based on the FairChain principles and vision, Moyee's Theory of Change and impact, comprises 3 inter-dependent areas:

ECONOMIC



FC PRINCIPLE: CREATING SHARED VALUE:

QUALITY = EQUALITY

Moyee wants to prove that radically impactful coffee can at the same time be premium specialty coffee. Fair distribution of value between all the actors involved comes at the core of that. Moyee uses the Value Distribution Diagram that FairChain tech has developed to demonstrate this.

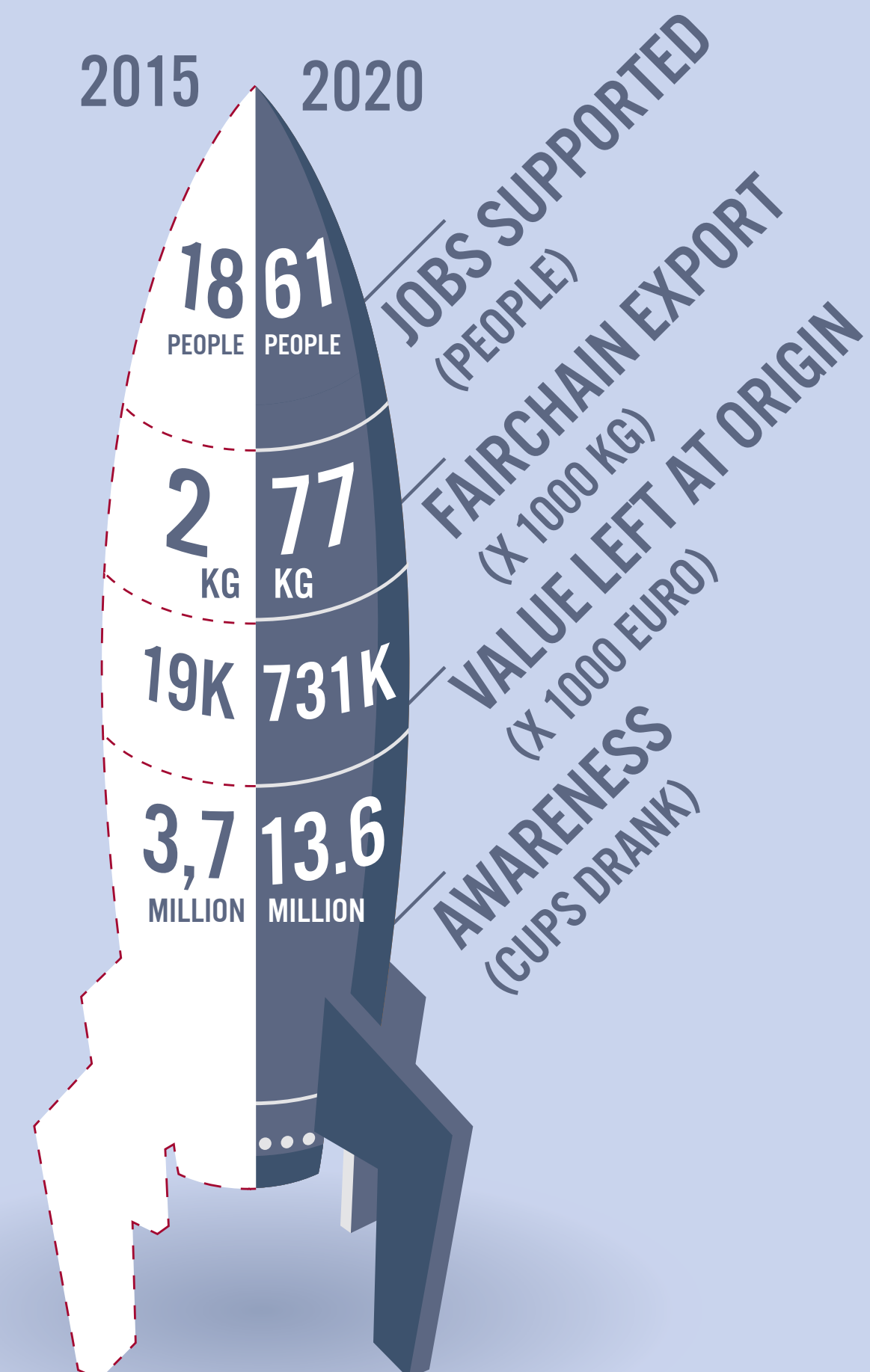


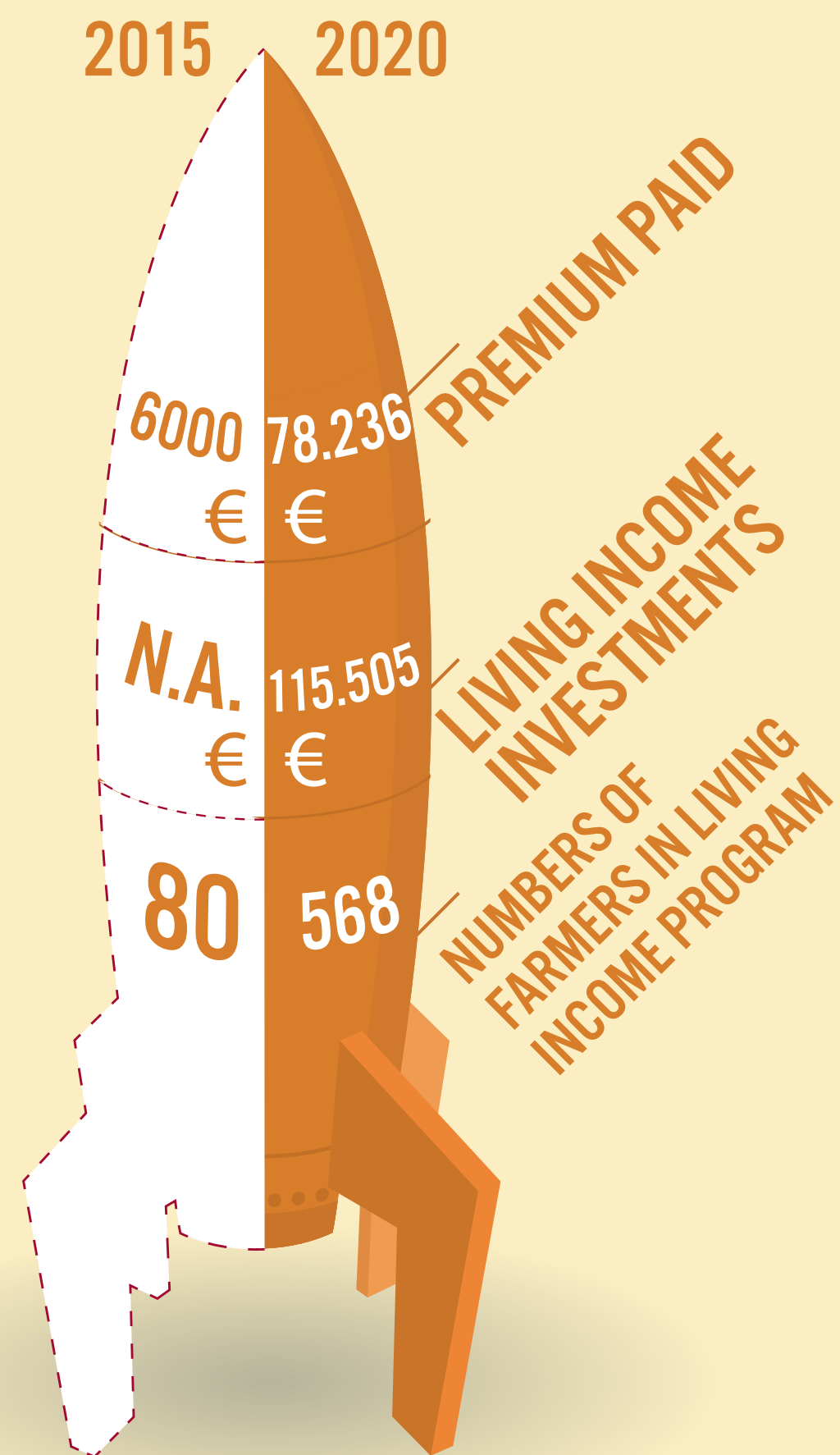
ACHIEVEMENTS:

- Using the expertise gained in Ethiopia, Moyee has now expanded to Kenya, Uganda and soon setting up a shop in Colombia.
- To leave more money in the country of origin, Moyee opened a roasting facility in Ethiopia.
- 650+ farmers on the FairChain/Moyee network and 61 value-adding jobs in roasteries.



FAIRCHAIN FOUNDATION





SOCIAL



FC PRINCIPLE: TRADE OVER AID

EVERYONE DESERVES A LIVING INCOME

At the core of Moyee’s Theory of Change is to get the farmers they work with to earn a living income. With the Radical Transparency tools like Provenance, Farmer Dashboard and the Live Feed tool, Moyee is able to monitor the progress towards this goal. The Provenance allows for Moyee to know all their farmers, which often is unusual for coffee brands. At the Farmer Dashboard the living income is established. The Live Feed feeds payments tracked on the blockchain into this dashboard. The gap between the current income and a living income can be monitored. From this gap it can be assessed which interventions are desired by the brand, which can then be turned into impact programs by FairChain tech.



ACHIEVEMENTS:

- Moyee became the first coffee company to put farmers payments on the blockchain which makes it possible to bank farmers.
- 371 new farmer bank accounts, 93 of those belonging to women;
- In 2020, we paid out 20% on top of the farmer coop selling price.



FAIRCHAIN FOUNDATION

ENVIRONMENTAL



FC PRINCIPLE: TURNING MARKETING INTO IMPACT

FORGET OFFSETTING PROGRAMS, IT'S ABOUT INSETTING

One of these impact programs for Moyee is the Tree Planting campaign. To get to a living income farmers need to have healthy crops. Coffee plants get to a maturation age. Farmers need to reinvest into planting coffee crops.

With technological enabling of FairChain's tools, Moyee can spend their marketing budget on planting these trees. By scanning a QR code on the bags, customers 'get' this marketing budget and are able to spend it on a new tree for the farmer. That this strategy leads to customer engagement became very clear. Whether it also leads to customer loyalty is something we are about to find out by conducting more experiments.

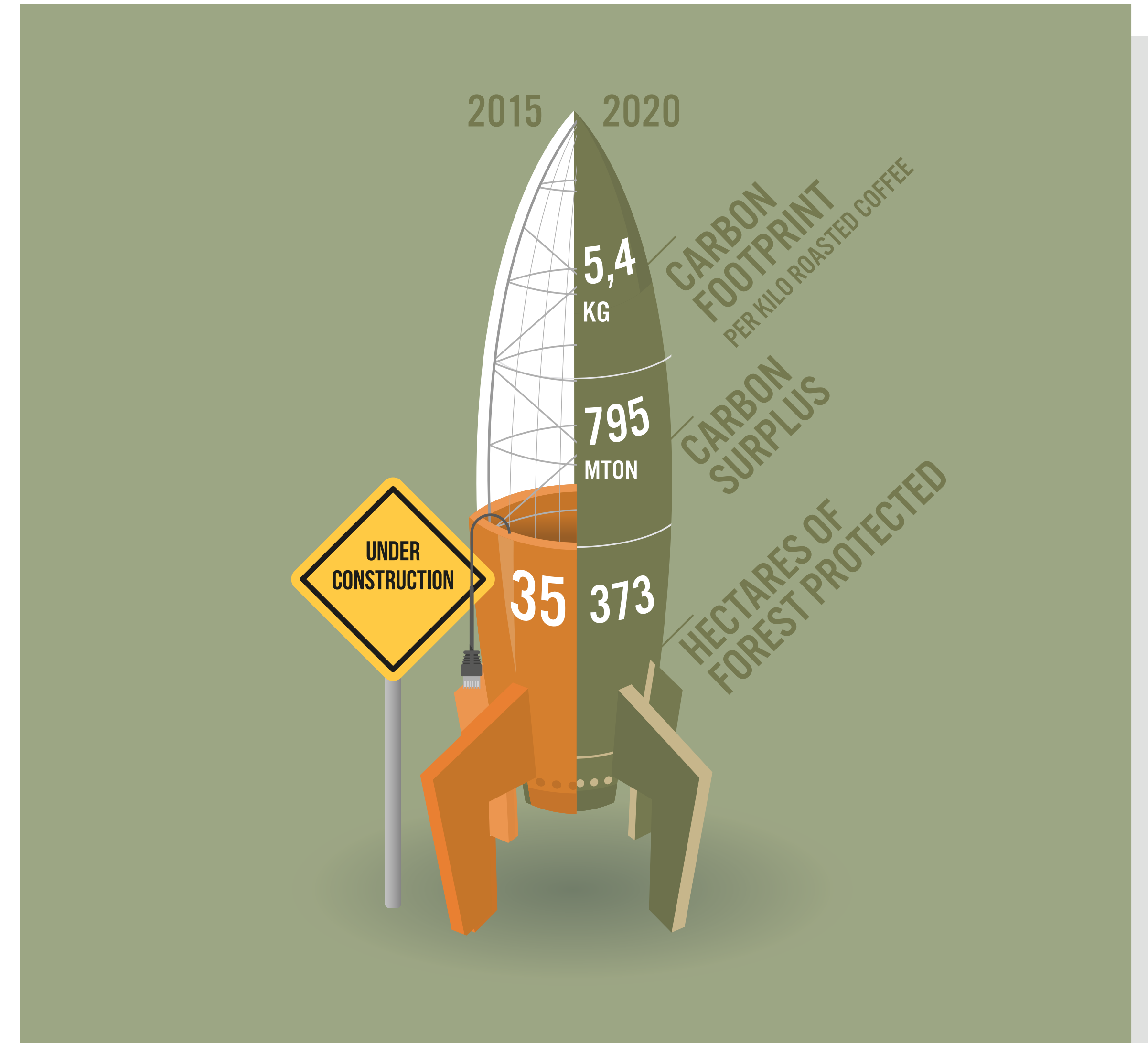


ACHIEVEMENTS:

- Through our inseting program and the 1 Million Trees Revolution, we are protecting the 373 hectares of agroforestry used by the farmers;



FAIRCHAIN FOUNDATION



FAIRCHAIN TEAM

BOARD MEMBERS

FairChain has a strong execution team and have secured the help of industry experts on any relevant aspects of the business with the purpose to show that shared value chains can be as professional and profitable as any of the existing multinationals.



GUIDO VAN STAVEREN VAN DIJK

(NL) Founder/Chairman

Van Staveren van Dijk (Nederland, 1969) has more than 15 years' experience in setting up and investing in companies. His investment strategy is based on transforming undervalued companies and implementing new business models in traditional markets. Guido developed the FairChain principles and started Moyee Coffee to prove its validity. Guido studied Public Administration at the Leiden University and studied at the Moscow State University, London School of Economics and the Chicago Graduate School of Business.



SANDER GOVERS

(NL) FairChain Kenya / Board Member

With a background as Managing Partner for over 15 years in fashion, Sander has accumulated expertise in international buying and sourcing, supply chain management, project and company finance and day-to-day general management over a team of sales-people. At FairChain he works on international expansion and manages operations in Kenya. Sander enjoys working in an international environment, creating impact by using business as a force for good.



KILLIAN STOKES

Fairchain Governance and Donor Relations

Killian, is a communications and business development professional with a global perspective and an entrepreneurial mindset. He has twenty years experience in the Internet, telecommunications and not-for-profit industries having worked across Europe, America, Africa, the Middle East and Asia. Killian has significant experience engaging at senior leadership, CEO and senior management levels and is an award winning social entrepreneur who has raised significant funds for good causes.

TEAM MEMBERS



NIEK UITENTUIS
(NL) Head of Projects

Niek brings over ten years of experience working in international project management and solutions development. He is happiest when working with a motivated team that strives for a good balance between peak creativity, ambitious deliverables and available resources. He has done this successfully in different companies in logistics, retail and wholesale. Within FairChain he is also responsible for operations and organisational development.



CLAUDIA DELGADO
(PT) Head of Marcom

Claudia Delgado is a brand and communications strategist focused on planet-centric brands. She has founded Be A Peach, her own consultancy, and she has worked on numerous impact projects throughout the years in different sectors, from high-end fashion to B2B impact accelerators. Always curious, Claudia has also been working on the ground with indigenous people and communities living in the last mile to help them have a voice and find out how to create a more sustainable and equal future for all. She joined FairChain tech for its values and principles as Claudia strongly believes in the urgency of empowering communities, changing how brands communicate and engage the consumer, and building new business models aligned with our planetary boundaries and the SDGs.



JOSE NICOLAS VELEZ
(EC) Fairchain Ecuador GM

Founder of Café Vélez, a roaster company for fine coffees from Ecuador. Manager of HOVGO SA, company that owns Chocolates Hoja Verde and Café Vélez after the merger of both brands. Founding Partner of Coffee Exchange and Director for Latin America Founding Partner of Orijin.io. He joined the FairChain tech team as local project manager of the cacao supply chain.



KILIL MESFIN
(ET) Fairchain Ethiopia GM

Kilil is one of a kind. After earning a degree in horticulture and marketing management, he has spent 20 of his 40 years on this planet working in coffee, Kilil also earned a coveted Q grading certificate, making him one of a handful of people capable of distinguishing the trillion different nuances of Ethiopia's coffee beans. Kilil is also responsible for the FC farming programs, educating farmers and organizing training sessions. He is also an active lobbyist with local authorities, helping create necessary improvements and innovations in coffee market regulations.



ED BAPTISTA
(COL) Fairchain Colombia GM

Experienced Professional Executive in Renewable Energies Business Development with Six Sigma and Blockchain Certification. Specialized in Photovoltaics, Electronic Generation and Backup Power. Certified Professional Photovoltaic Installer with NABCEP Associate Credential. Denoted leader in managing new technology business and selling high quality systems and solutions, exalting service and value; with demonstrated abilities to accomplish B2B and B2C commercialization, focused into building new geographical market territories, develop new potential customers and expanding opportunities within existing client base and controlled distribution channels.



TEAM MEMBERS



GEMECHU BIREHANU
(ET) Project Lead Ethiopia

Experienced University Lecturer with a demonstrated history of working in the higher education industry. Skilled in Management, Business Intelligence, Coffee, Agribusiness, and Writing. Strong education professional graduated from Hawassa University. Innate desire to help poor people in Ethiopia become self sufficient and realize their potential to Prosper.



NANDO NGANDU
(KE) Project Lead Kenya

Nando is a young leader who has strong interpersonal skills and a unique capacity for empathy. As a talented person, he is comfortable and effective with other clients, sponsors, contacts and staff members. After his studies he co-founded starters value. and was involved in research projects analysing the use of blockchain in African countries



JOHN WEICH
(NL) Brand Director

John worked as editorial director, writer and creative content thinker for big emotional brands, leading creative agency and and pop culture publications like Wallpaper. In recent years he has become somewhat of a specialist in connecting what brands want to say with what people want to hear. Some call it 'branded content', others 'content marketing', but for most people it's the beautiful gray area in communication called content and storytelling. Along the way he has written a few books, the latest called 'Storytelling on Steroids: 10 stories that hijacked the pop culture conversation'.



JOSE MOLLURO
(NL) HQ Grader / Roaster – Quality Control

Originally from Argentina he was Roast Master of Brandmeester for the last 5 years before joining FairChain. As part of our team he won the Dutch Barista and Spirit championship and recently became one of only 1000 worldwide Q-graders. Jose is celebrated amongst his peers as exceptional cupper and roasting professional with an extraordinary know how of coffee varieties worldwide.



MANON PEEK
(UG) Research lead Uganda

Besides being a recent graduate in international development and social entrepreneurship, this busy bee has set up different social enterprises and ran a campaign striving for more equality in education. Manon is currently based on the slopes of Mount Elgon, Uganda. Combining her knowledge on impact programs and passion for working with people on the ground, she aims to improve the livelihoods of (especially female) farmers. Conducting research on living income and organising an average of three brainstorm sessions a week, she is not afraid to opt for out-of-the-box ideas and always sees the coffee cup half-full.



JURRIAN VELDHUIZEN
(UG) Project Lead Uganda

With a background in International Development and experience with project development and social enterprises in Europe and Africa, Jurrian brings the knowledge and enthusiasm that is needed on the ground. In Uganda he is responsible for finding coffee's true price, a farmer's living income and community building. Besides, Jurrian is a photographer, bringing the beauties and struggles of the African context back to the Netherlands. Radical equality and Dutch 'nuchterheid' are his most important values, which he will apply in every aspect of his working and personal life

TEAM MEMBERS

**MARLY VAN DEN BOOM****(NL) Research and project management assistant**

Working part-time as a project manager and researcher for Moyee Coffee and the FairChain Foundation.

**SAEED ILDARABADI****Product Management**

Saeed is a coffee enthusiast who wants to make the supply chain of not only coffee but also other products fairer. He has a masters degree in Strategic Product Design from TU Delft.

**SIETSKE GROEN****(NL) Project Officer**

As a recent graduate in MSc Global Business & Sustainability in a smoking world screaming for green interventions, Sietske sees business opportunities everywhere. However, all focused on decreasing inequality with an activistic mindset.

**GIJS MAKS****(NL) Front end design and UX**

Gijs is broadly skilled with experience in the fields of Digital, Data, Design and Marketing. His demonstrated working history in the agency industry and start-up industry results in his agile but structured way of working. Passionate to analyse data and use the insights to make a data-driven strategy to shape the business. Gijs' Entrepreneurial mindset is supported by his strong stamina to realise growth within the business. With a foundation that consists of a Bachelors of International Business and Management at Tio University of Applied Sciences, amplified with completed courses as Full Stack Developer, Graphic Designer and UX Designer.

**CASPER SEYNA****(PL) Senior Designer**

Graphic designer by day, music producer by night and of course a huge coffee fanatic. University of Fine arts graduate in graphic design. Currently, based in Poznań, Poland. With almost 10 years of experience in graphic design Casper combines his previous work experience and personal workshop development and brings his best graphic ideas to Fairchain. Apart from all that Casper is an aesthete and perfectionist in work as well as in everyday life.



SUPERVISORY BOARD



HAJO VAN BEIJMA
(NL) BOARDMEMBER

Entrepreneur who operates as international leader in the field of technology and human behavior. I combine commercial focus with user centered design principles growing projects and organizations from basic ideas to internationally scaled-up successful enterprises. My passion and purpose is building creative teams around new tech driven ideas with the goal of influencing people's lives. Expertise in: Mobile tech, mobile payments, loyalty programs, content & technology, start-ups, behavior change, international expansion, emerging markets, growth strategy, multi stakeholder partnerships. Skills: Business development, closing deals, pioneering, change management, leading virtual teams, strategic thinking, team-building, risk-taking, networking.



ARNE MOSSELMAN
(NL) BOARDMEMBER

FairChain Co Founder. Sociologist turned brand builder. Experience in PR, advertising, start-ups, media, TV, social media, politics and sports. Arne helps companies and organizations deliver business KPI's by crafting, telling and distributing great stories. You can wake him up for talks on content, technology, sports, media and marketing. The traditional business models of publishers, media agencies, advertising agencies and producers are challenged by the internet. This playing field is his expertise, from a multinational sharing stories on Facebook to a 17 year old live streaming his drone camera via Periscope. Arne helps create and monetize these stories.



ANNE VAN DER VEEN
(NL) BOARDMEMBER

Anne was very directly involved in creating the first FairChain in the coffee system. She worked with the team in the Netherlands, in Ethiopia and in other coffee producing countries to find better ways to work together that create more social impact, a better balance in the value chain and increase the ecological sustainability in the coffee chain. Currently she works as Liaisons Officer Sustainability for Cocoanect in West-Africa, based in Abidjan, Cote d'Ivoire. Developing and Monitoring sustainability projects in the supply chain of Trader Co-coanect BV through Joint Ventures with suppliers and partners at various levels (e.g. extension services, research, farmer cooperatives, exporters, funds, and governments).



BOARD OF ADVISORS



ZEGEYE ASFAW
Minister of Agriculture

Zegeye Asfaw was Minister of Agriculture after the Revolution in 1974 and later Minister of Justice, until he was detained in 1980. He was a prisoner of conscience from 1980 to 1989 under the Dergue government headed by Lieutenant-Colonel Mengistu Haile-Mariam. After the overthrow of the Mengistu government in 1991, Zegeye Asfaw was appointed Minister of Agriculture in the Transitional Government, but left the government in 1992. After this career in the law and service as a Government Minister, Zegeye founded the NGO 'HUNDEE-Oromo Grassroots Development Initiative' which has significantly contributed to food security, human rights education, women empowerment and child welfare.



JOHAN TRAA
(NL) Partner finance and technology transformation Boer & Croon

Johan Traa leads the Blockchain Technology Advisory practice within EY Netherlands with a Master of Science in Informatics & Economics. Throughout his career, he has served a large diversity of (international) clients and projects in the field of management consulting and specialized on the following areas: 1. Emerging Technology, 2. Finance and IT transformation programs, 3. Financial consolidation and management reporting.



RONALD JANLOUW
CTO of FairChain

After 11 Years at Capgemini manager he founded and successfully sold his own technology company. As partner in Waterwatch he helped build a Global Vegetation Database that will benefit 600+ million farmers worldwide better growing their crop. Combining remote sensing from space, aerial sensing with drones and agronomic models we will be able to achieve our mission: feed 9 Billion people by 2030. His role as CTO of FairChain tech gives him the opportunity to use his personal force for good to make a difference and to achieve the UN Sustainable Development Goals: end poverty and zero hunger.



MARCO GERRITSEN
ET) SRHR/Health specialist at Embassy of the Kingdom of the Netherlands in Addis Ababa

Marco aims to improve the Sexual and Reproductive Health and Rights especially for youth and disadvantaged groups in Ethiopia and beyond. Passionate about innovation and engaged with the transition from Aid to Trade, he enjoys brokering partnerships and see synergies flourish.



IULIAN CIRCO
(SA) Exponential Technology | Social Impact | Frontier Markets

Marco spent his career in frontier markets, building, turning around or taking to scale large, complex enterprises with impact at their core and a commitment to innovation. Over the years he led unique, action-packed operations in some of the world's most challenging environments. He has been at the center of initiatives that turned around traditional non-profit platforms into industry-leading innovators and has successfully founded and scaled up technology start-ups focused on unlocking entirely new categories of impact financing and delivery models.

GET IN TOUCH

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