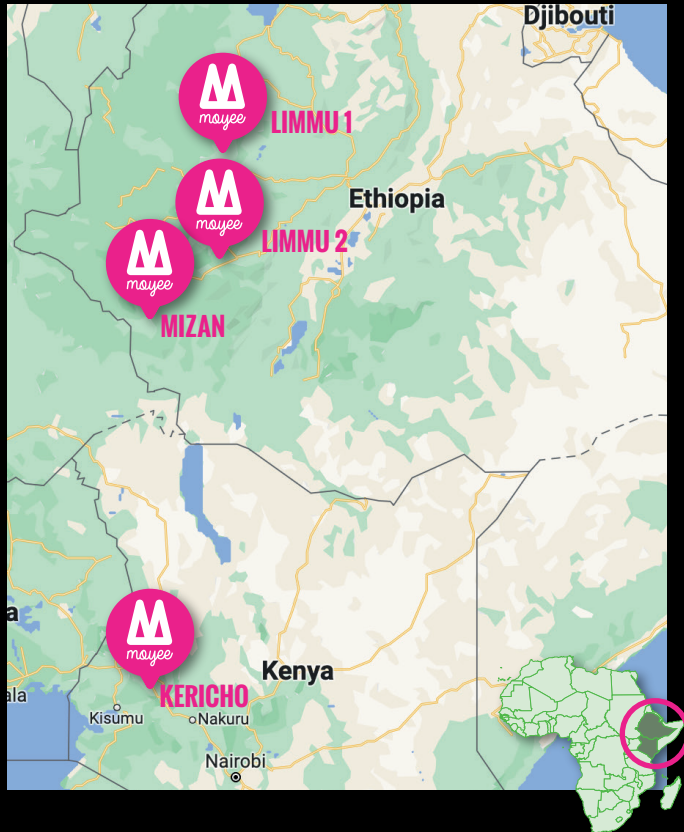




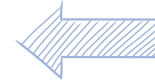
COMBATting CHILD LABOUR IN THE COFFEE SUPPLY CHAIN

ETHIOPIA & KENYA





INTRODUCTION



Child labour is a violation of fundamental human rights and has been shown to hinder children's development.

The elimination of child labour is explicitly referred to in SDG target 8.7, which commits the global community to

“take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms”.

As part of the global community, Moyee and FairChain took a good look at themselves and campaigned in favour of the Dutch Child Labour Due Diligence Act. We also went into our sourcing areas in Ethiopia and Kenya to get to the root of the problem. How many children are suffering, and what are the main reasons for child labour in those specific contexts?

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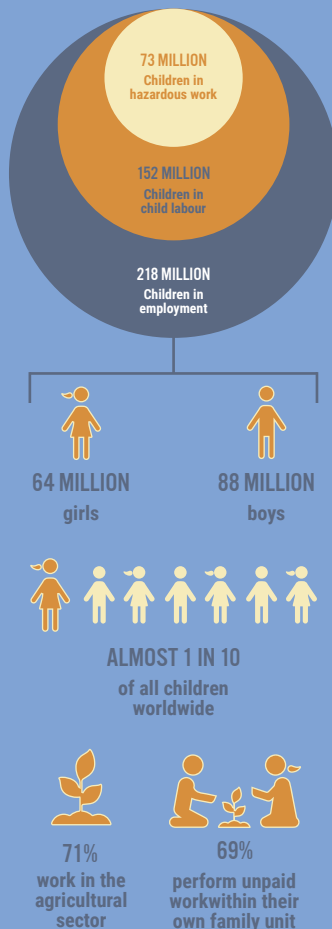
THE CHALLENGE

The term “child labour” in the narrower sense is defined as work that deprives children of their childhood, their potential and their dignity and that is harmful to physical and mental development. It refers to work that deprives them of the opportunity to attend school, obliges them to leave school prematurely, or requires them to attempt to combine school attendance with excessively long and heavy work.

The elimination of child labour is the subject of two of the International Labour Organization’s eight fundamental conventions, which must be observed by all ILO member states, whether they have ratified them or not. All ILO constituents are united in the struggle to eradicate the worst forms of child labour, and many technical departments contribute to this struggle in addition to IPEC. Significant progress has already been made towards eliminating child labour in the last two decades. However, many challenges remain: while the global number of children in child labour has declined by one-third since 2000, 168 million children are still in child labour, and more than half of them, 85 million, are in hazardous work.



There are more than 150 million children in child labour in the world, half of whom are in hazardous work.



ABSOLUTE NUMBER OF CHILDREN IN EMPLOYMENT, CHILD LABOUR AND HAZARDOUS WORK

First, we do not want children working on coffee farms or in other places. Children should be learning or having fun. They should be happy.

Moyee wants all our farmers, employees and their families to be happy and healthy. That's why we have our living income principles. Creating, or (by proxy) not fixing, poverty makes you guilty of the ensuing negative externalities such as exhaustion of natural resources, health issues and child labour. We pay a living income premium for coffee cherries, create jobs for youths and women and roast at origin to change value chains and combat poverty.

Back to child labour. Can Moyee guarantee child labour (or slave labour) free, fair coffee? Unfortunately not, not yet, that is. We know that in our sourcing areas, children help in coffee production. This is a standard local practice based on old traditions, cultural norms, lack of opportunities and poverty.

We know we are biased, and so are the farmers we work with. And the governments, if they'd be honest. So how to know if that child you see helping with the household or farm tasks is part of the problem or just a kid who's been told to feed the chicken? That's what we went to find out.



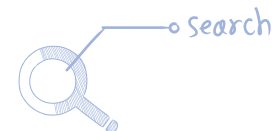
RESEARCH

Why is there child labour, how big is the problem, and how can we work with the local communities to fight this? These are questions we worked on in a consortium with FairChain Foundation, FairChain agro & processing in Ethiopia and Kenya, Hope for Justice and Nascent RDO.

We worked hard with our partners and experts to devise a study method and realised quickly that the only way to make some sense of this is to get a 360-degree image of the situation.

Sponsored by the Dutch government (RVO) and the Fonds Bestrijding Kinderarbeid (FBK), the consortium started with a review of the existing literature, the local laws and actors and best practices in combatting child labour. We then designed the instruments to build up the image from many angles. Looking at existence (or prevalence, to use a more fancy word) and the local root causes to know how to combat this issue, we used four separate practical tools

RESEARCH



- 1 HOUSEHOLD QUESTIONNAIRES.**
- 2 FARMER SURVEYS.**
- 3 GROUP DISCUSSIONS WITH CHILDREN, FARMERS, PARENTS.**
- 4 KEY INFORMANT INTERVIEWS WITH GOVERNMENT OFFICIALS, SCHOOL OFFICIALS, TEACHERS, LOCAL ELDERS, RELIGIOUS LEADERS, PROCESS OPERATORS AND MANY MORE.**



QUALITATIVE SURVEY: WHAT ARE THE PRIMARY REASONS TO BE OUT OF SCHOOL?

- "School not safe."
- "Poor in studies. Education not considered valuable."
- "To work as an unpaid worker at the family farm."
- "Help at home with household chores."



WHAT ACTIVITIES DOES CHILD ENGAGE?

- "Work on family farm."
- "Cattle keeping."
- "Housemaids"
- "Fetching water and laundry."



HOW DOES CHILD HELP WITH COFFEE PRODUCTION?

- "Picking"
- "Transporting"
- "Nurse activities"
- "Carrying heavy loads"



TESTIMONIALS REGARDING CHILD LABOUR IN KENYA AND ETHIOPIA



"Children should help their families. Especially education has minimal value for female children as there is nothing that will come whether they finish their education or not as far as Muslim farmers are governed by "Sheria" principles. Females should establish their families and follow the Muslim rule strictly. In fact, few females are interested in following cloth or shoe fashion, so children engage in labour activities to gain money. Due to this, brokers usually took children from Dere Togo kebele to the nearby kebeles like Kosageshe, Babo by car to pick and wash red coffee." - Social leader of Limmu, Ethiopia

"The girls miss out once in a while to work for money to buy some essentials like sanitary pads. Like I have a case with a form two student who missed school for a whole week, and when I asked her, she said she needed money to buy body oil and a towel for showering at home". - KII school head, high school Kipkelion, Kenya

"My mother will tell me to miss school so that we can work for some money. Especially when school fees are needed. She says if I do not help her, I will be sent home for school fees, but since I do not want that, I help her. When my mother tells me to go and work for somebody so that I get money to buy books or pay school fees. I feel very much annoyed because I am not the one supposed to be working. Sometimes we are accompanied by our parents, especially our mothers, and sometimes we go alone. We are sometimes told by our parents to stay at home and work on the coffee farms instead of going to school." - Child, 10-14 years old, Kenya

"In general, when children work hard at their childhood stage, the work makes them stronger. This perception is observed in our culture" - male survey respondent from Biftu kebele aged 45, Ethiopia

"Lack of chairs, facilities, lack of proper classrooms is among others and if those problems are solved then, children might have the interest to go to school and parents will also send their children." - head of peace ambassador office at Guraferda, Ethiopia

"Those children who work in carrying fresh coffee may become ill for different kinds of illness like losing energy, diseases related to lung if they didn't take shower. Since most of them stay day and night at the workplace, chewing khat is common and become addicted to substance abuse and misuse. Due to this, they prefer to be alone and they may also expose to HIV/AIDS infection due to unsafe sex since males and females are working together in the same coffee facility areas. "

- Participant, Ethiopia

"During harvesting, children miss schools. With large farms and limited timeframes for picking the coffee and taking it to the processing plants, students can sometimes miss school to assist in harvesting fast. This mostly happens in August and December, which are the primary harvesting months." FGD_children_14-17 years, Kenya

All these qualitative and quantitative data were then transcribed, translated and analyzed by experts to find the answer we did not want to know. And that kid feeding the chicken? Our compassion says it's fine, our gut tells us it's not. Fathers want to build strong boys, and mothers want to feed the family. And we all agree we want a happy and healthy next generation.

The study has multiple result areas:

1. Policy, community and stakeholder mapping,
2. Identifying root causes of and establishing a baseline on prevalence and frequency of child labour in target communities,
3. Due diligence into own supply chain,
4. Drafting plan for coming years with interventions including design and validation with the local community.

This whitepaper breaks these down in the next chapters, in which we will share our findings and explain how we plan to do something about this.

FINDINGS



1. Policy, community and stakeholder mapping

The national and local policies of our sourcing areas leave room for child labour. When measuring child labour, risk of child labour and child work, we considered the policies that are ratified and checked them for consistency. That led to the insight that there is a gap in policy and laws that effectively prevent child labour from occurring. Gaps in legislation continue to put children at risk and government efforts to address child labour have not sufficiently targeted the issue. In Kenyan law, for instance, children are allowed to work if this is part of an apprenticeship.

The communities have strong social structures, including but not limited to youth groups, women groups and religious groups. Participants very often meet each other in different settings where different topics are on the agenda, but always with the overarching goals of improving lives and livelihoods and looking out for each other.

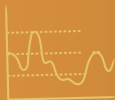
Alas, not many actors in the areas deal with child labour in an official capacity. Fortunately, there are many stakeholders in the area that have a secondary interest in the topic and seem to be willing to put time and effort into the topic.

Identifying root causes of and establishing a baseline on prevalence and frequency of child labour in target communities
Looking at the data from the coffee farmers and their families, we are saddened, disheartened and even more motivated to overhaul the system. The problem of child labour is even worse than we thought it would be.

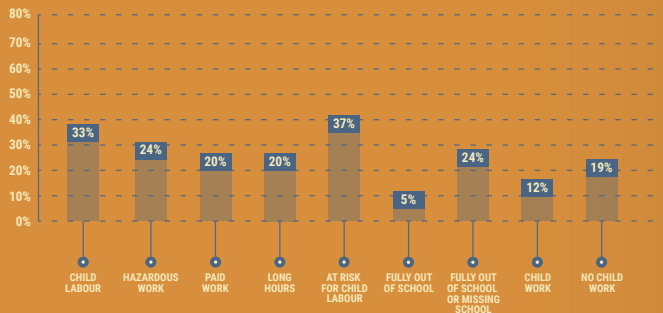
After years of underpaying and squeezing value from the poorest communities on this planet, coffee farmers have no other option than to use their own and other local children to help with the work. **Up to half of the 585 interviewed farmers in Kericho (Kenya), Limmu and Mizan (Ethiopia) have been employing children aged 6-17 on their farms. Up to 95% of children in one of the communities are involved in child labour or at risk of being involved.** They do paid labour, work too much or do hazardous work: all three are elements of recognising child labour.

Girls are employed on farms for digging and coffee cherry-picking, boys also carry heavy loads and spray chemicals. This is dangerous work and bad for their health, while they should be in school or having fun. Missing school means they cannot escape this vicious circle.

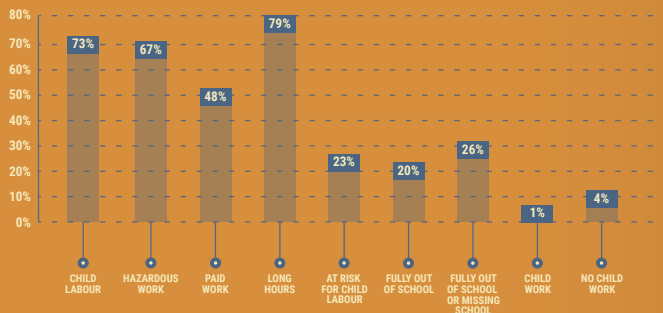
IN SHORT, THE PREVALENCE OF CHILD LABOUR PER AREA IS THIS:



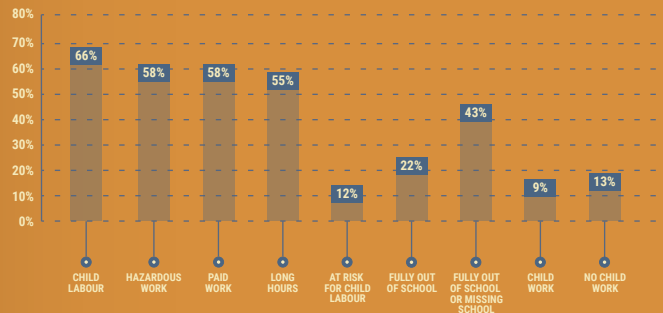
KERICHO



LIMMU



MIZAN



LOCALS OF ACTION:



KERICHO,
KENYA



LIMMU,
ETHIOPIA



MIZAN,
ETHIOPIA

AND THE CAUSES ARE CLEAR:



There is a strong correlation with poverty. We asked the same families if they are able to pay for decent houses with solid walls, hard floors and metal roofs (50%-80%: no), sufficient and acceptable food (60%-85%: no) and clothes (60%-80%: no).

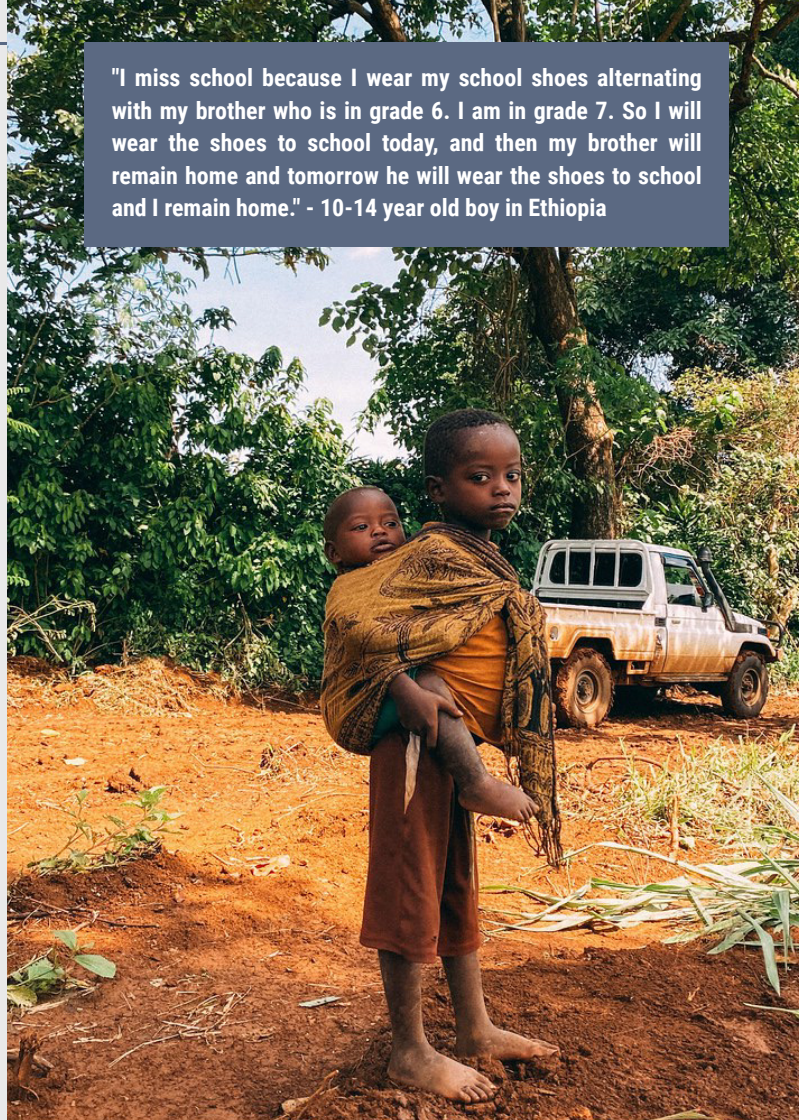
We know they struggle with paying for basic necessities, so the whole family has to help. Sometimes girls cannot go to school because they have to work to afford sanitary pads.

There is a clear mindset that children build character and gain strength and skills when working on the family farm. Important skills they need to be a good farmer or good housewife.

One in eight people interviewed looks the other way when they see a child perform hazardous work. It is a local custom that families help each other (a communal tradition called "kibagenge").

Finally, there is no alternative for the children or their parents. Schools are in bad condition with overcrowded, dusty classrooms, bad sanitation facilities and insufficient teaching materials. And for younger children, there are no daycares or kindergartens, so mothers have to take their child when working.

"I miss school because I wear my school shoes alternating with my brother who is in grade 6. I am in grade 7. So I will wear the shoes to school today, and then my brother will remain home and tomorrow he will wear the shoes to school and I remain home." - 10-14 year old boy in Ethiopia





DUE DILIGENCE INTO OUR OWN SUPPLY CHAIN



We want to keep track of what's happening in all stages of our supply chain. Now we know the causes and the baseline number, our goal is to gradually improve the situation for all affected. Not by telling others how it should be done (bad) or refusing to deal with them and ignoring them (worse), but by assessing and addressing the issues. By having an open discussion about the whys, the hows and the whats.

Our due diligence and responsibility lie mostly in coffee trading, and that's where we can make a difference: Buying coffee for a good price and working with communities, from farmers to leaders, to collaborate on long-term goals. By being part of a community to address the issues that we all know are there.



HOPE FOR JUSTICE

Change lives. End slavery.



Rijksdienst voor Ondernemend
Nederland

nas-cent
Nascent Research and Development Organization

IDEATION



We believe the neo-colonialist approach of getting in, telling people off, implementing our norms and values from our normative mindset onto a remote rural African community is not the best way to say the least. We all know deep down inside that these communities, countries and continents are ruined by centuries of these practices.

We feel ideation should come from within. Within the hearts and minds of the people, for whom the colour of the sky matches their mood, who has the colour of the soil in their veins and the flow of the rivers in their hearts. From within the community.

That's why we held ideation sessions with representatives from the three regions. Special facilitators were trained on Human Centred Design principles and how to run a workshop. Ideas from earlier studies were weighed and chosen by several experts and turned into prototypes. These prototypes were presented, discussed, improved and rated.

Participants had excellent additions to old ideas and heart-breaking stories about new ones. It helped us strengthen our beliefs that we don't know what works. The people do.



HYPOTHESIS



Our hypothesis is simple. Eradicate the leading root causes of child labour, and the numbers will improve. But we would like to break this down into multiple testable hypotheses.

- 1** *Child labour is caused by poverty, bad schools and traditional attitudes. So by getting smallholders to a living income via a living income roadmap, by improving school buildings, teachers and materials, and by changing the attitudes towards child labour and gender, child labour should reduce by 45%.*
- 2** *Paying a minimum of a Living Income Reference Price to coffee farmers is an important step every offtaker should take to help farmers out of poverty.*
- 3** *There is much room for improvement on farming practices to increase farm-income.*
- 4** *NGO's are willing to fund and execute capacity building.*
- 5** *A minimum farm size is necessary for a full-time income. This size depends on local circumstances like soil, rain or crop types.*
- 6** *If farmers do not have enough land to support themselves and their families, they need other income from vocations.*
- 7** *Governments are willing and able to invest in vocational training centres.*
- 8** *Education and school is a key alternative for work. If children are in school, they are not working.*
- 9** *By improving the attractiveness of schools, attendance will go up.*
- 10** *By changing the attitudes towards the importance of education, school finishing rates will improve.*
- 11** *Governments and NGOs are willing and able to invest in improving schools.*
- 12** *Balancing power between men and women will lead to less child labour in an area.*

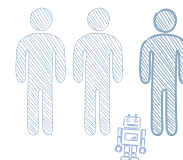
INTERVENTIONS

This roadmap with interventions is what we aim to do in the coming three years. It will be regularly reviewed and adjusted, making use of lessons learned.

The approach is one of a multi-level and multi-actor framework, supported by the local and national government and by a strong collaboration between local communities, NGOs, trainers and commercial entities in the value chain, such as impact brands.

The basis for this is the “assess and address” approach (Rainforest Alliance) that starts with continuous detection of child labour, combatting root causes with impact events, track proof of impact and effects on child labour in the coffee value chain.

If interventions don't show effect or lose effectiveness, the consortium should collaborate to either improve or pivot to an adjusted intervention. This results-orientated approach leads to the best results in combatting Child labour. The intended project period is three years (2022 - 2025).

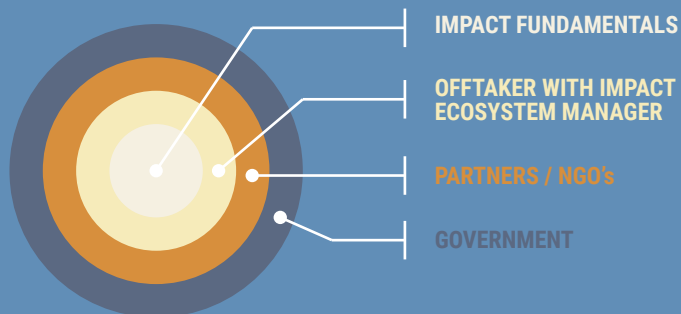


The plan of approach is based on five principles that should create a lasting systemic change in the local situation under the assumption that there are no significant calamities such as droughts, famines, wars, pandemics or other shocks to the area.

- **COLLABORATIVE PARTNERSHIPS AND CO-CREATION**
- **SYSTEMIC CHANGES IN ROOT CAUSES**
- **ASSESS AND ADDRESS**
- **LEARN FROM OTHERS AND OWN PILOT PROJECTS**
- **SCALE-UP AND HAND OVER**

The interventions are based on the multi-level and multi-actor framework in which each actor has their own specific role and responsibilities in the collaboration. The interventions should be rooted in the principles stated above.

• SET UP A LOCAL IMPACT ECOSYSTEM FOR A COLLABORATIVE APPROACH WITH CLEAR ROLES AND RESPONSIBILITIES



- Local Child Labour Committee can perform community-based monitoring of the situation, the risks, the remediation and mitigation.
- Offtaker role towards a Living Income: Long-term commitments to coffee producers, prices for coffee cherries or parchment, wages for additional work in processing (washing, hulling, roasting) and facilitating business models for farming-related value-adding activities such as a cooperative for tools and a washing station.
- NGOs and other local partners are key players in the co-creation, ideation, implementation and execution of interventions.
- School administrators could be monitoring the program's effectiveness and are also in a position to safely discuss the topic with the children.
- Governments can share risks and responsibilities for funding and development of impact.



- **COMBAT POVERTY BY DEVELOPING A LIVING INCOME ROAD-MAP TO LIFT FARMERS, FAMILIES AND COMMUNITIES OUT OF POVERTY.**
- **IMPROVE SCHOOLS AND LEARNING BY INVESTING IN FACILITIES, PERSONNEL AND MATERIALS.**
- **CHANGE ATTITUDES TOWARDS CHILD LABOUR AND GENDER ROLES.**
- **MONITOR, EVALUATE AND LEARN.**

RESULTS

PART II EXPECTED AUGUST 2025



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.



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.



THOMAS SCHUURMANS

(NL) Head of Projects

Thomas is a senior innovation & design strategist. He has worked in numerous countries across Africa, Latin America and South Asia, where his primary focus is on supporting companies in innovating their products, services and business models to maximise impact for low-income communities, while driving profits.

He is also the founder of Proportion Global, which is the most fine-meshed human-centred design agency in the world. With a Masters degree in Applied Physics from Delft University of Technology, he has a passion for tech as long as it serves people meaningfully.



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.



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



JURRIAN VELDHIJZEN

(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



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.



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

Currently studying International Relations, Global Political Economy track, Marly works part-time as a content creator, project manager and researcher for Moyee Coffee and the FairChain Foundation. She was actively involved in the Fund Against Child Labor project in collaboration with the Ministry of Foreign Affairs of the Netherlands. Her research focuses on the effectiveness of child labor policies in coffee value chains and how to include women in an impactful way.



DR. SUSAN WANDERA Social science researcher

Dr. Susan Nduta-Wandera is an Education Researcher who holds a Doctorate Degree in Curriculum Studies and Development from the University of Nairobi, Kenya. She has more than 20 years of experience teaching in Secondary Schools and Universities in Kenya. She is Trainer of Trainers for Youths in and out School on Life Skills and Entrepreneurship. Dr. Wandera is a social scientist researcher on child welfare and protection, adolescent issues, and the changing trends in education in 21st Century Skills. Dr Wandera is also a parental coach engaging in parental empowerment training for 21st Century survival. She serves as an Elder at CITAM Embakasi in charge of the Children Ministry, Youth and Women Ministries.



ELIUD OKUMU ONGOWO Co-lead

Ongowo is a Lecturer and PhD student at Egerton University in the Department of Sociology, Faculty of Arts and Social Sciences. He holds a Master of Arts in Sociology (Community Development and Project Management) and is pursuing a PhD in Sociology with a bias on Social Policy. Ongowo has over 10 years' progressive responsibility and experience in designing, coordinating and implementing Community/Rural Development, Child Protections, Orphans and Vulnerable Children, Peace Building and Conflict Resolution, training on Human Rights, Research, Gender analysis and Policy Analysis. He has a passion for Action Research, Policy Development that have a positive Socio-Economic impact on the Community. He worked as the Co-lead for the Moyee Project A research.



ALICE KAINDA

Researcher

With over 4 years of experience in research and outreach in the fields of gender, development, policy, children and youth issues, Alice Kainda has demonstrated competence as a project officer, monitoring and evaluation officer, and a research assistant. She has over the years mastered great leadership and people skills, which have contributed to her excellent work with vulnerable populations. Alice holds a Bachelor's degree in Gender and Development, Leadership Skills Certification, and a Post Graduate Diploma in Sexual Reproductive Health and Rights; knowledge and expertise that have contributed immensely to the success of projects. Alice is currently the programs manager at Nascent Research and Development Organization and worked as a researcher during the Moyee project A research exercise.



STEPHEN ADOL

Qualitative research assistant

Stephen is a Communications and Projects Officer at Nascent Research & Development Organisation and has supported projects in Kenya, Tanzania and Uganda. He is also involved in designing and supporting communication and outreach programs to support Nascent RDO in its work with partners including assisting in research, supporting training and conferences, networking and collaboration with partners, and communication and media management. Stephen has also taken part in the support and research assistance for several surveys on sexual reproductive health and rights (SRHR), capacity building for secondary school girls, African Studies and child labour. He was a Qualitative Research Assistant for the Moyee/FairChain Project A in Kericho County, Kenya.



BERNADETTE OMBAYO

Quantitative data analyst

Bernadette is a social scientist. Her research focus is on examining the etiology, consequences, and prevention of youth violence, primarily among youth living in marginalized and low-income communities. She has contributed to the evidence base on how youth violence experiences are associated with deleterious sexual and reproductive outcomes, mental health, and poor educational outcomes. Bernadette is a quantitative and qualitative methodologist. She was the quantitative data analyst for the Moyee Project A research. Her data analyses are largely based on quantitative methodologies especially with use of SPSS, Process Macro, SEM, and R.



PURITY KIMULI

Finance Officer

Purity is currently the Nascent Research and Development Organization Programs Administrator and Finance Officer. She holds a Diploma in Community Development and Social Work, and a certification in Sexual Reproductive Health and Rights (SRHR). She has more than 13 years of experience in administrative work and research assistance with expertise in working with youth and adolescents, vulnerable populations, health and HIV/AIDS, and early childhood development. She has worked in different projects carried out by Nascent RDO and has supported various projects in Nascent RDO, as an administrator, a logistics officer and as a research assistant. Among these projects are: Moyee/FairChain Child Labour; in this project Purity was the project's finance officer.



PERIS MUSITIA

Qualitative data analyst

Peris is a social scientist, fascinated with maternal and child health research across Africa. She aims to improve respectful care and advocates for patient centred care approaches. She enjoys ethnographic qualitative research and you will find her interacting closely with the community to learn their contexts and how their culture affects interventions. Peris loves playing around with qualitative data, exploring opinions, perspectives, and in-depth discussions with the community with the aim of bringing solutions to community problems. She is passionate about children and children rights. She was the qualitative data analyst during the Moyee project and research.



AURELIA MUNENE

Project coordinator

Aurelia Munene has 15 years' experience in gender, research, human rights, health, youth and livelihoods, education and social development. She has been involved in the coordination and implementation of development, research and humanitarian projects that focus on: Gender Analysis and Gender Integration; Sexual Reproductive Health, Mental Health and Psychosocial Support; Children and Youth; Livelihood, Health; Forced Displacement in national and international contexts like Nigeria, Uganda, Tanzania and Kenya. She is the current Executive Director of Nascent Research and Development Organisation and was the organization's project coordinator of the Child Labour Study with Moyee- Fair Chain in Kenya. She is also the founder of Eider Africa, a research mentorship organization.



ATINKUT ZEWDU ASEFA

Senior Clinical Psychologist and Research Lead

Atinkut worked in higher educational institutions for more than 6 years with the academic rank of Assistant Professor in Clinical Psychology. He has humble experience in teaching courses, conducting research projects, rendering community services, providing capacity building training and strengthening organisation-community linkage. Atinkut actively engaged in providing psychotherapy, clinical supervision, licensed consultation and program development and evaluation. Atinkut also participated in planning, implementing, monitoring and evaluating activities of research projects. Atinkut published seven research articles, led six conventional research projects as principal project initiator, and organised & involved in seven national research conferences. He has been providing psychosocial therapeutic support to children and staff experiencing mental health problems in the lighthouse of Hope for Justice as his duties focus on the assessment, diagnosis, prognosis, and treatment of psychological disorders.



WASIHUN ADRARO AMBO

Data Supervisor for Moyee/ FairChain Research on Child Labour

Wasihun is a lecturer at Mizan Aman college of health science (MACHS). He graduated with his B.Sc. degree in Clinical Nursing from Hawassa University in 2010 and received his MSc degree in Integrated Clinical and Community Mental Health from Jimma University in 2018. Wasihun is currently a PhD candidate in counselling psychology at Jimma University. During his stay in MACHS, he conducted team based research, taught different courses, rendered community service training and engaged in clinical practices. Wasihun participated and effectively completed his responsibility as Data Supervisor in Moyee/ FairChain child future proof Coffee Chains Research Project.



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.



SAEED ILDARABADI (NL) 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.



SIETSKIE 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.



MEHDI HAJI (NL) Full Stack Developer

As a full stack developer with experience in a wide range of tech stacks, Mehdi helps FairChain further develop and debug their tech projects. He moved to the Netherlands after finishing secondary education in Iran, and is currently a student at the University of Twente following his bachelors in Business IT.



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.



GIJS MAK (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.



JOSE MOLLURA (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 an exceptional cupper and roasting professional with an extraordinary know-how of coffee varieties worldwide.



HAJO VAN BEIJMA (NL) Board Member

Hajo is an entrepreneur who operates as an international leader in the field of technology and human behaviour. He combines a commercial focus with user centred design principles growing projects and organisations from basic ideas to internationally scaled-up successful enterprises. His 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, behaviour 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) Board Member

FairChain Co Founder. Sociologist turned brand builder. Experience in PR, advertising, start-ups, media, TV, social media, politics and sports. Arne helps companies and organisations deliver business KPIs 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) Board Member

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 Cocoman in West-Africa, based in Abidjan, Cote d'Ivoire. Developing and Monitoring sustainability projects in the supply chain of Trader Cocoman BV through Joint Ventures with suppliers and partners at various levels (e.g. extension services, research, farmer cooperatives, exporters, funds, and governments).



ZEGEYE ASFAW (ET) Advisor

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.



RONALD JANLOUW (NL) Advisor

After 11 Years as a manager at Capgemini he founded and successfully sold his own technology company. As a partner in Waterwatch he helped build a Global Vegetation Database that will benefit 600+ million farmers worldwide, to better grow their crops. 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 roll 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 seeing synergies flourish.



THANK YOU!

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