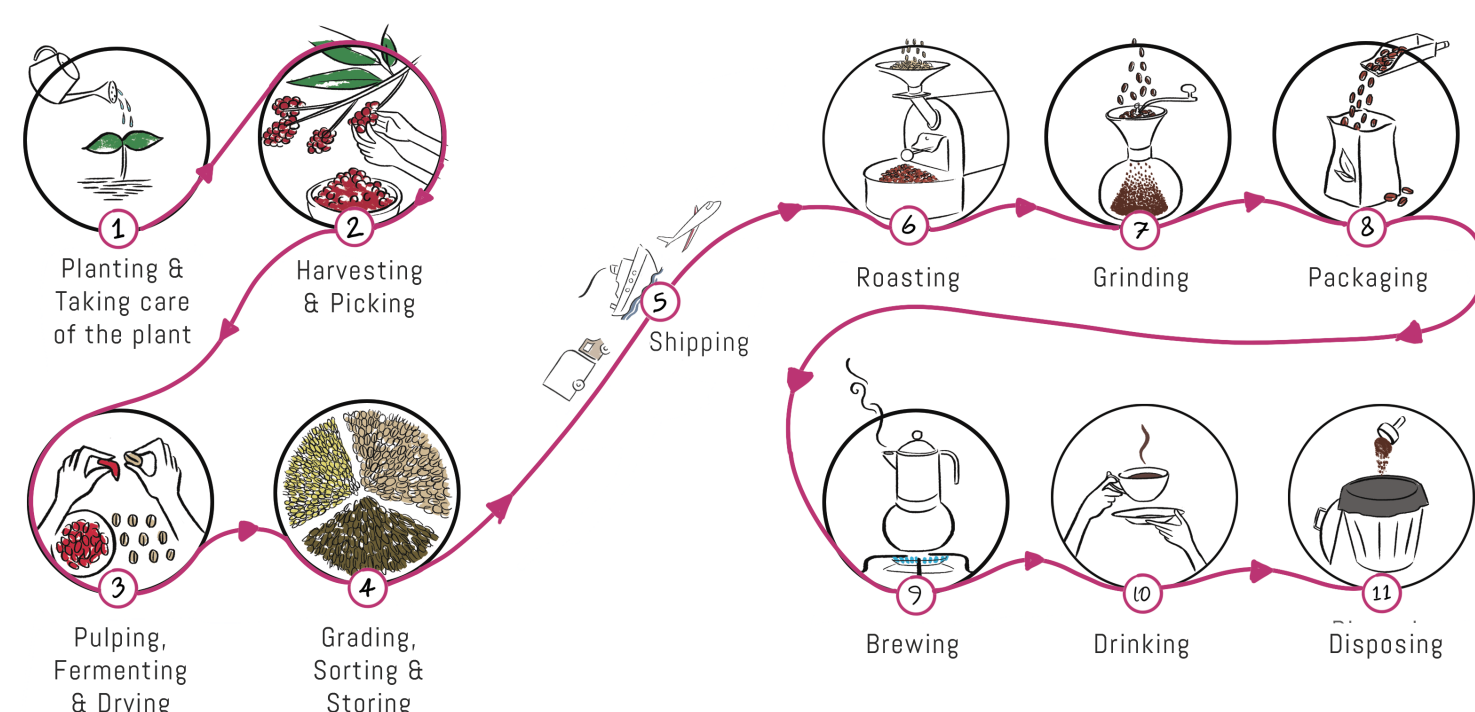


# A STRATEGY TOWARDS A FAIR COFFEE CHAIN

## THE COFFEE WE DRINK EVERYDAY

Every cup of coffee that we drink has a long story behind. Hard to believe! A typical coffee bean has been on a plane, a ship, a truck and a van before we start putting it into a grinder and blend it with its other journey-mates.



## WHAT'S WRONG WITH COFFEE?

The coffee chain is not fair. This unfairness has been hidden from most of the actors in the coffee chain. The lack of communication is considered to be a vital element of the mentioned injustice.

## WHAT'S BEEN DONE ABOUT IT?

Several initiatives, including FairTrade, have tried to win the fight over unfairness but the outcome has not been very heartwarming.

## MOYEE; A DIFFERENT APPROACH

Moyee, a newly born company, has taken a different approach by shifting the value-adding activities to the countries of origin of coffee. Moyee has started investing in and developing roasting and packaging facilities in Ethiopia since 2012.

## THE UTOPIA FOR MOYEE

Moyee is doing very well in terms of leaving an impact in coffee-growing countries. However, Moyee's relation with customers and consumers in coffee-consumer countries is not fruitful enough.

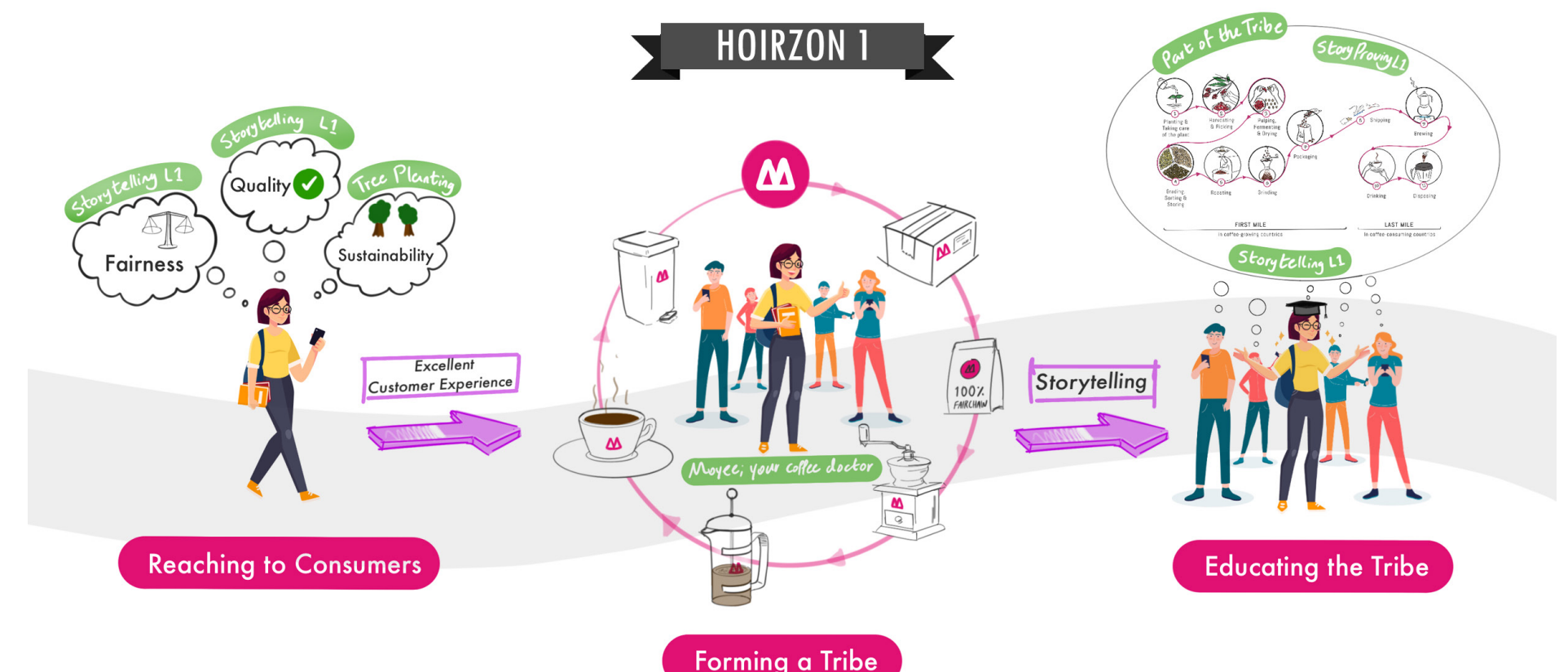
## THE PATH TOWARDS UTOPIA

By means of Vision In Product Design methodology, Strategic Design approach, Design Roadmapping methodology, Cultural Strategy and Road Map for Creative Problem Solving, Moyee's values were translated to a future image called Vision. The process was followed by creating three steps (to be called Horizons) towards the Vision. The goal is to have a balance between Ecological, Social and Financial costs of the coffee and achieving a system that consuming coffee leaves equal or more Ecological, Social and Financial Impact than the costs it causes.

## HORIZON 1

Consumers will be reached to with content addressing their concerns such as sustainability, equality and quality. Excellent customer experience and personalized communication between Moyee, farmers and consumers add up to loyalty. Simultaneously, customers will receive engaging information about the coffee chain to increase their awareness about the existing injustice.

Meanwhile, in the coffee-growing countries, Moyee will expand the roasting and packaging facilities starts Experimenting with True-costing and Living Income.



## HORIZON 2

The next step is to give the community the power to shift and adjust their impact. It will be possible to trace back a bag of coffee and see who has been involved in the process of making that coffee. Customers will receive real blockchain-proved impact points based on their purchase and contribution to the chain. At the same time, Moyee expands the roasting and packaging facilities to Colombia and run projects to achieve zero CO2 emissions.



## HORIZON 3

Finally, any person in the coffee chain can connect to any other person directly. This system causes extraordinary transparency and builds up a personal connection. Meanwhile, by partnering with other businesses, the impact points can be used as a new currency to receive services or experiences. The Mizan Farm Project is getting matured and is ready to be executed in another context.

