

2008-S30300-.....

2007-S30300-

**Efico Fund, to improve the living conditions of poor communities producing coffee and/or cocoa in developing countries**

## **APPLICATION FILE – Efico Fund (Efico)**

Efico Fund (Efico) aims to support the implementation of projects that contribute directly or indirectly to structural and sustainable improvements in quality of life for poor coffee and/or cocoa producing populations in developing countries and also foresee humanitarian aid and rehabilitation activities for poor populations in these countries.

**To be admissible, a project must clearly satisfy these various criteria. Please ensure that the manner in which you present your project clearly demonstrates that it responds to these criteria (document “Criteria”).**



**Efico Fund for the support of the sustainable development of coffee and or cocoa-producing countries**

## **1 IDENTIFICATION of the project promotor**

### **1.1 ORGANISATION PROMOTING THE PROJECT**

Name of organisation/institution	Rainforest Alliance NGO
Legal status	501 (C) 3
Year of creation	1986
Recognized and subsidized as	Non for profit organization
Purpose or mission	The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behaviour.
Address of head office Street nr. & box Postal code & locality	Rainforest Alliance, Inc. 665 Broadway, Suite 500 New York, NY 10012
Tel	001 212-677-1900
E-mail	ddoucette@ra.org
Internet site	<a href="http://www.rainforest-alliance.org">www.rainforest-alliance.org</a>
Name of bank	Bank of America, NY
Account nr. or IBAN and BIC (SWIFT) codes	Account Number: 9429166450 / Routing-ABA Number: 0260-0959-3 / SWIFT Code: BOFAUS3N
Name of bank account holder	Rainforest Alliance

### **1.2 RESPONSIBLE PERSON (authorised to commit the organisation)**

Name and forename	Chris Wille
Gender	male
Function within the organisation	Rainforest Alliance Chief of Sustainable Agriculture
Tel	(506) 240-9383 (direct) or 234-8916 (central)
Mobile	
E-mail	cwille@ra.org

### 1.3 CONTACT PERSON

*(if different from the person authorised to commit the organisation)*

Name and forename	Marcel Clément
Gender	male
Function within the organisation	European Marketing Manager
Tel	
Mobile	00 31 615 66 97 91
E-mail	mclement@ra.org

### 1.4 GENERAL INFORMATION ON THE ORGANISATION

<b>objective</b> of the organisation	<p>The Rainforest Alliance is a non-profit organisation widely regarded as a leader in standard development and auditing of sustainable practices in forestry, agriculture and tourism. The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behaviour. The Rainforest Alliance is accredited to certify forests and forest operations by the Forest Stewardship Council (FSC), a certification system that assures consumers that the forest products they purchase come from forests managed to conserve biodiversity and support local communities, while constantly striving toward more sustainable practices. Similarly, under the auspices of the Sustainable Agriculture Network (SAN), the Rainforest Alliance and its partner organizations work with farmers to bring their coffee, tea, cacao, banana, citrus, fern and cut flower operations up to the SAN's standards for protecting wildlife, wild lands, workers' rights and local communities.</p> <p>The SAN awards the Rainforest Alliance Certified seal to farms, not to companies or products. Farmers may apply for certification for all land in production and companies may request that all of their source farms be certified. In addition, companies must register with the Rainforest Alliance in order to purchase and sell product as certified.</p> <p>The FSC and SAN each have a set of ten principles that address specifically the human rights, labour, environment and anti-corruption principles of the Global Compact. The certificates that Rainforest Alliance certified businesses – over 1,700 in forestry and 12,800 in agriculture – are awarded for their extraordinary efforts to enhance livelihoods and conserve biodiversity in ecologically significant landscapes concretely demonstrate these businesses' commitment to the Global Compact's values. As consumer support for certification grows, the Rainforest Alliance is working to ensure that certified manufacturers and producers are rewarded in the marketplace, providing them with an incentive to adopt sustainable practices.</p>
--------------------------------------	---

<p><b>activities</b> of the organisation</p>	<p><b>On farmers:</b> because agriculture uses more land and water than any other human activity -- and is the leading cause of habitat destruction and species extinction -- the Rainforest Alliance is working with environmental organizations throughout Latin America to help farmers implement sustainable agricultural practices.</p> <p><b>On businesses:</b> in a global economy fraught with uncertainties and risks, sustainability is not an expendable luxury, but an indispensable way to compete. The business world today demands efficiency, risk management, reliability and quality of supply, product differentiation and brand loyalty -- all dividends of investing in sustainability. Rigorous independent systems like the Rainforest Alliance help global companies realize these benefits.</p>
<p><b>expertise</b> of the organisation in relation to the project</p>	<p>Rainforest Alliance Certified farms have reduced environmental footprints, are good neighbours to human and wild communities and are often integral parts of regional conservation initiatives.</p> <p><b>Rainforest Alliance Certified means:</b></p> <ul style="list-style-type: none"> <li>▪ Less water pollution</li> <li>▪ Less soil erosion</li> <li>▪ Reduced threats to the environment and human health</li> <li>▪ Wildlife habitat is protected</li> <li>▪ Less water used</li> <li>▪ More efficient farm management</li> <li>▪ Improved conditions for farm workers</li> <li>▪ Improved profitability and competitiveness for farmers</li> <li>▪ More collaboration between farmers and conservationists</li> </ul>
<p><b>geographical</b> scope of the organisation's activities (district, commune, region etc.)</p>	<p>The Rainforest Alliance is active in more than 60 countries, continually expanding its reach and its efforts to make farming, forestry and tourism environmentally compatible, socially advantageous and economically productive.</p> <p>Projects in:</p> <p>Cameroon, Côte d'Ivoire, Democratic Republic of Congo, Ethiopia, Ghana, Guinea, Kenya, Belize, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Nicaragua, Mexico, Panama, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Peru, Uruguay, Venezuela, Australia, China, Indonesia, Europe, Japan, Laos, Nepal, New Zealand, Papua New Guinea, Thailand, Vietnam, Canada, Mexico, United States</p>

## 2 YOUR PROJECT

### 2.1 Synthesis of the project

Please fill out as clearly and fully as possible the sections 'title' and 'description of project'. This information will in fact be included in all our communications (jury, Fund steering committee, annual report, website).

Project title	<b>Promoting Climate Friendly Farming</b> Developing and Testing a Credible and Manageable Methodology for Measuring and Monitoring environmental services in coffee farms, which can be commercialized by a 'Climate Friendly' system.
Short description of project (2 lines max.)	Farmers who grow coffee under a forestry system (agro-forestry) are providing positive environmental services, by the large carbon stock in the vegetative components of the system: soil carbon, forest carbon, coffee carbon and dead or organic matter carbon. This carbon is generated by photosynthesis of the biomass. Other measurements such as reduced emissions in coffee processing and optimized fertilization programs will further reduce emissions created on the farm. The 'Climate Friendly' program will stimulate these positive environmental services by commercializing a 'climate friendly' system in the market. This will lead to an additional direct income support of coffee farmers, and therefore increase and stabilize the income of farmers on the one hand, and reduce the management costs of farmers on the other hand. Besides, this project will stimulate farmers to follow sustainable agricultural practices, which will contribute to mitigation of climate change.
Budget of the project	total budget: 175 063 \$ support requested: 99 200 \$
Duration of the project	date of beginning: 21 May 2009 date of end: 21 May 2010

## 2.2 Where will be the project carried out?

Country / region

### Guatemala

The project will be executed in two pilot sites in Guatemala: Fraijanes and El Platanillo. El Platanillo is located in the San Marcos region and Fraijanes in the Santa Rosa region. Both regions are capable of producing very high quality coffee and are traditional coffee regions, using agro-forestry systems.

## 2.3 Indicate the geographical area of action of your project (indicate one zone only. If for example your project operates in the commune of Waterloo, only indicate the Waterloo postal code. If on the other hand your organisation has its office in Waterloo but your project is intended for the whole Francophone part of the country, only indicate "French Community & Walloon Region"). What is the objective of your project?

Describe as concretely as possible what you wish to achieve with this project.

Please ensure that your answer takes into account the following aspects :

Does the project have a precise goal? What is it?

Is this goal realistic in view of the deadline and the budget?



 Coffee Areas

With the growing concern about climate change, taking greenhouse gases out of the atmosphere, and reducing the production of greenhouse gases is seen as a vital and valuable service. Coffee and cocoa farmers using the traditional agro-forestry farm management systems and who use sustainable and adopted agricultural management practices provide this service. These practices are integrated into the Sustainable Agricultural Network (SAN) Standards for farm management. The SAN is a coalition of local NGOs involved in sustainable agriculture and rural development. In Guatemala, the Fundacion Interamericana de Investigacion Tropical or FIIT, is the local SAN partner and will be involved in this project.

Rainforest Alliance, Efico and ANACAFE propose the development of an additional Climate Friendly module to the SAN standard. This would provide a framework for teaching and promoting carbon-fix and low emission farming as an additional incentive to producers to maintain or improve their forested farms. These farms offer increasingly valuable environmental services in addition to carbon fixation; these are watershed, wildlife habitat, flood and erosion control, and suppliers of firewood, medicinal plants, construction materials and other locally useful goods.

By enlarging the SAN standards, farmers can be taught to improve their lands, making them climate friendly and ensuring that the farm will continue to produce quality coffee as regional weather patterns change. Auditors will review the farms, using the additional climate criteria, and producers can earn Rainforest Alliance Certified Plus Climate Friendly status.

The 'plus' certificate will not allow producers to sell carbon credits, but some coffee buyers may want to pay extra for certified sustainable and climate friendly coffee. Coffee companies that buy Climate Friendly beans can claim that they are helping conserve valuable forests, keeping traditional coffee farms intact, preparing farmers for climate change, mitigate emissions on coffee farms, and supporting ecosystem services such as clean water and wildlife. Companies, like farmers, would be well positioned to buy Climate Friendly coffee, coming from certified coffee farms. Perhaps most important, companies could set a good example for the industry and raise awareness about the need to conserve valuable forested farms.

Rainforest Alliance and EFICO agreed with ANACAFE to conduct a pilot project in Guatemala. Guatemala is chosen because of the good field knowledge of Rainforest Alliance in Guatemala, the contacts with local forestry experts, and the expertise of EFICO, thanks to the presence of the Efico Central American office in Guatemala, and the sourcing expertise in Central and South America. Besides, coffee is cultivated traditionally in agro-forestry systems in Guatemala and there is a potential for raise awareness of climate friendly practices.

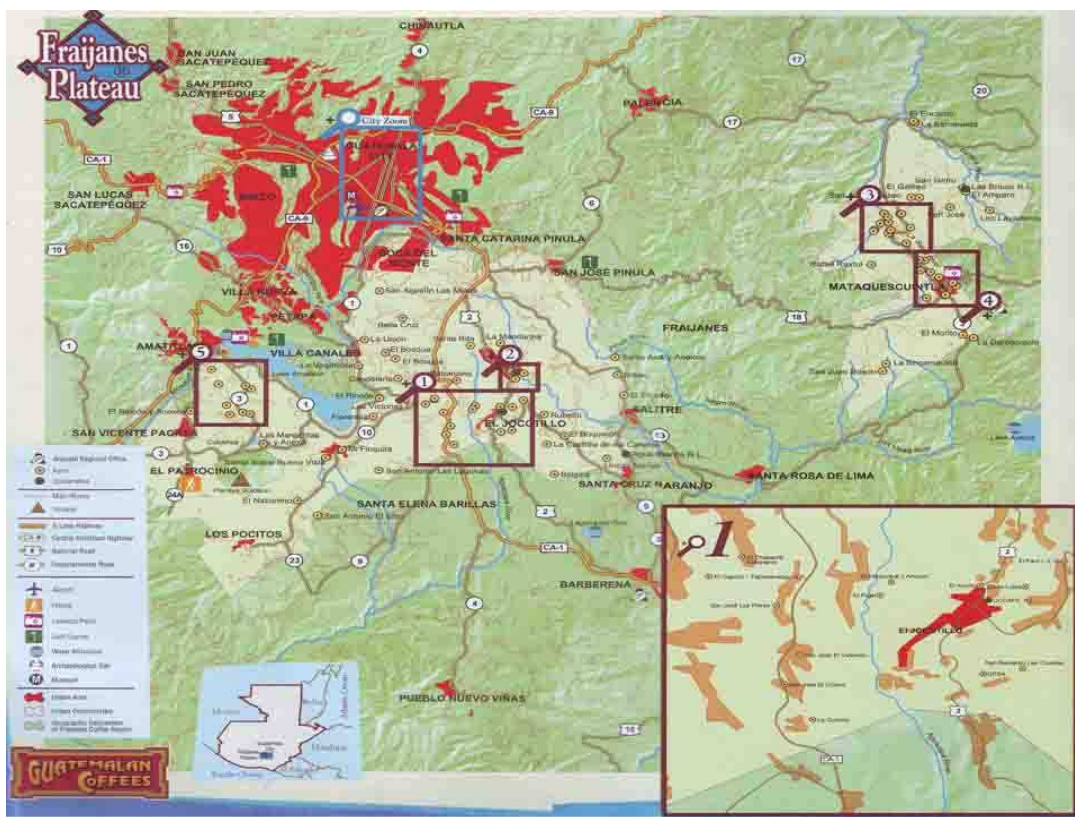
The goal of this study is to come up with some hard scientific evidence, that certain critical management practices can hardly influence the carbon stock that is sequestered in coffee farms, and the emissions that are produced on the farm. The measurements will be connected on two pilot sites: Platanillo and Fraijanes, and afterwards SAN criteria will be tested and validated for those sites.

The Fraijanes Cluster consists of 5 cooperatives within the national association called Fedecocagua.

- Dos de Julio: Santa Cruz Naranjo, Santa Rosa, 56 coffee farmers, 377 ha
- Las Brisas: Aldea Los Magueyes, Comunidad San Antonio, Las Flores, Mataquescuintla, Jalapa; 57 coffee farmers, 148 ha
- Esperanza Del Futuro: Aldea El Rodeo Jalapa, Jalapa 53 coffee farmers, 113 ha
- Union Duraznito: Aldea El duraznito Jalapa, Jalapa; 45 coffee farmers, 85 ha
- Nuevo Sendero: Aldea Chapas, Municipio Nueva Santa Rosa Departamento Santa Rosa; 160 coffee farmers, 300 ha

**Total:** 1023 ha, 371 coffee farmers , on average 2,75 ha per grower

### Location of Fraijanes Clusters



El Platanillo is a plantation in Guatemala of 386 ha. It is located in the San Marcos region in Guatemala, a region with very different agro-climatic conditions, located in a lower and more tropical region than the Fraijanes Plateau.

The 2 different types of pilot sites are as such chosen that the methodology is applicable for small scale and large scale coffee forested farms, and for different agro-climatic conditions. Studies will be conducted in both sites and at the end, the methodology will be applicable in all the farms in both sites.

Once the methodology is verified and approved, the pilot sites can profit from a reduction in farm management costs, and an additional income support if the possibilities for marketing the concept has turned out positive. Next to the advantages for the pilot sites, the methodology will have a replication potential. The criteria can be validated in other national or international regions, and can be verified and certified for commercialization.

The pilot project duration is estimated in a 1 year time frame, with an active contribution of Rainforest Alliance, ANACAFE, EFICO Antwerp and EFICO Central America.

This Climate Friendly project has some common benefits for ANACAFE, Rainforest Alliance and EFICO

- The production of coffee will be promoted, as a perennial crop in agro-forestry systems, providing positive environmental services
- A feasible, inclusive and low cost system will be developed in a market-driven environment, and contributing directly as additional income support for coffee farmers
- The methodology will be open and credible, because measurements will be conducted by the local university of Guatemala, UVG, who have profound experience in carbon measuring and climate change adaptation systems.
- Replication potential in other sites, regions and countries.

Besides the common benefits, each party has some specific benefits, Rainforest Alliance will be able to commercialize a climate friendly and sustainable product, being the first certification organization to do so, ANACAFE will support the Guatemalan Coffee Farmers with climate mitigation strategies, direct income support, and reduction of costs in the farm. The project will contribute to EFICO's sustainability strategy. A target in EFICO's sustainability strategy is pro-actively reduce greenhouse gas emission in the green coffee supply chain, and incentivize positive environmental services. Emissions in producing countries will be reduced and compensated in producing countries, and emissions in consuming countries will be reduced in consuming countries.

## 2.4 Which target group(s) do you wish to reach?

Describe as concretely as possible:

(1) quantities: number of people;

(2) qualitative: characteristics of the target group

(specify the age groups, socio-professional categories, gender, number of people involved and their involvement in the project).

*Please ensure that your answer takes into account the following aspects :*

*Is the target group clearly specified (quantitatively – qualitatively)?*

*Does the organisation already work with the target group or does it cooperate with other such entities?*

*How will your target be involved in the project, both in the preparation and implementation of the project?*

Target Group: Coffee farmers, coffee families, temporary and permanent coffee workers. By an increase of direct income coming from Payment for Environmental Services, the living conditions and income of a significant group of Guatemalans can be increased.

Direct target **group Fraijanes:**

- Dos de Julio: 56 coffee farmers (46 men, 8 women), 377 ha
- Las Brisas: 57 coffee farmers (48 men, 9 woman), 148 ha
- Esperanza Del Futuro: 53 coffee farmers (48 men, 5 women), 113 ha
- Union Duraznito: 45 coffee farmers (39 men, 6 woman), 85 ha
- Nuevo Sendero: 160 coffee farmers (120 men, 40 women), 300 ha

**Total:** 1023 ha, Brown by 371 coffee farmers , on average 2,75 ha per grower

Indirectly the families of the coffee farmers will benefit the project by the beneficial effects of the increased income.

**El Platanillo:** increase of income for the owner of the plantation and the workers on the coffee plantation.

Permanent workers: 35 Men, 20 Women

Temporary workers (last season or harvest): 500 Men, 200 Women

Temporary and Permanent workers have a labour organization.

Indirectly, permanent and temporary workers and their families on El Platanillo coffee plantation will benefit the carbon capturing project. An increase in income for the land owner will have a positive spill over on the workers on the plantation in monetary and non-monetary terms (question 2.6).

## 2.5 *What are the projected results/concrete realisations of the project?*

Describe as concretely as possible (quantitatively – qualitatively).

*Please ensure that your answer takes into account the following aspects :*

*Are there clear and concrete results or realisations expected?*

*Are the results or concrete realisations sufficiently specified (quantitatively – qualitatively)?*

*For whom (amongst others) are the results or concrete realisations important? Are the results/concrete realisations realistic in view of the deadline and the means made available? Are the results linked to the goal set forth?*

### **Expected Results**

- Credible baseline research (carbon sock in shade species, soil, coffee plant and vegetation) and inventory of agricultural management practices
- List of recommendations for ‘climate friendly’ coffee practices
- Addendum of the SAN Standards with a climate friendly module
- Public information; articles and fact sheets (ANACAFE, EFICO, EFICO Foundation, Rainforest Alliance, El Platanillo, Fraijanes), website communication, ... Each partner has its communication tools.
- Agreement with at least one interested coffee buyer

## 2.6 Added value of the project for society

### 2.6.1

*To which extent does your project respond to the various elements of continuity, in terms of Social, ecologic and economic criteria?*

**Social:** Education and training of coffee farmers on climate change topics and carbon marketing. Training of local experts and staff of the three parties in monitoring, measuring and auditing the climate friendly program. There will be indirect long term social benefits because this projects leads to a better air quality with less greenhouse gas emissions.

Rainforest Alliance Climate Friendly Coffee will be marketed, and this will raise awareness in the whole coffee chain, from producer to consumer.

**Ecologic:** The methodology will stimulated farmers to achieve a Rainforest Alliance Climate Friendly certification and will be an incentive to execute the SAN Standards inclusive the climate friendly module on the field. On the long run, the Climate Friendly module will lead to beneficial results for adaptation to climate change and mitigation of the negative effects of climate change.

**Economic:** The project proposal will be a direct income support for the coffee farmers participating in this project, and will lead to lower costs on the farm thanks to an optimization of management practices. Because the audit of Climate Friendly module in the coffee field will be incorporated in the annual Rainforest Alliance audit, the costs for farmers will be very limited and the benefits will be directly converted to the farmers.

### 2.6.2

*To which extent does your project apply the multi-stakeholder model, as developed in the UN Global Compact?*

- Rainforest Alliance certification is based on the SAN Standards. The SAN address the human rights, labour, environment and anti-corruption principles of the Global Compact.
- Efico, and therefore its office in Central America, committed to the 10 principles of the UN Global Compact,
- El Platanillo has been verified on the principles of UN Global compact in 2004 by a Maycert audit, a accredited organization with ISO 65/EN45011 regulation
- El Platanillo is Rainforest Alliance Certified
- Cooperativa Dos de Julio is Rainforest Alliance Certified
- The Fraijanes Cluster is Triple A verified by Rainforest Alliance, for Nespresso, and in process to be Rainforest Alliance Certified. Triple A is Nespresso program with 4 pillars: a quality, environment, social and an economic pillar. The last 3 are based on Sustainable Agricultural Network Standards, and yearly audited by the Rainforest Alliance team.

All parties are following the principles of the UN Global Compact as core stones of their business.

### **3 HOW DO YOU INTEND ON IMPLEMENTING THE PROJECT?**

Describe the various phases and the timing of implementation or development of the project.

#### ***Steps to be followed***

An agreement on the project is officially signed on 21 of mayo 2009 in Guatemala between ANACAFE, Rainforest Alliance and Efico, Efico Foundation, preceded by reunions of the 3 parties, accompanied by the University of Guatemala, to line out the common objectives, the goals, the methodology perspectives and analysis of the information gathered, and the steps to be undertaken to market the final product. Below, the specific steps for the duration of the project are lined out:

#### ***1. Ongoing Baseline Research***

ANACAFE, the Universidad de la Valle and other institutions will continue to gather information about the amount of carbon stored in coffee farms under different management systems. A meeting between the researchers and the Rainforest Alliance Climate Technical Team will be held in June, to ensure that the researchers are collecting data according to internationally accepted guidelines for baselines and considering farm management practices that will be affected by the Climate Friendly Program.

The technical team will visit and evaluate the proposed pilot sites. Each pilot site will be visited at least 2 times: one observatory visit, and one sample visit. At least 10 % of the producers sites will be evaluated, with in each producers coffee farm an amount of 3 samples taken.

#### ***2. Analyze the Baseline Information***

Experts from the Rainforest Alliance, the University, Anacafe, FIIT and the Sustainability department of Efico will analyze the baseline data to identify critical points for climate friendly coffee and define key indicators. This will be important and innovative research, showing the links between sustainable farm management practices and climate care and facilitating the development of ways that farmers can contribute more to combating climate change as well as adapt their farming to the changes.

Data showing that certified farms sequester more carbon than non-certified farms will also be valuable information. Through the analysis, the scientists will agree on a plan for the future monitoring and research, which will be a valuable source of information for explaining the project and guarantying the credibility of the climate friendly program.

### ***3. Develop a Methodology to Verify the Climate Friendly Practices***

Through a combination of desktop analysis and field trials, SAN auditors and Rainforest Alliance experts in carbon stock verification will:

- a) Highlight all the practices in the existing standard that affect carbon sequestration or greenhouse gas emissions.
- b) Tune those standards and criteria to make them more effective.
- c) Develop an additional, climate-specific module that can be added to the standard.

Producers (and the community) will automatically benefit from the improved standards. Those producers who want to go for the “certification plus” diploma can ask for the additional auditing. This will always be voluntary, as is the sustainability auditing and certification.

### ***4. Set a Cost/ Benefit Baseline for Future Research***

The University and other researchers will be instructed to gather more than carbon data. On the farms that will be used in pilot studies, they should collect information about crop volumes, cost of production, farm-gate prices and other factors that may change as the Climate Care Friendly criteria are implemented. Once the farms have been evaluated against the criteria and the producers have revised their farm management plans, the costs of implementing the criteria should be carefully recorded, using standardized techniques.

This will allow researchers to calculate the costs and benefits in future years. Farmers in the Climate Friendly program will not earn significant premiums over what they already gain by being certified. In any case, we want to prove that the improvements and management practices required by the SAN standard and by the additional Climate Friendly module directly benefit farmers, farm workers and local communities. While farm-gate prices are important, they are not the only benefit of implementing sustainable and climate friendly practices.

### ***5. Raise Awareness and Create Markets***

The information, experience and data gathered in this project will be extremely useful in raising awareness of the importance of conserving the traditional coffee ecosystem, of the coffee sector’s role in combating climate change, and of the need to prepare farms and farmers for the changes. Project partners will disseminate that message through the appropriate channels, including newsletters, factsheets, websites, trade publications, training materials, conference presentations and press releases.

The project participants will also collaborate in marketing the Certified Plus Climate Friendly coffee, taking care to distinguish this program from claims of “carbon neutral” and carbon offsets. This communication can lead to diffusion of information from producer to consumer.

Describe the current status of the project

- the project has not yet started
- the project has started on a tentative or trial basis
- the project has already started

Efico, ANACAFE and Rainforest Alliance have agreed on the project. The kick-off will take place in May 2009 in Guatemala.

#### **4 WHAT WILL THE PROJECT COST?**

	<b>Efico</b>	<b>Rainforest Alliance</b>	<b>Anacafe</b>
Analyse baseline information	14.000 \$		
Develop methodology: staff time, consultants, travel, field testing	37.000 \$	22.000 \$	5.000 \$
Field Measurements by University			30.000 \$
Criteria Writing		18.863 \$	
Cost Benefit baseline: staff time, workshops	16.000 \$		
Raise Awareness and Markets: staff time, travel, web design	15.000 \$		
Senior Staff Time, overhead, Office and communications	17.200 \$		
<b>TOTAL</b>	<b>99.200 \$</b>	<b>40.863 \$</b>	<b>35.000 \$</b>

**Total Project Budget : 175.063 \$**

##### **4.1 Which expenditures will the support requested from the Efico Fund cover?**

99.200 \$

## 5 **HOW DO YOU INTEND ON EVALUATING THE PROJECT?**

(quantitatively – qualitatively), method (participants’ questionnaires, oral evaluation etc.)

What are the evaluation criteria?

The project will be evaluated on base of 3 criteria: credibility of the methodology, economic profitability, and the replication possibilities.

1. The credibility of this project will be assured by the university’s research and a scientific publication. Besides, a correlation will be made between the new criteria in the SAN standards and the results of the university. High performing results will lead to a credible study and result.
2. A cost-benefit analysis will be performed of the methodology for monitoring, measuring and market the carbon. If the overall costs of compliance, audition and marketing the carbon is lower than the benefits of selling the carbon, the project is economically viable. If the outcome of the cost-benefit analysis is negative, bottlenecks can be searched: are compliance, audit or marketing costs too high? Are benefits too low? A self-evaluation of the methodology can take place.
3. The replication possibilities of this project will be checked out. A cost-estimation will be done for replicate the project on other site with region specific characteristics. If this evaluation will be successful, the project can be replicated on other sites.

What is the timing?

The project is expected to run for one year. The activities by month are overviewed in following scheme:

Activity	Month											
	M	J	J	A	S	O	N	D	J	F	M	A
Ongoing Baseline Research	x	x	x	x	x	x	x	x	x			
Analyze Baseline Information		x	x	x	x	x	x	x				
Develop Methodology								x	x	x		
Set Cost/ Benefit Baseline										x	x	
Raise Awareness and Markets										x	x	x

Which evaluation method(s) do you intend using?

- A start indicator can be the Rainforest Alliance audit report. This can be a key indicator for the type of agro-forestry system, inventory, etc.
- A second evaluation will be conducted by the FIIT field Audit on the Rainforest Alliance Climate Friendly
- Cost-Benefit analysis of the with and without scenario;
- The methodology will be discussed with key agencies, verifiers, experts, NGOs and other influential stakeholders through a series of meetings to **generate awareness and support.**
- The potential of commercialization of the product will be a final result of the raising market awareness actions.

Should the need arise, how do you intend ensuring the continuity of the project?

A focus in the developing of the methodology is the replication possibility. If manageable, credible and economically viable methodology is worked out, the replication possibilities and the approved economical benefits will guarantee the replication success.

If farmers are convinced of the economic, ecologic and social advantages of the Climate Friendly program, they will be persuaded to continue the program, and other farmers will be willing to enter the program. Besides the leverage effect on economic returns on farmers in the region, the program will also have a large leverage effect on other regions and countries, if successful implemented.

How will the results of the project be published, communicated, monitored?

The results of the project will be communicated on the Efico and Efico Foundation website. Rainforest Alliance and ANACAFE will use their own marketing channels to communicate this three-party project.

The project has a market potential because the Climate Friendly coffee will be sold in the coffee value chain (to coffee traders or roasters). This will guarantee the auto-sustainability of the continuous communication of the project.

## 6 ***DOES IT INVOLVE A PARTNERSHIP BETWEEN SEVERAL PARTICIPANTS?***

(in the case of partnerships, please fill in identification forms for each partner)

Structure of the partnership.

Rainforest Alliance – ANACAFE – Efico, FIIT, University del Valle de Guatemala, Coffee farmers of El Platanillo and Fraijanes cluster

The Rainforest Alliance is a non-profit organisation widely regarded as a leader in standard development and auditing of sustainable practices in forestry, agriculture and tourism

ANACAFE is the Guatemala National Coffee Association. It is a dynamic organization founded in 1960 and representing ninety thousand coffee producers. It employs approximately 250 people in Guatemala City and across 7 regional offices, including field and lab technicians, cuppers, educators and marketing personnel.

EFICO is a Belgian green coffee and cocoa merchant with operational offices in Switzerland, Germany, Guatemala and Ethiopia and an associate office in France. Efico considers itself as a service provider to its suppliers in producing countries as well as to its clients active in the coffee roasting industry and cocoa industry mostly located in Europe.

FIIT is an accredited Guatemalan auditor organization, performing the audits for Rainforest Alliance Certification. FIIT has profound field expertise in coffee agro-forestry systems, and will be trained to audit RA inclusive the climate friendly module.

UVG is the University del Valle the Guatemala, has a department with a scientific expertise in investigation of environmental aspects, such as carbon measurements in forest systems and mitigation and adaptations measurements for climate change.

El Platanillo is one EFICO's green coffee supplier for more than 15 years. The Fraijanes cluster is part of FEDECOCAGUA, which is more than 15 years a coffee supplier for EFICO. Both organization are a member of ANACAFE, have a long term relationship with EFICO, and have or are in the process of a Rainforest Alliance certification.

Outline the number of partners and role of each.

Designated staff from ANACAFE, EFICO and Rainforest Alliance will form a project advisory team. Each partner will contribute resources, staff time, logistical support, infrastructure and other inputs as agreed through bilateral agreements. ANACAFE will contract the University for executing the field study in carbon and nitrogen measurements and interviewing farmers. The Rainforest Alliance will contract the consultants, FIIT (Fundación Interamericana de Investigación Tropical) and other associates, supervise their work and ensure that they are paid for deliverables. The RA will provide quarterly updates and the final summary report. Efico will have a bilateral agreement with Rainforest Alliance for sharing costs of inventory, staff time, and adopting the SAN standards.

RA and EFICO will identify potential climate friendly buyers and present the project to them. Climate Friendly Coffee may not be finalized within the scope of this project and there is no commitment here to completed sales.

The team working on this proposal:

#### Rainforest Alliance

Jeffrey Hayward is the manager of the Rainforest Alliance's Climate Initiative. Jeffrey is a forester with many years of experience in evaluating and auditing sustainable forest management. He was the manager of a Rainforest Alliance forestry program in Indonesia and is now busy with carbon offset verifications in many countries as well as climate policy.

Julie Baroody is the Rainforest Alliance Climate Initiative Coordinator, based in the New York office. Previously, Julie worked directly for Tensie Whelan as senior executive assistant. She knows about carbon footprinting and climate policy;

Adriana Rodriguez is the Standards & Policy Technical Coordinator in the Rainforest Alliance Sustainable Agriculture Division. She is the technical support and coordinator for the IFC coffee carbon project in Nicaragua and Mexico. Adriana is an expert in quality control systems and standards, and will integrate the carbon verification methodology into the normal RA farm audit process and procedures. She is based in Costa Rica.

Chris Wille is Chief of Sustainable Department of Rainforest Alliance, and will overview and coordinate the project.

The local Rainforest Alliance team consists of Omar Samayoa, Project Coordinator with a profound expertise in forest systems, and Enrique Mena, Coffee project Coordinator of the sustainable Agriculture division.

Contribution of FIIT with a local expert on forestry and capturing carbon.

Efico Central America: 100% daughter company since 2009, covers Central and South America: ensures the sourcing and supply of coffee and cacao providers, general assistance for local suppliers, and professional support for all certification/verification programs.

Renaud Cuchet: Managing Director Central American office

Efico Antwerp

Katrien Delaet: Head of Sustainable projects, Forest Engineer.

Patrick F. Installé: Managing Director

ANACAFE

Following team will be involved in this proposal :

**Lucrecia Rodriguez**

Subgerente General

[Lucreciar@anacafe.org](mailto:Lucreciar@anacafe.org)

Tel: +(502) 2337-3940

Role: coordinator of the Climate Friendly program on behalf of ANACAFE

**Franciso Ansueto**

Ingeniero Forstal

[FranciscoA@anacafe.org](mailto:FranciscoA@anacafe.org)

**Rosa Virginia Aguilar**

Ingeniera Forestal

[Rosa.VAA@anacafe.org](mailto:Rosa.VAA@anacafe.org)

**Rosa Maria Aguilar**

Ingeniera Forestal

Coordinacion de Ambiente

[Rosamaria.Aguilar@anacafe.org](mailto:Rosamaria.Aguilar@anacafe.org)

Tel: +(502) 2421-3700 ext. 231

Role: technical implementation of the program

**Arnoldo Melgar**

Coordinacion de Competitividad y Fortalecimiento

[Arnoldo.Mc@anacafe.org](mailto:Arnoldo.Mc@anacafe.org)

Tel: +(502) 2421-3700 ext. 352

Role: relay between AID financed projects and ANACAFE (AID finances ANACAFE for this kind of projects)

Edwin Castellanos

Doctor, Centro de Estudio Ambientales,

Expert in Carbon Measurements

Universidad del Valle Guatemala

<http://www.uvg.edu.gt/instituto/centros/cea/>

Status of negotiations.

The project is approved by all parties on 21 of may, 2009, by all parties.

If applicable, describe previous project(s) with the same partner(s).

- Efico Foundation & Platanillo : school building project (2005-2008) with the support of Efico Fund
- Efico, Nespresso and Fraijanes: upgrading of the wet mills
- Rainforest Alliance and EIFCO Foundation: certification of small coffee growers in Ethiopia (2006).
- University and Anacafe: Adaptation Measurements for Coffee farmers

## 7 ASSESSMENT OF OUR COMMUNICATION

How did you hear about this call for projects?	through the folder sent by mail through the press through the Foundation's Internet site <a href="http://www.kbs-frb.be">www.kbs-frb.be</a> through the Foundation's electronic e-news through a poster Other: Efico
How did you obtain this application form?	Downloaded from the Foundation's internet site <a href="http://www.kbs-frb.be">www.kbs-frb.be</a> Requested from the contact centre Requested from the secretariat of the Foundation Other:
Is the information provided sufficient or do you have additional questions after reading the document provided? Specify:	

To be submitted by e-mail: [gmt@kbs-frb.be](mailto:gmt@kbs-frb.be)

If you do not have an e-mail address, you can send your file by mail:  
King Baudouin Foundation, GMT, Brederode Street 21, 1000 Brussels

For further information:

Vera Billen

Tel.: +32-2-549 02 49; e-mail: [billen.v@kbs-frb.be](mailto:billen.v@kbs-frb.be), Internet: [www.kbs-frb.be](http://www.kbs-frb.be)

**Efico Fund for the support of the sustainable development of coffee and or cocoa-producing countries**

21