



Impact Report 2024





We've proudly reached
over **1 million people** in
coffee-growing regions.



Dear friends of Coffee Circle,

2024 was a powerful reminder of why we started Coffee Circle: to build a business that serves people and the planet. Until today, that purpose guides the decisions we make.

Thanks to our customers and partners, we invested more than €450,000 into projects that reached over 75,000 people in coffee-growing regions. From clean water systems in Ethiopia to empowering coffee communities worldwide and pioneering research for the future of coffee: every project carried the same spirit of lasting change, built on trust.

On the sourcing side, we strengthened our model relationships with farmers and cooperatives across 13 countries, paying an average of \$3.20/lb, far above the global market price. More than 65 % of our coffees came from regions facing conflict or instability, which makes every cup you enjoy a direct contribution to resilience and dignity where it matters most.

We also proudly renewed our B Corp certification with a score of 106, a recognition of our daily commitment to using business as a force for good.

None of this would have been possible without you, our community of coffee lovers, who make each cup matter.

Thank you to our customers, who choose our coffee every day and make our work possible, and to our partners, who walk this journey with us and share our dedication to creating lasting impact. And thank you to my colleagues at Coffee Circle: to the roasters who shape every bean, the café teams who make every guest experience memorable, the warehouse crew who pack and ship each order with care, and the many hands and minds behind the scenes who plan, support, and keep our community strong. Together, you make our mission possible every day.

This report gives you a closer look at the stories of the farmers and their communities, and of the organizations that make change possible and inspire us every day. I invite you to read on, learn more, and join us in shaping the future of coffee, one cup at a time.

— **Martin Elwert**, Founder and CEO of Coffee Circle

Table of contents



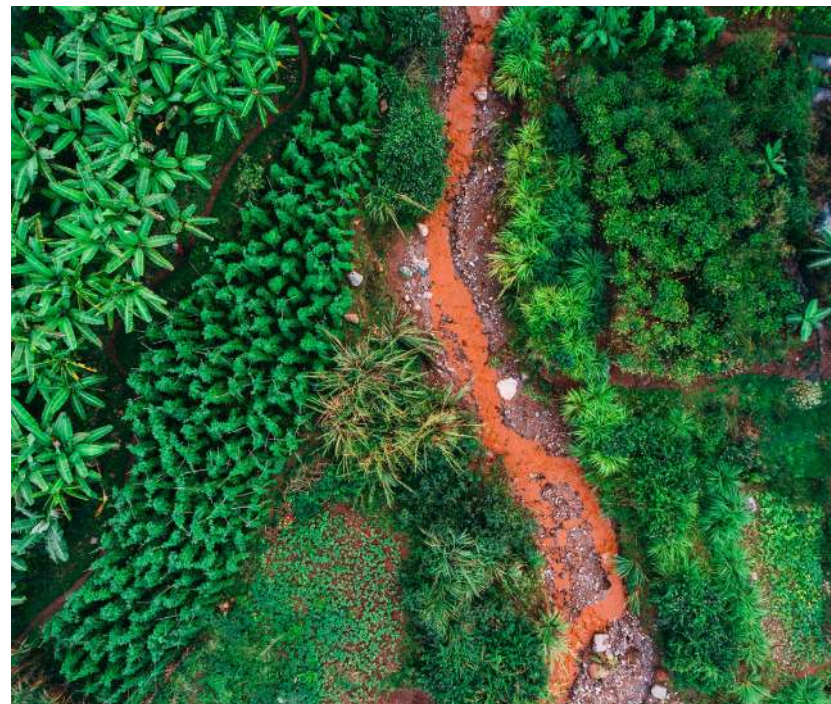
5 Preface

8 From Berlin to coffee communities worldwide

12 2024 impact at a glance

16 Impact through sourcing

20 | Our green coffee partners



32 Impact through Coffee Circle Foundation e.V.

37 | WaSH and Biodiversity

51 | Bblo Kawa

57 | World Coffee Research

63 | Muraho Trading

69 | Rebuild Women's Hope

75 | Bean Voyage

81 | Council on Smallholder Agricultural Finance

87 | South India Coffee Company

93 | Farmers' Voice Radio

98 We are a B Corp

101 Thank You



From Berlin to coffee communities worldwide



In 2010, our founders, **Martin, Moritz, and Robert**, traveled to **Ethiopia** not for coffee, but for something far more personal. **Moritz and his brother had started a project to build a school for orphaned girls.** The aim? To equip them with the skills to become business secretaries, opening doors to jobs at NGOs and international companies, so they could **build their own futures** instead of being pulled into cycles of poverty, sex work, HIV, and ultimately, more orphaned children.

Charity was important, but it wasn't enough.

The co-founders spent **two months in Addis Ababa**, and during that time, something clicked. Charity was important, but it wasn't enough. They started asking: what if you could solve the same problems in a way that **sustains itself?** With backgrounds in economics and business, they began shaping a new kind of idea, one that could generate **profit and social impact** side by side.



Young, idealistic, and more than a little bold, they set out to build a business that works because it does good: they wanted to use **entrepreneurship as a force for change.** A model that could reach as many people in Ethiopia as possible, not through aid, but through a **real partnership.**

After weeks of research, one answer emerged: **coffee.** Coffee is **Ethiopia's heritage**, deeply rooted in its culture and economy. It's grown by hundreds of thousands of people. And yet, the deeper they looked, the clearer the injustice became. Despite its strong reputation and high quality, **Ethiopian**

coffee farmers were not the ones benefiting. The supply chain was outdated, unfair, stacked against them, and still shaped by colonial-era structures.

That's where the idea took shape: **bring Ethiopia's best coffee directly to Europe, pay fair, high prices** to the farmers who grow it, and then go one step further: **invest directly back into coffee-growing communities.** Support education, build clean water systems, fund sustainable farming, and much more.

That vision became **Coffee Circle.**

“We didn’t want to build just another coffee company. We wanted to build one that gives more than it takes.”

— Martin Elwert, Founder and CEO

Coffee Circle is now Germany’s leading sustainable specialty coffee roastery, based in Berlin and powered by a team of **100+ people from over 25 nationalities**. From our roastery, we ship directly to customers across Europe, serving more than **110,000 coffee lovers per year** through our **online shop** and **five cafés** across Berlin.

We work directly with **smallholder farmers, cooperatives, and sustainable farms** around the world, from Ethiopia and Peru to India and the DRC. Every coffee we source is traceable, fairly priced, and selected not just for taste, but for the values it represents. We consistently pay **well above market prices**, building long-term partnerships that support both quality and dignity.

And with every kilogram we sell, we invest **€1** into projects to improve **health, education, and sustainable farming** in the coffee-growing regions. Together with our partners, we are building clean water systems, improving nutrition, training farmers, supporting women-led initiatives – and helping communities grow stronger, from the ground up.

We’re proud to be a **Certified B Corporation**, a reflection of our belief that business should serve people and the planet, not just profit.

Because at Coffee Circle, **impact isn’t a side project**; it’s why we exist. What follows is a look at what that means on the ground, in numbers, and through the voices of the people behind every bean.



2024 impact at a glance

Impact through sourcing

\$3.20 / lb

... is the average we paid, well above the global market price of **\$2.29/lb**, ensuring fairer income at origin.

78.8%

... of our coffee came from long-term partnerships we call **model relationships**. Built over years, they're rooted in trust, shared values, and regular exchange. This is the foundation of how we source.

65.5%

... of our coffees were grown in regions facing conflict or instability, making every relationship and every cup even more meaningful.

Impact through Coffee Circle Foundation e.V.

€450,000

... committed to our **Foundation's projects**. This budget was fully invested in financing **new collaborations with six partner organisations** and helped us continue working with our **long-standing partners**, Welthungerhilfe, World Coffee Research, and Rikolto.

75,000

In 2024, through all our projects, **we reached over 75,000 people** in coffee-growing regions.

10 Years

Together with Welthungerhilfe, we marked 10 years of partnership, reaching over 50,000 people through clean water and biodiversity projects.

In strong partnership with:



Customer donations in euro

Projects are made possible by the €1 per kilogram of coffee contributed by our customers. Over the past five years, this model has generated more than **€1.4 million** for the Coffee Circle Foundation e.V.

Donation breakdown per year:

2024
€ 257,228

2023
€ 251,442

2022
€ 270,677

2021
€ 335,232

2020
€ 313,188

Impact through sourcing

Smallholder coffee farmers are the people behind 60 % of the world's coffee. Many of them face complex challenges: limited access to clean water, electricity, healthcare, and a stable income. Add to that the pressures of climate change and volatile coffee prices: building a secure future becomes even harder.

That's why we've built our sourcing model on **values, not labels**. Every coffee we buy follows **seven clear principles** that go beyond certifications or trends, designed to ensure quality, fairness, and long-term sustainability:



Traceability

We know exactly where each coffee comes from, down to the farm or cooperative.



Direct relationships

We build long-term partnerships based on trust, not transactions.



High quality

Personal grading, every coffee we buy scores over 80 points (SCA).



Fair prices

We consistently pay **well above global market and Fairtrade minimums**.



Project collaboration

We co-create impactful projects with our partners.



Sustainable cultivation

We support soil health, biodiversity, and traditional farming methods.



Continuous improvement

We invest in learning, transparency, and better systems for everyone involved.

We don't rely on certification labels to prove our impact. Programs like Fairtrade or Organic can bring value, but they also come with high costs for growers and don't always lead to better incomes or quality. Our approach is to work directly with partners, driven by personal accountability and shared values.

While 90 % of the world's coffee is traded as a commodity, with little regard for quality or the true costs at origin, we've chosen a different path. In 2024, **we paid an average of \$3.20/lb FOB** (price before the coffee leaves the country of origin), compared to the global market price of \$2.29/lb. These prices reflect more than quality: they reflect the effort, skill, and challenges behind every harvest. Paying fairly is how we help farmers build resilience, stay in coffee, and invest in a better future.



Our green coffee partners

269,478 kg
of green coffee sourced

52.9 %
organically certified

Ø 84.2
average cupping score

43% > 85+
43% scored 85 or higher

In 2024, we sourced **269,478 kg of green coffee**, 52.9 % of it organically certified. Our coffees reached an average cupping score of 84.2, and more than 43 % of the volume scored 85 or higher. For context: cupping scores reflect aroma, balance, and flavor clarity on a scale up to 100. Anything above 80 counts as high quality; above 84.99, it's considered excellent.

Behind those numbers are real relationships with farmers, cooperatives, and communities. And many of them start in simple, unexpected ways.



“One of my favourite examples is how we got to know a coffee I really love: Feliciano Castillo. It all started when Diana, whose father works closely with coffee farmers, was studying in Berlin. She left a green coffee sample at one of our cafés. We roasted it, loved it, and ended up buying it. The next year, I travelled to Honduras and met her father in person. We visited farms together, drove through the hills, and connected directly with the people behind the coffee. That was five years ago, and we’ve been working with them ever since.

For me, it always starts with curiosity: does the coffee fit our portfolio? Does it bring something new? And then, how is it grown? We ask about sustainability, pricing, and working conditions. If it feels right, we build on it. We stay in touch through WhatsApp, video calls, and regular visits. When the volumes are larger or the relationship is long-term, we dive deeper, checking how things run, who’s involved, and how fairly people are paid. But even for smaller lots, if we know the people and trust the process, that relationship means everything.”

— Hannes, Head of Coffee at Coffee Circle

Sourcing relationships

We cluster our sourcing relationships into three types:

78.8%
of coffee sourced

12.1%
of coffee sourced

9.1%
of coffee sourced

Model relationships

These are cooperatives or farms we've worked with for over two years, such as Rebuild Women's Hope, Muraho Trading, or Geta Bore. We stay closely connected, often through Foundation projects, regular check-ins, and visits on the ground. These relationships are built on trust and shared values, and they form the backbone of how we source.

Early-stage relationships

These are newer partnerships, often in their first or second year. Sometimes it starts with the taste, a recommendation from a trusted partner, or a meeting at a coffee fair. If the connection works and the values align, we deepen the relationship: many of our model partnerships started this way.

Ad-hoc cooperations

This includes spot purchases, short-term or small-volume buys through traders in Europe. It's not our ideal, but it's practical when there's a delay, a gap, or something unexpected. While the transparency isn't always perfect, the coffee is consistent, and the industry is improving. And yes, we still ask all the right questions.

Producers

In 2024, we worked with **39 producers** to bring **26 different coffees** to life.

58.4%
from cooperatives

41.6%
from sustainable farms

58.4% of our coffee comes from cooperatives, representing a total of **16,866 smallholder members**. These farmers grow and harvest the cherries; the cooperative usually manages processing and often works with a local **exporter** to handle logistics and shipping. Exporters can play a key role in connecting cooperatives to international buyers like us, especially when the cooperative isn't licensed to export directly. What matters to us is that the relationship stays direct, transparent, fair, and built on trust.

41.6% comes from sustainable farms, larger, often family-run operations that manage the entire process from coffee growing to export. If the farm is part of a model relationship, it includes either **sustainable farm management** or an **outgrower scheme**: the farm buys cherries from nearby smallholders and pays them fairly. This keeps quality high and spreads the benefit across the community.

Origins

We sourced coffee from
13 origin countries in 2024.



65.5 % of the coffee we sold came from regions affected by conflict or instability. In Ethiopia, communities are still recovering from civil war and political unrest. In eastern DR Congo, armed groups continue to threaten everyday life, especially for women and rural farmers.

In Colombia, despite a peace deal, violence from armed groups still affects rural communities. Honduras faces persistent insecurity tied to gang violence and poverty, while Kenya has seen local political tensions and land-related disputes impact farming communities. These challenges make our partnerships even more meaningful because every cup helps strengthen communities facing uncertainty.

“Every cup of Lake Kivu helps us grow: our coffee, our health, our future.”

— **Marceline Budza**, Chairwoman of Rebuild Women’s Hope Cooperative



We source our **Lake Kivu** coffee through a model relationship with Rebuild Women’s Hope, a women-led cooperative on Idjwi Island in the DRC. Since the beginning of our partnership, the impact has gone far beyond coffee. Together, we’ve supported the cooperative in launching their community’s

first-ever project on sexual and reproductive health, breaking taboos, opening up conversations, and expanding access to care. Today, women, parents, and young people are better informed and more empowered, and the profits from their coffee continue to fuel change from the ground up.

“Our community is changing, because now, we’re not just producing coffee, we’re also sharing its value.”

— Mohammad Abajihaad Sheekii,
Chairperson of Bikila Ibsa Cooperative



We’ve been sourcing from **Bikila Ibsa**, a highland cooperative in Ethiopia, since 2022. Over the past two years, their coffee has delivered, not just in quality, but in purpose. The cooperative turned a profit, paid dividends to its members, and invested in a **community grain mill** that offers food at fair prices.

As member **Ahimed Abanega** said: “**This partnership isn’t just good for farmers, it’s good for everyone around us.**”

Bikila’s coffee is organic, high-altitude, and full of character. But what truly makes it special is the difference it’s making in people’s lives, strengthening families, supporting communities, and building a future they can believe in.

That’s the coffee we’re proud to stand behind.



RÖSTER
DES JAHRES
2024
crema
for coffee-lovers



Who we are

At Coffee Circle, we offer some of the **world's finest specialty coffees** and are committed to genuine equity and social impact from tree to cup. From Berlin, we work directly with coffee farmers worldwide, building long-term relationships and paying premium prices for green coffee – prices that sustain livelihoods, beyond harvests. With our diverse flavor portfolio, we want to celebrate the variety of coffee and make it accessible to different tastes. All our coffees are carefully drum-roasted in-house, then shipped fresh to our customers or served in our five cafés.

Since our **founding in 2010**, we have operated as a social business, investing **€ 1 for every kilogram of coffee sold** into social projects in coffee-growing regions. Through the Coffee Circle Foundation and in close collabora-

tion with local partners, we focus on clean water access, education, and climate-resilient agriculture. Our goal is long-lasting impact that empowers communities to thrive independently.

As a **certified B Corporation**, we are proud to have received the prestigious **SCA Sustainability Award** and the **Crema Roaster of the Year** award. These recognitions confirm our ambition to set high standards of quality and responsibility in the coffee industry.

Every cup of Coffee Circle coffee is not only a moment of enjoyment – it is also a contribution to a more just and sustainable coffee future.



Impact through Coffee Circle Foundation e.V.

We combine **direct trade** with **community-led development**, so that farmers don't just earn fair prices, they also gain long-term support beyond the value of coffee.

Through the **Coffee Circle Foundation e.V.**, we invest **€1 for every kilogram of coffee sold** into local projects that improve lives and strengthen coffee-growing communities.

In 2024, we collected € 257,228 through our customers' coffee purchases. In addition, we received a total of € 300,000 from third-party donations, which can be private donors, companies or governmental funds.

That resulted in an average donation of €2 per kilogram of coffee sold.

Everything we do is guided by a few simple principles:

- 1** 100% of the money goes directly into local projects.
- 2** We report transparently, from start to finish.
- 3** We believe in partnership, less in charity.

Because real change happens when we work together, with trust, respect, and a shared vision for the future.

Our work focuses on three core pillars:



Education

we help create better learning environments in rural regions, opening up real opportunities for children, young people, and marginalized groups.



Health

we improve access to clean drinking water, sanitation, and basic healthcare – while supporting hygiene, healthy nutrition, and wellbeing in farming communities.



Sustainable Coffee Agriculture

we promote eco-friendly practices that protect soil and forests, boost yields, and increase incomes through knowledge-sharing and long-term resilience.



The report in numbers

Organisation	Project duration	Overall commitment	Committed in 2024	Approx. people reached in 2024
Welthungerhilfe	2022-2025	€ 700,000	€ 140,000	19,000
Rikolto	2023-2025	€ 181,849	€ 60,616	7,500
World Coffee Research	Annual commitment, renewed each year since 2021	€ 50,000	€ 50,000	Research stage
Muraho Trading Company	2024-2025	€ 96,680	€ 48,340	6,000
Rebuild Women's Hope	2024-2025	€ 82,506	€ 41,253	42,500
Bean Voyage	2024-2025	€ 70,000	€ 35,000	261
Council of Smallholder Agricultural Finance	2024-2025	€ 67,581	€ 33,791	Research stage
South India Coffee Company	2024-2025	€ 52,500	€ 26,250	Research stage
Lorna Young Foundation	2024-2025	€ 39,600	€ 19,800	33

The numbers in this report were shared with us by our project partners. They cover both **direct participants**, farmers who joined trainings, received seedlings, gained access to clean water, or joined savings groups, and the **wider impact on families and communities**. In the regions where we work, **households usually include four to five people**, so when one farmer improves their income or a parent gains access to healthcare, the benefits ripple outward to an entire family.

Some projects are designed for immediate outcomes, while others, like our partnerships with **World Coffee Research, CSAF, or the South Indian Coffee Company**, are in the research stage. These initiatives are laying the groundwork by developing new tools, strengthening systems, and testing innovations that can shape the future of coffee and support farmers on a much larger scale in the years ahead.

We include these figures because they show where **change is already happening** and where **foundations are being built**. At the same time, we know that **numbers only tell part of the story**. Real change moves through families, neighbours, and communities in ways that cannot always be measured, but are deeply felt.

WaSH and Biodiversity

Partner organisation:



Cooperation start date:

November 2014

Duration:

5 years (2022–2026)

Budget committed:

€700,000 in total, €140,000 in 2024

Location:

Ethiopia

Pillars:

Health, Education, Sustainable coffee agriculture

10 years of partnership with Welthungerhilfe

In rural Ethiopia, families face interconnected challenges: unsafe drinking water, poor sanitation, undernutrition, and vanishing forests. Each problem worsens the next: dirty water leads to illness, deforestation erodes farmland, and malnutrition affects children's growth and education.

Our journey began in 2014 with Welthungerhilfe, and since 2017, we've also been joined by HUNDEE, our local implementation partner. Together, we've worked to tackle these challenges at their roots, bringing safe water, healthier homes, and stronger livelihoods to coffee-growing communities in Jimma.



Here's what we've
achieved together over
the past 10 years:



2014–2017 Jimma WaSH Project

- Built the Homecha spring water system with reservoirs and kiosks in the Mana district.
- Launched sanitation and hygiene campaigns in schools and villages.
- By the end of this phase, 6,792 people had gained direct access to safe water.



2020 COVID-19 response

- Community campaigns reached **46,531 people** across three districts.
- Distributed disinfectants, masks, and handwashing facilities.
- Trained volunteers for outreach and prevention monitoring.



2021-2022 Bridging Project

- Strengthened WaSH systems and built local capacity for sustainability.
- Supported villages to ensure that all households consistently use latrines.
- Hygiene awareness campaigns reached **28,000+ people**.





2022–2026 (ongoing) Jimma WaSH System

- Developing new spring-fed systems (Ula-Uke and Kabo) with reservoirs and kiosks.
- Expanded sanitation with improved household latrines, consultations, and follow-up visits.
- Promoted hygiene education in schools and communities, including new WaSH and girls' clubs.
- Built community ownership: residents contributed labor, leaders and associations were trained, and government experts gained skills.
- By 2024, **19,000 people** had already benefited from combined WaSH service.



Over the past decade, **more than 110,000 people** have gained direct access to clean water, sanitation, hygiene education, and nutrition support. And when we look at the families and households behind each participant, the ripple effects reach over **300,000 people** across the Jimma zone.

For us, this partnership shows what coffee can really do: connect people, unlock opportunities, and make a difference that goes far beyond the cup.



“We greatly appreciate the strong partnership between Coffee Circle and Welthungerhilfe. We value your openness and genuine commitment to making a difference. Your dedication and willingness to listen, collaborate, and work toward a better world make this partnership special, and we hope it will continue for many years to come.”

— Mathias Mogge,
CEO of Welthungerhilfe

**We're proud of everything
we've achieved together
and even more excited
about what lies ahead.**

2024 Project spotlight with Welthungerhilfe

Jimma WaSH



In 2024, our work continued in the Jimma zone, focusing on five coffee-farming communities.

This effort combined water access, sanitation upgrades, and community-led education.

The goal is to improve the health and dignity of rural coffee-growing communities by providing sustainable access to clean water, sanitation, and hygiene, and by building community capacity to maintain it.



Steps taken

Water access: two spring-fed systems (Ula-Uke and Kabo) advanced with reservoirs of 75 m³ and 50 m³ completed and 10.4 km of distribution pipelines installed. By the end of 2024, 48 households at Ula-Uke (~240 people) and 30 households at Kabo (~150 people) had begun using safe water at home.

Sanitation: 165 households improved latrines, 384 homes were visited for sanitation follow-up, and 6,015 people took part in sanitation consultations during trench works.

Hygiene education: 3,555 people received hygiene awareness training. At schools, 3 WaSH clubs and 4 girls' clubs were launched, engaging 210 students.

Community participation: 3,300 residents at Ula-Uke and 2,715 at Kabo contributed labor to trenching and pipeline installation.

Capacity building: 21 local leaders were trained to operate and manage the new systems. Five Water User Associations were legalized, opened bank accounts, set tariffs, and prepared for fee collection. In addition, 44 government experts were trained in mapping and monitoring WaSH facilities.

People reached

19,000 people in total benefited from improved WaSH services in 2024. This figure covers all water, sanitation, and hygiene activities combined. Within this total:

390

people, 48 households at Ula-Uke, 30 households at Kabo, are already accessing safe water at home.

165

households improved latrines, **384 households** received sanitation follow-up visits, and **6,015 people** joined sanitation consultations.

3,555

community members received hygiene education, and **210 students** participated in school WaSH and girls' clubs.

over 6,000

residents supported the project with labor contributions.

Bblo Kawa

Partner organisation:

rikolto

Cooperation start date:

2019 with Cupping Lab Project
2023 resumed Bblo Kawa Project

Duration:

3 years (2023-2025)

Budget committed:

€181,849 in total, €60,616 in 2024

Location:

DR Congo

Pillars:

Education, Sustainable coffee agriculture

Bblo Kawa



In the highlands of Ituri, farmers have the perfect conditions for producing great coffee, but for years, they lacked the tools, training, and access to buyers.

This project helps unlock that potential by improving quality and building reliable connections to the market.

The goal: fairer income, stronger cooperatives, and pride in every cup.



Steps taken

Built two new coffee washing stations and rehabilitated nine older ones, improving processing quality and consistency so farmers can sell higher-value coffee.

Trained farmers in good agricultural practices such as pruning, composting, intercropping, and careful harvesting, helping them raise yields while keeping the soil healthy.

Promoted agroforestry and distributed tree seedlings, giving farmers shade for their coffee and stronger soils that are more resilient to climate change.

Established 14 village savings and loan associations (Mutuelles de Solidarité) with 277 members, including 79 women, creating access to savings and small loans in a region where banks are out of reach.

Strengthened the Bblo Kawa Cooperative through training in financial management, governance, and modern accounting software, enabling the cooperative to manage its own finances transparently and gain the trust of buyers.

People reached

1,531 farmers

directly involved in the Bblo Kawa Cooperative in Ituri, eastern DR Congo. With an average household size of five, the cooperative's reach extends to more than **7,500 people**.

277 producers

including **79 women**, participating in savings and loan groups (Musu).

145% increase

Farmers and their households benefitting from higher incomes due to increased coffee yields (145 % increase from 2023 to 2024) and crop diversification (beans adding ~\$130 per year, potatoes adding ~\$94 per year).

In Djugu, 17 Farmer Field Schools became meeting points for 290 farmers who gathered in small groups of five to seven. Together, they practiced pruning, soil care, and intercropping coffee with beans and bananas. Over time, more than 1,100 members of the cooperative joined these trainings. The impact is visible in their fields: yields climbed from just over one kilogram of cherries per tree in 2023 to 2.5 kilograms in 2024. Farmers who applied what they learned also earned extra income, about \$130 a year from beans and 94 US dollars from potatoes, strengthening their households alongside their coffee harvests.

Rikolto's work matters because strong cooperatives give smallholder farmers a real chance to participate in the

coffee market on fairer terms. With access to microfinance, cooperatives can pay their members on time, which reduces the pressure to sell part of the harvest to local traders. Farmers can deliver more of their crop to the cooperative, which can improve their incomes and strengthen the coop's stability. By introducing systems that reward quality, such as incentives for careful cherry selection, farmers see their effort recognized while buyers benefit from more reliable quality and larger volumes.

Step by step, these changes foster trust and transparency within farmer organizations and contribute to greater resilience in coffee communities.



World Coffee Research

Partner organisation:



Cooperation start date:

2020 – annual commitment, renewed each year

Budget committed:

€50,000

Location:

Worldwide, Ethiopia

Pillars:

Health, Education, Sustainable coffee agriculture

World Coffee Research



As climate change reshapes the future of coffee, farmers and researchers need better tools and better varieties to adapt. That's why we've been partnering with World Coffee Research since 2020, supporting projects that range from breeding hubs to national seed systems.

Each year, we focus our funding on a new angle, always with the same goal: protecting the future of coffee from the ground up. In 2024, under the **project Coffee R&D and Climate Modeling**, our focus was on two critical areas: helping to modernise Ethiopia's national coffee breeding program by supporting local coordination and funding partnerships, and backing the development of a global variety selection platform that uses climate and yield data to help farmers choose the right plants for their future.

Because the future of coffee depends on the choices we make today.

Steps taken

Supported capacity building of Ethiopia's breeding program. This long-term effort is designed to deliver new coffee varieties that are stronger and more climate-resilient, helping farmers adapt to changing weather and disease pressures.

Advocated for public funding and held high-level dialogues with the European Union, United States Agency for International Development USAID, GIZ, and representatives of the Japanese government and coffee sector, building international backing for Ethiopia's coffee future.

Consolidated global climate and yield data with the International Center for Tropical Agriculture, **CIAT**, a leading agricultural research institute in Latin America, creating a unified dataset that links how coffee varieties perform in different environments.

Analyzed key environmental variables such as rainfall, heat stress, and disease risk to begin predictive modeling of which varieties will thrive in which regions.

Launched the design of a new platform that will first be tested in Latin America before expanding to Ethiopia, giving farmers and policymakers evidence-based tools to decide which coffee varieties to plant where.





People reached

Scientists and staff at the Ethiopian Institute of **Agricultural Research (EIAR)** and **Jimma Agricultural Research Center**.

Representatives from the **EU, GIZ, USAID**, and the **Japanese government** included in advocacy talks.

Researchers from World Coffee Research and the International Center for Tropical Agriculture collaborating on climate modeling.

Coffee farmers and producers worldwide, the ultimate beneficiaries, gaining tools to adapt to climate change and select resilient varieties.



“Over the last year, the World Coffee Research community has made tremendous strides to accelerate the development of tomorrow’s climate-resilient varieties and ensure the movement of these high-performing planting materials into farmers’ fields. It is with thanks to companies like Coffee Circle and our global network of implementing partners that we are able to undertake this massive, collective effort to create the future of coffee.”

— **Dr. Vern Long**, CEO of World Coffee Research

Muraho Trading

Partner organisation:



Cooperation start date:

April 2024

Duration:

2 years

Budget committed:

€96,680 in total, €48,340 in 2024

Location:

Rwanda

Pillars:

Health, Education, Sustainable coffee agriculture

Muraho Trading



This project supports coffee-farming communities in Rwanda by improving income opportunities, expanding access to clean water, and promoting climate-smart farming practices.

Smallholder farmers here are deeply skilled, but often lack access to reliable infrastructure, seedlings, and market opportunities.

Muraho Trading is helping change that by combining economic empowerment with long-term environmental care.

Steps taken

Recruited **four agronomists** and assigned them to coffee washing stations; organized orientation, training sessions, and regular farm visits.

Formed **51 farmer groups** and delivered training on good agricultural practices, composting, fertilizer use, and integrated pest management.

Rejuvenated more than 3,400 old coffee trees to improve long-term yields.

Raised more than **100,000 coffee seedlings** for farmers in 2024 and began new nurseries that will supply nearly **180,000 seedlings for planting**

in 2025, helping farmers renew and expand their coffee fields.

Prepared clean water systems by testing six water sources and contracting Water Access Rwanda. Work on tanks and pipes was finished at four sites, with installations planned for January 2025. Two sites were delayed due to water quality and power supply issues.

Assessed environmental impact with an expert who reviewed all operations and recommended improvements. Short-term actions were implemented in 2024, with larger measures planned after the 2025 harvest.





People reached

1,500 farmers

organized into 51 groups, including **28 % women** and **8 % youth**. With an average household size of five, the overall reach extends to more than **6,000 people**.

7,000 beneficiaries

Each **water filtration system** is expected to benefit about **7,000 community members**, with six systems under preparation.

1 specialist

Specialist consultants engaged in water filtration and environmental footprint reduction.



"I joined Muraho Trading Company in June 2024 as a field agronomist for Coffee Circle project. Before I was an unemployed woman and mother of three. It was hard for me to manage daily life at home with my little children, but now I am living in good health, I am supporting my husband and my children with my salary. I appreciate Muraho Trading Company for the chance given to me, and I am looking forward to achieving my goals and helping farmers and the company to increase production."

— **Tuyishime Claudine**, a field agronomist working with Muraho Trading in Rwanda

Rebuild Women's Hope

Partner organisation:



Cooperation start date:

April 2024

Duration:

2 years (2024–2025)

Budget committed:

€82,506 in total, €41,253 in 2024

Location:

DR Congo

Pillars:

Health, Education

Rebuild Women's Hope

On **Idjwi Island**, where many women face barriers to healthcare, education, and safety, **Rebuild Women's Hope** is creating safer spaces, improving health, and building stronger futures through open, community-led education on sexual and reproductive health.



Steps taken

Provided free care at the Matumaini Maternal and Pediatric Hospital, including thousands of consultations for sexually transmitted infections (STIs) and family planning.

Trained health staff and community health committees on sexual and reproductive health and rights, covering topics like HIV/AIDS, family planning, and prevention of gender-based violence, so they could pass this knowledge on in their communities.

Organised awareness campaigns with youth and women's groups and held meetings with community leaders to discuss gender equality and positive masculinity.

Broadcast regular radio programmes on sexual and reproductive health and rights and gender equality, ensuring that information reached even remote villages across Idjwi.

Launched a smartphone tool to give young people easier access to accurate information and services about sexual and reproductive health and rights.

People reached

Women, youth, and families in coffee-growing communities on Idjwi Island.

4,414 people

In 2024, **4,414 people directly impacted**, **2,841 women and girls**, and **1,331 men and boys**.

38,300 reached

Reached an estimated **38,300 additional people** through widespread radio broadcasts and community outreach in 2024.



“What makes me feel good about our project, we’ve suffered a lot of illnesses, especially us mums and girls. During awareness-raising sessions in our village of Boza with the Rebuild Women’s Hope medical team, we found the solution to our genital health problems linked to STIs. We went to the Centre Paediatric et Maternel de Nkuvu, where we were treated free of charge for these diseases. [Now] I know how to detect the signs of STIs, and if I feel unwell, I go and get free treatment for STIs at the Maternal and Paediatric Center in Nkuvu, and finally, I also know how to protect myself from STIs. If I need family planning, it’s also available free of charge at the hospital.”

— **Namafu Mubafu**, a member of the Rebuild Women’s Hope cooperative in the village of Boza

Bean Voyage

Partner organisation:

bean voyage

Cooperation start date:

April 2024

Duration:

2 years (2024-2025)

Budget committed:

€70,000 in total, €35,000 in 2024

Location:

Mexico, Colombia

Pillars:

Education, Sustainable coffee agriculture

Bean Voyage

Women grow exceptional coffee, but far too often, they're excluded from access to training, capital, and fair markets. **Bean Voyage** is changing that, empowering women to lead thriving, independent businesses and reshape local economies from the ground up.



Steps taken

Expanded the Resilient Communities Initiative (RCI) to Tolima, Colombia. RCI is a year-long program that supports women coffee farmers with training and seed funding to strengthen their livelihoods.

Enrolled 45 women coffee farmers into RCI (out of a target of 50) through onboarding workshops.

Delivered **two bootcamps** for farmers, focused on gender, food security, cash flow management, cost calculation, and cooperative project planning.

Awarded two producer groups in Colombia with grants of **\$4,200 each**, based on business proposals developed during the bootcamps, to establish **shared community collection centers** where farmers can bring their coffee together for processing and sale, helping them cut costs, improve quality, and reach better markets.

Organized the 3rd **Women-Powered Coffee Summit** with 265 participants from 16 countries.

Developed a Mexico program work plan to reach **50–70 producers** with training on **regenerative agriculture**, focusing on soil rejuvenation, water management, and farm renovation.

People reached

45 women farmers

Directly supported **45 women coffee farmers** through training and grants.

216 members

Reached **216 community members** indirectly through the program's local impact.

265 participants

Engaged **265 participants** from 16 countries at the Women-Powered Coffee Summit, with 50 % women farmers among attendees.



During a group session, Yoli, a coffee producer from Tolima, reflected on her journey.

As a young girl, she had many dreams, but marriage and motherhood meant putting them aside for her family. For years, she had little space to think about her own aspirations. When she finally allowed herself to reflect, she shared a simple but powerful vision: she wants to harvest her coffee, roast it herself, and continue working closely with her association members to export it.

Her story resonated with many women in the group, who spoke about having to pause or give up their own dreams to care for husbands, children, and extended family.

Together, they highlighted how essential it is to protect the space to dream, and how self-care includes nurturing personal ambitions as well as caring for others.

Council on Smallholder Agricultural Finance

Partner organisation:

CSAF COUNCIL ON SMALLHOLDER
AGRICULTURAL FINANCE

Cooperation start date:

April 2024

Duration:

2 years (2024–2025)

Budget committed:

€67,581 in total, €33,791 in 2024

Location:

Latin America and Africa

Pillars:

Education, Sustainable coffee agriculture

Council on Smallholder Agricultural Finance



When coffee prices swing wildly, smallholder cooperatives often carry the risk. **CSAF** helps them face that uncertainty with confidence, offering simple, practical tools that turn volatility into informed decisions.

Steps taken

Advanced development of a **monitoring tool** designed to help coffee small and medium-sized enterprises (SMEs) manage their inventory, finances, and price risks, enabling them to make more informed business decisions. The tool is currently Excel-based, with plans to explore a future online platform to simplify reporting and save time.

Engaged 36 investment officers from CSAF member institutions through feedback sessions and surveys, ensuring the tool reflects user needs.

Designed surveys for coffee cooperatives and SMEs to expand input across regions like Peru, Colombia, and Costa Rica and establish baseline performance indicators.

People reached

36 investment and monitoring officers who participated directly in shaping improvements to the tool.

Coffee cooperatives and SMEs preparing to engage through surveys (launch early 2025), ensuring their realities inform the next version of the tool.

Once finalized, the tool is expected to **benefit more than 300 coffee organizations and 735,000 farmers** by simplifying reporting and making it easier for cooperatives to get the loans they need to pay farmers and run their businesses.

“We’ve seen that price volatility is a consistent risk for coffee cooperatives and coffee SMEs, threatening the sustainability of these businesses and the livelihoods of the smallholder farmers they source from. By developing and refining tools to support coffee organizations in understanding and managing their exposure to price volatility risk, we hope to strengthen their business capacity while reducing the burden of reporting to the various financial institutions that fund their cash flow needs. Cooperatives and producer organizations that trade in significant volumes operate as professional agribusinesses, and they need adequate tools that deliver business intelligence to inform decision-making and mitigate risk. Over the past quarter, we’ve seen the international coffee price begin to rise by 20 % and we expect it to continue through the end of the year, as cooperatives in Central America begin to purchase coffee, the risk of speculation and losses is high.”

— **Andrea Zinn**, Director at CSAF



South India Coffee Company

Partner organisation:



Cooperation start date:

April 2024

Duration:

2 years (2024–2025)

Budget committed:

€52,500 in total, €26,250 in 2024

Location:

India

Pillars:

Sustainable coffee agriculture

South India Coffee Company

As climate change puts traditional Arabica and Robusta crops at risk, the **South India Coffee Company** is looking ahead.

By exploring promising alternatives like **Excelsa**, they're working to secure the future of coffee farming, making it more resilient, diverse, and sustainable.



Steps taken

Planted 6,610 new Excelsa coffee trees, plus 250 Arabica trees and 250 grafted Arabica trees, across nine plots to test how different varieties grow and secure future harvests.

Installed five monitoring stations to track soil and weather conditions and labeled plants for regular measurement so farmers can learn what helps the trees thrive.

Built protective huts with bamboo and thatch and bought **10,000 coir covers** to shield young trees from heat and dryness and reduce losses during the dry season.

Maintained plots by carrying out weeding and care work **to improve the survival of young trees.**

Held two meetings with the **Sirangalli Community** (~350 families) to discuss creating a cooperative (Farmer Producer Organization, FPO) so farmers can **process and sell their coffee collectively** and gain better access to markets.

Promoted the project through the **Map It Forward Podcast** and **two expert talks to raise awareness in the wider coffee sector.**





People reached

8 farmers were onboarded and directly involved in the project, including 1 woman and 7 men.

Members of the **Sirangalli Community** engaged in discussions about farmer organizations.

Stakeholders in the coffee sector reached through outreach activities, including a podcast and expert talks.



“My five-year partnership with SICC has been marked by their continuous drive for innovation. The Coffee Circle project, in particular, has had a noticeable impact. I’ve witnessed fellow coffee producers in our village (Sirangalli) express a growing interest in Excelsa cultivation, inspired by the work we’ve been doing. I am also grateful for the fair compensation I’ve received for my time and contributions.”

— **MK Lingappa**, oversees key on-ground activities such as planting and weeding and has played a crucial role in identifying suitable plots in Sirangalli that were unsuitable for coffee cultivation.

Farmers' Voice Radio

Partner organisation:



Cooperation start date:

April 2024

Duration:

2 years (2024–2025)

Budget committed:

€39,600 in total, €19,800 in 2024

Location:

UK, Peru, Nicaragua, Honduras

Pillars:

Education, Sustainable coffee agriculture

Farmers' Voice Radio



Many coffee farmers don't have easy access to reliable information.

Farmers' Voice Radio changes that, bringing climate-smart farming tips, updates on regulations, and local knowledge straight to the people who need it most, through the power of radio.

Steps taken

Launched the first Latin America Farmers' Voice Radio (FVR) Academy, enrolling 33 participants from 11 producer organisations. The Academy is a training programme that equips farmer groups to produce their own radio shows, enabling smallholder farmers to share knowledge and strengthen their communities.

Delivered five online training sessions in Spanish, supported by experts on climate change, human rights, and farmer communication, to build both technical and social skills for radio programming.

Created a Spanish-language resource hub, making the knowledge available beyond the live training.

Formalized a partnership with the **Latin American and Caribbean Network of Fair Trade Small Producers and Workers (CLAC)**, the Latin American fair-trade producer network, to anchor the Academy in trusted farmer organisations across the region.

Promoted the program internationally, at coffee festivals (Birmingham, Manchester) and through outreach to companies and networks.

People reached

33 participants joined the Academy, including 16 women and 17 men from coffee co-operatives in Peru, Nicaragua, and Honduras.

CLAC and other regional coffee organizations engaged through training, partnerships, and outreach activities.

Coffee festival attendees, contributing to broadening the program's visibility.

“This course is taking me to a new level, where I can reach producers with greater clarity thanks to the structure that the radio programmes provide, allowing me to address interesting topics related to coffee quality and climate understanding. I feel happy to be part of this course, which is helping me learn and design better ideas to support producers more effectively.”

— **Erick Pastrana**, works at San Marqueña Coffee Cooperative in Honduras and is a participant in the Farmers' Voice Radio Latin American Academy training programme.





We are a B Corp

In 2024, we also proudly renewed our B Corp certification with **106.8 points**. This recognition reflects everything we've built together: strong sourcing relationships, responsible business practices, and long-term investment in the communities behind every cup.



- **106.8** Overall B Impact Score
- **80.0** Qualifies for B Corp Certification
- **50.9** Median Score for Ordinary Businesses



Governance

Evaluates our mission, ethics, accountability, and transparency, including how we set social and environmental goals, disclose impact, and engage stakeholders.



Community

Looks at our impact on external stakeholders like suppliers and distributors, as well as the local economy. Includes diversity, job creation, civic engagement, and donations.



Workers

Assesses how we support employee well-being, financially, physically, professionally, and socially. This includes living wages, benefits, health and safety, and development opportunities.



Environment

Measures how we manage and reduce our environmental impact, covering climate, water use, sustainability practices, and land protection.



Customers

Assesses the value we deliver to customers, including ethical marketing, product quality, guarantees, and data privacy.



Find out more about our recertification here.



Thank you

Some of the projects you'll find in this report, **Muraho Trading, Rebuild Women's Hope, Farmers' Voice Radio, CSAF, Bean Voyage**, and the **South India Coffee Company**, were made possible through our **Coffee Circle Vision Fund I**, launched in 2023. Since then, these community-driven initiatives have reached **~50,000 people**, with many more lives to be impacted in the future.

We've proudly reached over 1 million people in coffee-growing regions.

At the same time, we're grateful to have continued working with some of our long-term partners: **Welthungerhilfe, World Coffee Research**, and **Rikolto**.

These collaborations are close to our hearts. Together, we've made real progress on the ground, from expanding clean water access and climate resilience to empowering farmers through hands-on training. It's a reminder that lasting change takes time, trust, and shared commitment. Since our start in 2010, **we've proudly reached over 1 million people in coffee-growing regions**.

And it's all possible thanks to you. With every cup of coffee, you're part of this journey, helping improve livelihoods, strengthen communities, and protect the future of coffee.

We're excited for what's next: we'll be expanding our activities in Ethiopia and launching **Coffee Circle Vision Fund II** in fall 2025. So stay tuned, and in the meantime, relax with a sip of coffee.

There's more to come.

Transparency note

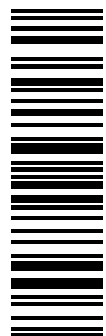
All data, figures, and impact claims in this report refer to activities carried out in the 2024 calendar year, unless otherwise stated. The information was compiled in collaboration with our project partners and is based on internal records, external partner reports, and financial documentation available at the time of publication. All direct quotes reflect the experiences and views of the individuals or organisations cited. Minor edits may have been made for clarity, without altering meaning.

While we strive for accuracy, some numbers are estimates based on available data (e.g. people reached through indirect impact). Currency conversions are rounded and based on exchange rates relevant to the project period.

This report is for informational purposes only.

For questions or further information, please contact us at:
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