

GCCoffee is a for-profit social enterprise aiming to improve livelihoods of coffee farmers and protect mountain gorillas in the area. GCCoffee buys coffee at a premium, processes and sells it as a branded roasted coffee, whose purchase includes a donation to Conservation Through Public Health (CTPH).



## Gorilla Conservation Coffee (GCCoffee), Uganda

### 🏆 SAG-SEED AWARD WINNER 2017 🏆

#### BUSINESS MODEL

GCCoffee pays a premium price to enable marginalised small-holder coffee farmers living in remote sub-counties bordering Bwindi Impenetrable National Park to improve their lives, which keeps them from resorting to damaging the forest through activities like poaching and removing resources like wood. This in turn helps protect the gorillas and their habitat.

GCCoffee also provides training and capacity building to farmers to improve sustainable agriculture practices. GCCoffee targets coffee drinkers and tourists via shops, tourist lodges, airports and international distributors to market and sell coffee.

#### ENTERPRISE FAST FACTS:

Location	Bwindi Impenetrable National Park, rural Uganda
Year founded	2015
Sector	Sustainable Agriculture
Product/Service	Coffee

#### Contribution to the SDGs:



#### Social impacts:

- Doubling the number of farmers who can expand the market for coffee and become self-sustainable in 2018 to 150.
- Establishing a steady market that pays fair prices for coffee produced.
- Improving community health and conservation practices through donations provided to CTPH.

#### Environmental impacts:

- Financing sustainable conservation that reduces farmers' needs to seek resources from the Bwindi forest.
- Ensuring coffee is grown with compost and biological methods to control pests and disease.
- Increasing plantation of shade trees that will improve environmental benefits and lead to higher-quality coffee.

#### Economic impacts:

- Growing the local economy by increasing income of farmers through the coffee market.
- Achieving annual sales of USD 172,390, which increases premiums paid to farmers to USD 9,285.71 and donations to CTPH USD 19,300 in 2018.

” The team assisted the coffee farmers through training in good agricultural and post-harvest handling practices that improve coffee productivity and quality.

### Scaling up activities:

- Establish a self-sustaining enterprise by 2019, making enough profit to cover operational costs.
- Acquire equipment and capital by 2018 (warehouse, coffee processing mills, roasters and sealers) that will reduce production costs and increase coffee yield.
- Increase number of farmers in the Bwindi Coffee Growers Cooperative from 75 to 300 by 2019, and dedicated staff for sales and marketing.
- Expand operations to another country in the region by 2020 and grow from a rewards-based to an equity-based financing model.



### Partnership

• **Gorilla Conservation Coffee**, the main partner, provides farmers with training, purchases coffee at a premium and packages and sells coffee for a profit, which is reinvested into the enterprise and donated to CTPH.

• **Conservation Through Public Health (CTPH)** supports the Bwindi community and conservation through integrated wildlife, community health and alternative livelihood programmes.

• **WWF for Nature Switzerland** assisted GCCoffee by providing a loan used to hire an operations manager and purchase coffee from farmers to make a viable company.

### Contact

Dr. Gladys Kalema-Zikusoka

• gladys@ctph.org

• [www.gorillaconservationcoffee.org](http://www.gorillaconservationcoffee.org)



The 2017 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are supported by SWITCH-Africa Green, which is implemented by UNEP with the assistance of the European Union.

### About SEED

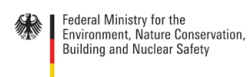
SEED is a global partnership for action on sustainable development and the green economy. Founded by the United Nations Environment Programme, the United Nations Development Programme and the International Union for Conservation of Nature at the 2002 World Summit on Sustainable Development in Johannesburg, SEED supports innovative small scale and locally driven enterprises around the globe which integrate social and environmental benefits into their business model. The 2017 SAG-SEED Awards in Burkina Faso, Ghana, Kenya, Mauritius, South Africa and Uganda are part of the multi-country project “Promoting Eco-Entrepreneurship in Africa” implemented by SEED under SWITCH-Africa Green (SAG). SAG is implemented by UNEP with the assistance of the European Union. Other project partners in SAG are UNDP and the United Nations Office for Project Services (UNOPS). South African Awards are co-financed by the Government of Flanders.

[www.seed.uno/sag](http://www.seed.uno/sag)

#### SEED Founding Partners



#### SEED Partners



#### SEED Hosting Partner



#### SEED Corporate Partner

