

THE CHAMPION' CAFÉ Ltd

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## PROJECT PROPOSAL

### Project Title:

**Adopt a Coffee Tree for Conservation** — A Sustainable Tourism and Community Livelihood Initiative around Volcanoes National Park.

### Project Owner:

**THE CHAMPION' CAFE Ltd**

### 1. Background

Volcanoes National Park, located in northern Rwanda, is globally renowned for its mountain Gorillas and breathtaking biodiversity. As Rwanda continues to expand the park to secure more habitat for wildlife, there is a growing need to ensure that surrounding communities benefit from conservation while maintaining sustainable livelihoods. Coffee is one of Rwanda's most valuable export crops, offering both economic and environmental benefits when farmed responsibly. The '**Adopt a Coffee Tree for Conservation**' project presents an innovative eco-tourism and conservation model that directly links visitors and global supporters to community-based coffee farming efforts.

The Champion' Café Ltd has grown from humble beginnings selling coffee bags in 2017 to now offering high-quality organic coffee, local cuisine, Barista training, and consultancy services. As a café led by Rwanda's Official Barista Champion (2009–2010) and an experienced Tourist Guide, we are passionate about showcasing Rwanda's rich coffee to both locals and international visitors.

We have identified a gap in Musanze where tourists often lack immersive cultural activities in the afternoons. In response, we have launched an interactive "**farm to cup**" coffee processing and tasting experience that allows visitors to learn about coffee processing from preparing seedlings, farming, harvesting to brewing – all while enjoying Rwanda's scenic beauty and hospitality.

We have a well-organized tourist experience located in Musanze- Kinigi Sector, very close to the Volcanoes National Park and close to most of the lodges around Kinigi, very accessible and a short driving distance from these lodges to our experience location.

As a passionate Tourist Guide and a key player in Rwanda's coffee brewing carrier, Kayitana John Bosco the owner of THE CHAMPION' CAFÉ Ltd, wishes to expand his passion for coffee brewing and conservation beyond giving experiences to visitors but also support the park expansion project through sustainable coffee farming while engaging tourists and coffee lovers all over the World through this project as illustrated below.

## 2. Project Concept

Under this initiative, tourists visiting Volcanoes National Park, as well as global conservation supporters, will have the opportunity to **Adopt** or **purchase coffee trees** that are planted and managed by THE CHAMPION' CAFÉ Ltd around the park's buffer zone. Each coffee tree will carry a unique identification code, allowing owners to track their trees and receive annual updates, the coffee harvests from their own trees will always be shipped to their homes wherever they are, all farming and processing work shall be monitored remotely by the owner. This creates a tangible connection between the tourist and the conservation area — *'every sip of coffee contributes to protecting the Gorilla habitat'*.

## 3. Objectives

1. Promote sustainable coffee farming as a tool for conservation and livelihood improvement.
2. Engage tourists and international supporters directly in conservation through coffee tree adoption.
3. Support the expansion and ecological restoration of Volcanoes National Park.
4. Create a traceable, premium coffee brand linked to conservation impact — The Champion' Conservation Coffee.

## 4. Implementation Approach

THE CHAMPION' CAFE Ltd will collaborate with local cooperatives and farmers, conservation partners, and tourism operators to establish coffee farms within designated conservation-friendly zones. Tourists can adopt coffee trees via an online platform or through partnership with The Champion' Café Ltd by signing a commitment contract. Farmers will be trained in sustainable organic coffee production, and all proceeds from adoptions will be shared between farmers, conservation activities, and the operational costs of managing the program.

## 5. How the Model Works

1. Tourists or supporters purchase one or more coffee trees (at \$3000 per tree), since this is an initiative for conservation, the supporters/Tourist may prefer to pay more than the set price to support the conservation initiative.
2. Local farmers will plant and care for the trees in buffer-zone (coffee farms near the park).
3. Each tree will be tagged and tracked; sponsors/owners will be receiving updates, photos, and impact stories about their specific coffee trees adopted.
4. Once the coffee matures, the harvest will be processed and branded '**The Champion's Conservation Coffee**' and the harvest will be shipped to the tree sponsors/owners annually.
5. A share of revenues will support the park's expansion, reforestation, and community coffee farming development projects.
6. Coffee tree owners will be paying a sustainability fee annually, (\$2000 per tree) to facilitate farming, processing and shipping cost of their harvest.

## 6. Expected Results

- Improved livelihoods for smallholder farmers around Volcanoes National Park.
- Increased community participation in conservation activities.
- Establishment of a sustainable funding mechanism for park expansion and habitat restoration.
- Creation of an internationally recognized conservation coffee brand.
- Enhanced tourist engagement and long-term conservation partnerships.

## 7. Revenue Sharing Model

- 50% – Will be used to facilitate the Farmers and coffee production management and shipping cost
- 40% – Will be allocated to the Conservation and park expansion fund.
- 10% – Will be used for Marketing, logistics and packaging costs.

## 8. Sustainability

The project is designed to be financially self-sustaining, however not limited to any form of sponsorship or donation from well-wishers, The revenue from tree adoptions, coffee experience (farm to cup) sales, and eco-tourism engagement will cover production, management, and conservation activities. Farmers will benefit directly from coffee sales,

while sponsors/owners remain engaged through annual coffee shipments and updates on conservation impacts. The initiative strengthens the link between tourism, community livelihoods, and environmental stewardship.

## **9. Key Partners**

- Rwanda Development Board (RDB) – Coordination with park expansion and tourism promotion.
- NAEB – Technical support on coffee production, quality control, and exports.
- Local Cooperatives – Implementation, training, and farm management.
- Conservation NGOs – Monitoring, ecological restoration, and impact assessment.
- Tourism Operators, Tourist Guides and Lodges through Marketing and visitor engagement.

## **10. Call to Partnership and Conclusion.**

THE CHAMPION' CAFE Ltd invites coffee lovers, sponsors, conservation organizations, and eco-tourism partners to join hands in this transformative initiative. Together, we can make every coffee tree a symbol of hope, empowering farmers, protecting Gorillas, and preserving Rwanda's natural heritage for future generations.

For more information or partnership inquiries:

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