



Your engagement in the Project: Buen Cacao – Vida Buena

Fine cacao niche products for non-traditional retail in Switzerland



Project	Buen Cacao – Vida Buena Support of fine cacao farmers in vulnerable communities in Colombia
What is the motivation behind this project	<ul style="list-style-type: none"> • The project “Buen Cacao – Vida Buena” strives to increase environmental, social and financial sustainability of Smallholder Cacao Farmers/Co-operatives in Colombia by supporting good agricultural practices and establishing niche products of fine cacao through shared value partners in Colombia a/o Switzerland • Currently smallholder cacao farmers are not incentivised to cultivate environmentally sustainable, high quality fine cacao for the domestic market as there is no pricing differentiation. However by accessing markets that do appreciate the high quality of sustainably cultivated, shaded fine cacao should allow smallholder farmers and their family to live off a decent income.
What is the context	<ul style="list-style-type: none"> • The smallholder cacao farmer project “Buen Cacao – Vida Buena” is aligned with the post-2015 U.N. Millennium Development Goals, as it encourages smallholder cacao farmer grassroots support and community buy-in, strengthens capacities and builds effective institutions, builds partnerships, fosters sustainability and supports adjustments to climate change.
Why the focus on fine cacao niche products for non-traditional retail	<ul style="list-style-type: none"> • Fine cacao cultivation is limited to Latin America to start with, in this cooperative produced in sustainable, shaded cultivation. In addition, the highly valued fine cacao is traceable and single origin. Currently the available quantity does not meet the proclaimed fine cacao used by large chocolate manufacturers and retailers. • Niche products and non-traditional retailing may allow to properly position the

	<p>fine cacao cultivated by vulnerable communities. This niche market approach allows enhancing environmental sustainability while deriving social impact from continuously increasing productivity</p>
<p>What are the objectives of the required analysis</p>	<ol style="list-style-type: none"> 1. Analyze market potential of non-traditional retail distribution for fine cacao distribution in Switzerland with a focus on opportunity identification and initial due diligence of 6-10 non-traditional retailers with good fit for potentially distributing fine cacao, produced by smallholder farmers leveraging ecologically sustainable methods 2. Develop three promising distribution/retailing cases including supply chain considerations, estimated costing, competitive positioning and pricing of end product in non-traditional retail formats
<p>What are your prerequisites</p>	<ul style="list-style-type: none"> • Marketing and sales background; a focus on market potential analysis and non-traditional retail is nice to have • International value chain experience and thinking in scenarios • Affinity with socially and environmentally responsible product development, production and distribution • Strong analytical capabilities and good communication skills, e.g., at senior management level • Language: English and German • Hands on and can do attitude
<p>What is the time horizon</p>	<ul style="list-style-type: none"> • Objective 1: 6-8 weeks and conduct as soon as possible (in Q1/Q2 2016) • Objective 2: 4 to 6 months, starting in Q2 or early Q3/2016
<p>What do we offer</p>	<ul style="list-style-type: none"> • Coaching from an Advisory-/ Board Member of Eos Entrepreneur Foundation • Interacting and networking within Corporate Social Responsibility, Socially and Ecologically Responsible Business, Integrated Business, Impact Investment and Social Entrepreneurship • Link experience of traineeship with thesis development (desirable) • Personal empowerment and empowering vulnerable communities • Development of personal and intercultural skills

If you are interested in applying for this research project, please send a motivation letter and CV to info@eosentrepreneurfoundation.org

We very much look forward to working together on this exciting topic



Contact our Foundation for additional information about the project at info@eosentrepreneurfoundation.org or call at +41 78 891 1879