



Business Model Analysis Training: nurturing sustainable coffee enterprises

[SWITCH AFRICA GREEN - GREEN TO GROW](#) · [TUESDAY, SEPTEMBER 10, 2019](#) · READING TIME: 2 MINUTES

Understanding your business model is an important aspect in transformation to a competitive and environmentally friendly entity. In May 2019 a workshop on business model analysis in the coffee value chain was conducted in which 33 MSMEs from eleven counties participated.

The training is part of the European Union-funded SWITCH Africa Green project: *Green to Grow - A Revenue Generation Approach for Sustainable Consumption and Production (SCP) Dissemination in Kenya* which aims to support Kenya achieve sustainable development by engaging in their transition to an inclusive green economy, and in promoting a shift to Sustainable Consumption and Production (SCP) patterns and practices. The capacity building Forum has the objective of supporting MSMEs in analyzing and adopting business models that incorporate sustainable consumption and production practices with the long-term goal of realizing a green economy.

As one of the most performing cash crops in the country and region, coffee forms an important source of revenue for many businesses. Many agropreneurs are heavily reliant on the crop as their mainstream source of export income despite the myriad of challenges faced by farmers in production and marketing. These farmers are equally dependent on the crop as a major source of livelihood.

Based on the nature of their businesses, MSMEs were assisted to come up with green business models, while also identifying business and technical challenges hampering their competitiveness. These challenges included poor governance, diseases and pests, inadequate knowledge on sustainable agricultural practices, lack of access to finance, inadequate business knowledge and skills due to lack of proper business models, low coffee consumption in Kenya, climate change and high costs of certification.

By the end of the training, each entrepreneur had successfully drafted an initial version of a business model, demonstrated understanding of the process of developing practical business models as well as identified gaps and opportunities for their ventures. All models developed factored in social and environmental impact of the businesses.

Going forward, the projects' business coaches will work with the entrepreneurs through intense individual coaching sessions to improve these business models and redesigning them into green business models.

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