

## Project Name Visualization of the value chain around the carbon footprint

### Section 1: Concept Overview

#### Project Objective:

Promote awareness on the consumption side by measuring and visualizing GHG emissions from producing countries in Scope 3. This will help realize a circular economy value chain.

#### Brief Description:

1. measure greenhouse gas emissions from soil and washing stations at Rwandan coffee plantations Scope3
2. Measure GHG emissions during roasting and sales after arrival at the port of consumption (Japan) and visualize the entire value chain on a web platform Scope 1,2,3

**Country of Focus:** [Click or tap here to enter text.](#)

#### Key Performance Indicators:

Indicators	Metrics	Baselines	Project targets
Evaluation of greenhouse gas emissions in Rwandan coffee production	Evaluate coffee smallholders, washing stations, and dry mills in Rwanda including transportation	No specific data	Creating a calculation standard for greenhouse gas emission evaluation in coffee production process by small-scale farmers in Rwanda
Visualize the entire value chain on a web platform Scope 1,2,3	Visualization of GHGs throughout the supply chain from the producing country to the consuming country	Building a solution that can be completed on an online application	Creating a calculation standard for greenhouse gas emission evaluation by Coffee roasters, retailers and consumers

#### Please indicate how this project aligns with the 2025 Targets:

- Resilient supply
  Improve well-being & prosperity  
 Strengthen market demand
  Conserve nature

Starting with Rwanda, the goal is to visualize the carbon footprint of coffee distribution worldwide by 2025.

**Project Status:** New concept still under development

**Project Timeline:** *Start date: April 2022 End date: October 2024*



## Section 2: Partnerships

### Involved Parties:

Organization Name	Role in Project	Contribution
Altalena Co.,Ltd./RIO COFFEE	lead	Developed, cash
NGO From soil to cup	implementer	in-kind
Itsubo Lab/Tokyo CityxUniversity	Adviser	n/a

### Expectations for Partner Engagement:

Our project is seeking a partner to provide funding and development technology to perform field measurements and Scope 3 assessments based on the GHG Protocol.

**Deadline for partnership opportunities: October 2024**

## Section 3: Funding

### Project Costs:

Total project costs	\$500,000
Secured funding	\$30,000
Funding needed	\$470,000

### Explanation of Funding Use:

A study of the carbon footprint, mainly soil, in major producing countries.  
Development of algorithms to enable anyone to visualize GHG Scope 1~3.  
Implementation of action plans for GHG reduction beyond visualization.

At least \$500,000 is needed for these. Especially, more funds are needed for development costs due to the rising cost of software engineers.

For more information on this project, please contact Altalena Co.,Ltd./RIO COFFEE at [toshi@ashiya-rio.jp](mailto:toshi@ashiya-rio.jp)

<https://ashiya-rio.jp/>

<https://qoffee.jp/>