Sustainable Coffee Tours

Working together to make coffee the world’s first sustainable agricultural product.
WHO IS SOULFUL CONCEPTS?

Soulful Concepts is an industry accredited travel company specialising in philanthropic travel design. We provide hand-crafted travel experiences for charities, corporates and individuals. We ensure each of our experiences has a positive impact on an important cause.

Socially conscious travellers can choose from a special collection of responsible travel experiences that give back to the communities and environment within the destinations visited.

We believe through travel one becomes globally educated, learning about the importance of preserving culture, protecting the environment, personal well-being and the need for improved sustainability practices, giving them the power to make responsible choices in their everyday lives.

"Travel fuels one’s soul. Through travel we become better educated to make informed decisions in our everyday life. Through these decisions we have the power to create change.”

Belinda Shillcock Co-Founder and Director, Soulful Concepts
Soulful Concepts is pioneering the way with a new and exciting concept Sustainable Coffee Tours; aiming to educate coffee consumers and industry professionals on the crop-to-cup process while supporting smallholder coffee farmers in creating sustainable productivity to help meet the future demands of this highly sought after global commodity.

We are so very proud to be the first Australian company to join the Sustainable Coffee Challenge and would like to invite other companies to join the challenge too! The challenge convenes, unites and urges the coffee sector and conservation partners across the industry to spur the actions and investments necessary to make coffee the world’s first sustainable agricultural product.

Our unique Soulful Concepts Sustainable Coffee Tours connect coffee consumers and professionals with local coffee growers and producers. Part community immersion, part cultural excursion and part environmental endeavour, these special trips peak behind the scenes to soak up what really goes into a good cup of coffee. These educational experiences collect valuable data and insights that, in partnership with organisations such as SupplyShift to help to monitor and evaluate sustainability practices of each coffee farm we visit.

“We’re fearful that by 2050, we might see as much as a 50 per cent decline in productivity and production of coffee around the world, which is not so good,” said Molly Harriss Olson, the chief executive of Fairtrade Australia and New Zealand.
GLOBAL COLLABORATION IS KEY TO SUSTAINABLE COFFEE

25 million farmers entire livelihoods depend on this incredibly important global commodity, but climate change is affecting coffee growing conditions. The market volatility has significantly lowered prices, aging coffee trees are declining in productivity, and the next generation of coffee farmers are seeking economic alternatives for their livelihoods. The global community needs to work together on these complex issues to offer a wide range of solutions and commitments.

Infographic highlights the worldwide and regional/country based impacts on coffee production.

Climate change around the bean belt: Infographic
http://www.climateinstitute.org.au/verve/_resources/TCI_infographic_Bean_Belt_Map_standalone-01.jpg

How is climate change affecting the worlds coffee regions?

Coffee farming in a changing climate: Infographic
http://www.climateinstitute.org.au/verve/_resources/TCI_infographic_Farming_standalone-01.jpg
ENGAGEMENT

Our Sustainable Coffee Tours connect coffee consumers and industry professionals with the coffee farmers who produce their favourite beans; allowing organisations to create transparency throughout their supply chain and support the people and environment in which their products are produced.

We have partnered with SupplyShift to help measure the value chain at each coffee farm we visit on our tours. We will be collecting data and insights from local coffee farmers on harvesting techniques, quality control, working conditions and production processes; enabling improved sustainability practices. In addition, we will also be collecting travellers feedback giving insight into consumers demands and preferences.

EDUCATION

Through collaboration with organisations in the coffee and not-for-profit sectors we can educate consumers and industry professionals on the challenges faced by coffee producers and communities. Our educational experiences allow travellers to participate in special immersion programs interacting with local coffee farmers to gather data and insights on harvesting techniques, quality control, working conditions and production processes.

These are invaluable learning experiences, not only for consumers and coffee professionals as they gain understanding of the crop-to-cup process, but also for the coffee industry as the data collected through our needs assessments and external stakeholders feedback forms can be used by Data Scientists to help monitor and evaluate sustainability practices at each coffee farm.

“There are things we coffee drinkers can do to assist,” said CEO of The Climate Institute, John Connor. “The first step is to learn about these issues and the steps being taken by Fairtrade and others; the second is to take real action by choosing to buy only the brands that are carbon or climate neutral, provide a fair return to farmers and their communities while helping to build their capacity to adapt to climate change; third is to demand climate action from the coffee companies and our governments to ensure all products, business models and economies are carbon or climate neutral.”
GLOBAL COLLABORATION IS KEY TO SUSTAINABLE COFFEE

IMPACT

Soulful Concepts is committed to helping improve farmers livelihoods and to protect the biodiverse environments where coffee is grown. A nominal donation of $200 per person is included in our tour price and is given directly to farming cooperatives or registered charitable organisations who support local farmers in the destinations we visit.

We are committed to partnering with organisations in the coffee sector to create awareness around the climate change issues faced by the coffee industry. By helping to improve supply chain management and increase the funding needed to help support smallholder coffee farmers, we can work towards making coffee a sustainable product.
WHY YOU SHOULD CONNECT YOUR COFFEE LOVERS TO YOUR COFFEE FARMERS?

Increase the lifespan of your customers:
In today’s competitive world, educated consumers are looking for new ways to engage and explore our globe with a gentle and socially conscious footprint. Soulful Concepts is offering the coffee sector a unique way to build brand awareness and customer loyalty by connecting your coffee loving customers to your coffee farmers.

Corporate Social Responsibility:
We offer a range of services which will improve your corporate social responsibility, supporting small-holder coffee farmers whilst gathering data and insights into your consumer taste preference and demands.

We use needs assessments, risk evaluations and feedback forms to capture data from each farm we visit. This data is then entered into Supply Shifts value chain management system so we can track and record, enabling you to measure and compare the sustainability practices of the coffee farms you source your beans from.

While your Sustainable Coffee Tour takes place we ask consumers to complete a external stakeholders feedback form, giving us data and insights to assist with completing your Corporate Social Responsibility and Environmental Sustainability Policies.

Data philanthropy makes good business sense and it can also help revolutionize the humanitarian world.

Staff incentive and retention:
The next generation of the workforce care about their work having an impact, your company can make a difference. By sending an employee on an educational experience they can better their understanding of the coffee sector and the vital need for fair trade and sustainable practices.

Not only do you bring the coffee supply process to life, but your sales representatives and baristas will gain insightful knowledge to further develop their understanding of industry practices.

When you promote your chosen Sustainable Coffee Tour to your database and suppliers you will be given the opportunity to invite a knowledgeable member of staff to travel with the group free of charge.*

Climate Change:
The evidence is clear that climate change is already beginning to impact coffee production. With over 2.25 billion cups of coffee consumed around the globe everyday it is your responsibility as a key industry organisation to help create awareness around the issues the industry is currently facing. If we don’t collaborate as a global community, increasing temperatures and extreme weather events will half the coffee producing regions suitable for production by up to 50 per cent, erode coffee quality and increase coffee prices for consumers.

*free of charge place is based on a minimum group size of 10 paying travellers.
OUR SERVICES INCLUDE:

Itinerary development:  
Either select from one of our Sustainable Coffee Tours listed on the Soulful Concepts website or talk to a member of the team about creating your own Sustainable Coffee Tour to a destination in which you source your beans.

Concept marketing:  
We work with your team on the strategy and concept development to create and deliver a successful campaign. We provide marketing materials and a social media strategy to help gain exposure and create awareness around your Sustainable Coffee Tour.

Travel management:  
Enquiry handling, travel advice and support, monitoring and collection of travel payments.

Fundraising resources:  
We provide your consumers with free access to our online fundraising resources giving them the tools to successfully raise additional funds to support coffee farmers.

Quality assurance:  
We partner with responsible world class tour operators around the globe, so your Sustainable Coffee Tour is memorable, safe and successful.

Risk Management:  
We work in conjunction with the local operator to carry out a reconnaissance trip to assess the risks prior to your tour departing. A risk assessment will be produced and conveyed to your company representative during their pre-departure briefing. Risks will continue to be dynamically assessed throughout the tour by the local operator.

Secure online booking platform:  
Travellers can pay travel components via a safe and secure online booking system.

Needs assessment:  
We have created a needs assessment for your selected representative to run in destination, with the assistance of a local guide they will conduct a needs assessment with local coffee farmers to collect data on production processes and harvesting techniques to help monitor and improve sustainability practices.

End of trip report:  
We will collate feedback from the travellers and the farmers throughout the tour which will be submitted to Supply Shift and analysed for future experiences and enhancement of the Sustainable Coffee Challenge.
MARKETING THE TOUR

We provide carefully curated responsible and sustainable coffee tours. Every Sustainable Coffee Tour is a unique concept which endeavours to educate consumers and industry professionals while supporting coffee farmers. We partner with registered charitable organisations and local farming cooperatives to ensure farmers receive the funding needed to continue improving their sustainable harvesting practices.

We work with your team on the strategy and concept development to create and deliver a successful campaign. To assist with marketing the tour to your suppliers, staff and customers we will create the following marketing materials:

1. **Itinerary:** Please choose from one of the current Sustainable Coffee Tours listed on our website or speak to the team about creating your own tailor-made itinerary.

2. **Welcome Pack:** A detailed e-brochure introducing the Sustainable Coffee Challenge and our partnership and commitment to making coffee the world’s first sustainable commodity.

3. **Postcard:** To post out to clients to display in store*

4. **Website tile:** We recommend this tile is a feature on the homepage of your website to drive traffic to the tour listed on the Soulful Concepts website.

5. **Email banner:** This is a call-to-action to sign up to your tour (we suggest adding to all staff members email signatures to gain exposure).

6. **Electronic Direct Mail (EDM) Campaign:** Designed and targeted EDM delivered to your database with a call-to-action to register for the tour.

**Marketing package cost:** AU $1,500.00
CAMPAIGN TIMELINE

10 - 6 months
Concept development and marketing materials

- Confirmation to proceed with the Sustainable Coffee Tour
- Soulful Concepts and your organisation to collaborate on a chosen destination and marketing strategy
- Development of marketing suite and creative materials
- Campaign marketing and promotion to consumers begins

6 - 3 months
Campaign marketing and recruitment

- Prominent placement of the website design tile on your website. Feature the email signature banner on all staff email signatures
- Select your staff representative for the tour
- Soulful Concepts handles travel enquiries
- Traveller pays 10% non-refundable travel deposit directly to Soulful Concepts upon registration

3 - 1 month
Pre departure communications and payments

- Travellers pay final travel balance and donation to Soulful Concepts
- Soulful Concepts pays registered charitable organisation donation component
- Soulful Concepts provides welcome packs to all confirmed travellers
- Travellers are responsible for obtaining relevant visas, vaccinations and international flights
- Your organisation calls travellers to thank them for their support and wishes them an inspiring experience

DEPARTURE
Sustainable Coffee Tour takes place

- Travellers make their own way to the destination where they will be met by the your organisation’s company representative and local English speaking Guide

1 month post tour
Feedback

- Soulful Concepts will enter needs assessments and external stakeholders feedback into Supply Shift value chain management system for your organisation to review
CREATE THE EXPERIENCE OF A LIFETIME FOR YOUR CUSTOMERS

Soulful Concepts Sustainable Coffee Tours are a cross-pollination of philanthropy, sustainability and personal experience through travel. By being transparent and showcasing the crop-to-cup process your consumers can make informed decisions about the products they buy while supporting smallholder coffee farmers in improving harvesting techniques and sustainability practices.

Your customers will have a holiday, engage in new cultures and take away memories that will last a lifetime, becoming lifelong supporters and brand ambassadors for your organisation.
ABOUT THE FOUNDERS

Belinda is a travel enthusiast with more than fifteen years of travel industry and not-for-profit experience. Her passion for travel is closely linked to her vision for global equality. She has focused her career on a cross pollination between the two industries.

Kristen is a passionate philanthropist who loves to explore and discover new places. She believes travel fuels the soul and opens your eyes to what is important. This is a philosophy she has applied to her fundraising work, having raised over $150,000 for a number of charities in support of causes that are close to her heart.

Together they are avid philanthropists, global explorers, travel experts and environmental conservationists, who believe that travel helps life be lived to the fullest. Every trip is an opportunity to connect, grow and learn. Soulful Concepts’ enables people to create responsible and sustainable travel memories while giving back to the communities and places they visit.

To further discuss the Sustainable Coffee Tour, contact Belinda or Kristen on 1300 059 686 or send us an email at: info@soulfulconcepts.com

Thank you for taking the time to read our proposal, we look forward to working with your organisation to help make coffee the world’s first sustainable agricultural product.

Belinda Shillcock
Co-Founder and Director

Kristen Briggs
Co-Founder and Director