

caffepraego

Coffee • Community • Change



OUR PROFILE:



Corporate
Social Responsibility
Award

www.caffe-praego.com

the story:



The Caffe Praego Coffee Company was founded by Charles Trace in 2011, combining a passion for speciality coffee & his philanthropic work as Chairman of Point Foundation UK, to produce a coffee brand with a meaningful purpose.



Our coffee is sourced in Rwanda, Land of a Thousand Hills, in the heart of sub-Saharan Africa. It's still recovering from the horrific 1994 Genocide Against Tutsi, when ethnic division left a million people massacred in 100 days and the country's infrastructure annihilated.



Coffee is Rwanda's second biggest export & offers exceptional quality to global connoisseurs. 500,000 farmers make up the coffee co-ops using Rwanda's 300 washing stations. Collective coffee production is helping unite & restore this once war ravaged nation.



From pick to pour, Praego's story is very individual, a blend of passion, adventure and excellence. Praego's regular harvest visits have developed deep affiliations with communities where we source from.



Roasted to order, each bag of coffee is special, in taste and social impact. Bean to cup or filter, they burst with a myriad of stories from people whose lives have been changed by Caffe Praego Coffee.

We do more than just donate £3 from every case of coffee sold; we get directly involved in all the projects.

the coffee:



80% of our coffee is from Rwanda. The climate is ideal for growing superior Arabica Bourbon trees. Tropical rainfalls, temperate sun & volcanic soils nourish cherries into plump fruits. 18% of Ugandan Robusta is added to give body & compliment milky coffee.



Most of our green beans are sourced around Lake Kivu, a 145km long inland sea on the western edge of Rwanda, stretching across to the DRC & overlooked by the Nyiragongo Volcano. Here, amongst the stunning landscape & biodiversity grow Praego's signature beans.



Lake Kivu's Arabica trees grow on mountainsides, at 1,600 – 1,800m a.s.l. They're shaded under canopies of Eucalyptus and Pines & the air is moistened by lake breezes. Cherry harvests are washed in mountain stream waters at shoreline stations.



There are no coffee plantations in Rwanda. Family owned micro-plots dot the hillsides & farmers work together in co-operatives. We buy our green bean directly from selected co-ops at fair prices that reflect a true respect of the cherry quality & farming skills.



The distinctive artwork on our bags is created by Rwandan artist Frank Setto. Orphaned by the '94 Genocide he grew up in an orphanage, his artistic talents were noticed by Praego who sponsored him through University to achieve his Technology & Graphics Degree.

the community:



Hands-on participation with each process of the coffee journey, from harvesting to community projects, has created longstanding relationships. This sustainable circle of collaboration makes up Praego's own unique coffee community.



From the farmers to millers, spending time with them is a joyful inspiration. Helping pick cherries & wash beans are bonding experiences, especially with those whose children attend schools our coffee supports.



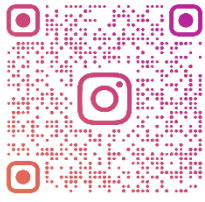
Over 5,000 children & youth are currently assisted in educational projects we fund. That impact ripples through to their families & communities. We've known hundreds of them for years, seeing their progress from school to College or University and beyond.



The roasters: We've always worked with independently owned Masteroast Coffee Company & their Q Graders, some who have joined us on sourcing trips. Their own commitment to sustainable coffee & quality blends echoes ours and we're proud of our association.



The consumers: Customers complete the community circle. By choosing Caffe Praego they make the biggest impact of all. Their purchases mean every person drinking our coffee contributes to transforming disadvantaged children's lives. Together we are making change happen.



POINTFOUNDATIONUK

the change:

Point Foundation was founded in 2006, its aim to raise sustainable funding to improve children's welfare & education in rural parts of Africa. Caffè Praego became a major donor partner in 2012. Being closely & directly involved ensures we know exactly where & how funding is used & the real difference to people's lives it creates.

www.pointfoundation.co.uk



Rwanda's a developing country with high levels of rural poverty & under resourced schools. Investing in better educational opportunities empowers future generations with the skills & knowledge to break the poverty cycle & help restore their community.



Praego donations support:

4 Nursery Schools, 2 Primary Schools, 1 Secondary School & 2 Educational Disability Centres - plus wages for: 3 Sign Language Teachers, 4 Special Needs Teachers and 1 Early Learning Teacher.



Funding contributes to school textbooks, stationery, desks, chairs & playgrounds. There's also a sponsorship scheme, for 96 vulnerable Primary pupils, paying for fees, uniforms, transport, lunches, milk and health insurance.



Praego & Point Foundation created a Vocational Training Centre teaching disadvantaged youth income earning skills. We pay the costs of buildings, teachers, materials & lunches & recently funded the addition of a working Organic Farm and Apiary for agricultural training.

corporate social responsibility:



CSR starts in the company & our team's health, safety & wellbeing is paramount. Staff engagement is generated in a respectful environment, so their work is recognized & the value they bring to the business. Meetings give staff opportunities for feedback, be involved in project updates & feel part of the Praego story.



Caffe Praego uphold a strong company ethos of diversity, inclusion, dignity & respect, in both UK and Rwanda. Employee rights are strictly observed and cooperatives are paid fair premium prices with fair trading.



Praego only buy sustainably sourced green bean from registered cooperatives that practice the same ethical principles as us. These include human rights, gender equality, anti-slavery, anti-discrimination & collective bargaining.



We choose to support schools & centres that maintain the same morals. Praego champions inclusive education & safeguarding the vulnerable, with emphasis on gender equality & those with learning difficulties or disabilities.



Caffe Praego is a small company with a positive, productive team. From small cafés to big corporates, we're committed to providing a personal customer service that goes beyond expectations & gives our consumers the best possible experience of speciality coffee.

environmental impact:



Why buy from Rwanda? It has proactive climate & environment policies & one of the smallest carbon footprints in the world. Rwanda is a Sustainable Coffee Challenge partner & accredited by the International Green Climate Fund.



Policies include countrywide hydro & solar power systems & a massive re-forestation scheme. Sustainable coffee farming is practiced by the co-operatives we buy from, through shade growing, organic composting & recyclable water filtration methods.



Caffe Praego coffee bags are aluminum-free single form LDPE (polyethylene) which is stage 4 recyclable, including the valve seal. LDPE is accepted by local authority standard collections & recycled into durable items like compost bins, paneling & floor tiles.



Packing cases are made from recycled cardboard and printed with natural vegetable inks so they can be recycled again, re-used or composted.



Single use plastic cups are choking landfill. We supply recyclable or compostable paper cups and promote the use of recycled, reusable, takeaway cups.

"It's only one plastic cup" said 1 billion people.....



Praego has teamed up with DS Smith's Coffee Cup Drop Box, a fully serviced paper cup recycling collection scheme. Each collection box takes 700 used cups & the filled box is completely recycled into reusable packaging at their paper mills.

www.dssmith.com



Coffee grounds from our offices go for composting at The Therapy Garden in Guildford, an educational charity for youth & adults with learning difficulties. We actively encourage our customers to find local recycling schemes for their grouts.



Our Surrey HQ has an electric car Pod Point and our first electric vehicle. We aim to have our 3 London vehicles swapped to electric by the end of 2021 and 50% of our distribution fleet by 2023.



With Point Foundation & Bees Abroad.org, Praego is funding an Apiary, training Rwandan youth in beekeeping skills. Bees are vital for biodiversity & aid Arabica trees by stimulating crop quality. Once qualified, beekeepers can train others, including coffee farmers.



We're sponsoring a Banana Tree Project, training youth how to cultivate & sell on to farmers. Growing coffee under banana trees mitigates climate change by capturing CO2 from the air & provides an extra food crop. Banana mulch also improves soil quality and carbon sequestration.

small acts, multiplied by millions of people, can transform the world

bespoke service:



To help customers highlight their coffee's provenance, Praego can offer promotional literature, table talkers, flyers & posters to suit individual needs and branding.



We can supply artwork and designs for pavement boards, pop up banners and machine housing, all to customer specifications.

Loyalty cards can also be designed for your coffee customers.



A popular choice with cafes & bars, our storyboards are designed to blend in with the client's own brand voice and display the coffee's provenance with instant impact.



If serving from a traditional espresso machine, training is essential to get the best from our carefully roasted beans. We'll help set the grind, temperature, dose and anything else to achieve SCA accredited standards.



Praego make our own unique films & can also produce customised films to fit in with your promotional marketing, plus QR codes for machines and media material.

accreditations:



Safe Contractor Approval confirms Caffe Praego meets all necessary requirements for health and safety, equal opportunities, diversity and environmental management practices to enhance customer confidence.



Our membership means we meet all S.R.A key areas of sustainability in sourcing, society and environment. These focus on sourcing of food or beverages & the impact on the people growing, rearing, cooking and serving them, as well as on the planet.



The Specialty Coffee Association represents coffee professionals, producers & baristas. It's a global coffee community dedicated to making specialty coffee a thriving, equitable, and sustainable activity for the entire value chain. Praego's Chief Barista is S.C.A accredited.



The Automatic Vending Association promotes, protects & enhances the vending industry. Our AVA Quality Assured Status shows we fulfil their high standards of customer care, contract, document control, corrective action, operation control, purchasing of stock, depot hygiene control & training.



2017: Rwanda's University of Tourism, Technology & Business Studies (U.T.B) Award for recognition of significant contribution to the growth of UTB. Shared by Point Foundation & Caffe Praego whose University sponsorships have supported many U.T.B graduates.



2019: Rwanda's University of Tourism, Technology & Business Studies (U.T.B) Award.

To be awarded twice by the country where the impact of our funding & projects is acknowledged is a huge honour.



**Corporate
Social Responsibility
Award**

The Vendies is an annual industry voted and judged award. Winning the CSR category demonstrates a clear commitment to the future through implementation of sustainable, environmental, community and charitable initiatives

the academy:



The Academy is the hub of Caffè Praego for meetings, brainstorming, photo shoots & customer training. Here the team get their aprons on for coffee tasting and cupping or testing related products.



Coffee machine and equipment evaluation sessions give customers the chance to sample blends, try out machines and get a feel for the Praego experience.



In-house training covers perfecting correct pouring to machine maintenance & cleaning and how to master coffee art. Everything needed to present your coffee with confidence.



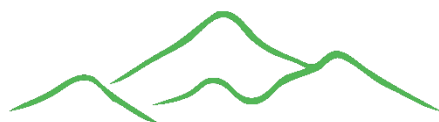
Visitors can discover more about Praego's coffee's provenance through our films, personal stories and hands-on experiences & immerse themselves in the world of UK and Rwandan coffee cultures.



Filled with artworks collected from years of sourcing trips, the Academy showcases Praego's vibrance and passion. Regular & potential customers are invited to spend time in a relaxed atmosphere with the team and there's always great coffee to enjoy!



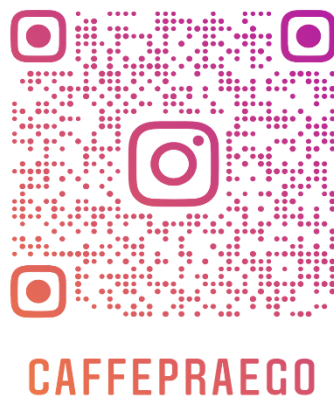
“It’s such an honour to re-visit the farmers each year and to share a cup of *‘their’* coffee, after it has been roasted in the UK
Charles with coffee farmer Johnny Nzabi”



be part of the Praego community:



@RwandaBourbonCoffeeCaffePraego



@caffepraego

#caffepraego #CoffeeCommunityChange #PraegoEffect #PraegoTime #PraegoAcademy
#PointFoundation

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