



## Call for Applications

### Digital Market Access and Client Engagement in Coffee

#### Introduction

The African Fine Coffees Association (AFCA), with funding from ENABEL (the Belgian Development Agency), is implementing an 18-month initiative titled "Unlocking the Potential of African Coffee by Supporting Producer Organisations to Meet EU Standards and Legislation."

This project supports coffee producers and exporters in **Burundi, DRC, Ethiopia, Kenya, Rwanda, Tanzania, and Uganda** to strengthen compliance with sustainability, decent work, and human rights standards—enhancing their readiness and competitiveness for the European market.

As part of this action, AFCA is offering a **limited number of fully funded scholarships** for a six-week online course in Digital Market Access and Client Engagement in Coffee. This practical, hands-on program helps producers and exporters build digital capacity, tell stronger sustainability stories, and engage more effectively with global buyers.

#### Course Overview

In today's coffee sector, success depends not only on quality but also on how effectively producers and exporters connect with clients and communicate their sustainability story.

This **six-week online course** equips participants with the digital tools and strategies to strengthen market presence, engage customers, and showcase sustainability impact. Participants will learn to:

- Build digital skills and strengthen brand identity.
- Communicate authentic sustainability and impact stories.
- Design effective digital channels using buyer-journey frameworks.
- Develop scalable digital systems to support long-term growth.

The course combines self-paced learning with live coaching sessions. Participants may apply as individuals or in a group of up to two employees from the same organization.

<sup>\*July\*</sup> 17 Participants should expect to begin the course in November 2025.

## Who Should Apply

The course is ideal for small to large coffee companies and organizations (typically exporting five or more containers annually) that are innovative, forward-thinking, and ready to leverage technology and sustainability to reach new markets.

### Target participants include:

- General Managers
- Commercial or Export Managers
- Marketing and Sales Managers
- Communications or Sustainability Officers

## Selection Criteria

To be considered, applicants (individual or group) must:

- Have completed the **AFCA Sustainability Assessment** as an organization.
- Be employees of an active AFCA Member organization (**membership number required**) in one of the following focus countries: Burundi, Democratic Republic of Congo (DRC), Ethiopia, Kenya, Rwanda, Tanzania, or Uganda.
- Work with a small or medium-sized producer or exporter that exports at least five (5) containers annually or demonstrates strong potential for market growth.
- Demonstrate digital readiness (internet access, email, Zoom, etc.).
- Commit to completing all course assignments and live sessions.
- Clearly articulate how the course will benefit their organization's digital market access and sustainability communication strategy.
- Preference will be given to women and youth applicants.

## Application Requirements

Applicants must:

- Complete the Online Application Form: <https://forms.gle/dHSi232GRPURk8R48>
- Attach an updated Curriculum Vitae (CV) for all participants (individual or group).
- Attach a motivation letter (individual or group) describing why the applicant (s) should be considered for the scholarship and how the course aligns with their company or organization's goals.

 **Application Deadline:** November 7, 2025

 **Limited scholarships available – early applications are encouraged.**