

**Group 4**

# **DPI Learning in Practice**

## **Ethiopia Coffee Traceability Management System**

Digital Infrastructure for EUDR-Compliant Supply Chains

**Hawi Daba**

Ethiopian Coffee and  
Tea Authority (ECTA)

**Henok Alemayehu**

Vulcan ICT PLC



# 1. How can we design systems that simplify farmers' lives instead of adding burden?

## Start with simplicity

- Use **Producer ID** instead of requiring smartphones
- Minimize steps for farmer interaction
- Reduce dependency on digital literacy

## Focus on value

- Farmers must clearly understand the benefit
- Systems should save time, not add complexity

## Design for real conditions

- Not all farmers have access to smartphones or internet
- Use intermediaries (agents, cooperatives) where needed
- Offline-first approach is critical

Technology should adapt to farmers — not the other way around

## 2. How do we build scalable systems while keeping farmers at the center?

### **Farmer-centered design**

- Farmers are the backbone of the system
- Inclusion must be a priority, not an afterthought

### **Practical traceability**

- Use batch **IDs** and **producer linkage**
- Keep data structured but simple
- Avoid over engineering

### **Collaboration is key**

- Government + technology providers + field actors
- Continuous training and awareness

### **Sustainability**

- Systems must be maintainable long-term
- Balance compliance requirements with real-world usability

Scalable systems succeed when they remain simple, inclusive, and trusted

# Ethiopia Coffee Traceability Management System

Digital Infrastructure for EUDR-Compliant Supply Chains



## End-to-End Coffee Traceability



QR Codes



Geospatial Mapping



Logistics Tracking