

Thank you for your interest in applying for the Zero Project Impact Transfer program. This short application form will help the selection team choose 10 projects from the Zero Project nominations to be part of this year's Impact Transfer program. Please answer the questions as fully as you can to help us with this process.

Before you apply, please read our briefing document and make sure you can demonstrate how you meet the following criteria:

- *You have sufficient track record and evidence that your innovation works and can be replicated (inter)nationally;*
- *Replication is a strategic priority for your organization, with buy-in at a senior level of the organisation, and some resources are already available for replication;*
- *At least one senior person (with decision-making power) from your organization can commit approximately 1 day a week to the programme for webinars, assignments etc. from Oct 2020 to March 2021;*
- *You are open to learn, share and be challenged, and have a proactive attitude;*
- *You are able to participate in webinars and assignments in English.*

Please note you can save your progress and return to the survey at any time, as long as you use the same computer and browser to complete the survey. Also be aware that question numbers may appear out of order as certain questions depend on your previous answers.

If you have any queries about the program, or have any trouble accessing this survey, please contact Paula Reid at [p.reid@zeroproject.org](mailto:p.reid@zeroproject.org). An accessible Word version is available on request.

Name

Gary Hopkins

Email address (please note that by entering your email address, you are giving the selection team permission to contact you regarding your application)

[gary@ilovecoffeegroup.co.za](mailto:gary@ilovecoffeegroup.co.za)

Name of your organisation

I Love Coffee

Name of your project nominated for the Zero Project Awards

. What is your motivation for applying to join the Zero Project Impact Transfer program? (max 3000 characters)

Our Social Enterprise was formed on three pillars: 1) Bridging the gap between the hearing the Deaf 2) Vocational training for unemployed Deaf youth that leads to employment 3) Fully social and economic integration 5% of South Africans are Deaf and 70 - 80% of Deaf adults are unemployed and surviving on disability grants or the support of their families. In South Africa there is a distinct disparity between access to education for Deaf learners and mainstream education. This is not true for the whole world however access to job is a universal problem. Shortly after we opened our first cafe we had request franchise requests from India, UK, USA, Australia, Austria, Mauritius, Botswana and Zimbabwe. After four years of operation we believe our training, manufacturing and operational expertise has advanced sufficiently to consider global markets.

. What is your experience of replicating or transferring your innovation?

- We have already replicated our innovation
- We have not replicated our innovation yet, but it is a strategic priority and we have a clear idea about what to replicate, where and with which partners
- Replication is a new topic for us, but it is the right time to start working on it

. Please provide us more information on your replication strategy and experience so far (Where did you replicate this innovation? How did you replicate ? Which partners did you work with to replicate this innovation? How did you finance the replication? Results so far? Lessons learned?)

*This question was not displayed to the respondent.*

. Please explain your initial ideas on replicating your innovation (what you wish to replicate, in which geographies, which type of partners will you need, or any other relevant information). If you do not know yet, please write 'Don't know'

*This question was not displayed to the respondent.*

. Please describe the main questions or challenges you hope to address by participating in the Impact Transfer program.

1. Understanding the social challenges facing the Deaf in each region. 2. Connecting with the Deaf community and operators in each country 3. Adapting our business model to meet local needs 4. Developing a social franchise model that works globally 5. Increasing our manufacturing capabilities, specifically our coffee roasting

. Is replication a strategic priority for your organisation, supported by staff, your board and external stakeholders?

- Yes
- No
- I don't know

. Please explain how replication fits into your strategy and long-term goals, and how replication is supported by your Board and leadership team. If you are not sure, please write 'Not sure yet'

At this stage the only strategy we have considered is scaling our coffee roastery so that we can export our beans. We have also looked at an aligned coffee waste business model. Essentially we would supply coffee and use the waste to create a circular economy to create greater employment impact

. Have you standardized your model and operations in a way that allows partners to easily replicate it (guidelines, operations manuals, trainings,...)?

- Yes
- To some extent, but we still have more work to do
- Not yet

. Are specific human or financial resources already available for replication? Please explain.

In South Africa we have a business support from the Branson Center of Entrepreneurship that assist us to outsource addition human and financial resources that we may require

. Is there a clear project owner in your team who has the capacity, skillset, and decision-making power to participate fully in our program (approx. 1 day per week between October 2020 and March 2021) and support the replication of your innovation?

- Yes, we have a project owner for this program, with the necessary skills and seniority
- Not yet, but we have enough capacity and can easily assign a project owner for this program
- No, we do not have enough internal capacity for this program at the moment

. Please provide more information on the profile of the person who will serve as project owner for the Impact Transfer program (background, experience, ...). You can also add a link to the person's profile (on LinkedIn or on your website), if you wish.

I am the founder of the business. I have 26 years of marketing experience, 15 years of which I was running my own marketing business, I was responsible for implementing promotional strategies from the likes of Disney, Warner Bros, Sony Entertainment locally. I have global manufacturing experience and many of the products and strategies I developed were in turn implement elsewhere in the world. I have experience with international franchise models , including royalty reporting, concept approval, quality control, and sales reporting. I have worked with several multi-national companies in this way including, Kellogg's, Coca Cola, Energizer Batteries, McDonalds; Panini and BP. Since starting the business I have been responsible for building the operations team and client relationships including WeWork, Virgin Active, Marriott Hotels.

. We are interested to understand your impact model (also called Theory of Change): who are your main target groups, which key activities do you offer to these target groups, what impact (change) do you want to achieve for your target groups, and how do you measure this impact (if you do).

Please fill in the table below focusing on your main target groups, activities, expected impact and indicators.

	Insert your TARGET GROUP (one target group per box, maximum 3)	Insert your key ACTIVITY for this target group	Insert the main IMPACT (CHANGE) that your activity is supposed to achieve for this target group	Insert the main INDICATOR you use to measure your impact (if available)
1	Unemployed Deaf youth	Barista and hospitality training	Job readiness, work experience, life skill training and career path development	Our primary KPIs are number of trainees and employment numbers both inside our organisation as well as outside it. These numbers are reported quarterly to our impact investors
2	Deaf middle management	Accredited training in fascination, trainer development and management training	Providing career paths within our organisation to employees that we have identified to be promoted to middle management	This is measured by the number of staff complete the accredited facilitator training
3				

. Does your current funding model allow you to take repayable investment i.e. not grants, but equity or loans that you will have to pay back?

- Yes, and we have already received a repayable investment
- Yes, and this is something we want to explore
- No

. As part of the selection process for the Impact Transfer programme, we will be putting together a short video on each shortlisted project for our selection panel. We would be

grateful if you could send us:

- Any video material you currently have about the project (via YouTube, DropBox etc.) that you did not already submit as part of your Zero Project application.
- A short video (maximum 20 seconds), explaining why you wish to join the Impact Transfer programme. This video can simply be filmed on a mobile phone.

If you have weblinks to these videos, please include them below. Otherwise you can send them to [p.reid@zeroproject.org](mailto:p.reid@zeroproject.org).

<https://www.youtube.com/watch?v=iXeaQtRkxmY&t=6s> <https://www.youtube.com/watch?v=rRfoYXE01r4>

. If you have any other supporting documents (such as your organization structure, impact evaluations, or strategic plans) that you have not already included in your original Zero Project application, please include the web links below. Alternatively, you can email documents to [p.reid@zeroproject.org](mailto:p.reid@zeroproject.org), including your name and project title.

The selection panel will handle any documents you send us confidentially.

[www.ilovecoffeegroup.co.za](http://www.ilovecoffeegroup.co.za)

There are no further questions in the survey. Please use the 'Next' button below to submit your application.

**By submitting your application you are giving the Zero Project Impact Transfer team permission to share your responses with members of our selection panel.**

#### Location Data

**Location:** [\(-33.925796508789, 18.425903320312\)](#)

**Source:** GeolIP Estimation

