



THRIVE
EAST AFRICA

THRIVE in Ethiopia

Transforming Soil Health, Livelihoods
and Nutrition Through Regenerative
Diversification and Inclusive Value
Chains in East Africa (THRIVE)

At a Glance

The initiative supports East Africa's food security, farm resilience, and economic growth by strengthening sustainable, inclusive value chains for opportunity crops, African Indigenous Vegetables (AIVs), and coffee through diversified regenerative production with Neglected and Underutilized Species (NUS) and enhanced market systems.

The initiative builds upon two interconnected principles: production system diversification and inclusive market systems, using a Public-Private Partnership and living-labs model to co-create context-specific, evidence-based solutions jointly with governments, research institutions, and private sector actors.

It is implemented by the Alliance of Bioversity International and CIAT, in partnership with CIHEAM Bari, ECDPM, and UNIDO, and funded by the Italian Ministry of Foreign Affairs and International Cooperation.

THE CHALLENGE

East Africa's food systems face multiple challenges, including climate change, soil degradation, biodiversity loss, and malnutrition, compounded by over-reliance on a few staple crops, which lead to low dietary diversity and food insecurity. Coffee systems drive deforestation and declining productivity, while NUS remain marginalized by limited research, underdeveloped markets, and low consumer awareness. Fragmented, informal value chains cause high food loss and inequalities.

In Ethiopia, coffee is central to the economy, sustaining 15 million people, and it has deep cultural significance, being the origin of Arabica. Declining soil health and limited access to locally relevant agronomic advice have reduced productivity and quality, while climate change is intensifying risks. EUDR traceability demands threaten market access, since many coffee systems remain poorly documented.

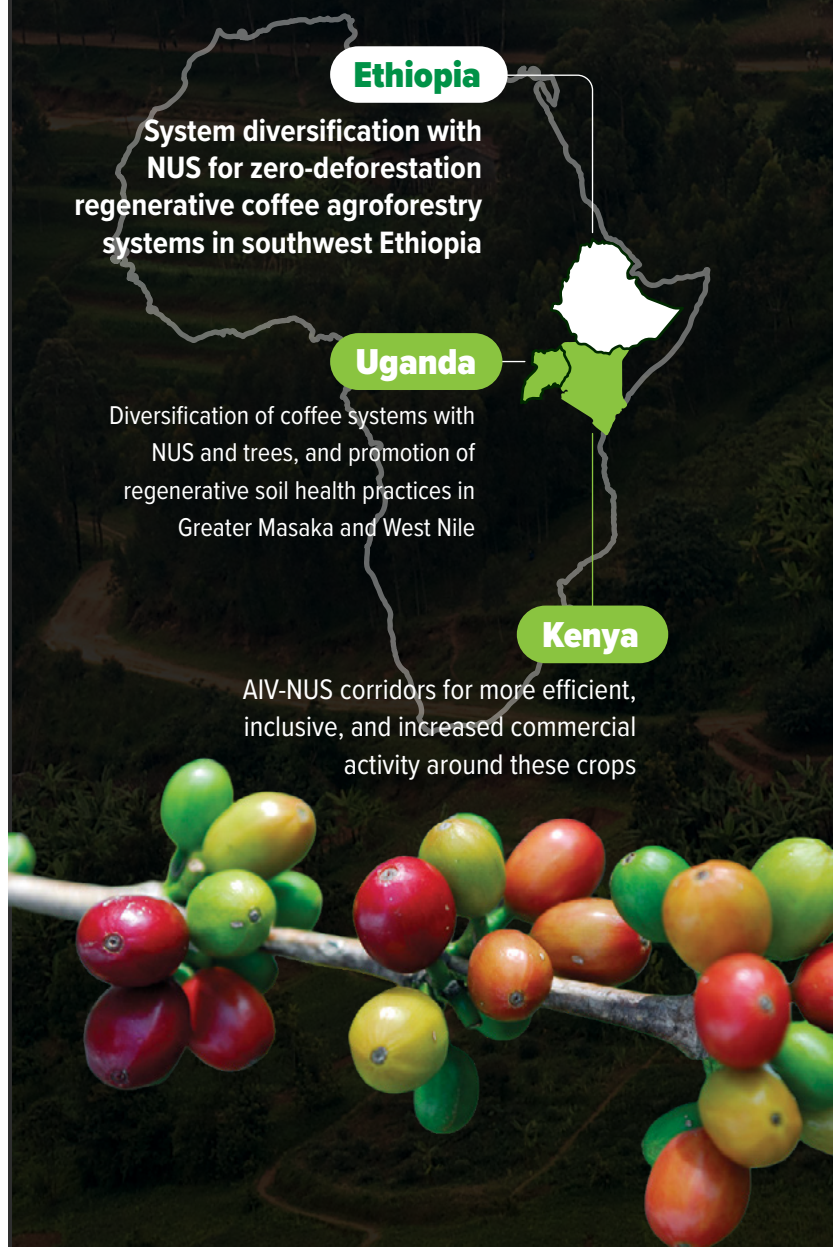
Project Objectives

THRIVE aims to enhance livelihoods of small-scale farmers through market inclusion and regenerative agricultural and agroforestry practices based on diversification with NUS and boosting soil health in Ethiopia, Kenya, and Uganda.

At the regional level, the project leverages the African Seed and Biotechnology Platform (ASBP) working group on opportunity crops, supports regional and national stakeholders in identifying context-appropriate regenerative agricultural practices, guides policy formulation, and promotes linkages with the African Continental Free Trade Area (AfCFTA). It partners with CIHEAM Bari's training hub for capacity building in NUS value chains and policy alignment.

Project Locations

THRIVE focuses on three target countries, each with a unique outcome.



Project Activities in Ethiopia

Build a Framework for Regenerative Deforestation-Free Agroforestry



Multi-Stakeholder Coordination Mechanisms

Map coffee value chain stakeholders; establish or join a multi-stakeholder platform for dialogue, coordination, and decision-making on regenerative coffee production, forest monitoring, opportunity crops, and traceability; and identify digital ecosystem gaps that affect the scaling of inclusive coffee agroforestry advisory services.



Forest Coffee Systems Baseline

Assesses the diversity of coffee agroforestry systems, develops a typology, and compiles evidence on regenerative practices. Identifies gaps in diversification, traceability, monitoring, and market access; assesses entry points for digital advisory systems, and provides a framework for monitoring.

Develop Climate-Resilient and Traceable Agroforestry Systems



Integrated Advisory Services for Regenerative Innovations

Support the co-identification and packaging of regenerative practices; validate advisory packages with stakeholders, assess delivery mechanisms, and translate solutions into advisory materials, manuals, and digital content.



Co-Design of Climate-Informed, Diversified, and Traceable Coffee Agroforestry Systems

Tailors digital tools for climate adaptation, participatory design, traceability, deforestation monitoring, EUDR compliance, and GESI; creates dashboards and tests their usability.

Scale Diversified Agroforestry Practices and Inclusive Business Models



Coffee Training Centers for Scaling Coffee Agroforestry and Decision Support Tools

Promote large-scale adoption of agroforestry systems and decision support tools through training of trainers, activities at the centers and farmer-centered learning approaches. Showcase the approach and tools through stakeholder platforms.



Inclusive Coffee and NUS Business Models

Facilitate access to finance and build partnerships among cooperatives, private-sector actors, and financial institutions; replicate successful models, and develop guidelines and standard operating procedures.

Project Outcomes in Ethiopia



10,000 smallholder coffee farmers benefited overall



200 extension agents trained on regenerative systems and digital advisory tools



10+ cooperatives strengthen governance, traceability, and business models



20 private-sector actors will benefit from improved traceability and market transparency



50 government staff will be supported in forest monitoring and compliance system

Farmers adoption of regenerative agroforestry practices, inclusion of NUS, and improved soil management practices, in combination with climate advisory services and traceability tools, will improve smallholder productivity and market access, ultimately enhancing livelihoods and supporting inclusive economic growth.

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Find more about
THRIVE here:



Funded by



Ministero degli Affari Esteri
e della Cooperazione Internazionale

Implemented by



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