

Mocha, Medicine, Mitigation (MMM)
Final Project Write Up

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Executive Summary

The Yemeni civil war has created the world's largest humanitarian crisis, in which nearly 13 million Yemenis face urgent health care needs but lack adequate access to care. Languishing amid the violence is Yemen's historic coffee industry. The Mocha, Medicine, Mitigation (MMM) Coffee and Health project addresses these issues by reinvigorating the historic coffee industry while improving health care access amid the humanitarian crisis. "Restorative Coffee" from the "Land of Yemenia" generated by the MMM project represents the restoration of healthy communities, the environment, small growers, and peace in the region, along with the mind, body, and spirit of those who consume it.

The MMM project presents investors with a profound opportunity to positively impact the lives of millions of Yemeni citizens. It involves establishing a network of coffee mills, facilitating the global expansion of the Yemeni coffee industry while concurrently offering accessible basic healthcare services to farmers and their families. By improving the health of both the economy and the people of Yemen, we lay the foundation for the country to be able to support sustainable peace once brokered through a peace deal.

Section 1: Impact Vision

Amidst the decade-long Yemeni civil war, engulfing the nation in what can be deemed one of the most severe humanitarian crises globally, lies an unprecedented opportunity to catalyze transformative change by impacting the lives of Yemeni citizens and ensuring they have access to fundamental healthcare services through mobile medical units. These units will traverse communities across Yemen, manned by trained personnel providing care delivered by physicians and nurses, free of charge or through a community health insurance plan. This initiative will transcend conflict lines, ensuring care is extended to members on both sides of the conflict. Integral to this vision is the establishment of a sustainable community healthcare program, which will facilitate ongoing care without imposing out-of-pocket expenses for each visit or procedure. This will eliminate the financial barriers to continued care, and thus foster a healthier populace. While mobile medical units and community healthcare represent primary areas of impact, we acknowledge their limited revenue generation potential. Nevertheless, envisioning their funding

through innovative financial instruments like development impact bonds could sustain these initiatives.

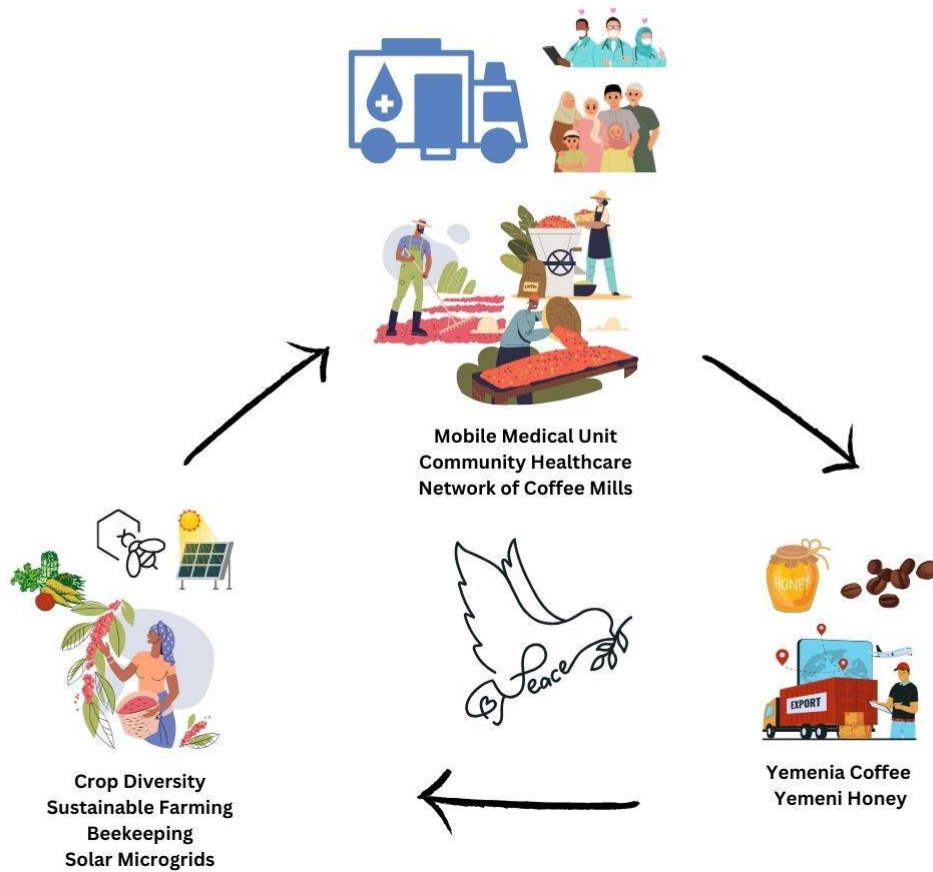
At the heart of our vision lies the major investment opportunity in the form of the revival of Yemen's historic coffee industry, nurtured by thousands of rural farmers. We envisage the creation of a cohesive network of coffee mills collaborating to promote and export Yemen's distinct *Coffea arabica* subtype called “Yemenia coffee” onto the global stage. This strategic investment, facilitated by a sustainable peace bond, promises to unlock economic prosperity benefiting the entire nation, including farmers and communities on all sides of the conflict.

Furthermore, we identify supplementary investment avenues to assist farmers in enhancing their crop productivity and expanding their businesses for increased income generation. These avenues entail providing tailored microloans to farmers to expand their agricultural operations, thereby increasing yield and income. Alternatively, investments in ventures like beekeeping, solar microgrids, and crop diversification offer avenues for diversifying income streams thus bolstering farmer livelihoods. These initiatives can be facilitated through partnerships with NGOs or through investments in social enterprises.

In the long term, the burgeoning coffee industry is envisioned as a cornerstone in sustaining mobile medical units, fostering symbiotic relationships between healthcare and agriculture. Over time, the expansion of the coffee industry could lend support to the mobile medical units. Coffee mills could additionally serve as viable locations to park the MMUs, facilitating a centralized space for both the mobile medical units and the farmers in need of medical care. This would allow for seamless coordination, ensuring that farmers can access essential healthcare services directly from the MMUs stationed at the mills.

Through our comprehensive strategy, which integrates/intertwines community healthcare with a flourishing coffee industry, we envision Yemen embarking on a path toward economic stability, conflict mitigation, and ultimately, peace. Embracing this transformative vision, we name our Impact Investment Solution "Mocha, Medicine, and Mitigation" (MMM), symbolizing our commitment to catalyzing positive change and fostering resilience amidst adversity.

Mocha, Medicine, Mitigation



Section 2: The problem to be addressed:

Yemen faces a multifaceted humanitarian crisis of staggering proportions, requiring urgent attention and innovative solutions. At the heart of this crisis lies a dire lack of access to essential healthcare services, exacerbating an already precarious situation for millions of Yemenis. The statistics paint a bleak picture:

- **Humanitarian Assistance:** With 21.6 million people in need of humanitarian assistance, Yemen stands on the brink of one of the most severe humanitarian crises globally. The scale of this need highlights the urgency to act decisively and comprehensively (Hayan 2023).

- **Urgent Healthcare Needs:** A staggering 12.9 million Yemenis have urgent healthcare needs, reflecting the acute health crisis gripping the nation. Lack of access to basic medical services further compounds the challenges faced by communities grappling with conflict and instability (Hayan 2023). The healthcare landscape is further compounded by stark disparities, particularly in rural areas where over half of the population resides, resulting in limited access to even the most basic healthcare services. High geographic and financial access barriers persist, disproportionately affecting impoverished segments of society. Additionally, resource allocation practices are inequitable, with a substantial portion of Total Health Expenditure (THE) allocated to treating a small number of patients abroad, primarily from wealthier families (Holst and Gericke 2012).
- **Dysfunctional Healthcare Facilities:** Alarming, 46% of healthcare facilities in Yemen are either partially functional or non-operational altogether. This critical infrastructure breakdown severely limits the ability to deliver lifesaving medical care to those who need it most (Hayan 2023). Furthermore, the Yemeni health system heavily relies on external funding, with primary healthcare services predominantly provided by implementing NGOs, both local and international. Additionally, the healthcare landscape is characterized by private and public health organizations, including hospitals and clinics, which often depend on development partners executing vertical health programs, such as UNICEF (Al-tashi 2023).
- **Preventable Diseases:** Preventable diseases such as cholera and tuberculosis are rampant across the country, posing significant threats to public health. The prevalence of these diseases underscores the urgent need for healthcare interventions to stem their spread and mitigate their impact on vulnerable populations (Hayan 2023).
- **Lack of Health Insurance:** Compounding these challenges is the absence of health insurance coverage for most Yemenis, leaving them vulnerable to soaring medical expenses and further hindering their access to essential healthcare services. The healthcare system in Yemen operates on an out-of-pocket basis, where patients pay for care directly without the safety net of insurance coverage. This reliance on out-of-pocket payments, which constitute 55% of the THE of just US\$40 per capita, imposes substantial financial burdens on individuals seeking medical treatment (Holst and Gericke 2012). While Yemen has witnessed the emergence of small-scale solidarity schemes and limited health benefit schemes by public and private companies, these initiatives remain fragmented and fail to provide comprehensive coverage to the majority of the population. Employment-based schemes offer some healthcare coverage at an average annual cost of US\$200 per employee, but civil servants contribute to a mandatory health insurance scheme without receiving commensurate health benefits in return (Holst and Gericke 2012). These challenges underscore the urgent need for comprehensive social health protection to ensure equitable access to healthcare for all Yemenis.
- **Unorganized Coffee Sector:** Coffee was first consumed as a drink by Yemen's Sufi monks in the mid-1400s, and the Port of Mokha became the sole source of the international coffee trade by the 1700s, giving the mocha its name. From this historic

prominence, today Yemen produces only 0.1% of the world's coffee ("YEMEN — Qima | The Coffee Revolution" 2024). The Yemeni coffee industry currently operates in a fragmented and unorganized manner, characterized by a patchwork of family-run farms and a limited number of unaffiliated cooperatives and mills. This lack of cohesion hampers the industry's potential for growth and development, resulting in missed opportunities for both coffee farmers and farm workers.

- **Financial Constraints on Coffee Farmers:** Despite the high demand for coffee in the market, Yemeni coffee farmers face significant financial constraints that hinder their ability to increase production. Limited access to capital and resources prevents farmers from investing in the expansion of their coffee cultivation, thereby constraining supply and limiting their potential to capitalize on market opportunities. Addressing these financial barriers is essential in order to unlock the full potential of Yemen's coffee industry and support the economic empowerment of coffee farmers.

Considering the pressing issues discussed above and the insights provided by Table 1 regarding Yemen's demographics, it is evident that a concerted effort is needed to address the root causes of Yemen's healthcare crisis and pave the way for sustainable solutions. The proposed Impact Investment Solution (IIS) seeks to confront these challenges by prioritizing the establishment of a cohesive Yemeni Coffee Industry supporting an investment in Mobile Medical Units delivering essential health services to communities across Yemen. The IIS particularly endeavors to foster peace in Yemen through the utilization of the Sustainable Peace Bond, an innovative impact investment instrument aimed at mitigating conflict in Yemen.

The major investment opportunity lies in the creation of a network of cooperatives and coffee mills, aimed at establishing a unified Yemeni coffee industry with greater brand recognition and bargaining power in the marketplace. This strategic approach addresses the current fragmentation within the coffee sector, transitioning from a series of family-run farms and independent cooperatives to a collaborative network that preserves the unique approach of each entity while enhancing industry-wide cohesion. By investing in this initiative, we not only bolster the economic prospects of coffee farmers but also uplift the livelihoods of workers on the farms, thereby fostering greater economic stability and resilience within Yemen's agricultural sector. Furthermore, through targeted investments in healthcare facilities facilitated by mobile health units, we aim to redress the systemic issues plaguing Yemen's healthcare system. These mobile units will not only deliver essential health services to rural communities but also ensure that the workers supporting the coffee industry receive the care they need to stay healthy. Additionally, implementing microlending initiatives can provide essential financial support to coffee farmers, enabling them to invest in their crops and increase production. By addressing both the healthcare and economic challenges facing Yemen, we aspire to pave the way for a brighter, more resilient future, where every Yemeni has access to and can afford basic healthcare services.

Table 1:

DEMOGRAPHICS:
<ul style="list-style-type: none"> • Total Population: 32,140,443 (“The World Factbook”, n.d.) • Number of Males: 16,221,139 (“The World Factbook”, n.d.) • Number of Females: 15,919,304 (“The World Factbook”, n.d.) • Number of people who lack access to basic health services—19.7 million (“USAID Yemen Health Fact Sheet”, n.d.) • Yemen GDP: In 2008 - US \$21.61 billion (“World Bank national accounts data” 2018) <ul style="list-style-type: none"> ◦ In 2003, 14% of GDP was tied to agriculture, 40% to industry, and 45% to services. • Current health expenditure: 4.3% of GDP (“The World Factbook”, n.d.) • Hospital bed density: 0.7 beds/1,000 population (“The World Factbook”, n.d.) • Maternal Mortality Rate: 164 maternal deaths per 100,000 live births (“USAID Yemen Health Fact Sheet”, n.d.) • Infant mortality rate: 45.7 deaths per 1,000 live births (“USAID Yemen Health Fact Sheet”, n.d.) • Neonatal mortality rate: 28.1 deaths per 1,000 live births (“USAID Yemen Health Fact Sheet”, n.d.) • Death Rate: 5.5 deaths/1,000 population (“The World Factbook”, n.d.) • Life expectancy, male: 65.8 years (“The World Factbook”, n.d.) • Life expectancy, female: 70.6 years (“The World Factbook”, n.d.) • Literacy level, male: 85.1% (“The World Factbook”, n.d.) • Literacy level, female: 55% (“The World Factbook”, n.d.) • The average fertility rate: 2.82 children born/woman (“The World Factbook”, n.d.) • Urban population: 39.8% of total population (“The World Factbook”, n.d.) • Unemployment rate: 17.61% (“The World Factbook”, n.d.) • Population below poverty line: 48.6% (“The World Factbook”, n.d.) • Size of families: 7.4 members with approximately 3.1 members sharing one room (“The World Factbook”, n.d.) • Number of villages: 38,284 villages (as of 2001) (“The World Factbook”, n.d.) • Food Insecurity: experienced by 16.2 million people (Al-tashi 2023) • Malnutrition: 3.25 million (Al-tashi 2023) • Agricultural land: 44.5% (“The World Factbook”, n.d.) • Arable land: 2.2% (“The World Factbook”, n.d.) • Age Structure: (“The World Factbook”, n.d.) <ul style="list-style-type: none"> 0-14 years: 34.4% (male 5,622,998/female 5,430,285) 15-64 years: 62.2% (male 10,112,603/female 9,865,805) 65 years and over: 3.4% (male 485,538/female 623,214)

Section 3: Theory of Change

To effectively plan, implement, and evaluate the Impact Investment Solution (IIS) encompassing mobile medical units (MMU) and a cohesive coffee network, it is imperative to outline a clear Theory of Change (ToC). The ToC serves as a roadmap, guiding our understanding of the inputs, activities, outputs, and outcomes of the program, and serves as a vital tool for conceptualizing, implementing, and assessing the IIS, providing a structured framework for understanding the inputs, activities, outputs, outcomes, and impacts of the program across its various components.

In our Impact Investment Solution named “Mocha, Medicine, and Mitigation”, the Theory of Change blends inputs, activities, and outputs from both the Mobile Medical Unit and the Cohesive Coffee Network to drive towards short and long term outcomes that improve individual wellbeing and the overall economic health of the coffee industry. Our aim is to fortify Yemen's journey towards mitigated conflict and sustainable peace while ensuring universal healthcare access and restoring the historic Yemeni Coffee industry. Our IIS approach goes beyond conventional forms of investing by embracing a comprehensive strategy that addresses healthcare access, agricultural productivity, and economic resilience simultaneously. By leveraging synergies between healthcare and coffee production, we propose the MMM model that fosters mutual benefits and sustainable development.

Inputs represent the essential resources, knowledge, and support needed to execute the program effectively. Inputs include basic resources ranging from medical supplies/equipment, skilled healthcare workforce and a culturally sensitive team as well as collaboration with coffee industry stakeholders like farmers, mills, and cooperatives, high-quality seedlings to increase coffee production, and marketing/branding/R&D.

Activities encompass the concrete actions undertaken within each component of the IIS. For example, procuring the mobile medical unit and stocking it with medical equipment, supplies, and technology to recruiting and training healthcare professionals on the healthcare side to facilitate knowledge sharing among farmers and promoting and creating a distinct Yemenia coffee brand on the coffee network side.

Outputs denote the tangible products, services, or deliverables generated because of these activities. the number of patients treated, number of community members engaged, percentage yield from coffee farms, and global recognition of Yemenia coffee brand.

Outcomes delineate the immediate and intermediate changes or results stemming from the outputs. Short-term outcomes include improved access to healthcare services, enhanced productivity among coffee farmers, or increased healthcare coverage. Long-term outcomes, projected over 3-6 years, envision more profound shifts in behavior, systems, or conditions. These include improved health indicators, sustainable livelihoods for coffee farmers, or strengthened healthcare infrastructure.

Contextual factors, depicted in the accompanying box, encapsulate the broader socio-economic, political, and environmental conditions that shape the program's implementation and

impact. These factors may act as catalysts, facilitators, barriers, or constraints, influencing the effectiveness and sustainability of our interventions.

Given the multifaceted nature of the Impact Investment Solution, each major aspect - mobile medical units and the cohesive coffee network - warrants its own Theory of Change as depicted in Figure 1 and Figure 2. The MMM project offers multiple investment opportunities with different inputs and activities that come together to share outcomes and impacts. This approach of curating different TOCs allows us to tailor strategies, metrics, and interventions specific to the unique dynamics and objectives of each component.

Figure 1: Mobile Medical Unit (MMU): Theory of Change

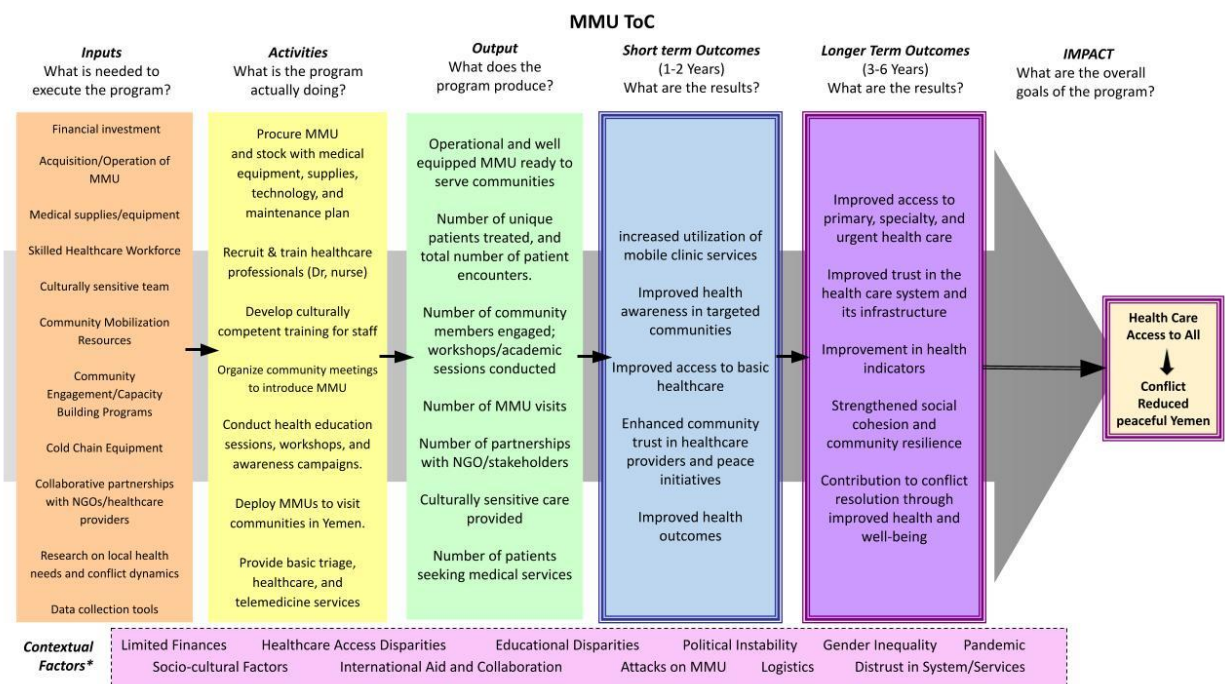
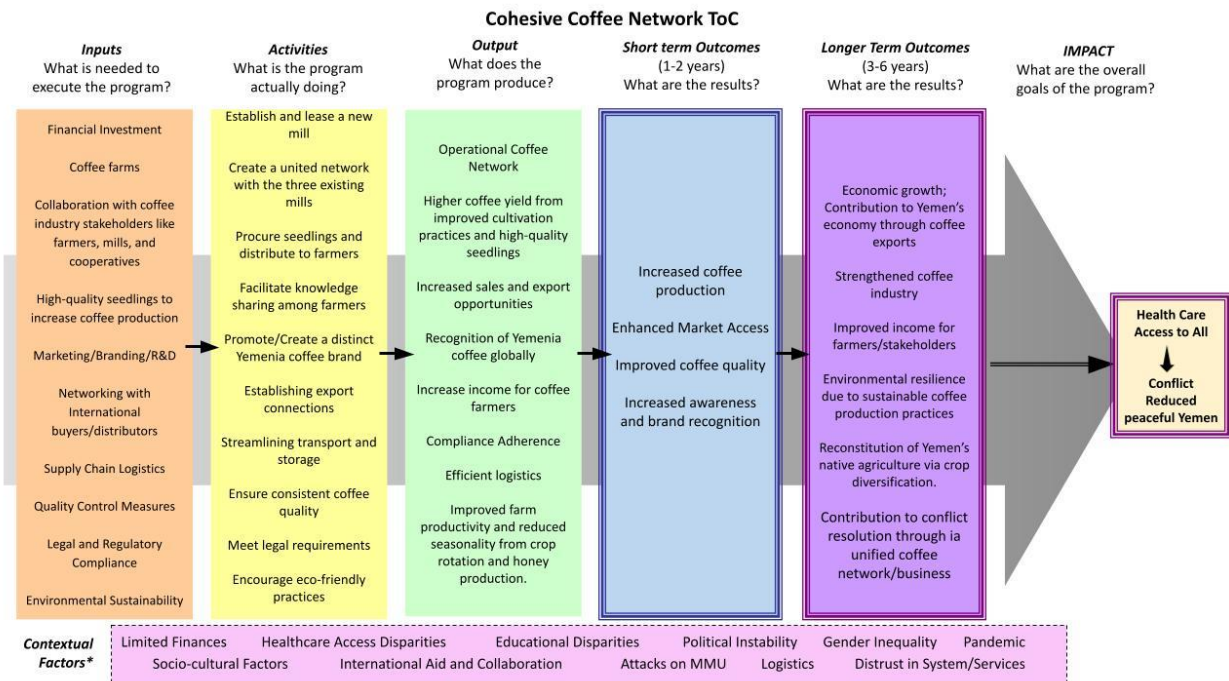


Figure 2: Cohesive Coffee Network: Theory of Change



Section 4 - Outcomes

We will employ the U.N. Sustainable Development Goals (SDGs) to frame the project's outcomes. This initiative will specifically target SDGs 2 (Zero Hunger), 3 (Good Health and Well-being), 5 (Gender Equality), and 16 (Peace, Justice, and Strong Institutions).

- **SDG 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture**
 - 2.3: By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment
 - 2.4: By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality
- **SDG 3: Ensure healthy lives and promote well-being for all at all ages**

- 3.7: By 2030, ensure universal access to sexual and reproductive health-care services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes
- 3.8: Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all
- **SDG 5: Achieve gender equality and empower all women and girls**
 - 5.a: Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance and natural resources, in accordance with national laws
- **SDG 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels**
 - 16.1: Significantly reduce all forms of violence and related death rates everywhere
 - 16.3: Promote the rule of law at the national and international levels and ensure equal access to justice for all
 - 16.9: By 2030, provide legal identity for all, including birth registration

Section 5 - Stakeholder Analysis

- **Women:** Women in Yemen play a crucial role in both the healthcare and coffee sectors. The implementation of the Impact Investment Solution (IIS) will directly benefit women's health and financial well-being. With the provision of basic healthcare services and obstetrics care through mobile medical units, women in rural communities will have access to safer pregnancies and improved health outcomes. Additionally, the growth and standardization of the Yemeni coffee industry, particularly focusing on Yemenia coffee, will positively impact women who comprise 75% of coffee farmers in Yemen (Arun 2020). Moreover, investments in risk-mitigation strategies such as beekeeping, crop diversity, and solar microgrids will further enhance their livelihoods and economic empowerment.
- **Farmers:** Yemeni farmers, particularly those involved in coffee cultivation, are integral stakeholders in the IIS. With thousands of Yemenis working on coffee farms spanning approximately 35,000 hectares across the country, farmers represent a significant portion of the population directly impacted by the project (Owen 2020). The government has identified a substantial untapped export potential of 60% in the coffee industry, highlighting the need for investment to realize this potential (Hand-in-Hand Initiative, Food and Agriculture Organization of the United Nations 2022). Through initiatives

aimed at enhancing the coffee sector, such as the creation of a network of cooperatives and mills and investments in crop diversification and infrastructure, farmers stand to benefit from increased productivity, economic growth, and improved livelihoods.

- **Healthcare Professionals:** Medical professionals, including physicians, nurses, and other healthcare workers, are crucial stakeholders in the successful implementation of mobile healthcare units. Their expertise and involvement in providing healthcare services, training, and capacity-building efforts will be essential for delivering quality care to communities across Yemen.
- **Impact Investors:** Impact investors play a vital role in providing funding, expertise, and support for the implementation of the project. Their engagement and commitment to sustainable investment principles are essential for driving positive social and economic impacts in Yemen. By mobilizing capital and resources, impact investors contribute to the scalability and long-term sustainability of initiatives aimed at promoting peace, economic development, and healthcare access.
- **Coffee Processing Entities (Mills and Cooperatives):** Mills and cooperatives play a crucial role in Yemen's coffee industry. The IIS focuses on creating a cohesive and unified network of mills and cooperatives to streamline coffee processing, enhance value addition, and strengthen market competitiveness. The IIS targets three key mills in Yemen: Mocha Mill, Pearl of Tehama, and Qima Foundation. Mocha Mill is dedicated to educating coffee farmers, with a particular focus on empowering women within the industry. Despite its modest size, Mocha Mill demonstrates a clear commitment to social inclusion and community development. Conversely, Pearl of Tehama, a longstanding player in the sector, prioritizes farmer education and infrastructure enhancement, showcasing its dedication to advancing the industry's growth and sustainability. On the other hand, the Qima Foundation emerges as Yemen's primary specialty coffee exporter, operating as a fully integrated entity with a focus on sustainable agriculture practices and genetic research. With notable partnerships with industry leaders like Blue Bottle and Lavazza, as well as collaborations with the Yemen Ministry of Agriculture, the Qima Foundation plays a significant role in driving innovation and growth within Yemen's coffee sector. These mills serve as essential infrastructure for processing and refining coffee beans, contributing to improved quality standards and market access. Through coordinated efforts, the IIS aims to optimize the efficiency of mills and empower cooperatives, driving economic growth and social development within Yemen's coffee sector.
- **Yemen Government Agencies:** Government entities at local, regional, and national levels play a pivotal role in facilitating, regulating, and supporting initiatives aimed at healthcare and economic development. Collaboration with government agencies is essential for securing necessary approvals as well as ensuring the sustainability and scalability of the IIS.

- **Non-Governmental Organizations (NGOs):** NGOs operating in Yemen, particularly those specializing in healthcare, agriculture, and economic development, serve as valuable partners in complementing and enhancing the efforts of the IIS. Collaborating with NGOs enables the leveraging of additional resources, outreach to vulnerable populations, and alignment with community needs. NGOs play a critical role in complementing government efforts and delivering targeted interventions to address humanitarian challenges and promote inclusive development.

Identifying and engaging with stakeholders is imperative for the successful implementation and sustainability of the Impact Investment Solution in Yemen. By recognizing the interests, needs, and contributions of various stakeholders, the project aims to effectively address challenges, leverage opportunities, and achieve its overarching goals of promoting peace, improving healthcare access, and fostering economic development in Yemen.

Section 6 - DCF - See Attachment

Section 7 - Other Risk Mitigating Investments

Other risk mitigating investments stemming from the coffee farms include crop diversity, beekeeping, developing solar microgrids, and a new subtype of *Coffea arabica* called Yemenia.

- **Crop Diversity:** Although Yemen has been impacted by years of conflict and by climate change, Yemeni farmers have become skilled at adaptation and Yemen has some of the most diverse crops in the world (“Yemen - Farming, Crops, Fisheries”, n.d.). Unfortunately, Yemen imports the majority of its food, with many Yemenis having shifted to wheat based diets rather than diets based in grains that are indigenous to the country (“Agriculture and Conflict in Yemen”, n.d.). Investing in crop diversity and rediscovering domestic crops that can once again become instrumental to the Yemeni diet provides not only an investment opportunity but an opportunity to create a more self-sufficient Yemen. In addition, growing crops that mature and require harvesting at different times of year provides economic benefit to farmers year round. This should be taken into consideration when determining which crops will be used in the diversification plan.
- **Beekeeping:** Like coffee farming, beekeeping is a longstanding tradition in Yemen with Yemeni honey considered some of the best in the world (“Beekeeping in Yemen | MPTF Office”, n.d.). The beekeeping industry has suffered from the ongoing conflict as well as from climate change but efforts are being made to rebuild and support a new generation of beekeepers, many of whom live in the same areas as the coffee farms. The value of the Yemeni honey trading market is estimated to be \$500M annually (“Yemeni Beekeepers

Confront Climate Threats” 2023). Bees have been shown to have a positive impact on coffee bean production (WAUGH 2022) and provide a harvest for the farmers in the off seasons, making this an investment opportunity that supports two industries, not just one.

- **Solar Power:** Although Yemen is an oil producing country, it also “has the highest average solar energy potential in terms of Global Horizontal Irradiance (GHI)” according to the World Economic Forum (“Which countries could gain the most from renewable energy?” 2018). NGOs have been investing in solar energy in Yemen for the past decade, especially in training women to operate solar microgrids (“Making Energy Affordable in Yemen through Solar Power” 2020). Given the high percentage of women who are involved in coffee farming, as well as the need for coffee farmers to move away from oil-based fuel to power their machinery, shifting to solar power is not only an environmentally strong investment opportunity but also one that supports the larger community and the burgeoning coffee industry.
- **Yemenia Coffee & Marketing:** Recent research into the genetics of coffee by the Qima Coffee Genetic Project has revealed that the coffee found in Yemen is actually an entire new “mother population” of *Coffea arabica* (“YEMENIA — Qima | The Coffee Revolution”, n.d.). This new research provides an opportunity to brand and market a new type of coffee, “Restorative Coffee” from the “Land of Yemenia,” and create an international following around Yemenia coffee that exists around other types of coffee. Coffee experts believe that Yemenia represents an entirely new coffee profile that will change the coffee industry as we know it today, and that strands of Yemenia are more resistant to climate change than other strains of *Coffea arabica* (ibid). Currently, Yemenia only exists in Yemen, giving investors the opportunity to support and grow the local industry while preserving Yemeni coffee traditions and supporting the community responsible for maintaining them.

Section 8: Monitoring Social Impacts

We will utilize the GIIN IRIS+ metrics and Key Performance Indicators (KPIs) to measure outcomes, focusing particularly on healthcare and agriculture. These metrics and KPIs will be cross-referenced with those recommended for SDGs 2, 3, 5, and 16 to ensure comprehensive alignment and measurement.

Healthcare (Global Impact Investing Network (GIIN), Spector, and Haile-Mariam, n.d.)

- Access to healthcare
 - Number of insurance beneficiaries
 - Number of patient encounters
 - Number of unique patient encounters
 - Number of healthcare facilities under management
 - Number of procedures and/or surgeries conducted
- Job Creation

- Number of people employed
- Improved Quality of Healthcare
 - Results of medical intervention
 - Patient Satisfaction
- Healthcare Awareness Raising/Preventative Care
 - Number of preventative visits and/or screenings
 - Healthcare awareness campaigns and/or educational activities
- Affordability of Healthcare
 - Beneficiaries broken down by socioeconomic status
 - Number and/or percentage of subsidized procedures
 - Price benchmarking against competition

Agriculture (Guzmán 2022)

- Depth and Scale of Financial Impact to Farmers
 - Number and percent of smallholder farmers with increased value in savings accounts
 - Percent change in value of savings accounts
- Smallholder Client Detail
 - Number and percent of female smallholder clients
 - Number and percent of low-income smallholder clients
- Organizations or Enterprises Served
 - Number of organizations or enterprises served
- Financial and Non-Financial Products or Services in Use
 - Range of financial products or services used
 - Non-financial support offered
- Crop and Livestock Yield
 - Crops and livestock produced
- Smallholder Engagement
 - Stakeholder engagement

Section 9: Conclusion

In conclusion, we propose the Moch, Medicine, Mitigation (MMM) Coffee and Health project to rejuvenate Yemen’s people and economy while promoting peace. Composed of the Mobile Medical Unit to expand health care access, Comprehensive Coffee Network to restore the historic coffee industry, and generation of “Restorative Coffee” from the “Land of Yemenia,” MMM presents an innovative solution to multiple societal needs without sacrificing. In doing so, MMM also mitigates risks to offer investors the prospect of broad social benefit, all while achieving higher financial returns.

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