Dynamique des Jeunes Leaders pour la Paix et le Respect des Droits Humains
DYJEPREDHU asbl
Dynamics of Young Leaders for Peace and Respect for Humains Rights
CHANGEMENT TRANSFORMATION IMPACT

Processing Juices & Water in Eastern DR Congo

Junes 2026

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PROJECT TECHNICAL PROPOSALS

I. Project Summary

1. Title of the project: Processing Juices & Water in Eastern DR Congo

2. Contact details:

• Name of the organization: Dynamic of Young Leaders for Peace and Respect for Human Rights, "DYJEPREDHU asbl" in acronym

Address: Avenue Kasindi II, No. 131, Quartier KATOYI, Commune of Karisimbi, City of Goma North Province – Kivu / DRC.

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- Referees:

Mr Christian AHADI BEN MASONGA (Executif Director)

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Mr. RIZIKI BARAKA Isaac (Financial Administrator)

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3. Organization Mission Statement

Our Mission

"To pioneer sustainable beverage manufacturing by delivering 100% natural, nutrient-dense juices and purified water that promote global health and wellness. We are committed to eliminating single-use plastic waste through advanced eco-friendly packaging, reducing carbon footprints via optimized local supply chains, and driving economic growth for regional agricultural communities. Through clean technology and absolute manufacturing transparency, we empower consumers to make healthier choices for themselves and the planet."

Project Beneficiaries

- **1. Health-Conscious Consumers**
  Individuals, families, and wellness enthusiasts seeking 100% natural, additive-free beverages to improve their daily nutrition and lifestyle.

- **2. Regional Agricultural Communities**

Local fruit farmers and farming cooperatives who gain a stable, long-term commercial buyer, reducing post-harvest losses and boosting rural incomes.

- **3. Local Retailers & Hospitality Businesses**
  Supermarkets, gyms, health food stores, and hotels that receive a reliable, high-demand supply of premium, locally produced juices and purified water.

- **4. The Environment & General Public**
  Local communities that benefit directly from reduced plastic pollution and lower carbon emissions due to the project's 100% eco-friendly packaging and localized logistics.

- **5. Skilled & Unskilled Local Workers**
  Job seekers who secure direct employment and technical training opportunities within the automated factory, warehousing, and distribution networks.

Total cost of the project: US $ 80,000

- **Bank account: Dynamique des Jeunes Leaders pour la Paix et le Respect des Droits Humains, DYJEPREDHU asbl**

Goma Agency -DRC

No. 1272-28000-23526760001-87

Following code: TRMSCD3L

Context and Justification of the Project

- **Growing Health Awareness**
  Global consumers are actively shifting away from high-sugar, artificially preserved beverages toward natural, functional alternatives that support daily health and immune system wellness.

- **Environmental Plastic Crisis**
  The traditional beverage sector relies heavily on single-use plastics, creating massive environmental pollution and pressure on municipalities to enforce sustainable waste management.

- **Technological Innovation Gap**
  Many existing local manufacturing setups use high-heat pasteurization, which kills vital nutrients and alters the natural taste of juices, leaving a gap for advanced cold-press alternatives.

- **Agricultural Waste & Supply Chains**
  Local farmers suffer from high post-harvest losses due to a lack of immediate processing facilities, showcasing a clear need for industrial partnerships to stabilize the agricultural economy.

- **The Project's Strategic Response**
  This project directly solves these issues by establishing an eco-efficient facility that uses clean technology to process healthy drinks, utilizing green packaging to protect both consumers and the planet.

Context and Justification

1. **Market Context: The Shift Toward Health and Wellness**
   The global beverage industry is undergoing a major transformation driven by changing consumer behaviors. Traditional commercial drinks, heavily loaded with refined sugars, artificial flavors, and chemical preservatives, are increasingly linked to rising public health concerns such as obesity and chronic diseases. Today, consumers are actively demanding clean-label, functional beverages specifically natural fruit juices and purified water that support immune health, energy, and overall daily well-being.

2. **Environmental Justification: The Crisis of Plastic Waste**
   The traditional beverage sector is one of the largest contributors to single-use plastic pollution and industrial carbon emissions. Linear production models generate excessive packaging waste that threatens ecosystems and strains municipal waste systems. There is an urgent, regulatory, and ethical need to transition toward circular manufacturing frameworks that utilize biodegradable or 100% recycled materials, reducing environmental degradation without compromising product safety.

3. **Technical Justification: Overcoming Nutrient Loss**
   Standard industrial beverage processing relies on high-heat pasteurization. While effective for shelf-life, this method destroys essential vitamins, enzymes, and natural flavors, resulting in a lower-quality product. This project is justified by the implementation of advanced processing methods, such as cold-press extraction and micro-filtration, which eliminate the need for thermal treatment or additives, delivering a premium, nutrient-dense beverage to the market.

4. **Socio-Economic Justification: Supporting Local Supply Chains**
   Local agricultural sectors often suffer from high post-harvest losses due to the lack of immediate, reliable processing infrastructure. By establishing this facility, the project builds a direct bridge with regional farmers, guaranteeing stable demand for their produce. This reduces food waste, stabilizes agricultural incomes, creates rural employment, and lowers transportation-related carbon emissions by localizing the supply chain.

Project Description

Executive Summary & Context

This project establishes a next-generation manufacturing facility dedicated to the sustainable production of premium fruit juices and purified water. Today's beverage market is heavily saturated with high-sugar, artificially preserved drinks packaged in single-use plastics, creating an urgent dual crisis for public health and environmental sustainability. Consumers actively seek healthier alternatives, yet current industrial methods fail to deliver nutrient-dense products without generating substantial carbon footprints and plastic waste.

The Solution & Operational Process

To bridge this gap, our facility integrates cutting-edge processing and automated bottling technologies. We utilize advanced cold-press extraction and micro-filtration systems to ensure maximum nutritional retention, exceptional taste, and strict hygiene standards without relying on chemical additives. Operating with a circular economy mindset, our production lines utilize 100% biodegradable, recycled, and recyclable packaging materials. Resource-efficient machinery minimizes water and energy consumption at every stage of the workflow.

Market Value & Long-Term Impact

By sourcing ingredients locally and optimizing logistics, the project directly strengthens regional agricultural supply chains and lowers carbon emissions. In the long term, this initiative will set a new industry benchmark for eco-friendly manufacturing. It will foster healthier communities by making clean, nutritious beverages widely accessible, while driving consumer behavior toward green brands, ultimately proving that commercial viability can perfectly align with environmental preservation.

Project Objectives

- **1. Launch Sustainable Manufacturing**
  Establish a fully operational, eco-efficient production facility equipped with advanced cold-press extraction and micro-filtration technologies within the next 12 months.

- **2. Achieve High Quality Standards**
  Produce 100% natural, additive-free fruit juices and purified water that retain maximum nutritional value and meet all international food safety certifications.

- **3. Implement Green Packaging**
  Transition 100% of the product bottling to eco-friendly materials, specifically using biodegradable, compostable, or 100% recycled (rPET) packaging.

- **4. Optimize Resource Efficiency**
  Reduce water and energy consumption by 20% compared to traditional manufacturing standards through automated workflows and smart resource management.

- **5. Support Local Agriculture**
  Source at least 70% of raw fruit ingredients directly from regional farmers, stabilizing local incomes and cutting post-harvest food losses.

- **6. Lower Carbon Footprint**
  Minimize logistics-related emissions by localizing the supply chain and optimizing distribution routes within the target market.

- **7. Drive Market Adoption**
  Capture a specific market share in the premium, healthy beverage segment within the first two years of commercial launch.

Mission Statement

"Our mission is to manufacture and deliver high-quality, nutrient-dense natural juices and purified water using clean, innovative technologies. We aim to promote daily consumer wellness while pioneering a sustainable, zero-waste manufacturing model that protects our planet and supports local communities."

Core Values

- **Sustainability**
  Operating with a circular economy mindset by using eco-friendly packaging and minimizing resource waste.

- **Health & Purity**
  Commitment to 100% natural, additive-free beverages that preserve essential nutrients and vital enzymes.

- **Innovation**
  Leveraging advanced processing technologies to bridge the gap between high-volume production and environmental care.

- **Community Integrity**
  Partnering transparently with local farmers to build fair, resilient, and thriving agricultural supply chains.

- **Quality Excellence**
  Upholding the highest standards of food safety, hygiene, and taste in every single bottle produced.

Project Activity Timeline

- **Q1: Planning & Legal Framework (Months 1-3)**
  - Securing required industrial manufacturing licenses, food safety permits, and business registrations.
  - Finalizing engineering plans and factory layout designs for the bottling facility.
  - Signing formal supply agreements with local fruit farmers and raw material cooperatives.

- **Q2: Infrastructure & Procurement (Months 4-6)**
  - Renovation and preparing the production facility to meet strict hygiene standards.
  - Purchasing and importing advanced cold-press, micro-filtration, and automated bottling machinery.
  - Sourcing 100% biodegradable and recycled (rPET) packaging materials from eco-certified vendors.

- **Q3: Installation & Trial Phase (Months 7-9)**
  - Installing production lines, energy-efficient power systems, and smart water management units.
  - Conducting technical test runs to calibrate machinery and verify product shelf-life.
  - Securing final health, safety, and environmental impact certifications for commercial launch.

- **Q4: Launch & Distribution (Months 10-12)**
  - Launching full-scale automated manufacturing of juices and purified water.
  - Deploying marketing campaigns and distributing products to target retail stores and supermarkets.
  - Initiating the continuous monitoring of resource efficiency and waste reduction targets.

Project Activity Timeline

Phase / Period	Key Objectives	Main Activities
Q1: Months 1-3 Planning & Legal	Secure legal frameworks and supply chains	• Finalize business registrations and municipal permits. • Complete engineering factory layout designs. • Sign formal supply agreements with local farmers.
Q2: Months 4-6 Infrastructure	Set up facility and procure machinery	• Renovate the production facility for hygiene compliance. • Purchase cold-press, filtration, and bottling machinery. • Source biodegradable and recycled packaging materials.
Q3: Months 7-9 Installation & Testing	Calibrate systems and obtain certification	• Install production lines and water management units. • Conduct technical trial runs and shelf-life testing. • Secure final health and food safety certifications.
Q4: Months 10-12 Launch & Market	Initiate commercial production	• Launch full-scale automated manufacturing. • Deploy marketing and distribute to retail networks. • Monitor resource efficiency and waste targets.

Total Budget Allocation Overview

Category	Allocation (USD)	Percentage (%)
1. Machinery & Equipment	$37,500	46.9%
2. Facility Setup & Renovation	$12,000	15.0%
3. Working Capital & Raw Materials	$11,500	14.4%
4. Power, Utilities & Logistics	$11,000	13.7%
5. Regulatory, Licensing & Compliance	$4,000	5.0%
6. Contingency Fund (Emergency)	$4,000	5.0%
TOTAL	**$80,000**	**100%**

Done in Goma, Junes 06, 2026

For DYJEPREDHU asbl

Christian AHADI BEN MASONGA
EXECUTIF DIRECTOR, HUMAIN RIGHTS ACTIVISTI