



ORGANIZACIÓN INTERNACIONAL DEL CAFÉ ORGANIZATION  
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ  
ORGANISATION INTERNATIONALE DU CAFÉ

PM 21/12

22 November 2012  
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Promotion and Market Development Committee  
5<sup>th</sup> meeting  
6 March 2013  
London, United Kingdom

**Steering Group on Promotion  
Draft decision and terms of reference**

## Background

1. In September 2012, the Council approved the Plan for Promotion and Market Development (see document ICC-109-13). The Council further noted that a working group composed of Brazil, Costa Rica, the EU, India, Indonesia, Mexico, Tanzania and the USA, and open to all interested Members would develop terms of reference for a Steering Group to assist the Chairman of the Committee in implementing the Plan. The terms of reference and the composition of the Group will be considered by the Promotion and Market Development Committee in March 2013.
2. This document contains draft terms of reference for the Steering Group, and the text of a draft decision establishing it:

*“The Promotion and Market Development Committee decides to establish a Steering Group on Promotion under the 2007 Agreement with the purpose of advising and making recommendations to the Committee on the implementation of the Plan for Promotion and Market Development. The Committee further decides to appoint the following representatives to serve on the Group in 2012/13 and 2013/14: [names of representatives as decided in March 2013].”*

3. Members are invited to send any comments on the draft terms of reference to the Executive Director, in writing by **4 February 2013**.

## Action

The Committee is requested to consider this document and if appropriate, to approve the terms of reference and to appoint representatives on the Steering Group.

## **DRAFT TERMS OF REFERENCE FOR THE STEERING GROUP ON PROMOTION**

### **Purpose**

1. The purpose of the Steering Group on Promotion (SGP) shall be to advise and make recommendations, with particular focus on small growers, to the Promotion and Market Development Committee ('the Committee') on the implementation of the Plan for Promotion and Market Development including:

- i) Development of multi-stakeholder network of partners.
- ii) Recruitment of promotion agents.
- iii) Development of a holistic claim about coffee.
- iv) Analysis of reports and proposals.
- v) Exploring sources of funding and allocation and disbursement of funds, as appropriate.

2. The SGP shall consist of [x] representatives of exporting Members and [x] representatives of importing Members, the Chairperson and the Vice Chairperson of the Committee and the Chairperson of the Private Sector Consultative Board. All interested Members may also participate. Representatives may designate advisers if so wished. The SGP Members shall normally be appointed by the Committee at its last meeting in the coffee year for a term of office of [two] years.

3. The Chairperson and Vice-Chairperson of the Committee shall serve as the Chairperson and Vice-Chairperson, respectively, of the Group.

4. The Executive Director shall be an ex-officio member.

5. The SGP will operate in English only.

6. The Group shall work intersessionally by electronic mail or by teleconference and may hold meetings during regular sessions of the Council or at other times as required.