



Promotion and Market Development Committee
8th meeting
24 September 2014
London, United Kingdom

International Coffee Day

Proposal received from Oxfam

Background

1. As decided by the Council in March 2014, the first International Coffee Day will take place on 1 October 2015, at the time of the 115th Session of the International Coffee Council and Global Coffee Forum which will take place during Expo Milan.
2. This document contains a proposal to select Oxfam as the charity for the first International Coffee Day in 2015. It was submitted to the ICD Promoting Committee which met in Rome in July 2014. Oxfam is a civil society participant in Expo Milan which has as its theme 'Feed the Planet, Energy for Life'. The proposal is being circulated in an electronic format only in view of the length of the document.

Action

The Committee is invited to consider this proposal and make a recommendation to the Council on selecting Oxfam as the charity for the first International Coffee Day in 2015.

International Coffee Day

*Oxfam: a caffè sospeso
against poverty*

*Preliminary Draft for
the ICD Promoting Committee*

Rome, July 24th 2014



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A woman wearing a pink shirt and a blue headscarf is harvesting coffee cherries from a tree. She is looking towards the camera. The background is a dense green coffee plantation with hills in the distance.

OXFAM, EXPO AND ICO

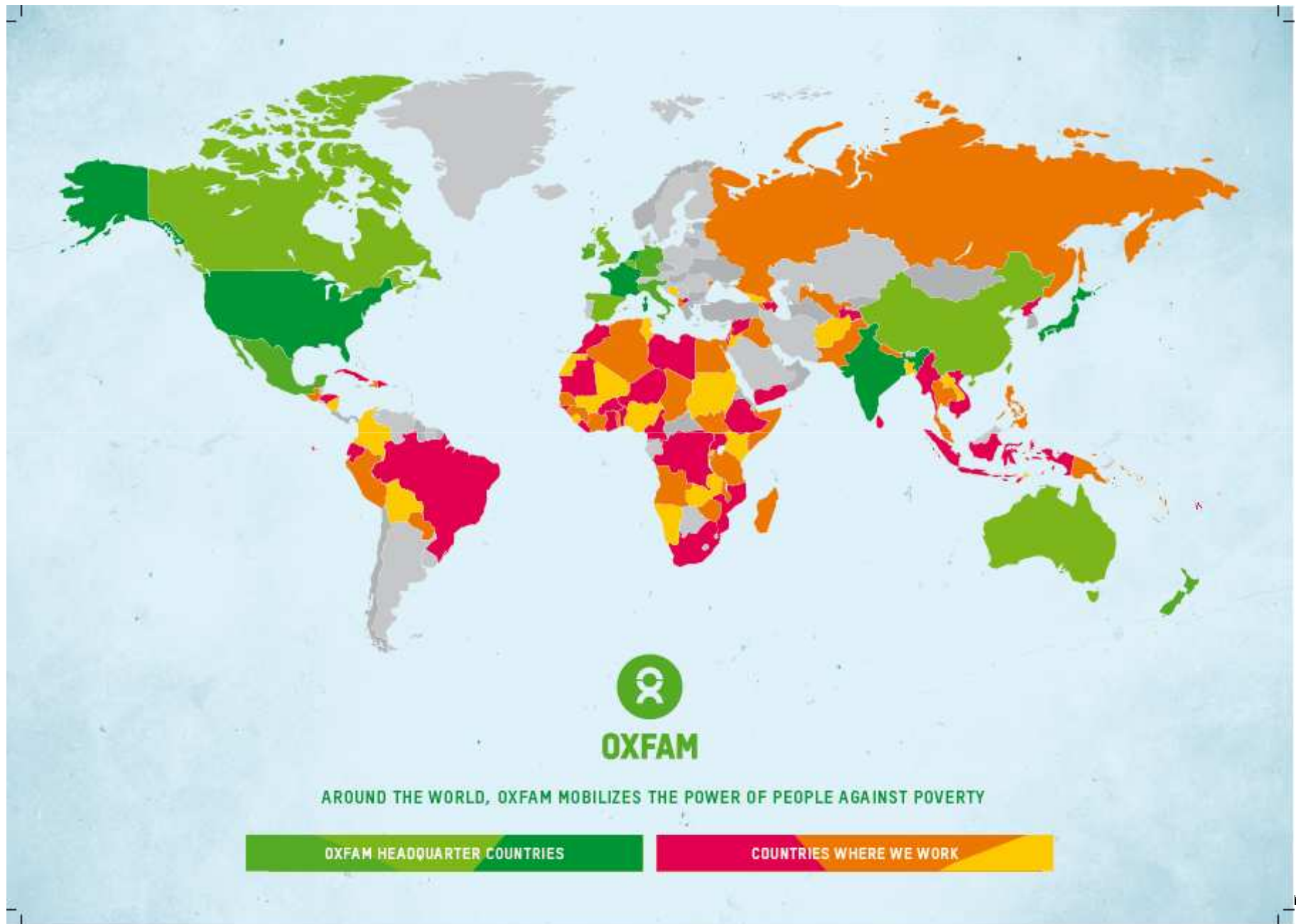


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About Oxfam

- One person in three in the world lives in poverty. Oxfam is determined to change that world by mobilizing the power of people against poverty
- Around the globe, Oxfam works to find practical, innovative ways for people to lift themselves out of poverty and thrive. We save lives and help rebuild livelihoods when crisis strikes. And we campaign so that the voices of the poor influence the local and global decisions that affect them
- In all we do, Oxfam works with partner organizations and alongside vulnerable women and men to end the injustices that cause poverty

Oxfam Presence



Oxfam Approach

- **A global integrated network of organizations**

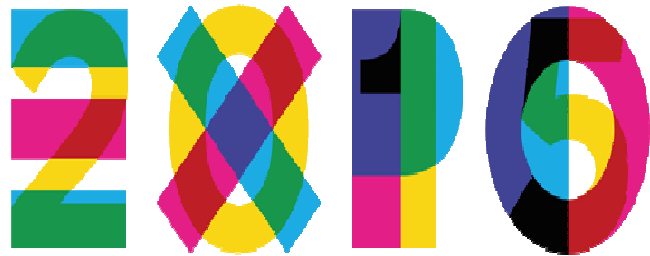
Oxfam is a confederation working in more than 90 countries as a global organization. With deep, shared knowledge of both its fundraising/supporter markets, and the development and humanitarian environment of countries where we work, has delivering maximum impact and cost effectiveness.

- **The impact of Oxfam programs:** Oxfam strives for sustained, significant, positive change by empowering people to improve their own economic condition and encouraging vulnerable people, especially women, to exercise the rights that will allow them to shape their own future. We work in partnerships and we see knowledge-sharing as an important part of progress.

- **Innovative and practical tools:** Oxfam delivers through many tools, such as rights-based sustainable development programs, public education, Fair Trade, campaigns, advocacy, and humanitarian assistance in disasters and conflicts

- **Accountable to the stakeholders:** Oxfam is accountable to all our stakeholders, especially those living in poverty.

Oxfam and Expo: A Partnership to feed the planet



MILANO 2015

1 MAGGIO • 31 OTTOBRE

NUTRIRE IL PIANETA
ENERGIA PER LA VITA

The Participation agreement with Expo

Oxfam will participate in the Universal Exposition as *Civil Society Participant* in relation to the theme "*Feed the Planet, Energy for Life.*"

The main purpose of the participation will be to inform, raise awareness and mobilize the public around the Expo theme of the right to food security and food sovereignty, climate change and environmental protection as well as facilitate dialogue and share best practices on food and nutrition

Event Program

Oxfam's expertise has enabled the organization to create an events program submitted and approved by Expo inside the exhibition that covers all thematic routes identified by Expo.

The organization's programs contain elements that affect each of the five paths deepening, for each of them, several sub-themes.

Oxfam is therefore already connected with Expo and participating in the various tables set up to ensure the success of the event.

Oxfam and ICO: Promoting International Coffee Day for a good cause

Oxfam aspires to make a sustained and significant positive impact on global poverty and injustice, and believes that it is only through the collective efforts of many actors that this goal can be achieved.

Working in partnership with actors across society is crucial for achieving a world free of poverty and injustice.

ICO is the main intergovernmental organization for coffee, bringing together exporting and importing Governments to tackle the challenges facing the world coffee sector through international cooperation. Its Member Governments represent 94% of world coffee production and over 75% of world consumption.

Oxfam has great expertise in projects in rural areas and in particular in projects related to the production of commodities, including coffee. It is one of leading civil society organizations that contributes to global agreements, such as the International Coffee Agreement.

Moreover Oxfam has a long experience in marketing coffee through our fair trade initiative.

Synergies: In addition to sharing an international dimension, both ICO and Oxfam have a goal of developing a sustainable coffee sector in economic, social and environmental terms. ICO states that it is working to promote awareness of the need for a sustainable coffee economy by making stakeholders in the coffee sector aware of the threat to sustainability posed by negative economic conditions for producers, and proposing measures in areas such as quality, promotion and diversification to maintain balance in the world coffee market http://www.ico.org/sustaindev_e.asp

A young boy in a red shirt and yellow shorts is captured mid-air, performing a backflip on a sandy beach. He is upside down, with his arms and legs spread wide. In the background, several other children are watching. One girl in a blue shirt stands in the center, smiling and holding a small object. To the right, a girl in an orange shirt stands on the edge of a blue boat. Another boy in a white shirt and blue shorts stands nearby. The beach is sandy, and the ocean is visible in the distance under a cloudy sky. The text "OVERVIEW OF THE INITIATIVE" is overlaid in large white letters at the bottom.

OVERVIEW OF THE INITIATIVE

Our Vision of the initiative

- Seizing the opportunity of a World Exposition, the world's coffee producers join with Oxfam to promote their mutual goal of making coffee fair and sustainable, to fight poverty and preserve the planet.
- From coffee crop to coffee cup, we have a mutual interest in positioning the coffee industry as a leader in best practice, setting a standard that will make specialized initiatives such as 'fair trade' redundant. Coffee production and trade *everywhere* will respect people's rights and use sustainable methods.
- The International Coffee Organization would select Oxfam as its multiannual charity of choice in a partnership to:
 - ✓ Provide financial support to Oxfam's mission of **'The Power of People Against Poverty'**
 - ✓ Invite Oxfam's 'critical friend' approach to encourage excellence and identify improvements in the full coffee production and trade cycle
 - ✓ Join in the joy of coffee, the drink that symbolizes sharing. 'Coffee Day' will make coffee the emblem of solidarity and giving, in the touching Neapolitan tradition of the '*caffè sospeso*': I buy a coffee for a friend in need, whom I have never met.
 - ✓ Use the themes and exposure of the World Exposition to provide the focus and maximum impact for a longer-term fundraising and consciousness-raising initiative.

Overview of the initiative

The proposed initiative integrates several perspectives and tools (fundraising, communication / visibility, awareness) with the goal of building participation and adherence to the first International Coffee Day promoted by the ICO.





GLOBAL FUNDRAISING CAMPAIGN



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Fundraising: *Caffè sospeso* campaign

The “caffè sospeso” is a well-known Neapolitan tradition born of philanthropy and solidarity. Patrons of the bars of Naples traditionally make the gift of a cup of espresso for a stranger. A customer orders a “caffè sospeso”, and pays for two coffees but receives only one.

That gesture means there is a coffee available when a needy person comes into the bar asking if there is a *caffè sospeso*. The person in need receives the coffee free, courtesy of the kindly previous customer.

A *caffè sospeso* for Oxfam: a good way for promoting the culture of coffee along with that of solidarity!

The proposal presented here is aimed at structuring an initiative covering the entire Expo period, peaking in the days leading up to International Coffee Day.

Fundraising, Programmes and Public Engagement, as shown in the previous slide.

In relation to the fundraising, the integration of heterogeneous tools will allow us to reach different audiences: more specifically, the combination of a digital and mobile fundraising campaign with traditional methodologies will ensure a greater visibility and capillarity of the initiative.

Global Online Fundraising Mechanisms

An app, a platform and related initiatives, through which offering the possibility of leaving a *caffè sospeso* for Oxfam's programmes against poverty.

A virtual cafe, with a minimum donation, served in a **platform**, set up with multimedia content, can be a pretext for an experience of "virtual" journey around the coffee and its world.

Building an **APP**, connected to the platform with other multimedia content, can allow a donor to leave an imaginary *caffè sospeso* for a beneficiary of Oxfam's projects.

Fundraising: Expo site and other promotion channels

CRM activities, charity box in the cafes and fundraising events, are other channels to fundraise and give visibility to the initiative.

Particular attention will be given to the construction of Expo events at the coffee cluster: edutainment and fundraising in the spaces of the cluster for the duration of the event and in particular in the days before the International Coffee Day.

A larger event will be jointly organized October 1, 2015 for the celebrations of the first International Coffee Day.

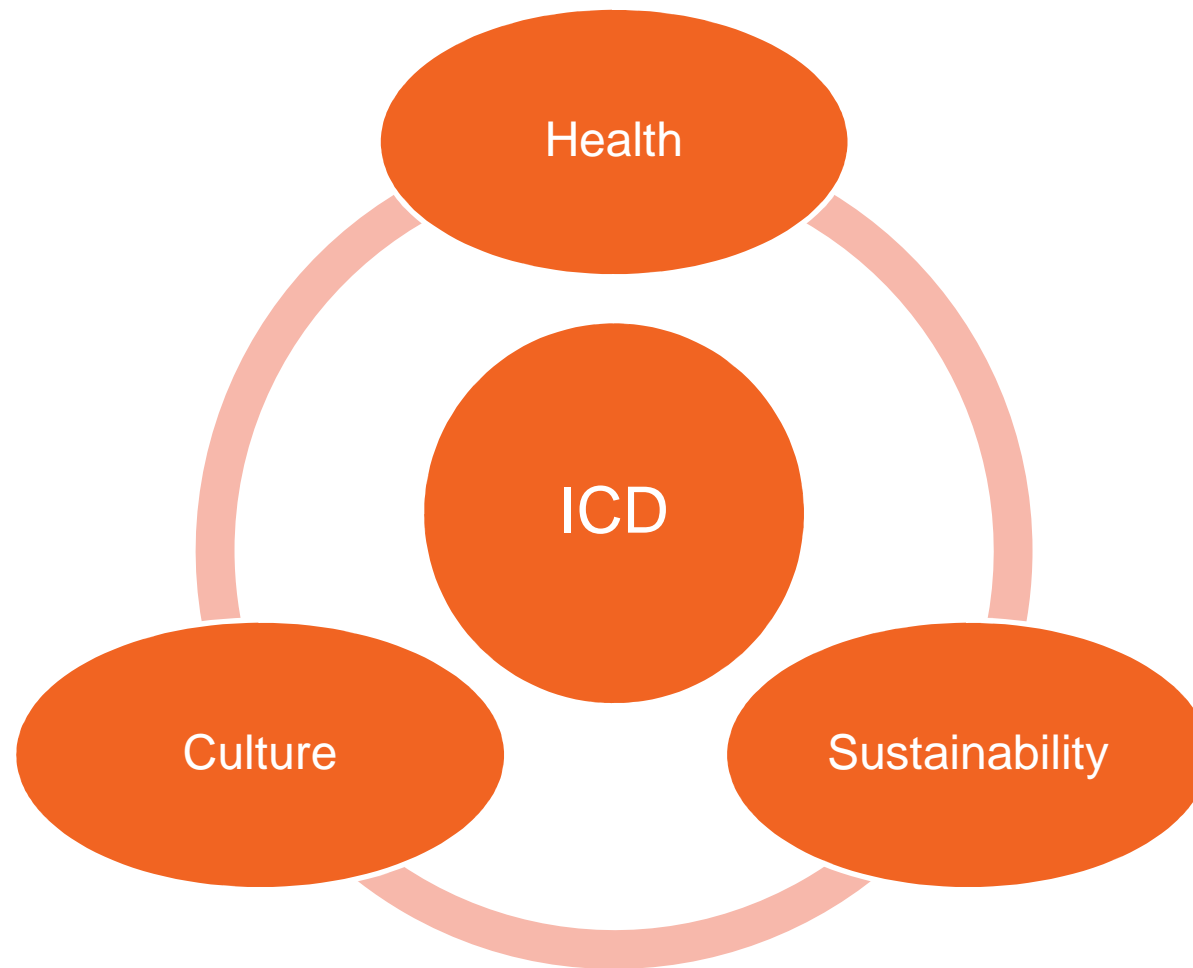
A group of African women and children are gathered outdoors, many with their hands raised in the air, suggesting a celebratory or participatory event. The women are wearing colorful traditional clothing, including a bright orange wrap. The children are also dressed in colorful clothes, with some wearing red and blue shirts. The background shows a blurred outdoor setting with trees and a bright sky.

PUBLIC ENGAGEMENT



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Key concepts of the ICD



How Oxfam's public engagement can fit with key ICD's concepts

As part of the association between ICO and Oxfam, the fundraising initiative would be complemented by a focus on the coffee industry in the context of Oxfam's GROW campaign. The GROW campaign influences a wide range of stakeholders (consumers, institutions, private sector) for a sustainable food system

The GROW campaign works for gender justice as well as climate change in agriculture chains – and either could be appropriate for a coffee focus.

Opportunities for Public Engagement

Global

- TV and Video format
 - To be used in various countries
- Radio Format
 - To be used in various countries
- Social Media
 - Content developed for FB, Twitter, Instagram
- Oxfam Fair Trade and Second Hand Shops
 - In UK, Germany, Belgium, Ireland, Spain, Italy, Australia

In the Expo site

- Events and materials to be developed in the Coffee Cluster Area

Brand Association – *Caffè Sospeso* against Poverty

- The initiative sees the brand association primarily between ICO and Oxfam
- Mutual agreement should be reached on how brand association between Oxfam and coffee retailers/private sector



PROGRAMS



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Programs Funded

Funds raised could benefit Oxfam's work in key areas such as:

- Smallholder farmers' organizations support, with a specific focus on women's groups and on partners' affected by coffee rust in Central America and the Caribbean
 - Training, Technical Assistance, Credit, Organizational development, Market Access, Policy Dialogue with governments and institutions
- Analysis, research and consumers' engagement on private sector policies for improving social and environmental sustainability of coffee production, including fair trade

NEXT STEPS



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Next Steps

- The “*Caffè Sospeso*” initiative should be integrated in the overall public engagement strategy and budget of the ICD. The latter was not known by Oxfam at the time of this presentation. Thus, please consider this presentation as an Oxfam’s preliminary proposal for the Italian Ministry of Agriculture/Expo ICD Promoting Committee
- Agreement on brand association/public messaging in the initiative is key condition for Oxfam in the further development of the proposal
- In case of interest/approval of this draft by the ICD Promoting Committee, a joint working group including the ICD Promoting Committee, ICO and Oxfam is recommended for further development of the initiative

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