

International Coffee Council
112th Session
3 – 7 March 2014
London, United Kingdom

International Coffee Day

Background

1. In September 2013, the Council considered a proposal from the Private Sector Consultative Board to consider introducing an International Coffee Day endorsed by the ICO. Members agreed that this would be useful and noted that possible dates could include 29 or 30 September, which marked the end of the harvest and crop year for some countries, or 1 October, although this clashed with International Cocoa Day in some countries.
2. The Executive Director invited Members to inform the ICO of their preferred date for an International Coffee Day by 7 February 2014 and will report on responses he received by this deadline at the 112th Session of the Council (see the Annex). It is proposed that the first Coffee Day should take place in 2015 to allow time for planning and preparation of events.
3. Members may wish to consider establishing a small working group open to interested Members to develop more detailed ideas and activities for the 1st International Coffee Day.

Action

The Council is invited to consider the date, theme and possible activities for an International Coffee Day.

INTERNATIONAL COFFEE DAY

Purpose

To provide an opportunity to raise the profile of coffee and publicize activities connected with coffee and the coffee industry.

Theme/preparations

- An aspect of coffee could be agreed by the Council as the theme for each year e.g. sustainability, organic, speciality, coffee and youth, etc.
- Proposals for publicizing the Day, theme and activities to be considered by the Council and the Private Sector Consultative Board (PSCB) during the previous coffee year.

Possible activities

- ICO events taking place during the year such as seminars, workshops or conferences could be linked to the theme of the Day.
- Coffee events hosted at the ICO headquarters.
- Fact sheets, data, reports and background materials on the theme posted on the ICO website.
- Website links to activities taking place on International Coffee Day in Member countries, together with photos, to be posted on the ICO website.
- A Declaration for each Coffee Day could be agreed by the Council and launched or publicized on the Day itself.
- Ideas on ways to celebrate the Day in Member countries could be posted on the ICO website.
- Message from the ICO Executive Director posted on website.

Logo

- A logo for the International Coffee Day for use by participating countries and organizations. The logo could be adapted to include the theme of the Day each year.

Publicity

- A section of the ICO website could be developed to publicize the Day, in the four official languages, to include links to events in participating countries and organizations. Members could establish links to the page on the websites of coffee associations and coffee authorities.

- Use of social networking sites to disseminate information about the Day e.g. LinkedIn, the ICO Facebook page, Twitter, etc.
- Press releases to be issued and disseminated to national and international media and Members, and international organizations such as the InterAfrican Coffee Organisation (IACO), the Common Fund for Commodities (CFC), etc.
- A press conference could be held to launch International Coffee Day activities
- Interviews with national and international media/statements by ICO Members about the Day released.

Financing

- Once Members have considered possible activities for the 1st International Coffee Day, consideration would need to be given to either raising finance from sponsorship or making provision for events on the Day in the Budget for 2014/15.

PREFERENCES FOR DATE OF INTERNATIONAL COFFEE DAY**AS AT 18 FEBRUARY 2014**

29 September	30 September	1 October
Angola	Congo, Democratic Republic of	Brazil
Mexico	Guatemala	Ethiopia
	Sierra Leone	European Union
		Indonesia
		Nicaragua
		Tanzania
		Vietnam
		Yemen