



**INTERNATIONAL
COFFEE
ORGANIZATION**

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International Coffee Council
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London, United Kingdom

**Programme of Activities for the
Organization – 2015/16**

Background

This document contains the Programme of Activities for coffee year 2015/16 which was approved by the Council at its 114th Session from 2 to 6 March 2015. The Annex contains an estimate of the costs of specific activities in 2015/16. These costs have been incorporated in the Administrative Budget for the financial year 2015/16 (see document FA-96/15).

LIST OF ACRONYMS USED IN THIS DOCUMENT

ABC	Brazilian Agency for Cooperation
ASIC	Association for Science and Information on Coffee
CQP	Coffee Quality-Improvement Programme
HS	Harmonised System
ICA	International Coffee Agreement
ICC	International Coffee Council
ICO	International Coffee Organization
LDCs	Least Developed Countries
MDGs	Millennium Development Goals
MOU	Memorandum of Understanding
PSCB	Private Sector Consultative Board
SCAE	Speciality Coffee Association of Europe
SMART criteria	Specific, Measurable, Attainable, Relevant and time-bound criteria

DRAFT PROGRAMME OF ACTIVITIES FOR THE ORGANIZATION – 2015/16

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
1. FORUM FOR THE DEVELOPMENT OF POLICIES AND SOLUTIONS TO STRENGTHEN THE GLOBAL COFFEE SECTOR		
Executive Director/ Secretariat	<p>1. To facilitate consultations on coffee-related issues through regular Council sessions, meetings of ICO advisory bodies and committees, and other relevant meetings and activities, including missions and briefings</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Supporting ICO meetings including the Council, and ICO bodies and committees as appropriate • Organization of the 6th Forum in 2015 in consultation with the Chairman and Core Group • Preparations for and organization of the 4th World Coffee Conference in 2016 in collaboration with the host country, including consultations with the PSCB and conference task force • Missions to Member countries • Presentations and participation in national and world coffee events • Press briefings during Council sessions and interviews with national and international media to brief them about the ICO and coffee issues <p>Expected outputs:</p> <ul style="list-style-type: none"> • Reports, documents and presentations on coffee-related matters • Consultations, decisions and recommendations by the Council and other ICO bodies on coffee-related issues • Strategic issues affecting the world coffee sector identified • Forum held and results widely disseminated • Draft programme and background papers prepared for 4th Conference, bringing together stakeholders to discuss strategic issues and coordinate actions to address these • Dissemination of information about coffee policies, priorities and activities • Enhanced contacts with Members • Provision of information to national and international media through press releases, interviews and briefings • Annual Review <p>Resources: Regular/travel budget</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Attendance at meetings, conferences, Forum and briefings • Presentations and missions • Press releases, interviews, enquiries • Usage of ICO website and engagement on social media • Media coverage

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Economics/ Information	<p>2. To identify priority issues, emerging concerns and opportunities arising from international and domestic trends, including technological developments, that may affect the coffee economy, and to advise on responses to these issues</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Invitations to Members to inform the ICO about their national development plans, strategies and initiatives to improve the domestic coffee economy • Preparing country profiles on coffee sector <p>Expected outputs:</p> <ul style="list-style-type: none"> • Information about national development plans, strategies and priorities disseminated • Identification of Members that have strategic plans for the sector, or need assistance to prepare one • Country coffee profiles <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Presentations and/or reports by Members on national coffee policies • Reports, country profiles and relevant studies • Use of ICO website
Economics	<p>3. To investigate and promote means for achieving equilibrium between supply and demand, as well as fair prices for both producers and consumers</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Monthly coffee market reports on global production and consumption trends • Presentations, discussions and recommendations by Members on this topic • Encouraging Members to promote domestic coffee consumption as well as production <p>Expected outputs:</p> <ul style="list-style-type: none"> • Reports and presentations on production and consumption trends <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Reports or presentations • 12 monthly coffee market reports

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Executive Director/ Economics/ Information	<p>4. To enhance cooperation and communication on coffee policies and actions, including project activities, with appropriate intergovernmental, international, regional and other organizations, as well as with the private sector, the media and the general public</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Discuss with Members areas of action for projects matching relevant national plans and funding institution priorities • Implementation of an ICO communication strategy to explore cooperation on coffee matters and activities with international development bodies and other institutions, including the private sector • Participation by ICO representatives in meetings and activities of relevant organizations as well as relevant private sector events • Dissemination of ICO policy papers and discussion of ICO reports with other partner institutions • Dissemination of information about food safety legislation and food safety procedures • Participation in international coffee events • Identification, in collaboration with other development agencies, of key areas where coffee can play a major role in poverty eradication • Updating the style and format of ICO publications • Comprehensive redesign of ICO website (migration to Drupal) <p>Expected outputs:</p> <ul style="list-style-type: none"> • Key areas of action for projects identified and matched with donor priorities • Enhanced visibility of ICO activities • Partnerships and MOUs developed with international development bodies • Interventions and submissions to international meetings, increasing awareness of coffee issues • Collaboration on coffee-related activities with other organizations • Missions to relevant organizations and identification of key areas for poverty eradication • Updated coffee map • Enhanced format of ICO publications • Improved format and content of ICO website providing enhanced information on the world coffee sector and ICO activities <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Projects matched with donor priorities • Media coverage • Partnerships and MOUs • Events participated in • Publications and reports on food safety • Missions/joint activities/events with partner institutions • Increased downloading of ICO publications • Increased use of the ICO website • New articles/web pages on coffee

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Executive Director/ Secretariat	<p>5. To encourage non-member countries to become Members of the Organization</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Programme of contacts with representatives of non-members to brief them about benefits of and procedures for membership • Preparation and dissemination of documents and information on membership, including the benefits of membership <p>Expected outputs:</p> <ul style="list-style-type: none"> • Briefings and missions to meet representatives of non-member countries • Progress on expanding membership of the ICA 2007 • Reports and documents on membership <p>Resources: Travel budget</p> <p>Indicators:</p> <ul style="list-style-type: none"> • New Members of the 2007 Agreement • Missions, briefings and reports
2. TRANSPARENCY OF THE COFFEE MARKET		
Economics/ Statistics	<p>6. To provide detailed statistical coverage of the coffee value chain, including data related to production, consumption, trade, stocks, differentiated coffees, value distribution and evaluation of efficiency</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Updating software for the ICO statistical database • Compilation of information on coffee with special characteristics, value of shipments and HS codes in the Certificate of Origin as and where implemented by exporting Members • Contacts with trade associations, certification agencies and other bodies for supply of data • Collection of data extracted from Certificates of Origin • Monitoring of grading results on the London and New York futures exchanges • If requested, organisation of statistical workshops in exporting countries to improve compliance with Statistical Rules • Compilation of data on coffee and gender <p>Expected outputs:</p> <ul style="list-style-type: none"> • Information on coffees with special characteristics included in periodic reports • Enhanced provision of statistical information on the coffee value chain • Periodic reports on the implementation of the CQP • Periodic reports on the gradings results for Arabica and Robusta coffees • Quality of coffee improved • Implementation of statistical workshop • Improved compliance with ICO Statistical Rules • Improved statistical data <p>Resources: £40,000</p>

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
		<p>Indicators:</p> <ul style="list-style-type: none"> • Contacts established with other bodies for supply of data • Usage of ICO website • Countries implementing the CQP • Grading results for Arabica and Robusta • Statistical workshops and participants • Countries providing timely and accurate data
Economics/ Information/ Statistics	<p>7. To prepare reports and studies on the market situation and trends and developments in the coffee sector, especially with regard to structural conditions in international markets, and long-term and new trends in production and consumption that balance supply and demand</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Preparation of monthly and quarterly market reports • Preparation of studies on specific aspects of the world coffee sector and selected country profiles • Preparation of additional fact sheets with information on major challenges in the coffee <p>Expected outputs:</p> <ul style="list-style-type: none"> • Reports on the market situation and studies, highlighting developments and trends in the world coffee market and increasing transparency in the world coffee sector • Country profiles with information on national coffee sectors • Fact-sheets providing information on topical issues to inform policy-making <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • 12 monthly market reports • 4 Quarterly market reports • A number of studies • Country profiles • 4 fact sheets
Economics/ Statistics	<p>8. To take into account actions related to Article 24 (Removal of obstacles to trade and consumption) in implementing the ICA 2007, including preparing periodical surveys on the effects of tariffs, non-tariff barriers and indirect taxes on coffee consumption and trade</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Preparation of report on obstacles to trade and consumption <p>Expected outputs:</p> <ul style="list-style-type: none"> • Updated information on tariffs, non-tariff barriers and indirect taxes on coffee consumption and trade <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Reports • Countries providing information on tariffs, non-tariff barriers and indirect taxes on coffee consumption and trade

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Economics/ Statistics	<p>9. To submit to the Council periodic reports on compliance with Article 27 (Mixtures and substitutes) of the ICA 2007</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Preparation of report on mixtures and substitutes <p>Expected outputs:</p> <ul style="list-style-type: none"> • Report presented to the Council <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Countries providing information on mixtures and substitutes
Statistics	<p>10. To review and revise, as appropriate, statistical matters related to the ICA 2007, including the Rules on Statistics, the system of indicator prices and conversion factors for types of coffee</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Collect and verify daily quotation on physical and futures markets including daily exchange rates • Review dissemination policy of data <p>Expected outputs:</p> <ul style="list-style-type: none"> • Daily composite indicator price • Daily weighted average for the four coffee groups • Improved statistical data <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Monthly prices document • Daily posting of indicator prices on the website • Statistical data processed
Statistics	<p>11. To promote private-public partnerships to enhance the transparency and reliability of coffee statistics</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Search for alternative sources of statistics with a view to improving ICO statistical data and broadening coverage of the coffee market • Evaluation of use of DVD providing guidance on compliance with Statistical Rules <p>Expected outputs:</p> <ul style="list-style-type: none"> • Reliable sources of statistics established • Enhanced statistical coverage of the world coffee market • Improved compliance with ICO Statistical Rules • ICO becomes the industry standard for coffee statistics <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Downloads of DVD from website • Countries using DVD • Statistical data processed • Countries providing timely and accurate data

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Statistics	<p>12. To continue with the coffee Statistics Roundtable with private sector analysts to revise discrepancies in production, consumption, exports and stocks</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Continue with quarterly meetings of the coffee Statistics Roundtable with private sector analysts <p>Expected outputs:</p> <ul style="list-style-type: none"> • Improved statistical output • Improved and expanded data on the coffee market <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Statistical reports • Alternative sources of statistics identified • Countries providing timely and accurate data • Roundtable meetings • Improved methodology and final output of statistical data
3. COMMUNICATIONS, PUBLIC OUTREACH AND DISSEMINATION OF KNOWLEDGE		
Economics	<p>13. To enhance the viability and execution of projects that benefit Members and the world coffee economy by defining coffee development strategies, monitoring project proposals submitted to relevant donors and supervising their implementation</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Updating ICO procedures for projects in line with priorities of donors • Updating the ICO coffee development strategy as needed • Submission of ICC endorsed project proposals to CFC and other potential donors • Monitoring and supervising the implementation of project proposals funded by donors <p>Expected outputs:</p> <ul style="list-style-type: none"> • Updated project procedures in line with priorities of institutional partners • Updated coffee development strategy • Consideration of project proposals by donors • Effective implementation of coffee development projects <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Revised documents relevant to ICO procedures for the projects cycle • New projects endorsed and funded • Evaluation reports on concluded projects

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Economics	<p>14. To screen project proposals submitted with the support of Members, using consistent mechanisms and external expertise, so as to select proposals that are suitable for potential donors as well as monitoring the implementation and final evaluation of projects</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Screening of project proposals for submission to the Council • Contributing to design of projects for Members • Identification of resources for developing proposals (e.g. each new proposal should contain suggestions for donors) • Supervision of projects under implementation, through regular reports, coordination of independent consultants, mid-term and final evaluations and contributions to project workshops <p>Expected outputs:</p> <ul style="list-style-type: none"> • New proposals to develop a sustainable coffee sector submitted for approval by the Council • Sound project proposals tailored to specific donors • Donors identified for projects • Effective implementation of projects to improve key areas in the coffee sector <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Proposals screened, revised by the proponents and submitted to the Council for endorsement • New project ideas from Members developed into sound projects for consideration by donors • Projects selected by areas of action matching relevant funding institutions • Projects that have obtained funding • Projects implemented and concluded
Executive Director/ Economics	<p>15. To seek finance for projects and other activities, such as training courses, that benefit Members and the world coffee economy</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • See Activity 29

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Economics	<p>16. To strengthen country ownership of projects and encourage the capacity-building of local communities and small-scale farmers</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Define new proposals jointly with beneficiary countries • Disseminate results of successful CFC/ICO projects to other countries for replication • Coordination with Governments and collaborating agencies to disseminate and expand project results • Continuing inclusion of capacity-building of local communities and small-scale farmers in all coffee development projects (see Activity 6) <p>Expected outputs:</p> <ul style="list-style-type: none"> • Strengthened country ownership of projects • Publication of documents on project results together with coffee authorities (where possible in local languages) • Wide dissemination of project results • Enhanced country ownership and capacity-building <p>Resources: Regular and voluntary contributions</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Reports/materials on project outcomes • Projects with expanded activities in beneficiary countries/replicated in other countries • Countries/producers that benefitted from ICO projects • Use of ICO website

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Economics	<p>17. To encourage greater voluntary technology transfer and technical cooperation, so as to enhance remuneration to producers</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Encouraging exchanges of information among Member countries on results obtained from successful implemented projects including development of a summary publication of lessons learned from ICO projects • Strengthening the dissemination of project results to Members via dedicated seminars, round-tables and workshops in partnership with existing relevant training/programmes on coffee • Investigation of the use of new technology to enhance access to information • Cooperation with the ABC within the MOU framework <p>Expected outputs:</p> <ul style="list-style-type: none"> • Display of results obtained, and ways to reach them, during the final workshops of each project, and on websites of the ICO and local institutions • Successful project outcomes conveyed to Members more effectively • Cooperation initiated on coffee technology discussion/cooperation with specialized agencies <p>Resources: Regular and donor contributions</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Technology transfer activities promoted by projects implemented • Attendees at seminars, roundtables and workshops on projects dissemination on technology transfer • Projects derived from technologies replicated in producing Member countries • Usage of websites of the ICO and local institutions • Activities carried out within the ABC and the ICO MOU framework

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Economics/ Information	<p>18. To promote scientific research and development throughout the coffee chain, including alternative uses for low-quality coffee and by-products of coffee processing, and enhancing existing coffee varieties</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Reporting on scientific research and project outcomes • Investigating additional sources of funding for basic research projects in the pipeline (see Activity 29) • Continuation of cooperation and exchange of information with ASIC and other relevant institutions • See also Activity 9 • Collaborating with existing coffee research programmes and efforts to support them <p>Expected outputs:</p> <ul style="list-style-type: none"> • Dissemination of information on scientific research and relevant ICO project activities • Sources of finance identified for research projects in the pipeline • Enhanced cooperation and exchange of information on scientific research with other institutions <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Potential donors considering basic research projects/amount of funding secured • Reports and presentations • Relevant specialized conferences and meetings attended • Usage of ICO website
Secretariat	<p>20. To organize seminars, round-tables and workshops on coffee-related matters, including project results, and disseminate information presented at these events</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Holding a seminar on a topic to be determined by Members <p>Expected outputs:</p> <ul style="list-style-type: none"> • Terms of reference for the seminar prepared and agreed by Members • Conclusions of seminar presented by the Chairman to the Council • Seminar presentations and reports disseminated on website • Input into development of future coffee policies on seminar topic <p>Resources: £10,000</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Usage of ICO website and viewers on YouTube of live and pre-recorded videos • Paying participants • Revenue generated • Media coverage

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
4. SUSTAINABLE COFFEE SECTOR		
Economics/ Operations	<p>21. To promote a sustainable coffee sector so as to contribute to the achievement of the Millennium Development Goals, in particular with respect to poverty eradication</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Engaging with the Vision 2020 task force as a full-time participant, including participating in bi-monthly meetings • Developing a framework for the participation of the ICO, ensuring that the key areas of action of the Organization are fully incorporated within the agenda of the task force • Inclusion of issues related to the MDGs in the preparation and implementation of projects <p>Expected outputs:</p> <ul style="list-style-type: none"> • ICO to be a leading member of the sustainability platform • ICO areas of action incorporated in task force agenda • Increased standards of living of small coffee farmers, particularly in LDCs • Integration of the principles of sustainable development into country policies and programmes <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Task force meetings attended • ICO action areas included in task force agenda • Impact of projects in terms of poverty alleviation

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Economics/ Information	<p>22. To disseminate information about economic, environmental and social sustainability, sustainable techniques and practices, and the efficient use of environmental resources throughout the coffee supply chain, including performance indicators and appropriate organizational structures</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Improvement of information on best practices along the supply chain (including existing certification guidelines) • Continue monitoring implementation and disseminating the results of projects • Collection and dissemination of information on sustainability and its implications for the world coffee sector • Presentations on sustainability issues to Members • Participation in seminars/workshops on sustainable coffee economy <p>Expected outputs:</p> <ul style="list-style-type: none"> • Reports and presentations to the Council and disseminated on the website • Enhanced information and increased awareness about the challenges of adapting to a more sustainable coffee economy, sustainable issues and sustainable practices • Editing and publication of documents on project results • Sharing of lessons learned from projects currently being implemented and concluded projects that successfully addressed environmental and social issues by Member countries that have participated in ICO projects, with other countries <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Presentations and reports • Usage of ICO website • Seminars/workshops attended • Value of activities promoted by Member countries to address environmental and social issues • Activities organized by Member countries to minimize gender-based disparity in the coffee sector

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Economics/ Information	<p>23. To disseminate information on the effects of climate change on the coffee sector, in the light of the United Nations Framework Convention on Climate Change</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Seek funding for the assessment of the effects of climate change on the coffee sector • Promoting studies on the impact of climate change on coffee production • Strengthening of the links/develop cooperation with organizations working in the field of climate change <p>Expected outputs:</p> <ul style="list-style-type: none"> • Funding for assessing effects of climate change • Provision and wide dissemination of up-to-date information on climate change • Updated study on coffee and climate change • Input into policies and activities to mitigate the impact of climate change • Dialogue with relevant agencies on climate change and establishment of partnerships <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Amount of funding secured • Studies/reports on this topic • Members with policies/activities to mitigate impact of climate change • Contacts/partnerships established with organizations • Projects that tackle/monitor climate change issues
Economics	<p>24. To seek finance for, evaluate and give feedback on project proposals aimed at developing a sustainable coffee sector</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • See Activity 14 and 29

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Economics	<p>25. To improve understanding of market structures, including methods of financing stocks and providing wider access to credit and risk management instruments in producer countries and appropriate for smallholders</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Inclusion, where appropriate, of risk management and credit access activities in projects sponsored by the ICO • Monitoring implementation of relevant projects, including the ‘Sustainable Credit Guarantee Scheme to promote scaling up of enhanced processing practices in Ethiopia and Rwanda’ • Use of the Forum to promote the exchange of information and possible coordination of activities • Implementing recommendations from the Forum • Development of a strategy to engage private sector institutions with expertise such as banks, investment funds and trading companies to work with the ICO on advancing finance and risk management issues • Disseminating the World Bank/ICO study on risk management in the coffee sector <p>Expected outputs:</p> <ul style="list-style-type: none"> • Expanded knowledge of finance and risk management instruments • Strategy developed and partnerships established with financing and trading organizations • Improved access to credit and risk management tools • Reports and presentations on project implementation facilitating replication of project in other countries <p>Resources: Regular and donor contributions to relevant coffee projects</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Relevant projects successfully concluded and replicated • Presentations/reports disseminated • Private sector institutions working with the ICO on advancing finance and risk management issues • Use of ICO website

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Operations	<p>26. To develop an action plan to encourage increased consumption and market development under the ICA 2007</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Implementation of plan to promote consumption and market development approved by the Council (see ICC-109-13) • Promotion of the use of the ICO Blog by the world coffee sector • Preparation for and organization of the International Coffee Day on 1 October 2015, in consultation with the PSCB and Council. • Developing projects to promote domestic consumption • Execution of the ICO/SCAE UK Coffee Education events <p>Expected outputs:</p> <ul style="list-style-type: none"> • Increased use of the ICO Blog, new communities established on issues of interest to the coffee sector, posting of ideas and strategies to promote coffee consumption (through engagement on social media) • Dissemination of scientifically vetted information about coffee and health issues • First International Coffee Day launched, raising awareness of coffee • Projects developed to promote domestic consumption • Increased consumption and improved quality of coffee through promotion initiatives (e.g. ICO/SCAE UK Coffee Education events at the ICO headquarters) <p>Resources: Regular/sponsorship</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Partnerships and collaborations with media and research organizations on publications and online awareness campaigns • Readers and online shares on the ICO Blog • Use of ICO and Coffee and Health websites • Media coverage of International Coffee Day • Programmes/projects developed • Data on global coffee consumption and quality • Dissemination of the positive attributes of coffee
Operations	<p>27. To disseminate, in conjunction with the private sector, information about issues related to coffee and health</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • See Activity 26

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Operations/ Statistics	<p>28. To encourage quality assurance measures, including the implementation of quality standards for exported coffee (as provided for in Resolution 420)</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Enhancing cooperation with the Coffee Quality Institute and other relevant organizations through disseminating and sharing information on quality • Implement recommendations on CQP following discussions by Members • See Activity 6 <p>Expected outputs:</p> <ul style="list-style-type: none"> • Information on quality and national standards widely disseminated • Enhanced participation in the CQP • Quality of coffee improved <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Reports disseminated • Countries implementing national quality standards • Countries implementing the CQP • Grading results for Arabica and Robusta

SECTION	STRATEGIC GOALS AND ACTIONS	2015/16 (PLANNED ACTIVITIES)
Executive Director/ Economics	<p>29. To develop a fundraising strategy based on specific, measurable, attainable, relevant and time-bound (SMART) criteria</p>	<p>Planned activities in 2015/16:</p> <ul style="list-style-type: none"> • Development and implementation of a fundraising strategy to ensure that appropriate organizations are approached and identify alternative sources of finance for projects • Visiting donor organizations to advocate coffee sector issues • Use of the Forum to identify sources of support for projects, studies and other activities, as well as to promote the exchange of information and possible coordination of activities among the development assistance agencies of Members • Contributing to the achievement of the MDGs <p>Expected outputs:</p> <ul style="list-style-type: none"> • A defined strategy for approaching appropriate organizations for finance for coffee sector projects • Identification of additional sources of support for projects and other activities • Dialogue with donors on including coffee sector priorities in their strategies • Dissemination of information on coffee and cooperation with development assistance agencies • Funding secured for projects to improve livelihoods of producers <p>Resources: Regular</p> <p>Indicators:</p> <ul style="list-style-type: none"> • Alternative sources of finance identified • New pledges or contributions from donors for project implementation • Projects funded/total funding for projects • Contacts established/new donor agencies involved • Development agencies including coffee as a priority in their strategies • Usage of ICO website

ADMINISTRATIVE BUDGET 2015/16**ACTIVITIES FOR WHICH SPECIFIC FINANCIAL PROVISION IS MADE**

Objective	Financial provision (£)
1. Transparency of the coffee market (Activity 6)	40,000
2. Communications, public outreach and dissemination of knowledge (Activity 20)	10,000
Total	50,000 [£49,000 in 2014/15]