



**Information on activities for International  
Coffee Day – 1 October 2015**

**Background**

1. In March 2014, the Member States of the ICO agreed to organise the first International Coffee Day (ICD) on 1 October 2015 to create a coordinated event during which millions of people all around the world could celebrate and promote coffee. The first International Coffee Day coincides with the 115<sup>th</sup> Session of the International Coffee Council (ICC) and the first Global Coffee Forum (GCF) which will take place during Expo Milan 2015.
2. This document provides Members and ICD partner organisations with suggestions for the event and ways to play an active role in the initiative.

**Action**

Members are requested to take note of this document.

## **INFORMATION ON ACTIVITIES FOR INTERNATIONAL COFFEE DAY – 1 OCTOBER 2015**

The ICO has commissioned a designer and video production team to produce a dedicated website for International Coffee Day (ICD). This will be the hub of the ICO's activity and the place to find out any information relating to ICD. It will consist of the following pages:

*Homepage:* this will feature a short promotional video to explain the concept of ICD.

*Social wall:* this will bring together content being posted to Twitter, Instagram and Facebook tagged #InternationalCoffeeDay.

*Get involved:* this page will promote all the events being held to celebrate ICD, including Oxfam's Coffee 4 Change campaign and the Global Coffee Forum. Please see below for ideas and how interested parties can submit details of their events to the ICO.

*Official partners:* the logos of all the partners supporting ICD will be displayed here together with a link to their website. The page will also display a list of ICO Member countries and an icon of each Member's national flag.

*ICD Blog:* the ICO hopes to receive contributions from all parts of the value chain across the world. Please see below for further details.

### **How to contribute**

1. Coffee associations: please provide a high quality file of the association's logo to include on the website and a link to the website. Please email them to [web@ico.org](mailto:web@ico.org).
2. Submit details of any events already planned via this form: <https://internationalcoffeeday.wufoo.com/forms/mpnxsif0wzxgru/>.
3. Send a link to the form above to any potentially interested parties and share it on social media using the hashtag #InternationalCoffeeDay.
4. Send any ideas for an ICD blog post to [web@ico.org](mailto:web@ico.org). Possible topics could be: coffee brewing techniques, coffee recipes, an interview with a small-holder farmer, the latest coffee trends, the health benefits of drinking coffee, a report on the local market, coffee consumption, coffee production, etc.

## Ideas for activities

The aim of ICD is to provide a platform to enable consumers and producers alike to celebrate the joy of coffee in whatever way they choose. Please find below some suggestions:

- Host an evening of TED style talks (see [www.ted.com/talks](http://www.ted.com/talks)) with key figures in the local coffee industry.
- Run an art competition (photos, poems, short stories, paintings, any medium) with coffee as the theme and hold an exhibition to display all the entries.
- Make a video about coffee in the local area to upload to social media: visit popular cafes to see how people are celebrating ICD and why they love coffee; interview a local roaster; or profile the farmers who make it possible for people to enjoy coffee.
- Organise a coffee workshop or masterclass – perhaps an introduction to brewing techniques or roasting.
- Host a coffee cupping session.
- Organise a visit to a coffee farm and/or washing station in producing countries to get the general public interested in growing coffee.
- Encourage local coffee shops to offer a discount to customers on ICD.
- Start a fundraising campaign to benefit coffee projects in a selected location.
- Hold a screening of one of the films about coffee.
- Become involved in the ICO's social media campaign by using #InternationalCoffeeDay.

## Social media

- Use Twitter, Facebook, Instagram, and any other network to:
  1. Promote the date for the first #InternationalCoffeeDay on 1 October (prior to the website launch).
  2. Ask people to get involved by hosting an event and submitting it through the form: <https://internationalcoffeeday.wufoo.com/forms/mpnxsif0wzxgru/>
  3. Visit the ICD website.
- Add the ICO's social accounts for extra exposure:
  - [Twitter.com/icocoffeeorg](https://twitter.com/icocoffeeorg)
  - [Facebook.com/icocoffeeorg](https://facebook.com/icocoffeeorg)
  - [Instagram.com/icocoffeeorg](https://instagram.com/icocoffeeorg)
- Let others know about the preparations for ICD, reasons to be involved in the initiative, why coffee is important, etc.
- It is always a good idea to include a photo with every post: for example, pictures of a favourite coffee, a local coffee shop, coffee farm or roaster.