



**Report of the meeting of the
Working Group on the Strategic Review
of the ICO held on 14 August 2017**

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1. The Working Group on the Strategic Review of the ICO, chaired by Mr Aly Touré of Côte d'Ivoire, met in London, United Kingdom on 14 August 2017 for its 11th meeting. The following Members were represented either in person or on the telephone: Brazil, Côte d'Ivoire, El Salvador, EU-Germany, Japan, Mexico, Panama, Papua New Guinea, Switzerland, the United States of America and Vietnam.

Item 1: Adoption of the Agenda

2. The Working Group adopted the draft agenda contained in document [WG-27/17](#).

Item 2: Report of the meeting of the Working Group on the Strategic Review of the ICO held on 27 July 2017

3. The Committee noted the report of the last Working Group set out in document [WG-26/17](#), and accepted this as an accurate description of the meeting.

Item 3: Draft Five-Year Action Plan of the ICO

4. The Executive Director presented document [WG-22/17 Rev. 2](#) containing the latest version of the draft Five-Year Action Plan of the ICO. He explained that this amended document reflected the comments provided by Members during and subsequent to the previous meeting of the Working Group. These included:

- Insertion of 'internal measures affecting market structures' in the sixth bullet point under Section 1: Economic challenges (page 2).
- Insertion of 'and category (e.g. roasters, traders, analysts, etc.)' in the first bullet point under Section 3: Strategic Goal 1: Key performance indicator: Dissemination of data (page 8).
- Insertion of 'regarding usefulness and quality improved from []% to []% by the end of coffee year 2021/22' in the fourth point under Section 3: Strategic Goal 1: Key performance indicator: Dissemination of data (page 8).
- Insertion of the following bullet points under Section 3: Strategic Goal 1: Key performance indicator: Analytical output: Quality/impact of analytical output (page 8).
- 'Number of studies presented in policy fora & at research conferences.
- Use of ICO data and citation of ICO analytics by external stakeholders (media, research institutions, private sector, public sector, etc.) has increased by []% by coffee year 2021/22.'
- Insertion of 'has increased by []%' at end of the fourth bullet point under Section 3: Strategic Goal II: Key performance indicators (page 9).

- Insertion of fourth bullet point in Key performance indicators under Section 3: Strategic Goal III: Key performance indicators (page 9) as follows: ‘100% of ICO facilitated projects and programmes address the key challenges identified (coffee sector challenge mapping) by coffee year 2021/2022’.
- Insertion of fifth bullet point under Section 3: Strategic Goal III: Key performance indicators (page 9) as follows: ‘100% of ICO facilitated projects and programmes contribute towards achieving SDGs (SDG mapping) by coffee year 2021/22’.

5. Following an invitation from the Chair for Members to contribute any further comments, it was agreed to make the following amendments:

- Delete ‘Agrinatura’ in the fourth bullet point and insert it in the third bullet point under Section 2: Strategic Goal I. B. ‘Priority actions to disseminate statistical data and analytics’ (page 5).
- Reword the fourth and fifth bullet points in Section 3: Strategic Goal III: Key performance indicators (page 9) as follows:
 - ‘Share of ICO facilitated projects and programmes address the key challenges identified (coffee sector challenge mapping) with the aim of reaching 100% by coffee year 2021/22.’
 - ‘Share of ICO facilitated projects and programmes contribute towards achieving SDGs (SDG mapping) with the aim of reaching 100% by coffee year 2021/22.’

6. The Working Group recommended the draft Five-Year Action Plan contained in document [WG-22/17 Rev. 2](#) for consideration and approval by the Council.

Item 4: Draft Programme of Activities for the Organization – 2017/18

7. The Executive Director presented document [WG-25/17 Rev. 1](#), containing the latest draft Programme of Activities for the Organization for coffee year 2017/18 which reflected comments from Members. These included:

- Insertion of extra bullet point in the list of Expected outputs under Activity 2 (Strategic Goal I – page 1) on improving raw data collection, storage and handling as follows: ‘Report on actions and their implementation to address poor compliance’.
- Merger of the bullet points in the list of Expected outputs under Activity 11 (Strategic Goal III – page 9) on facilitating coffee sector development projects as follows:

- ‘Research report containing mapping of challenges in the coffee sector in selected countries in Latin America and Asia’.
- ‘Submit concept note/project proposal’.
- Amendment of wording to second bullet point in the list of Expected outputs under Activity 13 (Strategic Goal III – page 10) as follows: ‘ICD 2018 campaign ready to be implemented’.
- Amendment of wording to second bullet point in list of Planned activities 2017/18 under Activity 14 (Strategic Goal III – page 11) as follows: ‘Participate in Member countries’ coffee promotion activity’.
- Additions to the list of coffee related events and planned country visits set out in Annex II.

8. Following an invitation from the Chair for Members to contribute any further comments, it was agreed to make the following amendments:

- Insertion of ‘Satisfaction among users of ICO data increased from [] to [] compared to the baseline’ in the list of Key performance indicators under Activity 3 (Strategic Goal I – page 3) on improving raw data collection, storage and handling.
- Deletion of wording ‘ready to be’ in second bullet point on expected outputs under Activity 13 (Strategic Goal III – page 10) on stimulating promotion programmes through private-public partnerships.
- Amendment of first bullet point of expected outputs under Activity 14 (Strategic Goal III – page 11) on other activities to promote coffee consumption as follows: ‘ICO participation at national/international coffee events (AFCA, AVPA, ACRAM, 1st Vietnam Coffee Day. See Annex II)’.
- Amendment of third bullet point in the list of Key performance indicators under Activity 14 (Strategic Goal III – page 11) as follows ‘Number of national/international coffee events in which the ICO participated’.

9. Members also discussed the cost and complexity of researching, developing and introducing a new database that would serve the needs of Members, the Organization and third parties. One suggestion from the Group was to explore the option of free sources of advice and support, for example from Universities, before employing a proposed consultant as set out in the draft Programme of Activities. The Executive Director assured Members that the Secretariat was mindful of the budgetary implications of a new data management system, and all options would be considered to ensure the most effective and cost-efficient system was put in place.

10. Members approved the draft Programme of Activities for the Organization for coffee year 2017/18 contained in document [WG-25/17 Rev. 1](#) for consideration and approval by the Council.

Item 5: Other business

11. Members further discussed a proposal by Panama to facilitate a consultation process among ICO Members with the aim of obtaining their views on the Organization. This followed an outline proposal presented at the last Working Group meeting. At the time it was agreed that such a consultation process, while valuable, should be conducted in parallel but not as part of the Strategic Review.

12. In response to questions from the Chair on the purpose of this initiative, it was agreed that Panama would submit to the Secretariat further clarification on their proposal for consideration.

13. The Chair thanked Members for their contribution to the work of the Working Group on the Strategic Review of the ICO and hoped to see everyone in Côte d'Ivoire for the 120th session of the International Coffee Council and other ICO meetings in September 2017.