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Proposal to support the effective implementation of the ICO's Five-Year Action Plan

121st Session of the
International Coffee Council
9-13 April 2018

Five-Year Action Plan

Strategic objectives:

- I. Delivering world-class data and analysis to the industry and policy-makers
- II. Provide a forum for dialogue between and within the public and private sectors
- III. Facilitating the development of projects and promotion programmes



Annual theme to focus the ICO's work

- Define annual themes to guide the work of the Organization
- Allow a streamlining of existing resources
- Achievement of synergies of Secretariat's functions
 - Statistics & Economics,
 - Membership & stakeholder engagement
 - Coffee sector development projects
 - Promotion



Annual theme to focus the ICO's work

The theme-based approach will enable the Organization to:

- Establish the ICO as an agenda-setting organization in the coffee sector
- Conduct evidence-based advocacy for coffee across political fora
- Unlock finance for coffee sector development projects
- Align the ICO strategy with the 2030 Sustainable Development Agenda and reporting cycle



Economics & Statistics

- Flagship report on annual theme
 - Analytical underpinning for the key messages delivered by the Organization
 - Prepared in collaboration with academics at leading research institutions
- ICO Award for Excellence in Coffee-Related Research



Forum

- Annual theme reflected in at least one of the regular ICO events
 - Topical seminars held during week of Council meetings
 - Consultative Forum on Coffee Sector Finance



Projects

- Informed by findings from flagship report
- Specific attention to the development of project proposals reflecting the focus theme



Communication and engagement

- ICO communication and engagement activity with Members and wider stakeholders will reflect the annual theme
- ICD
 - Campaign and strapline will reflect the annual theme
 - Promotes the launch of the proposed ICO flagship report



Governance structure

- Annual theme will stimulate a stronger focus
 - Committee work
 - Council meetings
- Permanent secretary assigned to each committee to support the Chair



Thematic focus

Coffee year

Theme

2017/2018

Gender equality

2018/2019

Climate change

2019/2020

Innovation & technology

2020/2021

Productivity & profitability

2021/2022

tbd

