



INTERNATIONAL  
COFFEE  
ORGANIZATION

# International Coffee Day 2019

**Gerardo PATACCONI**  
Head of Operations

### Implementation of resolution 465 and ICD


To change the priorities of the ICO Strategic Plan to **address 'Profitability: Consumption and Productivity' in the coffee year 2018/19.**

To launch a **global communication plan** targeted at consumers, together with producers, the coffee industry, opinion makers, and other stakeholders, using social media and other means of communications in order to show the **economic reality of the coffee** sector – from the producer to the final consumer – as of the International Coffee Day, October 1<sup>st</sup> 2018.

### ICD 2019

**The economic reality of coffee**  
**From producer to the final consumer**

**Contribution by the JACA**      **Illycaffè EU Delegation in Rwanda**



## Implementation of resolution 465 and ICD

CONTRIBUTION BY  
ILLYCAFFE TO  
IMPLEMENT  
RESOLUTION 465



## THE SYMPHONY OF COFFEE

This initiative will involve renowned musicians who will create a special composition by collecting and transforming all the sounds connected to the coffee harvest, production and consumption into a series of arias and musical pieces.

**CONCEPT:** The artistic idea is to create a "Symphony of Coffee" where together with the pianist all the music take inspiration, in the rhythm part, from the original sounds produced from the "sampling" realized "live" on the ground that embraces the whole coffee chain: from harvesting (Rwanda coffee station): harvesting, processing, drying, and tools for harvesting and processing such as plows, hoes, bags; to the entire coffee processing chain (in the factory): toasting, mills, etc. to drinking coffee ...



## THE SYMPHONY OF COFFEE

The “symphony” will be initially inspired by **visiting and composing the music in a coffee farm** - Rwanda has been identified as the possible selected country. A series of videos will be produced to create awareness among the consumers about “the reality of coffee”, as well as live performances in different countries and international events to promote coffee consumption, specifically targeting millennials and generation Z.

- As illycaffè contribution to the Implementation of the Resolution 465
- To use the video material and the concept to prepare, together with ICO, a video clip for International Coffee Day 2019.
- The video will show where coffee comes from, the beauty of the land where it is cultivated and the work of all the farmers who contribute to bring our coffee cup daily in our lives.

The video and first concert:  
CWS di Musasa, lake Kiwu and in a dry mill Kigali.



The concept (concert with backdrop video) will be presented in several international events and in other countries targeting potential consumers including millennials and Z generation that will “learn” about coffee: its people, landscape and sounds

**The EU DELEGATION IN RWANDA  
CONTRIBUTES TO THE VIDEO AND  
CONCERT IN THE COFFEE FARM IN  
RWANDA**



**Thank you**