



CONNECTING THE COFFEE WORLD

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**COFFEECLUB
NETWORK**



International Coffee Organization
Organización Internacional del Café
Organizaçao Internacional do Café
Organizzazione Internazionale del Caffè

ACHIEVEMENTS

- 25,000 visitors in 1 year
 - 155 different countries
- 95,000 page views (total visits)!
- More than 700 members
- 62 communities!
 - 21 created in 2009
- Relevant players in tomorrow's coffee world







VISITOR FEATURES

- 69% new visitors in one year
- Country rank:
 - US
 - Brazil
 - UK
 - Mexico
 - Colombia
 - Canada
 - India
 - Australia
 - Germany
 - Spain
- Origin of Traffic:
 - 52% from search engines!
 - 26% reference sites (e.g.: ICO site)
 - 22% direct
- Average time on site: 3 to 4 minutes



HIGHLIGHTS: NEW COMMUNITIES

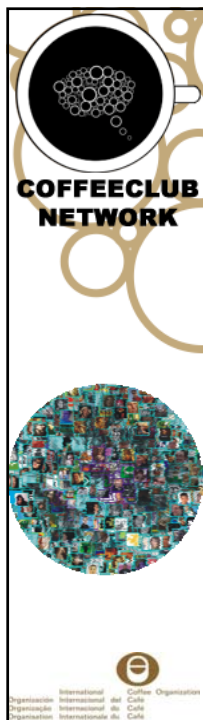
- From Guatemala
- Climate change and coffee
- Cocoa Community
- DO Café Marcala (Honduras)
- coffee/espresso tamper
- Coffee Agribusiness & Honduras
- coffee machines
- India International Coffee Festival 2009
- COFFEEPEDIA – world coffee encyclopedia
- Coffee Business Opportunity

**LARGE INTEREST IN STARTING
A COMMUNITY**




HIGHLIGHTS: EXPLORING BUSINESS OPPORTUNITIES

- New service (actually, a modified community)
- Special place to offer coffee (or products or services)
 - “Coffee from Cundinamarca, Colombia”
 - “Want to sell The Exotic LUWAK COFFEE origin Sumatra, Indonesia”
 - “Supply of Robusta Coffee Bean”
 - “Coffee supplier – Honduras Highlands”
 - “Partnership for 500 plus acres of Jamaican Blue Mountain Coffee”
 - “Offer USED / Refurbished equipment as good as new”
- Mostly growers offering their coffee
- But other product and service providers too




HIGHLIGHTS: PARTICIPATION INCREASING

- Debates increasing
 - from viewers to participants
- Discussion forum
 - more frequent
 - “Can we use the CCN platform to connect small growers to buyers?”
- Network reaching maturity
- Participation is not easy to achieve even for large social networks
 - Facebook
 - MySpace
 - etc.




COFFEECLUB NETWORK



NETWORK REDEFINES ITSELF

- CoffeeClub Network
 - no answers
 - environment for contacts/discussions
 - members find own answers
- Collaborative construction
- Problem solving

INNOVATION IS SOLUTION TO BOTTLENECKS



Organización Internacional del Café / Organisation Internationale du Café / Coffee Organization



COFFEECLUB NETWORK



NETWORK REDEFINES ITSELF: PROBLEM SOLVER

- Coffee origin communities
- Developing coffee connections
- Coffee Business Opportunities

PATHS CHOSEN BY COFFEECLUB NETWORK ITSELF





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CCN AS PROBLEM SOLVER: ORIGIN COMMUNITIES

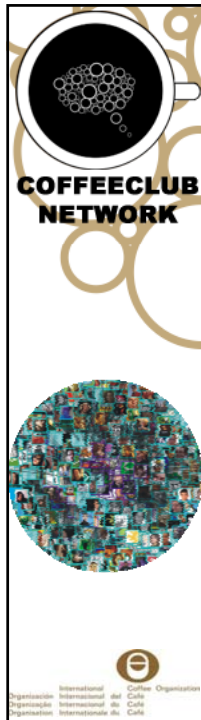
- Large interest from participants
- Promotion
 - origins
 - estates
 - associations
 - initiatives
 - cooperatives
 - contents
- Discussion
 - common problems
 - business
- Search
 - partners
 - clients

**INNOVATION IS SOLUTION
TO BOTTLENECKS**



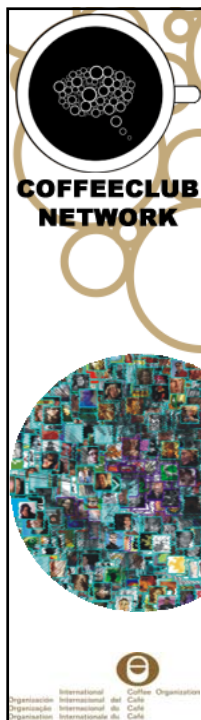
HOW TO HELP CCN TO SUPPORT ORIGIN COMMUNITIES

- create better support systems
 - software
 - mediators
- languages other than English
- support from ICO member countries
- create country networks in local languages
 - mediators
 - official support
 - complement sites
(not compete)



CCN AS PROBLEM SOLVER: DEVELOPING COFFEE CONNECTIONS

- from source of information to meeting place
 - members see potential to reach out
 - start sending messages
 - participate in forums
 - connections are created
 - business may be transacted (out of CCN: **problem!**)
- creating interest groups
- correcting marketing imperfections
 - small growers
 - technical barriers
 - small businesses
 - economic barriers



HOW TO HELP CCN TO DEVELOP COFFEE CONNECTIONS

- Not much needed
 - CCN developed for this
- BUT**
- Update system technology (platform Web 2.0)
 - Identify / develop / train mediators (chronic need!)



CCN AS PROBLEM SOLVER: COFFEE BUSINESS OPPORTUNITIES

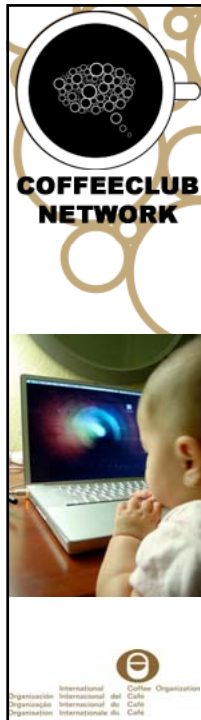
- Problem identified:
 - need to contact business partners around the world
- “Test” community at CCN
 - very successful
 - a lot of activity
 - business transacted (outside CCN: **problem?**)
- Potential of CCN still underutilized

MOST PROMISING PATH TO DEVELOP



HOW TO HELP CCN TO DEVELOP COFFEE BUSINESS OPPORTUNITIES

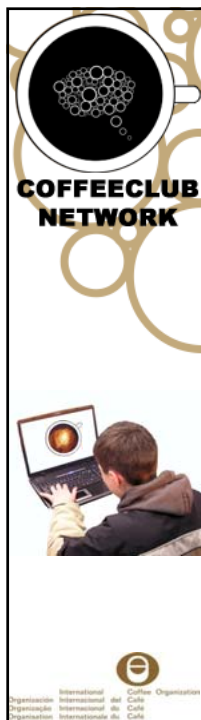
- Improve technology of web 2.0 platform
 - user friendly
 - facilitate members’ participation
- Develop capable mediators
 - identify
 - develop
 - train
- Search for partnerships
 - development agencies
 - small business agencies
 - foundations
 - private sector
 - others



CCN FUTURE NEEDS

- Development of mediators
 - communities
 - **countries**
- Technological development
 - platform outdated
 - Internet technology evolves fast
 - develop new web 2.0 service tools
 - customize platform to members' needs

CUSTOMIZE PLATFORM TO CURRENT AND FUTURE NEEDS



CCN'S FUTURE

- Participants are leading the way
- Customize CCN to participants' needs
 - support
 - develop
 - innovate
- More integration with other social networks:
 - Facebook, Twitter, Orkut, Cafés do Brasil Network
- Multiply connections
- Contact with every coffee related site, network or community