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
<table>
<thead>
<tr>
<th>Coffee year</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017/2018</td>
<td>Gender equality</td>
</tr>
<tr>
<td>2018/2019</td>
<td>Climate change</td>
</tr>
<tr>
<td>2019/2020</td>
<td>Innovation &amp; technology</td>
</tr>
<tr>
<td>2020/2021</td>
<td>Productivity &amp; profitability</td>
</tr>
<tr>
<td>2021/2022</td>
<td>tbd</td>
</tr>
</tbody>
</table>