



**INTERNATIONAL
COFFEE
ORGANIZATION**

ICC 122-25

28 September 2018
Original: English

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International Coffee Council
122nd Session
17 – 21 September 2018
London, United Kingdom

**Reporting framework for the Five-Year
Action Plan and the Programme
of Activities**

Background

1. This document contains the reporting framework for the Five-Year Action Plan (document [ICC-120-11](#)) and annual Programme of Activities for the International Coffee Organization that was approved by the Council during its 122nd Session from 17 to 21 September 2018.
2. The framework, using a set of Key Performance Indicators (KPIs), will allow to track the progress in implementing the annual Programmes of Activities and the results achieved in relation to the Five-Year Action Plan via defined output and outcome indicators.

Five-Year Action Plan 2017/18 -2021/22						Programme of Activities 2017/18	
Strategic Goal	Priority Actions	Outcome KPI	Target	Baseline	Progress to date	Activity	Output
I. Delivering world-class data, analysis and information to the industry and policy-makers	A. Improving raw data collection, storage and handling	<u>Quality of statistical data:</u> 1) Compliance of Members in providing data (timeliness of data submission, accuracy, completeness and consistency of data submitted).	1) 100% compliance by all Members	1) To be established by September 2018 with introduction of new compliance indicator: one global indicator; one for importing Members; one for exporting Members.	N/A	1 & 2 Identify and address constraints resulting in poor compliance by Member countries with the Rules on Statistics	<ul style="list-style-type: none"> Identify constraints <ul style="list-style-type: none"> <input type="checkbox"/> Report on baseline data quality with recommendations for improvements <input type="checkbox"/> New indicator measuring the compliance levels <input type="checkbox"/> Fact-finding mission to identify constraints <input type="checkbox"/> Report on level of compliance and constraints for selected Members Address constraints <ul style="list-style-type: none"> <input type="checkbox"/> Capacity-building workshop in Asia <input type="checkbox"/> Report on actions and their implementation to address poor compliance <input type="checkbox"/> More efficient process/interface for providing/uploading Members' data
		<u>Dissemination of statistical data</u> 2) Satisfaction among users of ICO data (Members, subscribers, wider public) regarding usefulness and quality	2) 75% of respondents either agree/strongly agree that they are satisfied with data services	2) 65% of respondents to strategic review survey agreed or strongly agreed that ICO statistical data was satisfactory (comprehensive and helped in		3 Establish a comprehensive statistical database containing information relevant to Members and third parties (paying subscribers, wider public)	<ul style="list-style-type: none"> <input type="checkbox"/> Revised document <u>SC-59/15</u> 'Data concepts and variables used in the statistics of the Organization' <input type="checkbox"/> Proposal of a new data management system <input type="checkbox"/> Roundtable meeting with representatives from certifying organizations <input type="checkbox"/> MoU with coffee certification organization(s) <input type="checkbox"/> Two Statistics Roundtable meetings per annum

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				decision making)			<input type="checkbox"/> Use of the statistical section of the ICO website. <input type="checkbox"/> Number of successfully handled individual requests for ICO statistical data.
	B. Disseminate statistical data and analytics	<u>Statistical data</u> 3) Number and category (e.g. roasters, traders, analysts, etc.) of subscribers to ICO statistical reports. <u>Analytics</u> 4) Satisfaction among users of economic research (Members, subscribers, wider public) regarding usefulness and quality 5) Satisfaction of participants at ICO events	3) Increase to 30 unique subscribers by end of 5-Year Action Plan 4) 75% of respondents either agree/strongly agree that they are satisfied with economic services 5) At least 50% of attendees were satisfied	3) 23 unique paying subscribers 4) 55% of respondents to strategic review survey agreed or strongly agreed ICO economic research satisfactory (relevant and helped in decision-making) 5) No baseline		4 Develop and/or disseminate topical and relevant statistical and analytical output related to the global coffee sector	<i>Data:</i> <input type="checkbox"/> Up-to-date database <input type="checkbox"/> 12 Monthly Trade Statistics <input type="checkbox"/> 4 Quarterly Statistical Bulletins <input type="checkbox"/> 1 Annual Trade Statistics <i>Analytics</i> <input type="checkbox"/> 12 Coffee Market Reports <input type="checkbox"/> Studies: – Climate change adaptation in coffee production – Gender equality in the coffee sector – Development of coffee trade flows – International coffee prices – causes of high volatility – Emerging coffee markets: SE-Asia – Determinants of coffee retail prices in the EU and USA (1998-2017) <input type="checkbox"/> Presentations of research output at external conferences/political fora <input type="checkbox"/> Workshop on Coffee & Health (April 2018) <input type="checkbox"/> Country fact sheets published on the website <i>Cooperation with International Organizations (IOs)/research</i>

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		6) Number of ICO presentations at coffee-related events	or greatly satisfied 6) The Secretariat presents at all key coffee-related events to which it is invited	6) Presentations made at 25 events			<i>institutes</i> <ul style="list-style-type: none"> <input type="checkbox"/> Strategy for partnership document for consideration by the Council <input type="checkbox"/> Concept for the ICO Award for Excellence in coffee-related research 	
II. Using the Organization's convening power to provide a forum for dialogue between and within the public and private sectors	A. Strengthening Membership engagement	7) Change in membership	7) All countries that are involved in the coffee sector are Members	7) Current average attendance	No net change in 2017/18 (1 in and 1 out)	5	Provide a forum for dialogue on coffee-related issues	<ul style="list-style-type: none"> <input type="checkbox"/> Council sessions and other ICO meetings in April and September <input type="checkbox"/> Consultations, decisions and recommendations by the Council and other ICO bodies on coffee-related issues <input type="checkbox"/> 8th Consultative Forum on Coffee Sector Finance Forum held and results widely disseminated <input type="checkbox"/> Progress report on the preparation of the 5th WCC
		8) (a) Number of Member countries attending ICO meetings; and (b) High level representation	8) (a) 100% attendance by all Members; and (b) 10% High level representation	8) (a) 35 Members as at September 2018; and (b) 3 High level representatives	30 in Mexico City (April 2018); and 3 High level representatives			
		9) Media coverage of ICO activities	9) Coverage by 5 major media providers	9) No baseline	03/04/2018 in: <i>Global Coffee Report</i>	6	Enhance communication with Members and the public	<ul style="list-style-type: none"> <input type="checkbox"/> New ICO website <input type="checkbox"/> Column allocated to the ICO/ED for feature article on coffee-related magazines
10) Engagement with ICO website/social media accounts	10) 25% in increase engagement with site and social media activities	10) 100k new users <i>Facebook:</i> 6,176 likes 2,768 people reached	To be assessed					

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				<i>Twitter: 5,149 followers, 12 shares, Linked in: 2,779 followers 11 shares.</i>			
		11) Number of Member countries visited	11) 13 per year so that each Member country is visited at least once every 4 years.	11) 10 Member countries visited.	3 countries more than yearly target	7	Increase the ICO's outreach to Member and non-member countries <ul style="list-style-type: none"> <input type="checkbox"/> Missions to the countries detailed in Annex II of PoAs 2017/18 <input type="checkbox"/> Reports on missions to Member and non-member countries <input type="checkbox"/> Participation at coffee events detailed in Annex II of PoAs 2017/18
	B. Strengthening engagement with third parties	12) Number of signed and implemented MOUs	12) At least 1 new MoU signed and implemented (joint action) each year	12) (a) New MoU signed; and (b) Action carried out with partners (0)	(a) GCP, AFCA and SCC; and (b) 3 main actions (Delta project (GCP, GEF Guide SCC, Statistics training AFCA)	8	Strengthen links with private sector organizations (private-sector initiatives, associations, NGOs) and implement MoUs <ul style="list-style-type: none"> <input type="checkbox"/> Participation at coffee events detailed in Annex II of PoAs 2017/18 <input type="checkbox"/> Progress reports on the implementation of MoUs <input type="checkbox"/> Report on potential partners for cooperation

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		13) Number of third parties (i.e. representatives from IOs and International Financial Institutions (IFIs)) attending ICO events (Council, fora, seminars)	13) Increase attendance of third parties by 10-20% a year.	13) 10 institutions (Mexico City, April 2018)		9	Strengthen links with public organizations (international organizations, international financial institutions) working in the field of international development and poverty alleviation	<input type="checkbox"/> Participation in COP23 with ICO side-event <input type="checkbox"/> Reports on the ICO's participation at meetings and events <input type="checkbox"/> Experts attending ICO events <input type="checkbox"/> Reports on collaboration with coffee research institutions <input type="checkbox"/> Meeting of ICBs organised and results reported
III. Facilitating coffee sector development projects and promotion programmes through public-private partnerships	A. Facilitating coffee sector development projects	14) Number and value of project proposals developed and which ICO is associated with	14) US\$100 million by the end of the 5-Year Action Plan	14) No baseline as there has been no new projects since the approval of the 5-year Action Plan	US\$0.5 million (Delta Project)	10 & 11	Raise awareness of the challenges of the coffee sector in the donor community to mobilize funds for coffee sector development projects and assist in the preparation of project proposals	<input type="checkbox"/> Strategy on coffee development projects drafted and presented to Council <input type="checkbox"/> Contributed to the development of project proposals <input type="checkbox"/> Identification of coffee sector challenges in Central America and Mexico
		15) Reports on results of completed projects	15) 100%	15) No baseline		12	Share results from individual projects/interventions widely among the development community (donors, stakeholders, implementing parties, etc.)	<input type="checkbox"/> Lessons learnt from concluded projects shared during meetings of the Projects Committee and all ICO fora

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	B. Facilitating promotion programmes through public-private partnerships	16) Participation in International Coffee Day (Number of events registered)	16) There should be at least one registered event in each Member country by the end of the 5-Year Action Plan.	16) 89 total events - 18 Members had at least one registered event (EU is considered as one Member- otherwise the total would be 27)		13	Promote International Coffee Day (ICD)	<input type="checkbox"/> ICD 2018 campaign implemented <input type="checkbox"/> ICO participation at Campaign for ICD 2018 developed and presented to the Council in April 2018
						14	Other activities to promote coffee consumption	<input type="checkbox"/> ICO participation at national/international coffee events (AFCA, AVPA, ACRAM, 1 st Vietnam Coffee Day, etc. (See Annex II of PoAs 2017/18) <input type="checkbox"/> Input provided to national coffee promotion activities