October 1: International Coffee Day
RESOLUTION 465 AND THE INTERNATIONAL COFFEE DAY

Decision 1:
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 1st 2018
2019 CAMPAIGN GOAL
To highlight the plight of coffee farmers, the threat they are facing to their livelihoods and the need to take collective action

SUPPORTED BY
All Japan Coffee Association (AJCA)
Ernesto Illy Foundation
EU Delegation in Rwanda
A NEW-LOOK
ICD WEBSITE
COFFEE'S FUTURE NEEDS YOU

Pledge your support for a living income for coffee farmers

SIGN THE #COFFEEDAY PLEDGE
AN ANTHEM FOR INTERNATIONAL COFFEE DAY 2019
Supported by
Ernesto Illy Foundation
EU Delegation in Rwanda
CALL TO ACTION:
SIGN THE #COFFEEPLEDGE

3,977
signatures

85
countries

We are asking everyone involved in coffee, from producers, to roasters, governments, banks and the coffee drinking public to sign the #coffeepledge, in support of a fair, living income for coffee farmers.
ICD IN NUMBERS

12,700+ ICD Video Views
85,300+ Social Media Impressions
EVENTS IN 25 countries
8,400 Website hits
ICD2019 COFFEE CHALLENGE

Welcome to the ICD 2019 Coffee Challenge

Here’s how it works... There are 10 questions plus a bonus round with a further two questions. Answer all questions to the best of your ability and make sure you include your name and contact email to be entered into our incredible coffee prize draw.

The quiz should only take around 10 minutes to complete.

Let’s go! press ENTER
“Livelihood, not just for myself but for millions of people around the world. Coffee is a beautiful thing, always changing and evolving”.

“[The #CoffeePledge is important] to ensure sustainability and safe future for coffee farmers and the coffee industry”
- Lizzy, Ireland

“It means how my country went from being extremely poor to being the first central american country to grow and export coffee”
- Fabio, Costa Rica

“Consumers have the power to influence those who take decisions (governments, buyers, multinationals). Only by showing that we care, we can make a change”
- Michela, Honduras

“Coffee is a way of life”
- Valerie, USA
COFFEE PRIZE

SUPPORT IS WELCOME FOR SPONSORS OF THE 2019 ICD COFFEE PRIZE
BUILDING A MOVEMENT

AN ONGOING CONSCIOUS COFFEE MOVEMENT FOR A SUSTAINABLE FUTURE...
THE FUTURE OF COFFEE
Tuesday, 1 October 2019 | Embassy of Switzerland, London
Thank you