International Coffee Council
107th Session
26 – 30 September 2011
London, United Kingdom

Programme of activities for the Organization – 2011/12

Background

1. This document contains the programme of activities for the Organization for coffee year 2011/12 which was approved by the Council at its 107th Session from 26 to 30 September 2011.

2. An estimate of the costs of specific activities in 2011/12 is given in the Annex. These costs have been incorporated in the Administrative Budget for the financial year 2011/12 (see document ICC-107-20).
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<th>STRATEGIC GOALS AND ACTIONS</th>
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| Executive Director/Secretariat | Forum for the development of policies and solutions to strengthen the global coffee sector | Planned activities in 2011/12:  
- Supporting ICO meetings including the Council, and ICO bodies and committees as appropriate  
- Organization of the CFCSF in consultation with the Chairman and Steering Committee (see Activity 14)  
- Missions to Member countries  
- Presentations and participation in national and world coffee events  
- Press briefings during Council sessions and interviews with national and international media to brief them about the ICO and coffee issues  

Expected outputs:  
- Reports, documents and presentations on coffee-related matters  
- Discussion and decisions by the Council on coffee-related issues and recommendations by ICO bodies and committees  
- CFCSF held and results disseminated on website  
- Information about national coffee policies  
- Dissemination of information about policies and activities on website  
- Missions, briefings and interviews  
- Annual Review  

Resources: Regular/travel budget  

Indicators:  
- Number of meetings, presentations, missions, briefings, interviews, reports and decisions  
- Usage of ICO website |
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| Economics/Secretariat/Information | 2. To identify priority issues, emerging concerns and opportunities arising from international and domestic trends, including technological developments, that may affect the coffee economy, and to advise on responses to these issues | Planned activities in 2011/12:  
- Monitoring the impact of the economic crisis on the world coffee sector  
- Continued follow-up of recommendations of the World Coffee Conference (WCC) 2010  
- See Activity 7  

Expected outputs:  
- Reports and documents  
- Recommendations of WCC 2010 incorporated in updates of the strategic action plan, programme of activities and other policy documents  

Resources: Regular  
Indicators:  
- Use of ICO website  
- Reports and relevant studies |
| Economics | 3. To investigate and promote means for achieving equilibrium between supply and demand, as well as fair prices for both producers and consumers | Planned activities in 2011/12:  
- Identify sources and methods of finance for agricultural commodities, especially in the coffee sector, to improve producers’ ability to finance their coffee activities, including managing their stocks in origin countries (see also activities related to the CFCSF)  
- Evaluation of ongoing programmes (CQP, coffee and health initiatives, programmes funded by the Promotion Fund and project activities)  

Expected outputs:  
- Reports on market trends  
- Progress reports and presentations  
- Recommendations incorporated in updates of the strategic action plan and other policy documents  
- Annual Review  

Resources: to be determined  
Indicators:  
- Number of recommendations, progress reports and presentations |
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| Executive Director/ Economics/ Secretariat | 4. To enhance cooperation and communication on coffee policies and actions, including project activities, with appropriate intergovernmental, international, regional and other organizations, as well as with the private sector | Planned activities in 2011/12:  
- To explore cooperation on coffee matters and activities with FAO, UNEP, ITC, international development banks and other organizations  
- Participation by ICO representatives in meetings and activities of other organizations including IACO, CFC, African Development Bank Group, Codex Alimentarius and the annual meeting of ICBs  
- Encouragement of participation by appropriate intergovernmental, international, regional and other organizations in ICO meetings and events  
- Dissemination of policy papers and reports to other organizations  
- Dissemination of information about food safety legislation  
- See also Activities 1 and 14 |
| Executive Director/ Secretariat | 5. To encourage non-member countries to become Members of the Organization | Planned activities in 2011/12:  
- Programme of contacts with representatives of non-members to brief them about benefits of and procedures for membership  
- Preparation and dissemination of documents and information on membership |
| | | Expected outputs:  
- Reports and documents on membership  
- Contacts, missions and briefings  
- Progress on expanding membership of the ICA 2007 |
| | | Resources: Travel budget |
| | | Indicators:  
- Number of new Members of the 2007 Agreement |
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<td></td>
<td>Market transparency</td>
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| Economics/Statistics | 6. To provide detailed statistical coverage of the coffee value chain, including data related to production, consumption, trade, stocks, differentiated coffees, value distribution and evaluation of efficiency | Planned activities in 2011/12:  
- Collection of additional information on coffee with special characteristics, value of shipments and HS codes in the new Certificate of Origin once it is implemented by exporting Members  
- Contacts with trade associations, certification agencies and other bodies for supply of data  
- Upgrading of statistical software as required  
- See also Activity 7  
Expected outputs:  
- Expanded statistical information on the coffee value chain  
- Increased information on markets for coffees with special characteristics included in regular ICO publications and special reports  
- Installation of improved statistical software  
Resources: £2,000  
Indicators:  
- Economic studies (see Activity 7)  
- Usage of ICO website |
| Economics/Information | 7. To prepare reports and studies on the market situation and trends and developments in the coffee sector, especially with regard to structural conditions in international markets, and long-term and new trends in production and consumption that balance supply and demand | Planned activities in 2011/12:  
- Preparation of monthly reports on the coffee market situation  
- Preparation of five studies on specific aspects of the world coffee sector:  
  - Three studies on coffee drinking patterns in leading consuming countries  
  - Relationships between prices of coffee on physical and futures markets  
  - Re-exports of coffee  
- Preparation of additional fact sheets with information on topical issues including the effects of climate change on coffee production  
- Enhancement of ICO website  
Expected outputs:  
- Increased transparency of the world coffee sector  
- Reports on the market situation and studies  
- Coffee sector profiles for all Member countries regularly updated  
- Fact-sheets on topical issues  
Resources: £4,000  
Indicators:  
- Monthly market reports  
- Number of studies  
- Number of fact-sheets  
- Usage of ICO website |
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| Economics | **8.** To take into account actions related to Article 24 (Removal of obstacles to trade and consumption) in implementing the ICA 2007, including preparing periodical surveys on the effects of tariffs, non-tariff barriers and indirect taxes on coffee consumption and trade | Planned activities in 2011/12:  
- Preparation of report on obstacles to trade and consumption  
Expected outputs:  
- Report on obstacles to trade and consumption presented to the Council  
Resources: Regular  
Indicators:  
- Number of reports |
| Operations | **9.** To submit to the Council periodic reports on compliance with Article 27 (Mixtures and substitutes) of the ICA 2007 | Planned activities in 2011/12:  
- Preparation of report on mixtures and substitutes  
Expected outputs:  
- Report presented to the Council in September 2012  
Resources: Regular  
Indicators:  
- Report |
| Statistics | **10.** To review and revise, as appropriate, statistical matters related to the ICA 2007, including the Rules on Statistics, the system of indicator prices and conversion factors for types of coffee | Planned activities in 2011/12:  
- Implementation of decision by the Council on conversion factors and changes to the ICO statistical database, as appropriate  
- Implement amendments to the current rules on indicator prices  
Expected outputs:  
- Revised conversion factors for forms of coffee  
- Improved indicator prices  
Resources: Regular  
Indicators:  
- Reports and statistics using new conversion factors  
- Monthly prices document  
- Daily posting of indicator prices on the website |
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| Operations/Statistics | 11. To promote private-public partnerships to enhance the transparency and reliability of coffee statistics | **Planned activities in 2011/12:**  
- Organization of statistical workshops on compliance with Statistical Rules in African and other exporting countries  
- Investigation of alternative sources of statistics with a view to improving Members’ compliance with Statistical Rules and broadening coverage of the coffee market  

**Expected outputs:**  
- Improved statistical coverage of the world coffee market  
- Improved compliance with ICO Statistical Rules  

**Resources:** £2,000  

**Indicators:**  
- Statistical reports  
- Compliance with ICO Statistical Rules |
| Development and dissemination of knowledge | 12. To enhance the viability and execution of projects that benefit Members and the world coffee economy by defining coffee development strategies, monitoring project proposals submitted to relevant donors and supervising their implementation | **Planned activities in 2011/12:**  
- Implementation of the revised coffee development strategy  
- Submission of project proposals to donors  
- Supervision of projects under implementation, through regular reports, evaluations and contributions to project workshops (see also Activity 15)  

**Expected outputs:**  
- Consideration of project proposals by donors  
- Reports on implementation of projects to the Council  
- Reports on project mid-term evaluations  

**Resources:** Regular  

**Indicators:**  
- Number of project proposals approved by the Council and other donors  
- Number of projects implemented and concluded  
- Number of project reports circulated |
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| Economics    | **13. To screen project proposals submitted with the support of Members, using consistent mechanisms and involving experts from Members, so as to select proposals that are suitable for potential donors** | Planned activities in 2011/12:  
  • Screening of project proposals for submission to the Council  
Expected outputs:  
  • New project proposals submitted for approval by the Council  
Resources: Regular  
Indicators:  
  • Number of proposals screened, revised by the proponents and submitted to the Council for approval |
| Executive Director/ Economics | **14. To seek finance for projects and other activities, such as training courses, that benefit Members and the world coffee economy** | Planned activities in 2011/12:  
  • Use of the CFCSF to identify sources of support for projects, studies and other activities, as well as to promote the exchange of information and possible coordination of activities among the development assistance agencies of Members  
  • See also Activity 4  
  • Undertake contacts with potential donors  
  • Identify funding for replication of successful projects  
Expected outputs:  
  • Identification of additional sources of support for projects  
  • Funding secured for projects  
  • Dissemination of Forum outcomes on website  
Resources: Regular  
Indicators:  
  • Meetings of the CFCSF  
  • Number of projects approved  
  • Number of new donor agencies involved  
  • Usage of ICO website |
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| Economics     | 15. To strengthen country ownership of projects and encourage the capacity-building of local communities and small-scale farmers                                                                                          | Planned activities in 2011/12:  
- Coordination with Governments, PEsAs and collaborating agencies on project implementation and follow-up  
- Continuing inclusion of capacity-building of local communities and small-scale farmers in all coffee development projects (see Activity 12)  

Expected outputs:  
- Expansion of project activities in beneficiary countries after successful project conclusion  
- Replication of best practices of concluded projects to increased numbers of coffee growers  

Resources: Regular  
Indicators:  
- Number of projects approved  
- Number of projects with expanded activities in beneficiary countries  
- Number of activities generated by project after completion |
| Economics     | 16. To encourage greater technology transfer and technical cooperation, particularly among producing countries, so as to enhance remuneration to producers                                                                 | Planned activities in 2011/12:  
- Encouragement of exchanges of information among Member countries on results obtained from successful implemented projects  

Expected outputs:  
- Display of results obtained, and ways to reach them, during the final workshops of each project, and on websites of the ICO and local institutions  

Resources: Regular/Projects budget  
Indicators:  
- Number of projects up-scaled by direct beneficiary countries  
- Number of projects replicated in other countries  
- Usage of websites of the ICO and local institutions |
| Economics/Information | 17. To promote scientific research and development throughout the coffee chain, including alternative uses for low-quality coffee and by-products of coffee processing, and enhancing existing coffee varieties | Planned activities in 2011/12:  
- Publication of project reports  
- Regular updating of the ICO webpage on projects  
- Prospecting potential sources of funding for basic research  

Expected outputs:  
- Dissemination of information on ICO project activities  

Resources: £2,000  
Indicators:  
- Number of reports published  
- Usage of ICO website |
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<tr>
<td>Economics</td>
<td>18. To develop the role of the ICO as Project Executing Agency in appropriate cases</td>
<td>Planned activities in 2011/12:</td>
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<tr>
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<td>• The role of the ICO as a Project Executing Agency (PEA) for coffee development projects will be considered on a case by case basis as appropriate</td>
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<td><strong>Expected outputs:</strong></td>
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<td>• Strengthened capacity of the ICO to coordinate project implementation and feasibility studies</td>
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<td><strong>Resources:</strong> Regular</td>
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<td><strong>Indicators:</strong></td>
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<tr>
<td></td>
<td></td>
<td>• Number of projects or feasibility studies with ICO as PEA</td>
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<tr>
<td>Secretariat</td>
<td>19. To organize seminars, round-tables and workshops on coffee-related matters, including project results, and disseminate information presented at these events</td>
<td>Planned activities in 2011/12:</td>
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<tr>
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<td>• Holding a seminar or workshop on a topic to be agreed by Members (possible topics: climate change, germplasm, carbon and water footprint of coffee, coffee finance)</td>
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<td><strong>Expected outputs:</strong></td>
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<tr>
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<td>• Terms of reference for the seminar prepared and agreed by Members</td>
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<td></td>
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<td>• Conclusions of seminar presented by the Chairman to the Council</td>
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<td>• Seminar presentations and reports disseminated on website</td>
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<td>• Input into development of future coffee policies on seminar topic</td>
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<td><strong>Resources:</strong> £10,000</td>
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<td><strong>Indicators:</strong></td>
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<tr>
<td></td>
<td></td>
<td>• Attendance at seminar</td>
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<td>• Usage of ICO website</td>
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| Sustainable coffee sector | **20. To promote a sustainable coffee sector so as to contribute to the achievement of the Millennium Development Goals, in particular with respect to poverty eradication** | **Planned activities in 2011/12:**  
- Identification, in collaboration with other development agencies, of key areas where coffee can play a major role in poverty eradication  
- Inclusion of issues related to the Millennium Development Goals in the preparation and implementation of projects  
- See also Activities 2, 4, 19 and 23  

**Expected outputs:**  
- Increased standards of living of small coffee farmers, particularly in LDCs  
- Integration of the principles of sustainable development into country policies and programmes  

**Resources:** Regular  

**Indicators:**  
- Number of LDCs involved in project activities  
- Results of projects  
- Number of Member countries with a defined environmental policy for the coffee sector |
| Economics/ Information | **21. To disseminate information about economic, environmental and social sustainability, sustainable techniques and practices, and the efficient use of environmental resources throughout the coffee supply chain, including performance indicators and appropriate organizational structures** | **Planned activities in 2011/12:**  
- Collection and dissemination of information on sustainability and its implications for the world coffee sector  
- Presentations on sustainability issues to Members  
- See also Activities 2 and 23  
- Participation in seminars/workshops on sustainable coffee economy  

**Expected outputs:**  
- Reports and presentations to the Council and disseminated on the website  
- Enhanced information and increased awareness about the challenges of adapting to a more sustainable coffee economy, sustainable issues and sustainable practices  

**Resources:** Regular  

**Indicators:**  
- Number of presentations  
- Number of workshops for the dissemination of project results  
- Number of reports  
- Usage of ICO website  
- Number of seminars/workshops participated in |
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| Economics/Information        | 22. To disseminate information on the effects of climate change on the coffee sector, in the light of the United Nations Framework Convention on Climate Change | Planned activities in 2011/12:  
- Compilation and dissemination of information on climate change and its impact on the coffee sector  
- See also Activity 2  
- Continue to monitor information and discussions on climate change and the coffee industry  
Expected outputs:  
- Provision of up-to-date information on the consequences of climate change for the sector, facilitating the process of adaptation to future challenges and mitigation of negative effects of climate change  
Resources: Regular  
Indicators:  
- Publication of reports and fact sheets  
- Presentations on the effects of climate change on coffee |
| Economics                    | 23. To seek finance for, evaluate and give feedback on project proposals aimed at developing a sustainable coffee sector | Planned activities in 2011/12:  
- Examination, in conjunction with other development agencies, of the best options for promoting the sustainable management of coffee resources and processing  
- Exploration of synergies with international initiatives for the sustainable management of natural resources  
- See also Activities 4, 20 and 21  
Expected outputs:  
- Inclusion of the principles of sustainable development in project activities  
Resources: Regular  
Indicators:  
- Number of new projects containing, where appropriate, social and environmental risk assessment  
- Number of relevant projects approved |
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<tr>
<td>Economics</td>
<td><strong>24. To improve understanding of market structures, including methods of financing stocks and providing wider access to credit and risk management instruments in producer countries and appropriate for smallholders</strong></td>
<td><strong>Planned activities in 2011/12:</strong>&lt;br&gt;• Inclusion, where appropriate, of risk management and credit access activities in new projects supported by the ICO&lt;br&gt;• Implementation of the risk management project ‘Coffee price risk management in Eastern and Southern Africa’ approved by the CFC&lt;br&gt;&lt;br&gt;<strong>Expected outputs:</strong>&lt;br&gt;• Expanded knowledge and use of finance and risk management instruments&lt;br&gt;• Pilot project implemented&lt;br&gt;&lt;br&gt;<strong>Resources:</strong> CFC budget for coffee projects&lt;br&gt;&lt;br&gt;<strong>Indicators:</strong>&lt;br&gt;• Number of projects successfully concluded and replicated&lt;br&gt;• Proposals made by the CFCSF&lt;br&gt;• Reports on project implementation</td>
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<tr>
<td>Operations</td>
<td><strong>25. To develop an action plan to encourage increased consumption and market development under the ICA 2007</strong></td>
<td><strong>Planned activities in 2011/12:</strong>&lt;br&gt;• Preparation of a strategy to increase consumption and market development for consideration by the Promotion and Market Development Committee and by the Council&lt;br&gt;• Promotion and extension of the use of the ICO CoffeeClub Network by the world coffee sector&lt;br&gt;&lt;br&gt;<strong>Expected outputs:</strong>&lt;br&gt;• Action plan to encourage increased consumption and market development under the ICA 2007&lt;br&gt;• New communities established on issues of interest to the coffee sector&lt;br&gt;• Posting of ideas and strategies to promote coffee consumption&lt;br&gt;&lt;br&gt;<strong>Resources:</strong> Regular&lt;br&gt;&lt;br&gt;<strong>Indicators:</strong>&lt;br&gt;• Action plan&lt;br&gt;• Number of members and use of the Network</td>
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| PSCB    | 26. To disseminate, in conjunction with the private sector, information about issues related to coffee and health | Planned activities in 2011/12:  
• Provision of operational and administrative support for the Positively Coffee Programme and the HCP-CEP  

Expected outputs:  
• Provision of scientifically vetted information about coffee and health issues which is also easily understandable to the layman  
• Information will be disseminated via newsletters, a dedicated website, and attendance at conferences and other public meetings  
• Regular reports to the PSCB  

Resources: Regular  

Indicators:  
• Participation in seminars, congresses, etc.  
• Number of newsletters  
• Usage of ICO and Positively Coffee websites  
• Number of active programmes undertaken by HCP-CEP |
| Operations/Statistics | 27. To encourage quality assurance measures, including the implementation of quality standards for exported coffee (as provided for in Resolution 420) | Planned activities in 2011/12:  
• Collection of data extracted from Certificates of Origin  
• Monitoring of grading results on the London and New York futures exchanges  

Expected outputs:  
• Periodic reports on the implementation of the CQP  
• Quality of coffee improved  
• Periodic reports on the gradings results for Arabica and Robusta coffees  

Resources: Regular  

Indicators:  
• Number of reports  
• Share of coffee exports in accordance with the terms of Resolution 420 in comparison with total exports of green coffee  
• Number of countries implementing the CQP |
# LIST OF ACRONYMS USED IN THIS DOCUMENT

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>CFC</td>
<td>Common Fund for Commodities</td>
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<tr>
<td>CFCSF</td>
<td>Consultative Forum on Coffee Sector Finance</td>
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<td>CQP</td>
<td>Coffee Quality-Improvement Programme</td>
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<td>FAO</td>
<td>Food and Agriculture Organization of the United Nations</td>
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<td>HCP-CEP</td>
<td>Healthcare Professions – Coffee Education Programme</td>
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<td>HS</td>
<td>Harmonised System</td>
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<td>IACO</td>
<td>Inter-African Coffee Organisation</td>
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<td>ICA</td>
<td>International Coffee Agreement</td>
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<td>ICBs</td>
<td>International Commodity Bodies</td>
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<td>ICO</td>
<td>International Coffee Organization</td>
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<td>ITC</td>
<td>International Trade Centre</td>
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<td>LDCs</td>
<td>Least Developed Countries</td>
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<td>PEA</td>
<td>Project Executing Agency</td>
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<tr>
<td>PSCB</td>
<td>Private Sector Consultative Board</td>
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<td>UNEP</td>
<td>United Nations Environment Programme</td>
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<td>WCC</td>
<td>World Coffee Conference</td>
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<tr>
<td>Objective</td>
<td>Financial provision</td>
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</tr>
<tr>
<td>1. Market transparency (Activities 6, 7 and 11)</td>
<td>£8,000</td>
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<tr>
<td>2. Development and dissemination of knowledge (Activities 17 and 19)</td>
<td>£12,000</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>£20,000</strong></td>
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