INTERNATIONAL COFFEE ORGANIZATION
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ
ORGANIZAÇÃO INTERNACIONAL DO CAFÉ
ORGANISATION INTERNATIONALE DU CAFÉ

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Programme of activities for the Organization – 2010/11

Background

1. This document contains the draft programme of activities for the Organization for coffee year 2010/11. The activities are based on the draft strategic action plan (document WP-Council 173/08 Rev. 4), which is subject to further development and will be considered by the Council in March 2010. Activities related to the Consultative Forum on Coffee Sector Finance (CFCSF) are subject to the entry into force of the 2007 Agreement.

2. Members will be invited to make proposals for a seminar or workshop in 2010/11 at the 104th Session of the Council in March 2010.

3. An estimate of the costs of specific activities in 2010/11 is given in Annex I. These costs have been incorporated in the Administrative Budget for the financial year 2010/11. Annex II contains a list of acronyms used in this document.

Action

The Council is requested to consider this document.

PROGRAMME OF ACTIVITIES FOR THE ORGANIZATION – 2010/11

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
	Forum for the development of policies and solutions to strengthen the global coffee sector	
Secretariat	**1. To facilitate consultations on coffee-related issues through regular Council sessions, meetings of ICO advisory bodies and committees, and other relevant meetings and activities, including missions and briefings**	**Planned activities in 2010/11:** • 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

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
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 2010/11:** • Monitoring the impact of the economic crisis on the world coffee sector • Follow up of recommendations of the World Coffee Conference (WCC) 2010 • Surveys of Members • See Activity 7 **Expected outputs:** • Identification of key issues facing the world coffee sector in forthcoming years • Actions taken according to the recommendations and outcomes of the WCC 2010 • Recommendations of WCC 2010 incorporated in updates of the strategic action plan, programme of activities and other policy documents • Reports and documents **Resources:** Regular **Indicators:** • Number of actions taken according to the recommendations and outcomes of the WCC 2010 • Use of ICO website • Reports
Economics	**3. To review means for achieving equilibrium between supply and demand, as well as fair prices for both producers and consumers**	**Planned activities in 2010/11:** • 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) • See also Activities 24, 25, 26 and 27 **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

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
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 2010/11:** • 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, 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 and food safety procedures • See also Activities 1 and 14 **Expected outputs:** • Interventions and submissions to international meetings • Development of activities in collaboration with other organizations, including UNEP and FAO • Updated information on food safety issues affecting the coffee sector • Missions to relevant organizations **Resources:** Regular/travel budget **Indicators:** • Number of events participated in • Memoranda of Understanding • Publications and reports • Number of joint activities
Executive Director/ Secretariat	**5. To encourage non-member countries to become Members of the Organization**	**Planned activities in 2010/11:** • 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

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
	Market transparency	
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 2010/11:** • 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 • 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:** £3,000 **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 2010/11:** • Preparation of monthly reports on the coffee market situation • Preparation of studies on specific aspects of the world coffee sector: – Coffee drinking patterns – Coffee price volatility: retail prices – Coffee price volatility: prices paid to growers – Value shares in the global coffee value chain • Preparation of a series of fact sheets with information on topical issues • 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: £17,500 **Indicators:** • Number of monthly market reports • Number of studies • Number of fact-sheets • Usage of ICO website

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
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 2010/11:** • Preparation of report on tariffs, non-tariff barriers and indirect taxes • Gathering of information on obstacles to trade and consumption with a view to circulating a report in 2011/12 **Expected outputs:** • Report on tariffs, non-tariff barriers, etc. to be circulated in 2010/11 • Report on obstacles to trade and consumption presented to the Council in September 2011 **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 2010/11:** • Preparation of report on mixtures and substitutes **Expected outputs:** • Report presented to the Council in September 2011 **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 2010/11:** • 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 types 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 • New procedures for the collection, transmission, calculation and publication of indicator prices

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
Operations/ Statistics	**11. To promote private-public partnerships to enhance the transparency and reliability of coffee statistics**	**Planned activities in 2010/11:** • Organization of statistical workshop on compliance with Statistical Rules in African 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:** £5,000 **Indicators:** • Statistical reports • Compliance with ICO Statistical Rules
	Development and dissemination of knowledge	
Economics	**12. To sponsor projects that benefit Members and the world coffee economy by defining coffee development strategies, monitoring project proposals for submission to relevant donors and supervising their implementation**	**Planned activities in 2010/11:** • Implementation of the revised coffee development strategy once this has been approved by the Council • Submission of project proposals to donors • Supervision of projects under implementation, through regular reports, coordination of independent consultants, mid-term and final 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 **Resources:** Regular **Indicators:** • Number of project proposals approved by the Council and other donors • Number of projects implemented and concluded
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 2010/11:** • 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

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
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 2010/11:** • 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 **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
Economics	**15. To strengthen country ownership of projects and encourage the capacity-building of local communities and small-scale farmers**	**Planned activities in 2010/11:** • Coordination with Governments, PEAs 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:** • Increase in counterpart contributions in projects approved by the Council • 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

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
Economics	**16. To encourage greater technology transfer and technical cooperation, particularly among producing countries, so as to enhance remuneration to producers**	**Planned activities in 2010/11:** • 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 2010/11:** • 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
Economics	**18. To develop the role of the ICO as Project Executing Agency in appropriate cases**	**Planned activities in 2010/11:** • The role of the ICO as a PEA for coffee development projects will be considered on a case by case basis as appropriate **Expected outputs:** • Strengthened capacity of the ICO to coordinate project implementation and feasibility studies **Resources:** Regular **Indicators:** • Number of projects or feasibility studies with ICO as PEA

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
Secretariat	**19. To organize seminars, round-tables and workshops on coffee-related matters, including project results, and disseminate information presented at these events**	**Planned activities in 2010/11:** • Holding a seminar on a topic to be agreed by Members during coffee year 2009/10 (possible topics: climate change, germplasm, coffee finance) **Expected outputs:** • Terms of reference for the seminar prepared and agreed by Members • Conclusions of seminar presented by the Chairman to the Council • Seminar presentations and reports disseminated on website • Input into development of future coffee policies on seminar topic **Resources:** £10,000 **Indicators:** • Attendance at seminar • Usage of ICO website
	Sustainable coffee sector	
Economics	**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 2010/11:** • 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 MDGs 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

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
Economics/ Information	**21. To disseminate information about 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 2010//11:** • 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 **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
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 and other relevant actions**	**Planned activities in 2010/11:** • Compilation and dissemination of information on climate change and its impact on the coffee sector • See also Activity 2 **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 report • Presentations on the effects of climate change on coffee

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
Economics	**23. To seek finance for, evaluate and give feedback on project proposals aimed at developing a sustainable coffee sector**	**Planned activities in 2010/11:** • 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
Economics	**24. To improve market structures, including wider access to credit and risk management instruments appropriate for smallholders**	**Planned activities in 2010/11:** • Inclusion, where appropriate, of risk management and credit access activities in new projects supported by the ICO • Evaluation of methods to improve risk management and access to credit by the CFCSF **Expected outputs:** • Expanded knowledge and use of finance and risk management instruments **Resources:** CFC budget for coffee projects **Indicators:** • Number of projects successfully concluded and replicated • Proposals made by the CFCSF

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
Operations	**25. To develop an action plan to encourage increased consumption and market development under the ICA 2007**	**Planned activities in 2010/11:** • Preparation of a strategy to increase consumption and market development for consideration by the Promotion and Market Development Committee and by the Council • Promotion and extension of the use of the ICO CoffeeClub Network by the world coffee sector **Expected outputs:** • Action plan to encourage increased consumption and market development under the ICA 2007 • New communities established on issues of interest to the coffee sector • Posting of ideas and strategies to promote coffee consumption **Resources:** Regular **Indicators:** • Action plan • Number of members and use of the Network
PSCB	**26. To disseminate, in conjunction with the private sector, information about issues related to coffee and health**	**Planned activities in 2010/11:** • 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

SECTION	STRATEGIC GOALS AND ACTIONS	2010/11 (PLANNED ACTIVITIES)
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 2010/11:** • 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 **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

ANNEX I

ADMINISTRATIVE BUDGET 2010/11

ACTIVITIES FOR WHICH SPECIFIC FINANCIAL PROVISION IS MADE

Objective		**Financial provision**
1.	Market transparency (Activities 6, 7 and 11)	£25,500
2.	Development and dissemination of knowledge (Activities 17 and 19)	£12,000
Total		**£37,500**

ANNEX II

LIST OF ACRONYMS USED IN THIS DOCUMENT

CFC	Common Fund for Commodities
CFCSF	Consultative Forum on Coffee Sector Finance
CQP	Coffee Quality-Improvement Programme
FAO	Food and Agriculture Organization of the United Nations
HCP-CEP	Healthcare Professions – Coffee Education Programme
HS	Harmonised System
IACO	Inter-African Coffee Organisation
ICA	International Coffee Agreement
ICBs	International Commodity Bodies
ICO	International Coffee Organization
ITC	International Trade Centre
LDCs	Least Developed Countries
MDGs	Millennium Development Goals
PEA	Project Executing Agency
PSCB	Private Sector Consultative Board
UNEP	United Nations Environment Programme
WCC	World Coffee Conference