



Organización Internacional del Café
Organização Internacional do Café
Organisation Internationale du Café

WP SGP 17/07 Add. 1

4 June 2007
English only

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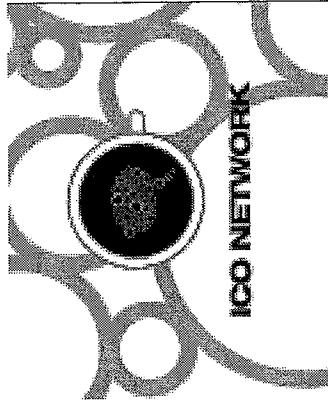
Promotion Committee
11th meeting
24 May 2007
London, England

ICO network to promote coffee consumption

Milestones, markers and matrix of results

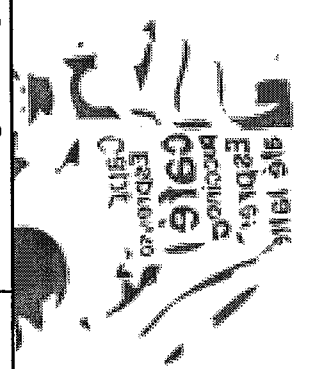
Background

In January 2007, the Steering Group on Promotion considered a proposal to implement an ICO network to promote coffee consumption contained in document WP-SGP 17/07. The Group requested that two issues should be incorporated into the project: the establishment of clear criteria to evaluate the success of the project, with a matrix where the results could be assessed by Members; and the establishment of milestones and markers linked to a calendar for the duration of the project. The consultant, Mr. Carlos Brando of P&A International Marketing subsequently presented the attached paper to the Promotion Committee at its meeting on 24 May 2007, which took note of this information.



ICO NETWORK - MILESTONES AND MARKERS

ACTIVITY		MONTHS															
		JUN 07		JUL 07		AUG 07		SEP 07		OCT 07		NOV 07		DEC 07		JAN 08	
		1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
1	Project Launching																
2	Implementation of network (infrastructure of information) in the internet																
3	Selection of Mediators																
4	Development, discussion and signature of contracts with Mediators																
5	Diagnosis																
6	Strategic planning																
7	Goals																
8	Information system																
9	Network Launching Event																
10	Preliminary operation																
11	Mobilization of Suppliers																
12	Mobilization of Collaborators																
13	Mobilization of Participants																
14	Retrofeeding and beginning of full operation																



ICO NETWORK - MATRIX OF RESULTS

ITEM / CRITERION		DATE	TARGET
1	Project Launching	30 Jun 07	completion
2	Implementation of network (infrastructure of information) in the internet	15 Sep 07	completion
3	Selection of Mediators	15 Nov 07	completion
4	Development, discussion and signature of contracts with Mediators	15 Dez 07	completion
5	Diagnosis	15 Aug 07	completion
6	Strategic planning	15 Sep 07	completion
7	Goals	15 Sep 07	completion
8	Information system	15 Sep 07	completion
9	Network Launching Event	30 Sep 07	completion
10	Preliminary operation	15 Jan 08	completion
11	Mobilization of Suppliers	15 Nov 07	completion
12	Mobilization of Collaborators	15 Nov 07	completion
13	Mobilization of Participants	15 Jan 08	completion
14	Retrofeeding and beginning of full operation	30 Jan 08	completion
15	Participants expected in Network	29 Feb 08	50
	Participants expected in Network	31 Aug 08	250
	Participants expected in Network	28 Feb 09	1150
	Participants expected in Network	31 Aug 09	5000
16	Promotion Ideas/ Strategies expected	31 Dec 08	10
	Promotion Ideas/ Strategies expected	31 Dec 09	50
	Promotion Ideas/ Strategies expected	31 Dec 10	100
17	Promotion Projects expected	31 Dec 08	5
	Promotion Projects expected	31 Dec 09	10
	Promotion Projects expected	31 Dec 10	20