COFFEECLUB NETWORK UPDATE - FUTURE

COFFEECLUB ACHIEVEMENTS

• Platform in full operation
• 10 months
• More than 500 members
• Our members, our wealth:
  ✔ diversity of countries, jobs and relations with coffee
  ✔ Relevant players in coffee world
• Still searching for mediators

OUR PROBLEM:
FINDING ACTIVE MEDIATORS

• 22 mediators… but little action
• From different countries
• 9 communities related to coffee producing countries
  ✔ Few active in everyday mediation tasks
  ✔ Some good mediators
  ✔ Good potential ones
• ED formally requested mediators from ICO members
• Content is important, but MEDIATION is essential
• How to solve this problem?

NEW INTERESTING COMMUNITIES

• Created spontaneously by new members
• Mediators to be trained
  ✔ Developing a coffee drinking culture in Uganda by Kizito-Mayanja James - Uganda
  ✔ Nicaraguan Coffee by David Alpert - USA
  ✔ Ethiopian Forest Coffee Development by Esayas Kebede - Ethiopia
  ✔ Mexican Coffee by Sylvia Gutierrez - Mexico
  ✔ Barista Skills by James Rundle - UK
  ✔ Brazil Sustainable Coffees by Eduardo Trevisan Gonçalves - Brazil
  ✔ Developing a coffee drinking culture in Uganda by Kizito-Mayanja James - Uganda
  ✔ Rainforest Alliance Certified by Eduardo Trevisan Gonçalves – Brazil
  ✔ Cafe Veracruz by Miguel Abascal - Mexico

THE FUTURE?

COUNTRY NETWORKS

• Incorporate “Cafés do Brasil” network
  – Over 2500 members
  – More than 50 communities
• Replicate Cafés do Brasil network model?
  – Other ICO member countries?
  – Other subject networks?
  – Researchers, baristas, roasters…
• What is a network?
  – Group of related communities

THE FUTURE:

• Find active mediators
• Country networks
• InnoCoffee
• Coffeepedia
• Inbound Marketing
• New web 2.0 technology devices
• Integrate operations with ICO site
THE FUTURE?
INNOCOFFEE
- Integrate scientific coffee community
- Gather coffee researchers and stakeholders to discuss coffee and science
- Special community to publish scientific coffee papers
- Coffee science in action: researchers and members share ideas and comment on papers
- Companies / Associations could post challenges to coffee scientists
- Best ideas and solutions could be rewarded
- Win-win partnership

THE FUTURE?
COFFEEPEDIA
- Following Wikipedia model
- Another special community
- Our collaborative coffee encyclopedia
- Including our web 2.0 Guestbook Map

THE FUTURE?
INBOUND MARKETING
- A marketing strategy focused on getting found by clients
- For coffee companies and countries
- Use CoffeeClub as platform to integrate marketing campaigns on the internet
- How to do it?
  1. Content: to attract potential clients
  2. Search Engine Optimization (S.E.O.): CoffeeClub is designed to maximize ranking in searching engines
  3. Social Media: the network amplifies the impact of your content

THE FUTURE?
INBOUND MARKETING
- Components of inbound marketing + CoffeeClub

- CONTENT
  - Blogs, videos, photos, papers, ebook
- S.E.O.
  - Web 2.0 technologies
- MEDIATOR
  - CoffeeClub
- SOCIAL MEDIA
  - Coffee sites, other networks, blogs, CoffeeClub

THE FUTURE?
INBOUND MARKETING
- Attracting private sector
- Integrated web 2.0 marketing approach

THE FUTURE:
- Find active mediators
- Country networks
- InnoCoffee
- Coffeepedia
- Inbound Marketing
- New web 2.0 technology devices
- Integrate operations with ICO site
THE FUTURE IS IN HANDS OF ICO MEMBER COUNTRIES, THEIR ENTITIES AND THEIR COMPANIES

COFFEECLUB NETWORK
www.coffeeclubnetwork.com

THANK YOU!

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