**HOW WILL PROMOTION TAKE PLACE?**

- Networking
- Diagnosis
- Strategic planning
- Action plan
- Programs and activities
- Critical mass = Business model

In each subnetwork (market), region, group of countries, countries or else

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**WHAT/WHO MAKES THINGS HAPPEN**

- Networking
- Mediators
- Reporters
- Suppliers
- Profits (business model)

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**HOW ARE ACTIONS ORIENTED?**

- Diagnosis
- Strategic planning
- Action plans
- Goals

Network environment specially designed for ICO

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**CREDIBILITY**

- Participation by invitation only
- Management Group can eliminate participants
- Directing and screening
  - Governance (Management Group)
  - Mediators
  - Reporters
- Collaborative Communities and Virtual Sub-networks
  - Create their own code of conduct / ethics
  - Isolate non-compliers

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**OBJECTIVES**

- Design and implement
  - Virtual environment
  - Organic network
  - Where actors in value chain to promote coffee consumption
- Relate
  - Each other
  - Suppliers of products, services and knowledge
- To seek solutions to common promotion needs

Create and implement ICO network
METHODOLOGY

- Specially designed network approach
- Organize multi-stakeholder promotion process
- Create framework for promotion
  - Generation of promotional ideas
  - Development of promotion projects
  - Creation of institutional arrangements
  - Emphasis on young consumers
  - Due regard to other audiences

METHODOLOGY

- Under auspices of ICO
- Stakeholders organize themselves in sub-networks
  - Producer markets
  - Consuming markets
  - Emerging markets
- Establish a contract of network management
- Property of users / stakeholders

METHODOLOGY

Business-oriented architecture:
- Management Group
  - ICO staff
  - Representatives of Steering Group on Promotion
  - Consultants
- Mediators
  - Country member representatives
  - Institutional representatives
  - Professionals
  - Consultants active in sector
  - Others

METHODOLOGY

Business-oriented architecture:
- Collaborators
  - Suppliers
  - Companies
  - Institutions
  - Think tanks
  - NGOs
  - Others
- Participants / stakeholders ("nud")
  (members of promotion value chain)
  - Industry
  - Trade
  - Production
  - Government
  - Distribution
  - Institutions

METHODOLOGY

Journalistic information management:
- Motivation
- Group's personality and mode of cooperation
- Cohesion and objectivity
- External information
- Relationship with traditional media
- Public relations multiplier effect

WITHIN NETWORK vs OUTSIDE NETWORK
ACTIVITIES AND PRODUCTS

1. Project Launching
- Introduction of the concepts of the collaboration, business and knowledge network
- Introduction and discussion of the business model
- Definition of Governance (Management Group) in discussions with Client
- Discussion (change, complement and/or validate) of the promotion sub-networks and communities
- Refinement and customization of topics to be developed
- Special provisions for the focus on young consumers

ACTIVITIES AND PRODUCTS

2. Starting of implementation of network (infrastructure of information) in the Internet

3. Selection of Mediators
- Indication of possible Mediators by Management Group
- Interviews and screening by Consultants of Mediator candidates:
  - discussion of mediator’s rights and obligations and
  - presentation of draft contract
- Validation of choice of Mediators by Management Group

ACTIVITIES AND PRODUCTS

4. Development, discussion and signature of contracts with Mediators.

5. Diagnosis
- Identification of shared problems
- Specially designed questionnaires
- Institutions
- Companies and persons
- Collaboration, business and knowledge communities

ACTIVITIES AND PRODUCTS

6. Strategic Planning
- Definition of Strengths, Weaknesses, Opportunities and Threats (SWOT analysis) using information gathered by the diagnosis
- Preparation of the Strategic Plan

7. Goals
- Definition of priorities and preparation of the Action Plan
- Definition of goals to be pursued by Governance, Mediators and Suppliers
**ACTIVITIES AND PRODUCTS**

8. Information System
   - Briefing of Consultants’ information editors about goals agreed upon by parties
   - Hiring by Consultants of an information professional to report to the information editor

9. End of implementation of network (infrastructure of information) on the Internet

**ACTIVITIES AND PRODUCTS**

10. Mobilization of Suppliers
    - Selection and mobilization of suppliers
      - Companies
      - Entities
    - Participate in the achievement of goals
    - Different business interests

11. Mobilization of Collaborators
    - Inside collaborators (professionals from the companies and entities)
    - Outside collaborators (representatives of supplying companies and entities)
    - Participate in the communities

**ACTIVITIES AND PRODUCTS**

12. Mobilization of Participants
    - Development of the collaboration, business
      and knowledge network
    - Consultants’ methodology of information management and business articulation.

13. Refeeding and Beginning of Operation
    - Refeeding
      - Continuous mapping of shared problems
      - Inducement of network actors to seek solutions
      - Information management tools
      - Focus on innovation and market development

**SUSTAINABILITY OF OPERATION**

- Internet services
- Telecommunication tools
- Advertising
- “Brokerage” fees
- Others

*MANAGED / OPERATED BY CONSULTANTS*

**REVENUES FOR ICO**

- Payments (donations) to ICO’s Promotion Fund
- Proportional to Consultant’s income
- Verifiable according to criteria to be discussed with ICO

*NO BUSINESS LINK BETWEEN ICO AND NETWORK CLIENTS*

**ICO RESPONSIBILITY**

- Content of exchanges is sole responsibility of who uploads it
- Network is not responsible for business that it generates and/or it causes to be transacted
- Network will not belong to ICO

*ANALOGY WITH TRADE FAIRS*
ANALOGY WITH TRADE FAIRS
- Trade fair organizer sells / leases
  • Space
  • Registrations
  • Others
- Trade fair organizer creates environment for
  • Sales of products and services (booths)
  • Presentation of ideas (conferences, speeches, etc)
  • Exchange of ideas (workshops, seminars, etc)
  • Transaction of business

ANALOGY WITH TRADE FAIRS
- Trade fair organizers are not responsible for
  • Content of ideas or conversations
  • Business transacted or generated even though they may benefit from them
  • Copyright
  • Rent
  • Fees
  • Others

NETWORK / ICO NOT RESPONSIBLE EITHER

SCHEDULE OF FEES
CONSULTING TIME
- Design network
- Define governance system
- Select, interview and screen mediators
- Draft contracts
- Develop questionnaires
- Perform diagnosis
- Perform SWOT analysis
- Define strategies
- Create action plan
- Develop reporting system
- Mobilize suppliers, collaborators and participants
- Start-up system (and perform initial retrofitting)

US$ 48,500.00

CUSTOMIZATION OF SOFTWARE
(Redevelopment to reflect promotion at ICO)
- Open software (security and stability)
- Community control (invitation model)
- Empowering the users (define profiles and communitie)
- Auto-defense against spammers and advertising tools
- Scalability
- Control of software development (addition and correction)
- Translation into English

US$ 50,000.00

COST OF SOFTWARE MADE AVAILABLE:
US$500,000.00

SCHEDULE OF FEES
Consulting time  US$48,500.00
Customization of software  US$56,000.00
Traveling expenses  US$10,000.00
Total  US$114,500.00

TIMETABLE
Completion in 90 to 120 days

WHO WE ARE
RADIUM SYSTEMS
OLPC IN BRAZIL
WHO WE ARE

P&A INTERNATIONAL MARKETING

ICO GUIDE

ADVANTAGES
- Start work in promotion promptly (in less than 6 months)
- Low cost of implementation
- No cost of operation
- Source of income for ICO
- Possibilities of expansion of network approach to others ICO operations
- Ability to use the ICO network platform to create country networks (like Brazil’s)

SHALL WE START ICO NETWORK NOW?

THANK YOU