ICO COFFEE PROMOTION NETWORK

INTERNET 2.0 IS VERY DYNAMIC
STRATEGIC PLANNING
- multiple choice + open ended questionnaire
- high level (quality + number) of replies
- to guide mediation of three communities
- leads for discussions

DOMAIN ALREADY REGISTERED:
www.coffeepromotionnetwork.com
### SUMMARY OF REPLIES TO QUESTIONNAIRES

<table>
<thead>
<tr>
<th>Question 2: Have there been institutional campaigns in the past or are there any institutional campaigns going on in your area of work?</th>
<th>No</th>
<th>Yes</th>
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<tbody>
<tr>
<td>12</td>
<td>19</td>
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- Availability of supporting studies.
- Let the farmers/producer appreciate their coffee in the cup.
- Focus on quality of coffee and experience of coffee, can’t increase consumption of lousy product.
- Novelty of message, capability of target market(s) to understand and act on that message.
- Joint campaigns between grower representative organizations and private companies through their country’s governments.
- To support studies of doctors on merit of coffee drinking.

- **Know your Cup Road Shows** from EAFCA, supported by the Swedish Chambers of SIDA - Sweden
- **UK British Coffee Association**
- **Café e Saúde**, Programa de Qualidade, Programa Exportador, Café na Merenda, Cafés Sustentáveis
- **PNG CIC’s Coffee Consumption Development**
- **Generic promotional campaign in Japan (since 1980)**
- **Domestic consumption booklet published by IACO around 2003-2004**
- **SCAE activity to promote consumption of higher qualities**
- **Dutch Coffee Roaster Association focus on sustainability (hasn’t yet gotten off the ground)**
- **Norwegian Coffee Association focus on quality standards for coffee and brewing machines**
- **Coffee 100% colombianos, Tiendas Juan Valdez**
- **Which ones?**

### KEY ISSUES: PRODUCING COUNTRIES
- coffee and health
- methods of preparation
- types of coffee
- quality
- coffee and youngsters
- coffee in schools
- coffee shops
- marketing
- public relations
- capacity building
- retail (supermarkets / small shops)
- baristas
- events / competitions / fairs

### KEY ISSUES: TRADITIONAL MARKETS
- certification / sustainability / origin
- science / technology / research
- coffee shops
- coffee and youngsters
- coffee in schools
- marketing
- public relations
- baristas
- coffee and health

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### PARTNERSHIP WITH BRANDS
FOCUS ON YOUNGSTERS
- implicit by medium used
- from generation of ideas
- to promotion tool itself

TRAINING OF MEDIATORS
- critical task
- designed by three prestigious entities
  - ITESCS
  - UFMG
  - IMPACTA
- trial and development in actual courses
- ICO version under preparation
  - P&A and Radiumsystems
  - virtual on-line approach
  - trials during preliminary operation

CURRENT STAGE OF PROJECT
- virtual environment nearly ready for trials
- materials to train mediators under preparation
- restricted operation to start in October / November

TO JOIN, PLEASE CONTACT US AT:
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