ICO COFFEE PROMOTION NETWORK

INTERNET 2.0 IS VERY DYNAMIC
HOW TO JOIN THE ICO NETWORK?

- receive invitation
- accept invitation
  or
  enter site
  www.promotionetwork.com
- sign up
- acceptance by network
- login
HOW TO POST
- click on add
- insert a title
- insert a description
- insert address (URL)
- save
ACCESS “HELP” IF NEEDED
Questions on coffee promotion:

In your opinion, what are the critical factors for an institutional campaign to increase coffee consumption to be effective and to have positive results?

- surveys
- widgets
- videos
- others
HOW TO ENTER A COMMENT
- click on existing topic
- click on reply
- enter a title
- enter content
- save

ACCESS “HELP” IF NEEDED
What were the most successful institutional campaigns that you know of?

The Brazilian campaigns that I am aware of are:

- Purity Seal
- Coffee Quality Program

*Any other?*

Paulo Henrique Leme
HOW TO ENTER A TOPIC
- click on new topic
- enter a title
- enter content
- save

ACCESS "HELP" IF NEEDED,
- enter a title

- enter content

- save

description of the network

your profile

description of a community
HELP

- FREQUENTLY ASKED QUESTIONS (FAQ)
  • main questions asked by users
  • respective answers

- ASSISTANCE
  • update yourself about the environment
  • interact with other users and managers

MEDIATION

- critical task
- P&A will mediate (6 to 10 months)
- identify and name mediators (6 to 10 months)
  • develop naturally
  • selected by P&A
  • name

ENSURE SUCCESS OF NETWORK
PRODUCING COUNTRIES

- KEY ISSUES
  • coffee and health
  • types of coffee
  • methods of preparation
  • quality
  • coffee and youngsters
  • coffee in schools
  • coffee shops / baristas
  • capacity building
  • events / competitions / fairs
  • retail (supermarkets and traditional)

- STRATEGIC APPROACHES
  • union of all sectors
  • structured approach
  • institutional programs
  • public relations

TRADITIONAL MARKETS

- KEY ISSUES
  • coffee and health
  • certification / sustainability / traceability / origin
  • new products (science / technology / research)
  • coffee shops
  • baristas
  • young consumers

- STRATEGIC APPROACHES
  • partnerships with brands
  • public relations
EMERGING MARKETS

- KEY ISSUES
  • coffee and health
  • methods of preparation
  • coffee and youngsters
  • coffee shops
  • capacity building
  • coffee in schools
  • types of coffee
  • events / competitions / fairs

- STRATEGIC APPROACHES
  • coffee as a lifestyle
  • public relations

ICO NETWORK - MILESTONES AND MARKERS

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<th>MONTHS</th>
<th>ACTIVITY</th>
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<td>JAN</td>
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<td>Project Launching</td>
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<td>2</td>
<td>Implementation of network (infrastructure of information) in the internet</td>
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<td>Selection of Mediators</td>
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<td>Development, discussion and signature of contracts with Mediators</td>
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<td>Preliminary operation</td>
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<td>Training of Participants and beginning of full operation</td>
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