INTERNET 2.0 IS VERY, VERY, VERY DYNAMIC
**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

COMMUNITIES

http://www.ico.org/

LIST OF COMMUNITIES
COFFEE PROMOTION IDEAS
- discuss coffee promotion issues
- propose ideas
- vote on new ideas

DO YOU WANT TO MEDIATE THIS COMMUNITY?

GROWERS & ORIGINS
- growers’ space to discuss and exchange experiences
- meeting point for growers and associations / cooperatives

DO YOU WANT TO MEDIATE THIS COMMUNITY?
CERTIFIED, ORGANIC AND OTHERS
- certification issues
- exchange experiences (consumers, certifiers, consultants, growers…)

DO YOU WANT TO MEDIATE THIS COMMUNITY?

COFFEE RESEARCHERS’ FORUM
- agronomy, technology, science, innovation
-a place to exchange ideas and projects and to promote innovation

DO YOU WANT TO MEDIATE THIS COMMUNITY?
AROUND THE CUPPING TABLE
- cuppers’ discussion forum
- exchange information and meet cuppers around the coffee world

DO YOU WANT TO MEDIATE THIS COMMUNITY?

TRADING MATTERS
- coffee trading, warehousing, financing, logistics
- business opportunities
- meet traders and coffees around the world

DO YOU WANT TO MEDIATE THIS COMMUNITY?
ROAST MASTERS
- grinding and roasting techniques
- blends
- marketing strategies

DO YOU WANT TO MEDIATE THIS COMMUNITY?

THE ART OF ESPRESSO
- for espresso lovers
- techniques and innovation
- blends and quality

DO YOU WANT TO MEDIATE THIS COMMUNITY?
HOT & COLD BEVERAGES
- new ideas, ingredients and products
- exchange experiences and give your opinion on new products

DO YOU WANT TO MEDIATE THIS COMMUNITY?

BARISTA WORLD
- baristas’ meeting point in the web
- exchange experiences
- job opportunities and competitions

DO YOU WANT TO MEDIATE THIS COMMUNITY?
PROMOTE YOUR COFFEE
- the ideal marketing channel for everyone to show their coffees, brands, etc
- green, R&G, soluble...

DO YOU WANT TO MEDIATE THIS COMMUNITY?

MY FAVORITE COFFEE
- give your opinion
- find the best brands and vote
- help your peers and learn more about coffee

DO YOU WANT TO MEDIATE THIS COMMUNITY?
COFFEE & HEALTH
- discussion forum
- publish new findings
- positively coffee site promotion / link

DO YOU WANT TO MEDIATE THIS COMMUNITY?

COFFEE & TRAVEL
- coffee places to visit
- exchange information about coffee spots
- meet others who love travel... and coffee

DO YOU WANT TO MEDIATE THIS COMMUNITY?
COFFEE ART
- create a virtual coffee art gallery
- meet coffee artists around the world

DO YOU WANT TO MEDIATE THIS COMMUNITY?

COFFEE ADVERTISING
- post videos, photos, billboards, etc. related to the coffee world
- publish your own coffee advertisement idea

DO YOU WANT TO MEDIATE THIS COMMUNITY?
COFFEE IMAGES
- have a photo of your farm, cup, people, yourself, anything about coffee?
- this is the place to share it with the world

DO YOU WANT TO MEDIATE THIS COMMUNITY?

COFFEE MUSIC
- is there anything better than a cup of coffee and your favorite song?
- what is your favorite music style?

DO YOU WANT TO MEDIATE THIS COMMUNITY?
MY COFFEE PLACE
- where am I in the coffee world?
- what is my favorite coffee space?
- meet coffee lovers like you

DO YOU WANT TO MEDIATE THIS COMMUNITY?

WHAT IS THE ROLE OF THE MEDIATOR?
- invite members, your friends and start community
- post topics, photos, videos, etc...
- promote members’ interaction
- support members in your community
- manage your community, or else it won’t grow and last
- interact with other communities in the network

HAVE FUN DOING YOUR JOB!
WHY BECOME A MEDIATOR?
- meet coffee contacts and friends
- interact with potential clients and partners
- expand your network of contacts
- enlarge your coffee knowledge
- promote yourself
  - your work
  - your company
- do business and make money

PROMOTE YOURSELF, YOUR IDEAS, YOUR COMPANY, YOUR BUSINESS...

CREATE YOUR OWN COMMUNITY
- communities available if you want to become a mediator
- if you have a different idea and want to discuss a different coffee related subject...
- go ahead and create your own community
- create your own coffee space
  - personal
  - private / professional
  - business / company
  - association
  - you name it

PROMOTE YOURSELF, YOUR IDEAS, YOUR COMPANY, YOUR BUSINESS...
NEXT STEPS
- implement new communities
- seek, select and indicate mediators
- mobilize participants
- refine communities
  • open new
  • close or merge non-performing
  • integrate
- rethink business model

MILESTONES AND MARKERS
www.coffeeclubnetwork.com

COFFEECLUB NETWORK

THANK YOU!