• Content is important, but MEDIATION is essential

ONE COUNTRY! ONE MEDIATOR!

P&A will give support
Objectives:
• promote origins
• internal consumption
• marketing tool
• gather countries' coffee sector participants

COUNTRY COMMUNITIES
THEME COMMUNITIES

COFFEECLUB UPDATE
• Platform implemented and operating
• 4 months of full operation
• Close to 200 members
• Diversity of countries, jobs and relations with coffee
• Relevant players in coffee
• Link with ICO site
• Linking with other networks

COMMUNITIES: MOST VIEWED
• Content is important, but MEDIATION is essential
OUR MEDIATOR TEAM
• first mediators to join our team:

COFFEE & TRAVEL
by Anni Kaasalainen
Finland

COFFEE CERTIFICATIONS
by Juan Carlos Ardila
Colombia / Switzerland

URBAN COFFEE
by Mauricio Galindo
Colombia / England

BARISTA WORLD
by Edgard Bressani
Brazil

COFFEE PROMOTION IDEAS
by Paulo Henrique Leme
Brazil

WOMEN IN COFFEE
by Sylvia Gutierrez
México

VIRTUAL COFFEE WORLD
IN THE MAKING
Pieter Claes - Belgium
Jose Luiz Asprino Pereira – Brazil
Veradech Somboonvechakarn - Thailand
Britta Wyss - Netherlands
Leopold Wedl - Austria
Alun Evans - Indonesia
Peter James – England
André Hoinkis - Netherlands
John Hornung - USA
Berhanu Gezahegn - Ethiopia
Garold (gerry) Larue - USA
Björn Aarts - Netherlands
Petra de Jong - Netherlands
Francisco Barreto - USA
David Smith - USA
Rodrigo Fonseca - Brazil
Sérgio Magalhaes - Brazil
Wimonlack Blom-boonvises - Thailand
Johannes Bader - Switzerland
Ujjal Rana - Nepal
Paul Van Der Hulst
Julie Fisher - Netherlands
Silvio Mendez - USA
Emmanuel Torrejon - Philippines
Federico Cabrera  - Argentina
Miguel Gamboa  - Guatemala
Edward Faubert  - USA
Matt Sellors  - USA
Michael Bacco  - USA
Suzanne Brown  - USA
Maciej Gil  - Poland
Leon Zaal – Netherlands
Edgar Gonzalez - Colombia
Nádia Carvalho  - Brazil
Hans C.j. Blom  - Netherlands
Nongnapa Wongvaree  - Thailand
Alain de Assis Rosa  - South Africa
Jose Manuel Urena Quiros - USA

Diversity of countries, jobs and relations with coffee
Relevant players in coffee world

How to explore those expertises?
How to create collaborative environment?
Every new member:
• needs an individual approach
• is a potential mediator
• is related with at least another community / network

COMMUNITIES
• Articles, news, photos, presentations are very important:
  – to attract users’ attention
  – to appear on Google search engine
  • Incentives to community creation:
  – theme or company community
  • Debates are very important too

COMMUNITIES: MOST VIEWED

Content is important, but MEDIATION is essential
COFFEECLUB MEDIATOR TEAM
- how to get most of platform
- exchanging ideas on mediation
- introducing web 2.0 concepts

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

NOT AN EASY TASK, BUT VERY REWARDABLE WHEN CORRECTLY DONE

WHAT A MEDIATOR HAS TO KNOW?
- how to invite real life contacts to join CoffeeClub Network
- technical knowledge:
  - some HTML to link his community with other networks and sites
  - some HTML to post videos, photos and other widgets
- most important: be open to learn how to operate in a new environment
- full support from mediator community

HAVE FUN DOING YOUR JOB!

WHY BECOME A MEDIATOR?
- meet coffee contacts and friends
- interact with potential clients and partners
- expand network contacts
- enlarge coffee knowledge
- promote yourself
  - your work
  - your company
- do business and make money
- create your own coffee space
  - personal
  - private / professional
  - business / company
  - association
  - you name it

MEDIATOR PROFILE
- young (in mind!)
- will to learn about coffee
- will to promote himself
- will to promote his company / country
- real contacts within the coffee sector
- open to learn about web 2.0 concepts
- not afraid of making mistakes
- have in mind that collaboration is the way to promote his community
VIRTUAL COFFEE WORLD

• Communities and blogs in the web

• Spreading the word
• Non-intrusive interaction
• Making partnerships by creating communities or linking with existing ones

VITAL COFFEE WORLD

• Linking the virtual coffee world with the CoffeeClub

• Inserting in other social networks
  • attracting new members
  • searching for potential new mediators
INSERTION IN OTHER SOCIAL NETWORKS
• Example: coffee communities on LinkedIn

INSERTION IN OTHER SOCIAL NETWORKS
• Example: widget on Facebook

COFFEE CONNECTIONS
• Example: coffee widgets in the CoffeeClub

NEXT STEPS
• Platform implemented and operating
• Diversity of countries, jobs and relations with coffee
• Relevant players of the coffee world
• Still searching for mediators

COMMITMENT:
ONE COUNTRY!
ONE MEDIATOR!

ONLINE!
ONE COUNTRY!
ONE MEDIATOR!
www.eafca.org
www.spcafe.org.mx
www.portal.anacafe.org
www.cafedehonduras.hn
www.consejocafe.org.sv
www.juntadelcafe.org.pe
www.cofenac.org
www.arcc.ci
www.burundicoffee.com
www.rwandacafe.com
www.ugandacoffee.org
www.cofeboard.co.ke
www.ethcoffeea.org
www.indiacoffee.org
www.vicofa.org.vn
www.scaa.org
www.scae.com
www.scaj.org
www.codocafe.gov.do
www.cafedecolombia.com
www.cosacafes.org
www.juntadelcafe.org.pe
www.cafesdobrasil.com.br
www.ancc.co
www.burundicoffee.com
www.myjamaicancoffee.com
www.icafe.go.cr
PROMOTE YOUR COUNTRY
PROMOTE YOUR ORIGIN / COFFEE
• Videos
• Press releases
• Articles
• Photos
• Interviews...

PROMOTE YOUR COMPANY
PROMOTE YOUR PRODUCT / COFFEE
• Videos
• Press releases
• Articles
• Photos
• Interviews...

ONE ICO MEMBER COUNTRY
AT LEAST ONE MEDIATOR!
• P&A will give support
• Objectives:
  • promote origins
  • internal consumption
  • marketing tool
  • gather countries’ coffee sector participants
• COUNTRY COMMUNITIES
• THEME COMMUNITIES

THE FUTURE IS IN HANDS OF ICO MEMBER COUNTRIES,
THEIR ENTITIES AND THEIR COMPANIES
COFFEECLUB NETWORK
www.coffeeclubnetwork.com

www.coffeeclubnetwork.com
COFFEECLUB NETWORK
THANK YOU!