



**Report of the meeting of the
Working Group on the Strategic Review
of the ICO held on 27 July 2017**

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1. The Working Group on the Strategic Review of the ICO, chaired by Mr Aly Touré of Côte d'Ivoire, met in London, United Kingdom on 27 July 2017 for its 10th meeting. The following Members were represented either in person or on the telephone: Brazil, Côte d'Ivoire, El Salvador, European Union, EU-Germany, Japan, Nicaragua, Panama, Papua New Guinea, Russian Federation, and the United States of America.

Item 1: Adoption of the Agenda

2. The Working Group adopted the draft agenda contained in document [WG-24/17](#).

Item 2: Report of the meeting of the Working Group on the Strategic Review of the ICO held on 16 June 2017

3. The Committee approved the progress report contained in document [WG-23/17](#).

Item 3: Draft Five-Year Action Plan of the ICO

4. The Executive Director presented document [WG-22/17 Rev. 1](#), containing the draft Five-Year Action Plan of the ICO. He explained that this version of the document reflects the comments provided by Members during the previous meeting of the Working Group as well as additional suggestions received in writing from two Members.

5. Overall, Members were satisfied with the contents of the document. One Member provided additional suggestions regarding specific aspects of the document. Firstly, it was proposed to include internal measures affecting market structures in the section on economic challenges. Secondly, it was recommended to carry out a cost-benefit analysis with regard to the Organization's goal of providing world-class data on the global coffee sector. In this context, the Secretariat was asked to revise the key performance indicators (KPI) to capture the characteristics of the subscribers to ICO data services, the frequency of use and the satisfaction among users. Thirdly, the role the ICO could play in the area of promotion of coffee consumption was put up for discussion, especially in view of budget constraints that limit the ICO's ability to implement large-scale campaigns.

6. After some discussion Members broadly agreed with the specific comments and suggestions that were made. With regard to the promotion activities of the ICO it was pointed out that these constitute one of the objectives of the International Coffee Agreement (ICA) 2007. After further debate consensus emerged that promotion activities should focus on generic campaigns such as International Coffee Day or dissemination of research results on coffee and health.

7. In addition to the points raised during this meeting, Members agreed to extend the deadline to provide further comments. These should be received by the Secretariat in writing no later than 4 August 2017. A revised version of the document reflecting the comments made by Members will be circulated by 10 August, prior to the next meeting of the Working Group.

8. Under this item, Members of the Working Group also took note of a proposal by Panama to facilitate a consultation process among ICO Members with the aim of obtaining their views on the Organization. There was agreement that setting up and conducting such a consultation process was complex and time-consuming. Hence, due to the timeline of the Strategic Review which requires the final document to be approved by the Council during the September meetings, potential outcomes of such a process, while valuable, could not be taken into account at this stage. It was agreed to run the consultation process in parallel yet independently of the Strategic Review.

Item 4: Draft Programme of Activities for the Organization – 2017/18

9. The Executive Director presented document [WG-25/17](#), containing the draft Programme of Activities 2017/18 of the ICO. He explained that the document translates the objectives formulated in the Five-Year Action Plan into a set of annually recurring or one-off activities to be carried out by the Secretariat. The document also includes the budgetary implications of these activities.

10. Members appreciated the efforts made by the Secretariat in producing a comprehensive set of activities and the clear presentation in the document. There was agreement that no further activities need to be added to the list. The subsequent discussion focused on additional suggestions provided by Members to strengthen the document. It was proposed to add further outputs under some of the activities (e.g. include a report on a strategy addressing constraints to data collection, line out collaboration with GAP, and in the area of third-party engagement provide details about envisaged cooperation with organizations beyond SCA), and be more concrete, particularly in the third section on the ICO's role in promoting coffee development projects and promotion.

11. It was agreed that the Secretariat will reflect in the document comments provided during the meeting and additional feedback received in writing by 4 August 2017. A revised version of the document shall be circulated alongside the revised Five-Year-Action plan.

Item 5: Other business

12. There was no other business.

13. The next meeting of the Working Group will take place on Monday, 14 August 2017, at 14:30 at the ICO premises.