



International Coffee Day

1 October 2019

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Head of Operations



RESOLUTION 465 AND THE INTERNATIONAL COFFEE DAY

Decision 1:

To launch a **global communication plan** targeted at consumers, together with producers, the coffee industry, opinion makers, and other stakeholders, using social media and other means of communications in order to show the **economic reality of the coffee sector** – from the producer to the final consumer – as of the International Coffee Day, October 1st 2018





2019 CAMPAIGN GOAL

To highlight the plight of coffee farmers, the threat they are facing to their livelihoods and the need to take collective action

SUPPORTED BY

All Japan Coffee Association (AJCA)

Ernesto Illy Foundation

EU Delegation in Rwanda



**A NEW-LOOK
ICD WEBSITE**



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HOME ABOUT LEARN GET INVOLVED

COFFEE'S FUTURE NEEDS YOU

Pledge your support for a living income for coffee farmers

SIGN THE #COFFEEPLEDGE





**AN ANTHEM FOR
INTERNATIONAL
COFFEE DAY 2019**

Supported by
Ernesto Illy Foundation
EU Delegation in Rwanda



FONDAZIONE ERNESTO ILLY



Delegation of the European
Union to Rwanda



#COFFEEPLEDGE

CALL TO ACTION: SIGN THE #COFFEEPLEDGE

3,977

signatures

85

countries

We are asking everyone involved in coffee, from producers, to roasters, governments, banks and the coffee drinking public to sign the **#coffeepledge**, in support of a fair, living income for coffee farmers

ICD IN NUMBERS

12,700+
ICD Video
Views

85,300+
Social Media
Impressions

EVENTS IN 25
countries

8,400
Website hits

ICD2019 COFFEE CHALLENGE



Welcome to the ICD 2019 Coffee Challenge

Here's how it works...There are 10 questions plus a bonus round with a further two questions. Answer all questions to the best of your ability and make sure you include your name and contact email to be entered into our incredible coffee prize draw.

The quiz should only take around 10 minutes to complete.

Let's go!

press ENTER

WORD CLOUD – ANSWERS TO COFFEE QUIZ

“Livelihood, not just for myself but for millions of people around the world. Coffee is a beautiful thing, always changing and evolving”.

“[The #CoffeePledge is important] to ensure sustainability and safe future for coffee farmers and the coffee industry”
- Lizzy, Ireland

“Coffee is a way of life”
-Valerie, USA

It means how my country went from being extremely poor to being the first central american country to grow and export coffee
- Fabio, Costa Rica

“Consumers have the power to influence those who take decisions (governments, buyers, multinationals). Only by showing that we care, we can make a change”
- Michela, Honduras

COFFEE PRIZE

**SUPPORT IS WELCOME FOR
SPONSORS OF THE 2019 ICD
COFFEE PRIZE**

BUILDING A MOVEMENT

**AN ONGOING CONSCIOUS
COFFEE MOVEMENT FOR A
SUSTAINABLE FUTURE...**



THE FUTURE OF COFFEE

Tuesday, 1 October 2019 | Embassy of Switzerland, London





**INTERNATIONAL
COFFEE
ORGANIZATION**

Thank you