



INTERNATIONAL  
COFFEE  
ORGANIZATION

Project brief

# Global Communications Plan

The International Coffee Organization is seeking to appoint a consultant/consultancy to develop and implement a global communications plan to sensitize consumers on the economic reality of the coffee sector and to promote a decent living income for coffee growers

*Advance copy*



PJ-133/19



# 1. Background

Since 2016 the coffee market has experienced a continuous downward trend and coffee prices are now 30% below their 10-year average. Many of the over 20 million coffee farmers worldwide are facing losses as they struggle to cover their operating costs while prices decrease, but inputs, compliance and transaction costs rise. The economic and social consequences for producing countries can be severe and include social unrest, internal and international migration, the abandonment of coffee growing or even switching to the production of illicit crops. Furthermore, the lack of investment in the maintenance and modernization of coffee farms poses a serious threat to future supply, to match the growing demand for coffee worldwide.

At its 122nd Session in September 2018 in London, the International Coffee Council adopted Resolution 465 (see Annex) to address the impact of low prices on the livelihoods of coffee farmers. This Resolution provides the International Coffee Organization with a strong mandate and specific tasks to respond to current coffee price levels, including:

**“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.”**

## 2. Objective

As part of its commitment to implementing Resolution 465, the International Coffee Organization is seeking to contract a highly-qualified and experienced consultant/consultancy to undertake work associated with the design of the Global Communication Plan referred to above, together with the development of its strategy, piloting and full implementation as set out in Phases I-III below.



### 3. Scope of work

The consultant/consultancy will be contracted to:

3.1 Design a communications plan and awareness strategy to increase awareness of the subject of the project based on the review of existing communications and public awareness tools, and assessment of their effectiveness.

3.2 Conceptualize, develop, format and design all promotional materials and activities agreed as part of the public awareness strategy to sensitize and mobilize all coffee stakeholders, including consumers, on the economic challenges being faced by coffee growers, in particular low prices, and the wider sustainability of the sector.

3.3 As part of the global communications plan, the consultant/consultancy will incorporate key messages which, through use of a range of communication channels, including social media and public events such as fairs, exhibitions and seminars, will motivate and educate consumers<sup>[1]</sup>, governments, private companies and the wider coffee sector to:

- promote and support a decent living income for the coffee-producing community;
- acknowledge the role of the different actors in the global coffee value chain;
- ensure the long-term sustainability of coffee.



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[1] The communications plan should target the different segments of consumers, including Millennials and Generation Z.



## 4. Deliverables

The consultant/consultancy will be contracted to deliver:

### *Phase I – Design of the Global Communications Plan*

4.1 Design a global communications plan including key messages, targets, methods, tools, KPIs and budget to carry out a public information campaign to increase awareness and sensitize identified target audiences regarding the sustainability of the coffee sector, with an emphasis on the economic realities faced by coffee growers.

### *Phase II – Pilot*

4.2 Conceptualize, develop, format and design promotional materials and activities agreed as part of the public awareness strategy to target audience and media, including campaigns for broadcast, print and social media.

4.3 Select a coffee-producing region, country and target initiative to carry out a pilot implementation of the awareness campaign.

### *Phase III – Roll-out implementation*

4.4 Based on the outcome/s of Phase II, to prepare case studies to highlight success stories, good practice and lessons learned.

4.5 Contribute to the planning and delivery of activities related to International Coffee Day, to be held on 1 October 2019, with the theme 'Profitability: Consumption and Productivity', including the production of an information video.

4.6 Develop an inventory of media agencies that can be utilized during project implementation, and facilitate contact with them when necessary, including coordination of relevant media events.

4.7 Supervise the implementation of the plan.

4.8 Carry out an assessment of the impact of the campaign and document and report activities highlighting progress, achievements and success stories.



## 5. Budget

*To be determined.*

## 6. Schedule

The consultant/consultancy should be able to start as soon as possible after the selection process is completed.

## 7. Evaluation criteria

Proposals will be evaluated on the basis of:

- Cost effectiveness / price.
- Implementation methodology.
- Experience of consultant/consultancy.

The applicant should have the following:

- Proven experience in the field of public relations, journalism or marketing
- A minimum of five years of professional experience in development communications, public relations, journalism, marketing or a related field.
- Capability and proven experience in developing and executing public awareness strategies, particularly in the international non-profit sector.
- Capability and proven experience in crafting messages in various formats (press releases, websites, success stories, blog entries, tweets, etc.) targeting a variety of audiences.
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure.
- Familiarity with branding compliance.
- Excellent written, oral and interpersonal skills.
- Familiarity with website development and social media platforms is preferred.
- Familiarity with the international sector will be an asset.
- Familiarity with similar communication and awareness campaigns to achieve social and sustainability objectives.



## 8. Submission requirements

Proposal submissions are to include the following:

- Technical proposal not exceeding 20 pages in length with the proposed approach and activities to be taken for the implementation and management of the consultancy, including an operational work plan with timelines divided by the three phases.
- Breakdown of costs, with work days for each Phase and for each team member (if team approach is utilized). Any travel associated with this project must be integrated into the submitted budget as line item Travel.
- No less than three references and full Curriculum Vitae of each person who will form part of the team responsible for delivering the approved strategy.
- Other supporting material deemed to be relevant to the proposal may be attached as an Annex.

## 9. Application

Interested applicants will be invited to submit their proposals based on the Terms of Reference outlined above to contact below no later than - *date to be determined*.

Mr Gerardo Patacconi  
Head of Operations  
International Coffee Organization  
222 Gray's Inn Road  
London WC1X 8HB  
United Kingdom

[patacconi@ico.org](mailto:patacconi@ico.org)



## 10. Duration and location

Phase I (Development of global communications plan) and Phase II (Pilot phase): the duration of the consultancy is scheduled to last an initial maximum of six (6) months for the first two phases.

Phase III (Global): Following a review of Phases I and II, Phase III would roll out the advocacy campaign on a global level for a period of a further six (6) months.

The scope of work can be conducted remotely with contact between the ICO and the contracted project team via electronic communications. However, face-to-face meetings will be required to discuss the requirements, implementation process and other pertinent details for the execution of the scope of work. A final face-to-face meeting to present and discuss the final report will be required. Any expenses, unless explicitly articulated by the ICO, will be at the expense of the consultant.

## About the International Coffee Organization



The International Coffee Organization (ICO) is a multilateral organization, which works through international cooperation to strengthen the global coffee sector and promote its sustainable development in economic, social and environmental terms.

Our Member Governments represent 98% of the world's coffee production and over two-thirds of world consumption, providing a unique forum for the global coffee community. Our Members regularly discuss and decide the ICO's guiding principles, strategy and work programme in line with the 2030 Agenda for Sustainable Development.

Our strategic focus is on:

- Delivering world-class data, analysis and information to policy-makers and the industry
- Providing a global forum for dialogue between and within the public and private sectors
- Facilitating development projects and promotion programmes through public-private partnerships.



# ICC Resolution 465: Coffee price levels

**Approved at the Second Plenary Meeting of the International Coffee Council on 20 September 2018 in London, United Kingdom**

Considering:

That current market price levels do not allow coffee growers in most producing countries to cover their production costs, compromising their economic sustainability;

And further that current prices do not reflect the physical market fundamentals;

That consumption is a key instrument to guarantee the economic viability of the coffee value chain;

That the World Coffee Producers Forum has already expressed its concern about the producers' situation and will continue to address this issue in its next meeting in Brazil, July 2019,

THE INTERNATIONAL COFFEE COUNCIL DECIDES:

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.
2. To instruct the ICO to promote dialogue among all stakeholders in the coffee value chain to ensure the economic sustainability of the coffee producers.
3. To instruct the ICO to ensure that there is an effective exchange between Member countries of national public policy initiatives promoting economic sustainability.



# ICC Resolution 465: Coffee price levels

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4. To change the priorities of the ICO Strategic Plan to address 'Profitability: Consumption and Productivity' in the coffee year 2018/19.

5. To include the promotion of consumption as a guideline in all action plans of the ICO aiming to implement the 2030 Agenda for Sustainable Development;

6. To encourage exporting Members to adopt programmes to further raise their internal consumption level and encourage the ICO to support initiatives to explore alternative uses for low-grade coffee, in line with Item 9, Resolution 420.

7. To urge the Executive Director to further strengthen ties with the international roasting industry as a matter of urgency, in order to gain support for the implementation of this resolution.