



Organización Internacional del Café
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Organisation Internationale du Café

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Resources for promotion

1. The Executive Director presents his compliments and, in view of the importance of promotion activities under the 2001 Agreement, and the need to implement the Action Plan to increase coffee consumption approved by the Council in September 2003 (document PC-13/03 Rev. 2), wishes to consult Members about options for securing resources for promotion which could be discussed at ICO meetings in September 2005.
2. The Promotion Fund (established from regular contributions by Exporting Members under previous Agreements) has limited resources for activities to promote coffee consumption (around US\$270,000 as at 15 June 2005). Article 34 of the Agreement provides that promotion activities shall be financed by resources which may be pledged by Members, non-members, other organizations and the private sector at meetings of the Promotion Committee, and that specific promotion projects may be financed by voluntary contributions from Members and others.
3. Possible options could include re-establishing contributions from all Members to a new Promotion Fund, a pledging meeting, funding or in-kind support from private sector companies and associations, and cooperation with multilateral donor institutions.
4. Alternatively, funds could be generated exclusively on a project-by-project basis, with each project providing some funding for supervision and evaluation. Projects could then be submitted to suitable donors or financial institutions. However, it should be noted that most projects require initial funding for their proper formulation.
5. A separate concern is the lack of human resources at present in the Organization to encourage, co-ordinate and supervise promotion activities. Experience from the 1990s indicates that even the part-time availability of a qualified officer in this area is highly useful in developing practical activities.
6. Members are requested to send their views and suggestions on the way forward in writing or by e-mail to info@ico.org by **15 August 2005**, to enable the Executive Director to report to Members on the outcome of these consultations at the meeting of the Promotion Committee in September 2005.