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PRESS RELEASE

**On International Coffee Day 2024, the International Coffee Organization Invites the Coffee Sector to Embrace Collaboration for Collective Action with the Message “Coffee: your daily ritual, our shared journey”**

**5 September 2024, London, United Kingdom** – International Coffee Day on 1 October is fast approaching and we are now ready and eager to celebrate it together.

With the coffee year starting on 1 October and with 2025 being designated by the United Nations General Assembly as the second International Year of Cooperatives, the International Coffee Organization (ICO) has been inspired to make “Collaboration” the central theme of International Coffee Day 2024 (ICD2024).

Given that most of the 2025 campaign year will coincide with the coffee year, this theme will emphasize the importance of embracing collaboration for collective action and its role in achieving sustainable development in the global coffee sector. This annual event will serve as a reminder that our favourite brew is the result of extensive, often unseen collaboration among countless stakeholders across the global coffee value chain, all working together to deliver that perfect cup each day.

To help share and spread the campaign message, which revolves around the slogan “**Coffee: your daily ritual, our shared journey**”, we are pleased to introduce the newly redesigned website, which provides a comprehensive overview of this year’s campaign, dedicated to raising awareness about the importance of collaboration within the coffee sector and its potential to inspire collective action on a global scale.

The ICD2024 campaign offers the public a broad range of assets, from videos and posters to postcards, available in various languages, that visually portray examples of collaboration, demonstrating how partnerships extend beyond what is commonly known or perceived.

The ICO invites all coffee sector stakeholders to choose and share the assets that resonate with them or reflect their organization’s role in the global coffee value chain. By doing so, and by using the hashtags #ICD2024 and #EmbraceCollaboration, you can help amplify our message and contribute to a wider conversation, letting everyone know what coffee means to you in our shared journey.

As International Coffee Day continues to gain global momentum, we also recognize the significance of Member engagement in making this celebration a success. We encourage you to consider how you might celebrate this important occasion, whether by hosting an event, participating in community activities, or simply enjoying a coffee tasting session in solidarity with

global coffee value chain actors around the world. A map is available on the website to allow you to browse local events, and the “Host an Event” section includes a form to submit events, which will be shared with our network of campaign enthusiasts.

Your participation is essential to the success of ICD2024. By taking part in the campaign and sharing the message “Coffee: your daily ritual, our shared journey”, you are contributing to a collective effort that is strengthening the global coffee sector. We are excited about your involvement and look forward to celebrating the power of collaboration together.

**Vanúsia Nogueira, Executive Director of the ICO:**

“The ICO’s campaign for ICD 2024 advocates for a united approach in fostering a more sustainable and equitable coffee sector. Collaboration, from farm to cup, is essential to the ICO goal of promoting sustainability, supporting coffee farmers, nurturing a balanced market, and ensuring the satisfaction of conscientious consumers.

We invite you to join us on 1 October in recognizing the power of collaboration in driving positive change across the industry.”

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**NOTES TO EDITORS**

**About the International Coffee Organization**

The International Coffee Organization (ICO) is dedicated to supporting exporting and importing countries in improving the sustainability of the coffee sector. It provides a platform for public and private stakeholders, offers official statistics on coffee production, trade, and consumption, and facilitates technical cooperation projects and public-private partnerships.

More information at: <http://www.icocoffee.org/>