



INTERNATIONAL
COFFEE
ORGANIZATION



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PRESS RELEASE

International Coffee Day 2025: ICO launches global campaign: “Embracing Collaboration More Than Ever”

19 September 2025, London, United Kingdom – Every year on 1 October, the world comes together to celebrate coffee and recognize the millions of people across the globe who work hard to create the beverage we all love. This year, more than ever, the International Coffee Organization (ICO) is calling on all stakeholders in the global coffee value chain to unite in a spirit of solidarity and shared purpose. The campaign emphasizes that coffee is synonymous with collaboration, making it a powerful driver of income generation, sustainable development, and resilient communities.

The 2025 theme highlights the essential role of collaboration across the entire coffee value chain – from farmers and cooperatives to traders, roasters, baristas and consumers – in securing sustainable livelihoods and shared prosperity.

The campaign will be built around a refreshed, interactive website and digital participation fuelled by #ICD2025 challenges. Among them, participants will be invited to complete the sentence “*Coffee is collaboration because...*” through posts or videos.

How to contribute

- Register any planned events or activities via our website
- Help to promote the hashtag #ICD2025 and our message of collaboration across your communication channels
- Record a video completing the phrase “*Coffee is collaboration because...*”, tagging @icocoffeeorg and using the hashtag #ICD2025

Vanússia Nogueira, Executive Director, ICO:

“Coffee is a product of many hands and many hearts. When farmers, cooperatives, researchers, roasters, traders, baristas and consumers work together, we create opportunities for income, resilience and environmental stewardship. This year’s campaign calls for practical collaboration that delivers real benefits along the whole chain. Join us –take part in the challenges and show how, together, coffee can be a force for good.”

Call to action

The ICO invites governments, industry partners, civil society, cooperatives and consumers to participate by hosting events, sharing campaign assets, and posting with #ICD2025. A communications toolkit and multilingual resources are available on the website www.internationalcoffeeday.org

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NOTES TO EDITORS

About the International Coffee Organization

The International Coffee Organization (ICO) is the only intergovernmental organization dedicated to enhancing the sustainability of the coffee sector for both exporting and importing countries. It serves as a high-level platform for public and private stakeholders, offering official statistics on coffee production, trade, and consumption. Additionally, the ICO facilitates the development and funding of technical cooperation projects and public-private partnerships, fostering collaboration to drive meaningful progress in the coffee industry.

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