

**Evaluation of proposals for ICO initiatives
for inclusion in the Programme of
Activities for coffee year 2026/27**

1. The Executive Director wishes to invite Members to evaluate the 21 proposals for ICO initiatives to be considered for inclusion in the Programme of Activities under the Administrative Budget for coffee year 2026/27. Members are kindly requested to submit their evaluations by **19 August 2026** using the following online questionnaire, a copy of which is contained in Annex I: <https://www.surveymonkey.com/r/ICO-initiatives-2627>.
2. In accordance with the procedures set out in document [JC-13/25 Rev.2](#), approved by the International Coffee Council (ICC) at its 140th Session, Members were invited to submit proposals for initiatives to be implemented by the ICO (documents [ED-2496/25](#) and [ED-2496/25 Rev. 1](#)).
3. A total of 21 proposals were received and circulated in document [ED-2505/26](#). Members were invited to submit comments by 29 May 2026, which were subsequently compiled in document [ED-2509/26](#) and shared on 3 July 2026. In addition, the ICO Secretariat prepared a technical overview of the 21 proposals submitted by Members, as contained in document [JC-29/26 Rev. 1](#).
4. At its 7th meeting, held on 5 August 2026, the Joint Committee agreed to evaluate the merits of each proposed initiative and discuss the results at its next meeting following the below approved criteria:

Criterion	Question for Members	Weight
1. Strategic relevance and practical impact	To what extent does the initiative address a significant current or emerging challenge for the coffee sector, support the objectives of the ICA 2007, and generate practical outputs – such as evidence, tools, methodologies or recommendations – that Members could use?	50%

2. Collective relevance and replicability	To what extent would the initiative benefit several ICO Members and produce findings or approaches that could be applied across countries with different production systems, institutional settings and value-chain structures?	25%
3. ICO added value	To what extent is the ICO particularly well placed to undertake the initiative given its mandate, data, expertise, neutrality or convening role?	25%

5. For each proposed initiative, Members are invited to assign **one score for each of the three evaluation criteria**, using the following scale:

- 1 – Low:** The initiative meets the criterion to a very limited extent or not.
- 2 – Moderate:** The initiative adequately meets the criterion.
- 3 – High:** The initiative meets the criterion to a significant extent.
- 4 – Very high:** The initiative fully or exceptionally meets the criterion.

6. Where a Member is unable to assess a particular initiative or does not consider it a priority, it may leave the relevant score(s) blank rather than assign an arbitrary score.

7. The ICO Secretariat will verify that each Member has not submitted more than one response and will compile the responses on a strictly administrative basis. For each initiative, an overall weighted score will be calculated using the following formula:

$$\text{Overall score} = (\text{Average score for Criterion 1 score} \times 50\%) + (\text{Average score for Criterion 2 score} \times 25\%) + (\text{Average score for Criterion 3 score} \times 25\%)$$

8. The consolidated score for each initiative will be based on the average of the weighted scores submitted by Members that assessed it. The ICO Secretariat will calculate the weighted scores using the agreed methodology and will not independently assess, modify or interpret the scores submitted by Members. For each initiative, the consolidated results will show:

- the overall weighted average score over all criteria;
- the number of Members that assessed the initiative; and
- its position when initiatives are ordered by their overall weighted average score.

9. Individual Member assessments will remain confidential and not be published.

10. The results of the evaluation by Members will facilitate discussions at the next meeting of the Joint Committee. The Joint Committee will then seek consensus on the selection of one or more initiatives for implementation in coffee year 2026/27, taking into account available resources and Members' priorities.

11. For further clarification, please contact the statistical team at stats@ico.org.

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Please provide us with the following contact information:

First name

Last name

Which email should we use to contact you?

Email address

On behalf of which country are you responding to this survey?

ED 2517/26 - Evaluation of proposals for ICO initiatives for inclusion in the Programme of Activities

As agreed at the 7th meeting of the Joint Committee, Members are requested to score each of the 21 proposals for ICO initiatives to be considered for inclusion in the Programme of Activities under the Administrative Budget for coffee year 2026/27. A technical overview carried out by the ICO Secretariat can be found in document JC-29/26 Rev. 1.

Members are invited to assess each of the submitted initiatives against the following three criteria proposed by the Executive Director:

- **Strategic relevance and practical impact:** To what extent does the initiative address a significant current or emerging challenge for the coffee sector, support the objectives of the ICA 2007, and generate practical outputs—such as evidence, tools, methodologies or recommendations—that Members could use?
- **Collective relevance and replicability:** To what extent would the initiative benefit several ICO Members and produce findings or approaches that could be applied across countries with different production systems, institutional settings and value-chain structures?
- **ICO added value:** To what extent is the ICO particularly well placed to undertake the initiative given its mandate, data, expertise, neutrality or convening role?

For each criterion, scores are to be assigned using the following scale:

1. **Low:** The initiative meets the criterion to a very limited extent or not.
2. **Moderate:** The initiative adequately meets the criterion.
3. **High:** The initiative meets the criterion to a significant extent.
4. **Very high:** The initiative fully or exceptionally meets the criterion.

1. Expansion of the international coffee trade: exploring the potential of emerging markets – the case of China

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

2. Expansion of the international coffee trade: exploring the potential of emerging markets – Southeast Asia

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

3. Expansion of the international coffee trade: exploring the potential of emerging markets - the Middle East

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

4. Analyses of successful national strategies for promoting and encouraging coffee consumption

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

5. The African Continental Free Trade Area (AfCFTA) and opportunities for coffee trading on the African continent

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

6. The challenges and outlook of the international soluble coffee trade up to 2030

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

7. Inventory of tariff treatment of coffee products in recent trade agreements between different free trade areas

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

Other (please specify)

8. Update on foreign direct investment (FDI), mergers or acquisitions in the global coffee industry

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

9. Tariff and non-tariff barriers to coffee trade: new challenges

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

10. The positive health impacts of coffee consumption

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

11. Inventory of good practices in coffee storage and gains for coffee farmers

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

12. Preservation of water resources for coffee growing: the example of the Brazilian 'WATER-PRODUCING COFFEE' programme for other producing countries

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

13. The mechanization of coffee farming - a path to greater productivity and income for producers

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

14. New by-products of coffee cultivation: additional ways to increase coffee farmers' incomes

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

15. Validation of low-risk coffee farming for deforestation regulation frameworks

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

16. Roadmap for the development of a national climate fund for the capture of carbon in coffee cultivation

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

17. Strengthening the operational capacities of CAISTAB for access to finance and invigoration of the coffee sector in Gabon

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

18. Development of a methodology to measure domestic coffee consumption in Honduras

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

19. Strengthening traceability and smallholder capacity in the Indian coffee sector to support compliance with the EU Deforestation Regulation (EUDR)

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

20. Design of a methodology for defining fair reference prices for quality Mexican coffee to improve the profitability of coffee-growing activity in accordance with the mandate of the new Law on the Sustainable Development of Coffee Farming

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐

21. National coffee transformation programme: sustainable productivity, climate resilience and dignified incomes across 13 regions of Peru

Kindly score the initiative using the three criteria.

	1 - Low	2 - Moderate	3 - High	4 - Very high
Strategic relevance and practical impact	☐	☐	☐	☐
Collective relevance and replicability	☐	☐	☐	☐
ICO added value	☐	☐	☐	☐