

PRESS RELEASE

International Coffee Organization launches 2026 global campaign: “Coffee is Part of the Solution”

26 February 2026, London, United Kingdom – Coffee provides income for around 12.5 million farming families worldwide and plays a central role in shaping socio-economic development across producing regions and their communities. To reinforce the sector’s role in addressing some of today’s most pressing global challenges—from inequality, livelihoods and sustainability to climate resilience and inclusive development—the International Coffee Organization (ICO) is launching its 2026 global communications campaign: **“Coffee is Part of the Solution”**. The official video is available in four languages on the [ICO YouTube channel](#).

Beyond its economic importance, coffee contributes in many regions to rural development, carbon sequestration and environmental sustainability, cultural heritage, inclusive infrastructure, innovation, and stronger ties between producing and consuming countries, as well as public and private stakeholders. The campaign seeks to highlight these contributions while encouraging collective action across the value chain.

Throughout 2026, the ICO will showcase evidence, strategies and initiatives that demonstrate how collaboration among producers, governments, the private sector, financial institutions and civil society can amplify coffee’s positive impact in tackling global challenges.

“Coffee has always been more than a commodity. It is a catalyst for development, dialogue and cooperation,” says Vanusia Nogueira, Executive Director of the ICO. “Through this campaign, we want to show that when the sector works together, coffee can support resilience, improve livelihoods and contribute meaningfully to solutions”.

The campaign also invites the global coffee community to share examples of impact-driven initiatives. Using the hashtag #CoffeelsPartOfTheSolution, the aim is to illustrate how collaboration can deliver measurable results on the ground.

As the global convener of both coffee exporting and importing countries, and of the public and private sectors, the ICO will continue to mobilize trusted data, dialogue, finance, knowledge and innovation. The campaign will be rolled out across the ICO’s digital platforms throughout 2026, supported by institutional videos, data insights and engagement with Members and partners worldwide.

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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/>