International Coffee Organization
Organización Internacional del Café
Organização Internacional do Café
Organisation Internationale du Café

Junta Ejecutiva
266ª serie de reuniones
24 enero 2008
Londres, Inglaterra

Red de la OIC para promover el consumo de café: Informe de avance

Antecedentes

1.   La propuesta de proyecto de una red de la OIC para promover el consumo de café fue aprobada por la Junta Ejecutiva en enero de 2007, y fue iniciada en junio de 2007 tras una exposición al Comité de Promoción en mayo de 2007 de los hitos y marcadores del proyecto. En el documento WP-SGP 17/07 y su addendum figuran, respectivamente, la propuesta de proyecto e información acerca de hitos, marcadores y una matriz de resultados. El costo total del proyecto es de US$114.500 y se financia con cargo al Fondo de Promoción de la OIC. Está siendo ejecutado por P&A International Marketing and Radiumsytems del Brasil.

2.   El objetivo del proyecto es concebir y poner en práctica un entorno virtual en el que los participantes en la cadena de valor para promover el consumo de café se relacionen los unos con los otros y con los proveedores de productos, servicios y conocimiento con el fin de buscar soluciones a los problemas que tengan en común. Una vez que se identifiquen los problemas que comparten las comunidades, los consultores establecerán enlaces con una amplia gama de posibles asociados, como por ejemplo proveedores de productos y servicios, grupos con un interés en común, entidades de investigación, etc. El objetivo final es el de construir un ecosistema que funcione en conjunto para promover el consumo de café. Ya se ha registrado un dominio para la red: www.coffeepromotionnetwork.com.

3.   En el documento adjunto figura un informe sobre los progresos realizados recibido de los consultores, quienes harán una exposición verbal a la Junta Ejecutiva en sus reuniones del 24 de enero de 2008.

Medidas que se solicitan

Se invita a la Junta a que examine este informe.

RED DE LA OIC PARA PROMOVER EL CONSUMO DE CAFÉ:
INFORME DE AVANCE

1.   El modo en que se conciben y funcionan las redes sociales se ha visto muy afectado por el anuncio de Google de su enfoque Open Social que hace que las distintas redes puedan comunicarse las unas con las otras. La red de la OIC no es una excepción.

2.   En previsión del anuncio de Google en noviembre de 2007, los consultores (P&A International Marketing and Radiumsystems) aplazaron la conclusión de la creación de la red de la OIC para evitar el riesgo de crear algo que estuviese anticuado antes de su lanzamiento. Eso exigió alguna adaptación – muchos puntos estaban casi listos –, pero hacerlo de otro modo no tenía sentido.

3.   Como resultado de dichos aplazamientos, la puesta en práctica y lanzamiento de la red tendrán lugar el 30 de enero de 2008, y el funcionamiento preliminar empezará inmediatamente después (en vez de en octubre de 2007 como se había planeado al principio). Otras etapas, entre ellas la de nombramiento de mediadores y la movilización de participantes, están sujetas a similar demora.

4.   El diagnóstico, la planificación estratégica y la definición de metas se llevaron a cabo puntualmente, y en septiembre de 2007 se presentó al Comité de Promoción un informe sobre los progresos realizados en esas actividades. La planificación estratégica incluía el envío de cuestionarios a encuestados con experiencia en promover el consumo de café. Se recibió un elevado nivel de respuestas, y las reacciones recibidas se usarán para orientar la mediación de las comunidades de discusión de la red. En los Anexos I y II, respectivamente, figuran un modelo de cuestionario muestra y una declaración de las metas.

5.   Una etapa clave del proyecto es la selección de mediadores expertos para mediar en la red. Dado que todo proyecto basado en Internet es un empeño muy dinámico, la creación de la red de la OIC se está beneficiando directamente de la experiencia acumulada por P&A International Marketing and Radiumsystems en el funcionamiento de la red de Cafés do Brasil. Como se indicó al Director Ejecutivo de la OIC en una reunión en Brasil en noviembre de 2007, los consultores han recomendado que sean ellos mismos quienes medien el funcionamiento de la red de la OIC durante un período de seis a diez meses sin ningún costo para la OIC. Como resultado, surgirán naturalmente mediadores y serán seleccionados durante el período de funcionamiento preliminar por los consultores, a fin de evitar el proceso de ensayo y error que demoró la creación de la red de Cafés do Brasil. En esa misma reunión los consultores recomendaron también que la red de la OIC empiece con una sola comunidad y sea dividida en más comunidades a medida que surja la demanda. Ya ha sido ideada la infraestructura para acomodar muchas comunidades, independientemente de cuándo sean lanzadas.

6.	La movilización de participantes tendrá lugar en dos etapas. Durante el funcionamiento preliminar, los consultores invitarán a participantes que ellos crean que pueden hacer aportaciones importantes a la red y al logro de las metas fijadas. Cuando empiece el pleno funcionamiento (entre 60 y 90 días después) ellos podrán, en consulta con la OIC, abrir la participación a todas las partes interesadas que se ofrezcan a ello, usando invitaciones según sea apropiado. Los mediadores se propondrán a sí mismos y serán seleccionados de entre esos participantes.

7.	El proyecto está progresando bien a pesar de las mencionadas demoras, que fueron bien acogidas porque permitieron la incorporación de nueva tecnología. En el Anexo III figuran hitos y marcadores revisados que toman en cuenta las demoras que hubo y proponen nuevas fechas límite para las actividades.

8.	En enero de 2008 se presentarán a la Junta Ejecutiva el diseño gráfico actual, el sistema de funcionamiento y las instrucciones a los participantes en la red de la OIC. Se acogerán con agrado en ese momento sugerencias de nombres de posibles participantes.

9.	En mayo de 2008 se ofrecerá otro informe al Comité de Promoción.

SAMPLE QUESTIONNAIRE

DIAGNOSIS:
THE INSTITUTIONAL PROMOTION OF COFFEE CONSUMPTION

Definition of institutional promotion: Marketing efforts by a segment of an industry or the whole industry to promote a product (instead of a brand in particular) in order to increase the total market for that product.

Problem: What are the difficulties to promote coffee consumption?

Objective: To identify how the ICO Network can help create and implement campaigns to promote coffee consumption around the world.

Please indicate as many choices as you find adequate and reply to all questions that you find relevant in your situation.

1)   In your opinion, what are the critical factors for an institutional campaign to increase coffee consumption to be effective and to have positive results?

    ( )   Participation of all the segments in the sector
    ( )   Commitment of the players in the sector
    ( )   Active participation of roasting and soluble industries
    ( )   Participation and support of the government
    ( )   Availability of projects, ideas and/or strategies
    ( )   Access to funds
    ( )   Strategic long-term actions
    ( )   Continuous promotional activities
    ( )   Other. Which? Explain.

2)   Have there been institutional campaigns in the past or are there any institutional campaigns going on in your area of work?

    ( )   Yes. Which one(s)?
    ( )   No

3)   If yes, what were your contributions? How did you articulate your network of contacts?

4)   If there are no institutional campaigns, why is that:

( )   Lack of interest
( )   Lack of union of players in the sector
( )   Lack of ideas
( )   Lack of motivation
( )   Companies are not legally allowed to work together
( )   Other. Explain.

5)   From a general perspective, how do you see your role in institutional campaigns? Are your objectives in this area being reached?

6)   A. What were the most successful institutional campaigns that you know of?

Coffee:
( )   ICO´s Coffee Development Group (CDG) campaign to increase coffee consumption in the United States.
( )   The Purity Seal campaign launched by ABIC (Brazilian Coffee Industry Association) in 1989 to create awareness and promote coffee consumption in Brazil.
( )   ICO´s Promotion Programmes in Russia and China to stimulate coffee consumption, 1998 to 2001.
( )   ICO´s Positively Coffee Programme
( )   Other campaigns focusing on Coffee and Health. Which?
( )   NCA´s (National Coffee Association of the USA) Coffee Delivers public relations campaign launched to inform consumers about the health aspects of coffee and to position coffee as a healthful drink.
( )   ABIC´s Coffee Quality Campaign
( )   Other. Which?

Other Foods:
( )   Orange juice campaign created by the Citrus Department of Florida in 2004 to increase the demand for orange juice in the United States.
( )   Got milk? campaign created in 1993 for the California Milk Advisory Board to promote milk consumption in the United States.
( )   We Love Our Lamb campaign launched in Australia in 1999 (and today in its 8th year) to turn around consumer attitude and demand for lamb.
( )   Pork. The Other White Meat campaign launched by the National Pork Board in 1987 to turn around a declining demand for pork in the United States.
( )   Specially Selected Pork radio campaign organized by the Quality Meat Scotland (QMS) Promotion Body to increase the consumption and awareness of fresh pork in Scotland.

( ) Campaign to promote the consumption of red meat organized by Meat & Livestock in Australia, 2004.

( ) Other. Which?

B. What were the essential factors that contributed to the success or failure of the campaigns above?

7) A. Are you aware of other institutional campaigns to promote coffee consumption or the consumption of other products?

( ) Yes. Which?
( ) No

B. If yes, what were the reasons for their success or failure?

8) What are the obstacles to the institutional promotion of coffee?

( ) Lack of funds
( ) Lack of projects
( ) Lack of ideas
( ) Lack of creativity
( ) Else. What? Explain.

9) What can be done to create new ideas/projects/campaigns for the institutional promotion of coffee? What can be done to generate new ideas?

10) A. In your opinion, are there conflicts between brand promotion by companies and institutional promotion of consumption?

( ) Yes
( ) No

B. How could they be harmonized?

11) What can be done for companies to work together to increase the total market in addition to fighting for market share?

12) A. Are coffee and health programmes (e.g. Positively Coffee) examples of successful collaboration between brand and institutional promotion?

( ) Yes
( ) No

B. In what other areas can this example be used?

13) What actions related to the ICO's Coffee and Health Programme are being implemented in your area of work?

14) What do you think about the idea of producing institutional promotional materials that would be used, disseminated and/or distributed by companies and brands?

15) What is the visibility of the coffee, product (NOT the coffee brands) in the media (magazines, TV, newspaper, Internet, etc…) in your area of work?

    ( )   High visibility
    ( )   Moderate visibility
    ( )   Low visibility
    ( )   Insignificant / no visibility

Comment.

16) A. How does the marketing of coffee compares with that of other hot beverages?

    ( )   More intense
    ( )   Equal
    ( )   Less intense

Explain.

    B. And with that of other beverages (hot, cold, etc.)?

17) A. You feel that the exposition of the coffee product in the media has

    ( )   Increased
    ( )   Remained the same
    ( )   Decreased

    B. Why?

18) How to benefit from the coffee shop boom to increase consumption at home and out of home? How can this strategy be used to include low income groups?

19)   A. Are there festivals or events dedicated exclusively to coffee in your area of work?

( )   Yes
( )   No

B. If yes, which ones?

20)   A. Do you believe there is room, in your area of work, to promote consumption with the support of companies?

( )   Yes
( )   No

B. How? Comment.

21)   A. How to interact with young coffee consumers in your area of work?

( )   Through campaigns in the traditional media
( )   Through public relations campaigns
( )   Through promotion in the new media (YouTube, Second Life, Orkut, etc)
( )   Through schools and universities
( )   Other. What?

B. Which places do young consumers frequent?

( )   Clubs
( )   Shopping malls
( )   Gym
( )   Sporting events
( )   Music events
( )   Coffee shops/cafes
( )   Other. Which?

C. How do they prefer their coffee?

( )   Pure
( )   With sugar or other additives (sweetener, chicory, etc)
( )   With milk
( )   3 in 1 (coffee mixed with sugar and cream)
( )   Ready-to-drink coffee
( )   Ready-to-drink coffee beverages (e.g. Frapuccino)
( )   Other. What?

22) How can the new media (Internet, Blogs, YouTube, MySpace, Second Life, etc...) be used to increase coffee consumption?

23) A. Would it be easier to do institutional promotion in the Internet rather than through the traditional media?

( ) Yes
( ) No

B. Why? Explain.

24) A. Do you know any company/institution that advertises consistently in the new media?

( ) Yes
( ) No

B. If yes, list the companies/institutions.

C. Do they reach positive results? If yes, how?

25) A. Is it worth to involve the consumer/have the consumer participate in the creation of campaigns?

( ) Yes
( ) No

B. If yes, how can that be done?

( ) Focus group
( ) Internet: online discussion communities (e.g.: blogs, YouTube, Orkut, etc.)
( ) Other. Explain.

26) A. Have you ever been directly involved in institutional campaigns to promote coffee consumption in emerging markets?

( ) Yes
( ) No

B. If yes, how? Coment.

27) How to start institutional campaigns in emerging markets (e.g.: Russia and China) where there are few or no institutions or associations related to coffee?

28) Do you know of or have used the *ICO Step-by-Step Guide to Promote Coffee Consumption?*

( ) Yes, I know it and have read it, but have not used it.
( ) Yes, I know it and have used it.
( ) I heard of it, but have never read it.
( ) No, I do not know it.

29) A. What are the differences between promoting coffee consumption in producing countries, traditional consuming markets (European Union, United States, Japan) and emerging markets?

B. Would strategies, approaches, organizational frameworks, etc. need to be different?

( ) Yes
( ) No

Explain

30) Is it a good idea to have 3 separate groups – producing countries, traditional markets and emerging markets – when programmes to promote coffee consumption are designed, so that an appropriate programme would be created for each group in particular?

( ) Yes
( ) No

31) Please advise your own comments about any subjects that may not have been covered by the items above.

STATEMENT OF GOALS

The analysis of the questionnaires led to the definition of goals for the operation of the ICO Network that can be summarized by key issues and strategic approaches for each of the three target markets, as described below.

1.   Producing Countries

1.a.   Key Issues
- – coffee and health
- – types of coffee
- – methods of preparation
- – quality
- – coffee and youngsters
- – coffee in schools
- – coffee shops/baristas
- – capacity building
- – events/competitions/fairs
- – retail (supermarkets and traditional)

1.b.   Strategic Approaches
- – union of all sectors
- – structured approach
- – institutional programmes
- – public relations

2.   Traditional Markets

2.a.   Key Issues
- – coffee and health
- – certification/sustainability/traceability/origin
- – new products (science/technology/research)
- – coffee shops
- – baristas
- – young consumers

2.b.   Strategic Approaches
- – partnership with brands
- – public relations

3.   Emerging Markets

3.a.   Key Issues
-     coffee and health
-     methods of preparation
-     coffee and youngsters
-     coffee shops
-     capacity building
-     coffee in schools
-     types of coffee
-     events/competitions/fairs

3.b.   Strategic Approaches
-     coffee as a lifestyle

Although many key issues are common to all three markets, they deserve different priorities in different areas. The strategic approach to promote coffee consumption will have to be completely different in each market depending on the players in the coffee business, their relative economic importance, their access to private and public funds, and their relationship with consumers.

REVISED MILESTONES AND MARKERS

		MONTHS																							
		2007														2008									
	ACTIVITY	JUN		JUL		AUG		SEP		OCT		NOV		DEC		JAN		FEB		MAR		APR	
		1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
1	Project Launching	▓	▓																				
2	Implementation of network (infrastructure of information) in the internet	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓								
3	Selection of Mediators																	▓	▓	▓	▓	▓	▓
4	Development, discussion and signature of contracts with Mediators																	▓	▓	▓	▓	▓	▓
5	Diagnosis			▓	▓	▓						▓	▓					▓	▓				
6	Strategic planning						▓	▓															
7	Goals							▓															
8	Information system																	▓	▓	▓	▓	▓	▓
9	Network Launching Event															▓							
10	Preliminary operation																	▓	▓	▓	▓	▓	▓
11	Mobilization of Suppliers																	▓	▓	▓	▓	▓	▓
12	Mobilization of Collaborators																	▓	▓	▓	▓	▓	▓
13	Mobilization of Participants																	▓	▓	▓	▓	▓	▓
14	Retrofeeding and beginning of full operation																	▓	▓	▓	▓	▓	▓

ANNEX III