



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

WP Board 1044/08

17 janeiro 2008
Original: inglês

P

Junta Executiva
266^a reunião
24 janeiro 2008
Londres, Inglaterra

**Rede da OIC para Promoção do Consumo
de Café: Relatório de andamento**

Antecedentes

1. A proposta do projeto de uma Rede da OIC para Promoção do Consumo de Café foi endossada pela Junta Executiva em janeiro de 2007, e o projeto começou a ser implementado em junho de 2007, depois de uma exposição ao Comitê de Promoção, em maio de 2007, sobre marcos e marcadores para o projeto. Os documentos de trabalho WP-SGP 17/07 e seu adendo, respectivamente, contêm a proposta do projeto e informações sobre os marcos e marcadores e sobre uma matriz dos resultados. O projeto, a um custo total de US\$114.500, é financiado pelo Fundo de Promoção da OIC e está sendo implementado pela P&A International Marketing e pela Radiumsystems, do Brasil.

2. O objetivo do projeto é conceber e implementar um ambiente virtual onde participantes da cadeia de valor que promovem o consumo de café compartilhem, entre si e com fornecedores de produtos, serviços e conhecimentos, em busca de soluções para problemas comuns. Logo que os problemas compartilhados pelas comunidades sejam identificados, os consultores estabelecerão elos com uma vasta gama de possíveis parceiros, como, por exemplo, fornecedores de produtos e serviços, grupos de interesse comum, instituições de pesquisa, etc. O objetivo final é construir um ecossistema que funcione de forma conjunta na promoção do consumo de café. Um domínio para a Rede já foi registrado como www.coffeepromotionnetwork.com.

3. O documento adiante contém um relatório de andamento recebido dos consultores, que farão uma apresentação verbal à Junta Executiva na reunião de 24 de janeiro de 2008.

Ação

Convida-se a Junta a apreciar este relatório.

REDE DA OIC PARA PROMOÇÃO DO CONSUMO DE CAFÉ: RELATÓRIO DE ANDAMENTO

1. O modo como as redes sociais são concebidas e operam foi afetado significativamente pelo anúncio, pelo Google, da plataforma “Open Social”, que possibilita a comunicação entre diferentes redes. A Rede da OIC não constitui exceção.

2. Prevendo o anúncio pelo Google em novembro de 2007, os consultores (P&A International Marketing e Radiumsystems) atrasaram o término da concepção da Rede da OIC, para evitar o risco de criar algo que estaria defasado antes de lançado. Isso exigiu certa reelaboração do que já havia sido feito (muitos itens estavam quase prontos) – mas não fazia sentido proceder de outra forma.

3. Em consequência desse atraso, a implementação e o lançamento da Rede serão protelados até 30 de janeiro de 2008, e o início preliminar de seu funcionamento ocorrerá logo depois (em vez de em outubro de 2007, como inicialmente agendado). Outras fases, incluindo a indicação de mediadores e a mobilização dos participantes, também estarão sujeitas a atrasos.

4. O diagnóstico, o planejamento estratégico e a definição de metas foram realizados a tempo, e um relatório sobre o avanço dessas atividades foi apresentado ao Comitê de Promoção em setembro de 2007. Como parte do planejamento estratégico, encaminhou-se um questionário a possuidores de experiência em promover o consumo de café. Houve um nível elevado de respostas, e as reações recebidas serão usadas para orientar a mediação das comunidades de discussão na rede. Um modelo de questionário e uma declaração das metas do projeto são reproduzidos nos Anexos I e II, respectivamente.

5. Uma fase da maior importância será a da seleção de mediadores especializados para a Rede. Pelo fato de que qualquer projeto baseado na Internet tem um caráter muito dinâmico, o desenvolvimento da Rede da OIC está se beneficiando diretamente da experiência acumulada pela P&A International Marketing e pela Radiumsystems na operação da Rede Cafés do Brasil. Como relatado ao Diretor-Executivo da OIC em uma reunião no Brasil em novembro de 2007, os consultores propuseram mediar eles próprios a operação da Rede da OIC durante seis a dez meses, sem nenhuma despesa para a OIC. Em resultado, mediadores iriam surgindo naturalmente e seriam selecionados durante o período preliminar de operação através dos consultores. Com isso, seria evitado o processo de tentativa e erro que atrasou o desenvolvimento da Rede Cafés do Brasil. Na mesma reunião, os consultores também propuseram que a Rede da OIC fosse iniciada com uma única comunidade e dividida em mais comunidades quando aumentasse a demanda. A infra-estrutura foi concebida de maneira a acomodar muitas comunidades, independentemente da época de seu lançamento.

6. A mobilização de participantes será em duas fases. Durante a operação preliminar, os consultores convidarão participantes que eles acreditam ter condições de fazer contribuições importantes para a Rede e para a realização de suas metas. Quando a operação plena começar (60 a 90 dias mais tarde), eles, em consulta com a OIC, poderão abrir a participação a todos os interessados. Estes se apresentariam usando convites, conforme apropriado, e os mediadores se apresentariam e seriam escolhidos entre os participantes.

7. O projeto está progredindo bem, apesar dos atrasos, que foram acolhidos de bom grado, pois permitiram a incorporação de nova tecnologia. O Anexo III indica marcos e marcadores que passaram por revisão para levar em conta atrasos passados e propõe novos prazos para as atividades.

8. A concepção gráfica, o sistema operacional e as instruções aos participantes da Rede da OIC serão efetivamente apresentados à Junta Executiva em janeiro de 2008. Solicita-se que nomes de participantes potenciais sejam sugeridos nessa altura.

9. Outro relatório será apresentado ao Comitê de Promoção em maio de 2008.

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. Frappuccino)
- 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

ACTIVITY		MONTHS																					
		2007												2008									
		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																						