



INTERNATIONAL
COFFEE
ORGANIZATION

INTERNATIONAL 1.10.22 COFFEE DAY



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#ICO

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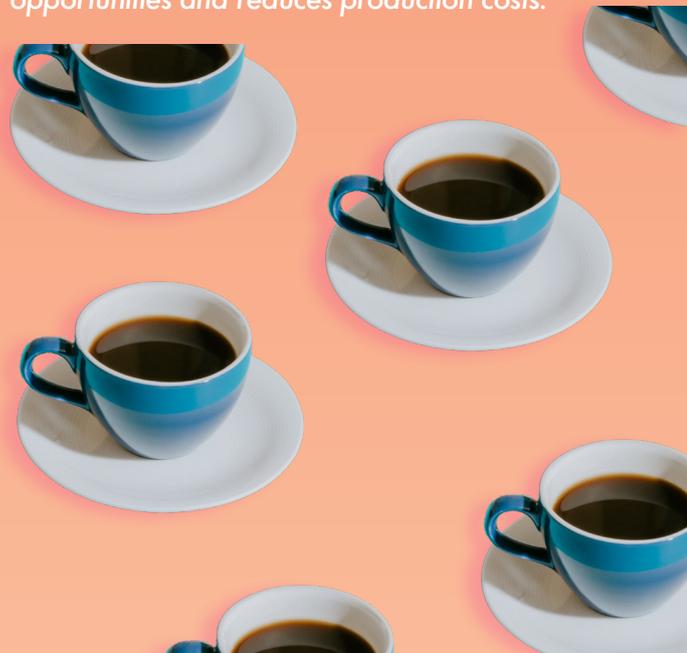
#ICD2022

Our commitment to coffee farmers' prosperity to reduce the coffee industry's impact on the environment and mitigate climate change

In 2014, the International Coffee Organization (ICO) declared October 1st as the day of "celebration of the coffee sector's diversity, quality and passion" and as "an opportunity for coffee lovers to share their love of the beverage and support the millions of farmers whose livelihoods depend on the aromatic crop."

On International Coffee Day 2022, Members and partners of the International Coffee Organization (ICO) come together to move the coffee sector from a linear to a circular economy:

- To celebrate all those working hard to make the three billion delicious coffee cups we enjoy every day around the world.
- To recognize that transforming waste in the coffee sector into new products and alternative energy options creates important income and job opportunities and reduces production costs.



As the only international organization that brings together coffee exporting and importing governments, the ICO builds effective global partnerships between governments, the coffee industry, civil society and coffee farmers, guided by the overriding goal of achieving a sustainable and resilient sector, and the prosperity of all grower communities around the world.

The ICO and all its members and partners from the private sector and civil society share the same vision: The coffee sector is a crucial anchor for development and a driver of prosperity and sustainability. Producing and drinking coffee helps to make the world a better place by generating jobs and income in over 60 coffee producing countries and for millions of people worldwide engaged with the coffee sector (not to mention happiness for millions of coffee lovers!). Innovative and circular solutions for the global coffee value chain will foster economic, social and environmental sustainability from seed to cup, farmers to baristas and producers to consumers.

"Business as usual is not a sufficient strategy to secure the long-term economic sustainability of the coffee sector. Instead, systemic change is required." (ICO)



Reinvent and make the coffee value chain sustainable and resilient

Coffee is both one of the most widely consumed beverages in the world and one of the most important internationally traded commodities.

We must move away from the traditional coffee business model that has become increasingly unsustainable for coffee producers and the environment, with huge waste production, high energy consumption and limited to no usage of disposals, and head towards inclusive circular models that reward sustainability, transparency, quality and hard work.

A circular economy is an industrial system that is restorative or regenerative, built around principles of designing out waste and pollution, keeping products and materials in use for as long as possible.

Circular economy model: minimise environmental impact and maximise economic, social and environmental benefits

For every cup of coffee produced or consumed, there is a circular solution to give farmers a new opportunity to earn a living income and wage and reach prosperity through regenerative and SMART coffee agriculture; green industry and retail with zero waste and pollution; responsible consumption and disposal.

To transform and reinvent the global coffee value chain to generate a fair and win-win economic transaction, particularly for coffee farmers, let's integrate the circular business model and solutions in the coffee sector, along with digital tools.

A circular coffee economy and solutions will help farmers, governments, businesses and consumers work together to create better jobs and income, reduce pollution and fight climate change and make the world better for all.



"Recycling alone will not save us." Circular economy is a "bigger idea" – a significant restructuring that forces us to rethink how we've done things since the rise of the first steam engine", Ellen MacArthur Foundation CEO Andrew Morlet, 2020.



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Today, enjoy your coffee journey and reduce waste from farm to cup through innovative circular initiatives.

The ICO wishes you a
Happy International Coffee Day!



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