

# World Coffee Research

## International Coffee Day content package for members

October 1, 2024 is International Coffee Day (ICD)! ICD was launched in 2015 by the [International Coffee Organization](#) (ICO), and each year, it serves as an occasion for the world to celebrate coffee as a beverage and raise awareness about important issues facing our industry.

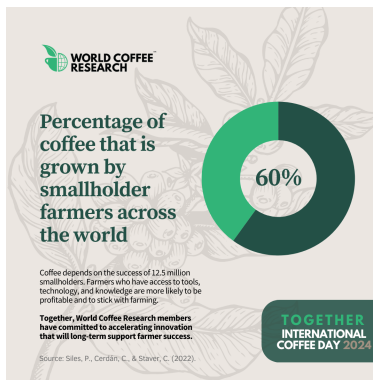
This year, we're launching a campaign to underscore the importance of the industry coming together to build a brighter future for coffee aligned with the [ICO's 2024 theme of collaboration](#) (#ICD2024 and #EmbraceCollaboration). We encourage you to promote your World Coffee Research (WCR) membership to your own audiences and stakeholders by sharing your role as a partner in our work.

*Below, you will find a content package, including images, caption language suitable for social media sharing, and instructions on how to use these assets. If you have any questions on implementing these assets, please feel free to reach out to WCR's Industry Communications Manager, Maeve Holler at [maeve@worldcoffeeresearch.org](mailto:maeve@worldcoffeeresearch.org).*

| 1                                                      | 2                                                  | 3                                                            | 4                                                       | 5                                                        | 6                                                                  |
|--------------------------------------------------------|----------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------------------|
| Select a cover photo and/or that infographics you like | Add your logo to your selected photos/infographics | Select a caption and personalize it to align with your brand | Add the hashtags #CoffeeTogether and #TheFutureOfCoffee | Tag WCR—find us at @wcoffeeresearch on IG, X, FB, and LI | Share your post on your social media profile and WCR will amplify! |

## Cover photos and infographics

You can choose to use any combination of the cover photos and infographics below. You have access to the full set of images in two sizes (square post and story formats).



## Personalize it! Canva templates

We encourage you to personalize your selections by adding your logo, and you can download a Canva template to do so by clicking these links:.

- **Square format:** [Cover photos](#) | [Infographics](#)
- **Story format:** [Cover photos](#) | [Infographics](#)

## Language

You can use the captions below to accompany any of the cover photos and/or infographics above. We encourage you to personalize the captions to align with your unique brand and use the accompanying hashtags #CoffeeTogether, #TheFutureOfCoffee, and #ICD2024 when posting to collate what you share with other members' contributions across platforms.

- This International Coffee Day, **[Company Name]** is proud to do our part to build a brighter future for the coffee sector as members of World Coffee Research.
- Agricultural research & development improves the goodness of coffee—how good it tastes, how good it is for the planet, and how good it is for the people who grow it. We're investing in the tools and technology to make coffee better as members of World Coffee Research.
- **[Company Name]** is coming together with 190+ brands across 30 countries worldwide to build a brighter future for farmers, consumers, and the industry alike.
- This International Coffee Day, **[Your Company Name]** is reflecting on how special it is to be a part of the World Coffee Research community that is coming together to accelerate innovation and drive radical transformation for coffee.
- A brighter future for coffee is not only possible, but well within reach. This International Coffee Day, **[Your Company Name]** is proud to invest in World Coffee Research's efforts to build a more sustainable future for our industry.
- In honor of International Coffee Day, we invite you to join us in becoming World Coffee Research members to support the organization's goals of making better plants available to farmers and enhancing coffee productivity, quality, and climate resilience—all while safeguarding the natural resources of our planet.