



# World Coffee Research

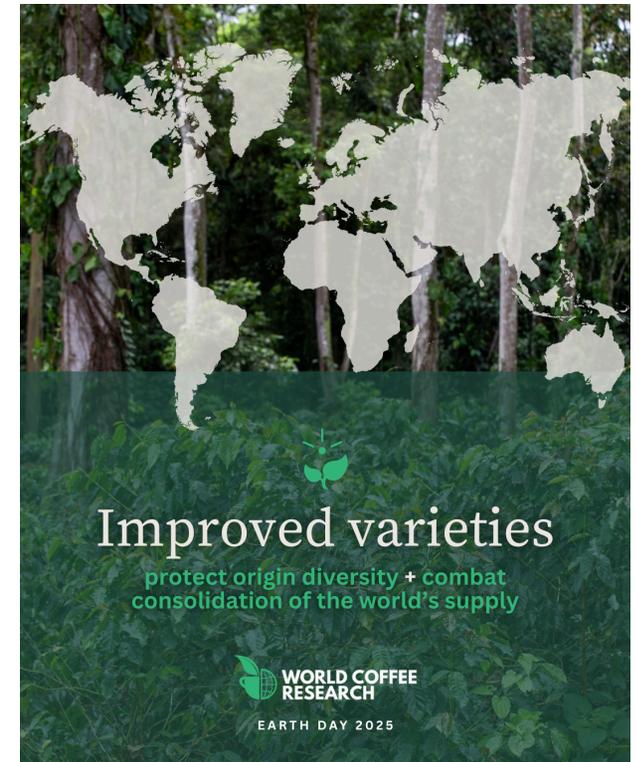
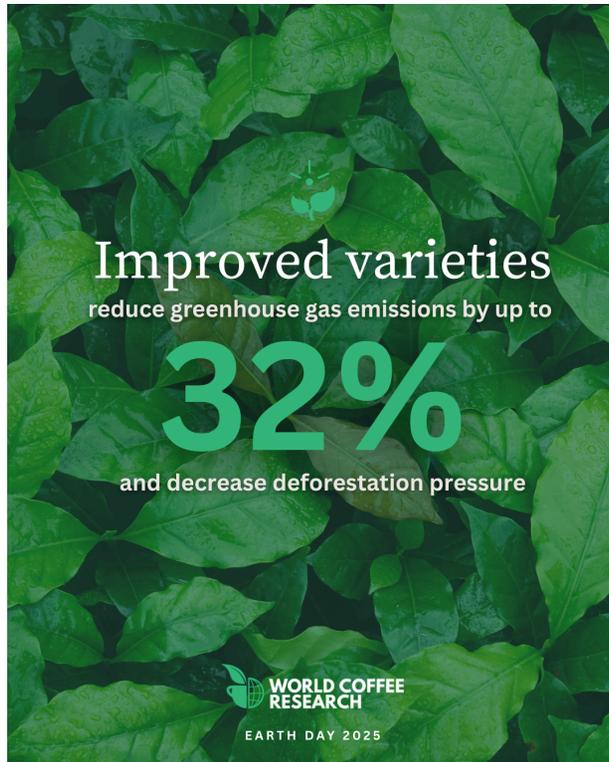
Earth Day content package for members

This Earth Day, we encourage you to promote your membership to your own audiences and stakeholders by sharing your role as a partner in our work. **This content package focuses on how improved varieties will make coffee farming more climate resilient and sustainable while safeguarding the natural resources of our planet.**

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

## GRAPHICS

See the pre-created graphics below. You have access to the full set of images in two sizes (standard post and story formats).



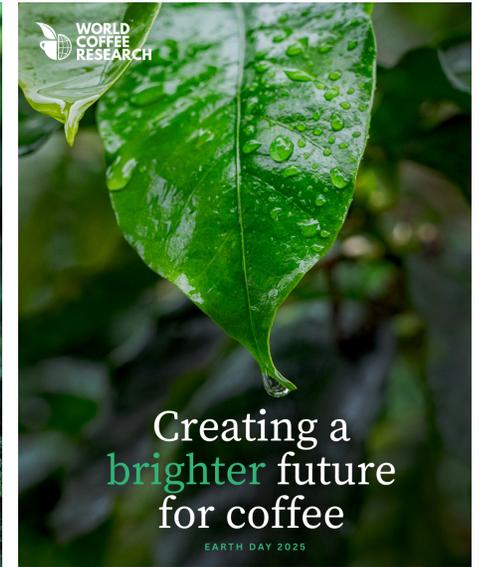
## Personalize it! Canva templates

We encourage you to personalize your selections by adding your logo and co-branding. Click the links below to access a Canva template:

- [Graphics in standard format](#)
- [Graphics in story format](#)

## COVER PHOTOS

See the cover photos below. You have access to the full set of images in two sizes (standard post and story formats).



## Personalize it! Canva templates

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- [Cover photos in standard format](#)
- [Cover photos in story format](#)

1	2	3	4	5
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	Tag WCR—find us at @wcoffeeresearch on IG, X, FB, and LI	Share your post on your social media profile and WCR will amplify!



## SOCIAL MEDIA CAPTIONS

*You can use the captions below to accompany any of the cover photos and/or graphics above. We encourage you to personalize the captions to align with your unique brand.*

- **[Company name]** invests in World Coffee Research to unleash the power of improved varieties that will make coffee farming more climate resilient and sustainable while safeguarding the natural resources of our planet.
- The world is changing, and coffee farmers need better varieties to keep up. Through investing in World Coffee Research, **[Company Name]** is making sure farmers have access to productive, climate-resilient trees, and better choices about what varieties they can grow.
- Our climate is changing at a pace the world has never seen before. In coffee agriculture, that means we have to run faster just to stand still. The improved varieties World Coffee Research is developing will increase coffee's climate resilience—boosting farm productivity, reducing input costs, and allowing farmers to withstand climate shocks—and allow for the reduction of GHG emissions by up to 32%. **[Company name]** is investing in this future to ensure that coffee farming is sustainable for years to come.
- Improved coffee varieties are one of the most powerful tools the industry has to meet the challenges of the climate crisis. **[Company name]** supports World Coffee Research to make this a reality.
- This Earth Day, **[Company name]** celebrates being part of the World Coffee Research member community—investing in a more sustainable, brighter, and stronger future for coffee alongside 200+ other companies in nearly 30 countries across the globe. Together, we are creating the path forward for our industry.
- This Earth Day, **[Company Name]** is proud to invest in World Coffee Research, which will release its first wave of 100 climate-resilient coffee varieties by 2030 into trials with more to follow—unlocking enormous potential for the future of coffee.