

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 developing and planting improved varieties will make production more climate resilient and sustainable while safeguarding the natural resources of our planet.**

Below, you will find a content package, including graphics, photos, videos, and 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.

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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, FB, and LI	Share your post on your social media profile and WCR will amplify!

PHOTO AND VIDEO

You have access to the full collection of photo, graphic, and video collateral we've created in the content package file and using the links below (graphics are available in both story and post format, whereas videos are formatted for reels). We encourage you to personalize your selections by adding your logo.



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](#)

Additional photos

If you'd like to use a photo without graphics, please refer to the WCR photo kit, which contains nearly 100 images of our work in the field.

- [WCR photo kit](#)

SAMPLE LANGUAGE

You can use the language 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.

- We only have one planet—and one chance to do things right. Through World Coffee Research, **[Company Name]** is committed to developing improved coffee varieties that will sustain production, protect our environment, and drive farmer success for generations to come.
- Better coffee, better world. This Earth Day, **[Company name]** is proud to invest in World Coffee Research to support the development of climate-resilient, high-performing coffee varieties that will make coffee more sustainable for farmers, for the planet, and for our customers.
- **[Company name]** invests in World Coffee Research to make coffee farming more climate resilient and sustainable, while safeguarding the natural resources of our planet.
- Climate change is here. That's why we invest in the work of World Coffee Research to create improved varieties and increase coffee's climate resilience—boosting farm productivity and allowing farmers to withstand climate shocks, all while reducing GHG emissions by up to 32%. **[Company name]** is committed to building this future where 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 put these tools into action.
- This Earth Day, **[Company name]** celebrates being part of the World Coffee Research member community—investing in a more sustainable future for coffee alongside 200+ other companies in nearly 30 countries globally. Together, we are driving change for the world.

Go deeper

We encourage you to share WCR video content or additional resources for your audiences to learn more about our work and the movement you are contributing to as members. Below, you can find a list of recommended materials to share in combination with copy and visual assets.

WCR video content

- **The Future of Coffee**
<https://www.youtube.com/watch?v=l2bHLumpV8U>
- **Creating the future of coffee—together**
<https://youtu.be/1Pl5sZm7JJs?si=Aj0V-TNEz3jj7gJj>
- **About World Coffee Research**
<https://www.youtube.com/watch?v=UHJnbYqznZ4>

Resources

- **CafeClima**
<https://cafeclima.worldcoffeeresearch.org>
- **Varieties Catalog**
<https://varieties.worldcoffeeresearch.org>

