

World Coffee Research

International Coffee Day content package for members

- **October 1 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.
- **Coffee is part of the solution.** This year, our campaign underscores the power of the coffee industry coming together to create resilience through variety innovation to deliver trees to farmers that can withstand the climate of the future. This campaign is aligned with the ICO's 2026 theme that “coffee is part of the solution” to global challenges ranging from inequality to sustainability.
- **Promote your role in this work.** We encourage you to use this campaign 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 designed for social media and external communications platforms. 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.*

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Select a cover photo and/or video you like	Add your logo to your selected photos/video	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 collateral

You have access to the full collection of photo and video collateral we've created. Images are available in static forms and as Canva templates in both story and post format. We encourage you to personalize your selections by using our Canva templates below to add your logo.



Canva templates

- Photos: [Story format](#) | [Post format](#)



Language

You can use the captions below to accompany any of the photos or videos above. We encourage you to personalize the captions to align with your unique brand, inserting your company name and altering language to fit your brand voice.

- We're growing stronger—together. This International Coffee Day, **[Company Name]** is proud to do our part as members of World Coffee Research. While coffee faces many challenges, we are part of the solution.
- Resilience is the answer. In honor of International Coffee Day, **[Company Name]** is coming together alongside 200+ brands in nearly 30 countries worldwide to support the transformative work of World Coffee Research to develop varieties suited to the climates of the future.
- This International Coffee Day, **[Company Name]** celebrates being part of the World Coffee Research community. We're creating new varieties that will sustain farmer livelihoods and build a stronger foundation for coffee's future.
- If we plant better seeds today, we can meet the challenges of tomorrow. **[Company Name]** is a member of World Coffee Research to ensure that coffee can grow sustainably in the climates of the future.
- The next generation of coffee is here. Through World Coffee Research, **[Company Name]** is doing its part to support climate-smart innovation that will underpin a sustainable, flourishing coffee industry for years to come.
- Join the movement. In honor of International Coffee Day, we invite other companies to become World Coffee Research members to make better, stronger plants available to farmers and build resilience for coffee in the face of climate change.

Go deeper

We encourage you to share media coverage of WCR 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.

Selected media coverage	Selected resources
Inside a new experiment to find the climate-proof coffee of the future by Jonathon Rosen for Grist, 2024 https://worldcoffeeresearch.org/resources/inside-a-new-experiment-to-find-the-climate-proof-coffee-of-the-future	About World Coffee Research <i>A one-page guide with frequently asked questions about WCR's mission and work</i> https://worldcoffeeresearch.org/resources/about-world-coffee-research
Breeding New Hope for the Future of Coffee in a Climate-Changing World by Christian Yonkers for Sustainable Brands, 2025 https://sustainablebrands.com/read/breeding-future-coffee-climate-changing-world	Varieties Catalog <i>An interactive website exploring 100+ Arabica and Robusta varieties</i> https://worldcoffeeresearch.org/resources/coffee-varieties-catalog
Innovea named a Best Invention of 2025 by TIME, 2025 https://worldcoffeeresearch.org/resources/time-names-innovea-a-best-invention-of-2025	CafeClima <i>A free web platform for climate-smart replanting, using data from the International Multilocation Variety Trial</i> https://worldcoffeeresearch.org/resources/cafeclima
World Coffee Research launches new data platform for climate action by Meg Kennedy for Global Coffee Report, 2026 https://worldcoffeeresearch.org/resources/world-coffee-research-launches-new-data-platform-for-climate-action	Sensory Lexicon <i>A tool for understanding and measuring coffee's flavors and aromas.</i> https://worldcoffeeresearch.org/resources/sensory-lexicon