



PARTICIPATION GUIDE

This challenge participation guide gives information about the background of the challenge and explains how you can participate.

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1. Introduction to the challenge

Coffee sector plays a significant role to East Africa's economy through foreign exchange earnings and employment creation.

Coffee producers require information on good marketing strategies that will guide them in improving their coffee marketing skills to better reach a wide market.

The objective of the "Coffee marketing" challenge is to collect, disseminate and award the best strategies for commercializing coffee products locally or internationally.

All organisations and individuals working in the coffee sector are invited to share and contribute their ideas. In addition to winning a prize, participation will give the opportunity to present your efforts to a wide and diverse community on an international level.

The "Coffee marketing" challenge is an initiative of Progreso Network and the Fair Trade Organisation of Kenya (FTOK). Progreso Network and FTOK firmly believe in the importance of having good marketing strategies for accessing new markets. They have joined forces with the aim of collecting and sharing innovative ideas that can contribute to this objective.

2. Who can participate, how and when

Who can participate?

- Representatives of a formal producer organisation (cooperative, association, etc.) active in the coffee sector.
- Individual coffee producers or organised groups of producers.
- Representatives of other organisations that work with organised small-scale producers in the coffee sector (for example: Buyers, NGO's, certification bodies, consultants, etcetera).
- Research institutions, universities and professionals/consultants (trainers, agronomists) working or interested in the coffee sector.

Note: The following participants are excluded from participation in the challenge: employees of Progreso Foundation, Progreso Network, Fair Trade Organisation of Kenya, as well as each of their respective affiliated companies, subsidiaries, advertising agencies (and the immediate families of each).

How?

1. If you are not yet a member of Progreso Network, please register at www.progresonetworkenglish.ning.com/
2. Download the application format in order to describe your idea or experience. You can also send videos, powerpoint or PDFs that supports your submission.
3. Upload the file through www.progresonetworkenglish.ning.com/ or send it to info@progresonetwork.org (please mention "**Marketing challenge**" in the subject line)

When?

The contest is open until January 31st*. All applications must be submitted electronically by January 31st* at 11:59 p.m (EAT).

3. Selection process, criteria and rewards

Selection process

In the last two weeks of January, 2014 the applications will be reviewed by an experienced Jury with representatives of Progreso Foundation and Fair Trade Organisation of Kenya. The announcement of the winners is planned for January 2014.

Eligibility requirements

The entry should describe a successful experience or idea of how **small-scale producer organizations** can increase access to markets by using strategies.

Evaluation criteria

- **Innovation:** To what extent is the experience or idea new and innovative?
- **Replicability/scalability:** To what extent can the idea be implemented in other organisations and what potential is there for the idea to be significantly scaled up.
- **Impact:** How effective is the strategy in creating more access to markets?
- **Feasibility:** To what extent can the idea be implemented and how self-sustainable would the result be?

Rewards

The total value of the awards is **USD 2000[†]** for the winnings ideas in the English Progreso Network online community (Africa and India). The challenge will award two winners; one in each category:

- Innovative strategies for accessing new markets for coffee (local and global).
- Experiences to grow coffee trade and recognition in the global markets.

Then, the grand prize will be USD 1000 per category

A lot of publicity for your idea through local media and the networks of Progreso Network and partners.

*The organization reserves the right to modify or change the dates above mentioned.

[†] The organization reserves the right to make changes in the rewards policy

4. Formal Regulations

1. No purchase necessary to enter or win a prize.
2. Completed applications are submitted in accordance with the official rules and shall hereinafter be collectively referred to as the "Eligible Entries". Incomplete, illegible, and/or late applications will be disqualified. You may submit more than one application. No responsibility is assumed for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilised in this challenge or by any human error that may occur in the processing of entries into this challenge. Entries that have been tampered with or altered are void. By participating in this challenge, entrants acknowledge compliance with these rules.
3. Jury Panel: The evaluation will be done by the "Jury". The organisation of the challenge reserves the right to delay the announcement of the winners or extend the time of the challenge for any reason.

If the winner of a prize chooses not to accept the reward, an alternate winner will be chosen. Prize winners are solely responsible for any local taxes which may be due and payable.

Winners who do not respond within fifteen (15) days of the first notification sent to the email address on file with the challenge organisation may be disqualified and their prize forfeited.

4. The organisation of the Challenge is not responsible for lost, late, delayed, illegible, misdirected applications, any problems or technical malfunctions of any telephone network, lines, computer on-line systems, servers, providers, computer equipment, software, failure of email on account of technical problems, traffic congestion or the internet, or at any web site or combination thereof, including injury or damage to participants or to any other person's computer related to or resulting from participating or downloading materials in this challenge.

If, for any reason, the challenge cannot be run as planned, the organisation reserves the right to cancel, terminate, modify, delay or suspend the challenge for reasons of a technical, creative or other nature.

5. Disbursement: Disbursement of the prize to prize winners is subject to the following conditions:

- a. Prize winners may be asked to go through – and pass – an interview with the organisation and provide professional references upon request;
- b. On the request of the organisers, prize winners will publish an article or similar publication on Progreso Network about their winning entry.
- c. Prize winners irrevocably transfer all rights, ownership, intellectual property interest and legal title of their applications to the organisation and agree not use the copyrighted material, intellectual property interest, or any other ownership rights associated with the challenge in any further or derivative work (except for display as an example of their work for portfolio purposes except as indicated herein) nor offer to resell such material to anyone else but the organisation. Prize winners further agree to be bound by the decisions of the organisation that are

final with respect to all matters related to this challenge.

6. Eligibility:

a. This challenge is open to:

- Representatives of a formal producer organisation (cooperative, association, etc.) active in the coffee sector.
- Individual coffee producers or organised groups of producers.
- Representatives of other organisations that work with organized small scale producers in the coffee sector (for example: Buyers, NGO's, certification bodies, consultants, etcetera).
- Research institutions, universities and professionals/consultants/trainers working or interested in the coffee sector.

b. Employees of Progreso Foundation, Progreso Network, FTOK, as well as each of their respective affiliated companies, subsidiaries, advertising agencies (and the immediate families of each) are not eligible. By participating in this challenge, entrants agree to be bound by these official rules and by the decisions of the organisation, which are final in all matters relating to this challenge.

7. Prize winners, as a condition of receiving the monetary prize, if asked must sign (a) an M.o.U [Memorandum of Understanding] where the different liabilities and rights are specified (if relevant and agreed upon by Prize Winners) (b) except where prohibited, a promotional release granting the right to use his or her name and likeness for advertising and publicity purposes without additional compensation.

The organisers and financers of this challenge do not commit in any way to finance the implementation, replication or scaling up of the winning entries.

8. The organisation reserves the right in their sole discretion to disqualify any individual they find or believe to: (i) be tampering with the entry process or the administration of the challenge or (ii) be acting in violation of these official rules.