



WORLD COCONUT DAY

Competition 2024

Coconut for a Circular Economy:
Building Partnerships for Maximum Value

**PHOTO
GRAPHY**



**SHORT
VIDEO**



WRITING



Total Prize

US\$ 1,600



BACKGROUND

To mark the establishment of the International Coconut Community (ICC), formerly known as the Asian Coconut Community (ACC) in 1969 and Asian Pacific Coconut Community (APCC) in 1975 under the aegis of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP), 2nd September is celebrated as World Coconut Day. The ICC secretariat and our community from Asian, Pacific, African, Caribbean, and South American countries are finding various ways of celebrating the 2023 World Coconut Day to stay in touch and to acknowledge this special day.

“The Tree of Life” It is cultivated on over 12.2 billion hectares in over 90 countries, generating approximately 67 billion nuts per year. In 2022, the global export value of coconut products was USD 15.53 billion. Coconut meat-based products are the major product, followed by water, shell, and husk-based items. Over 90% of the world’s production and exports of coconut products are now produced and exported by the 21 ICC member countries. Over 110 importing countries have acquired the products and by-products. This does not include the informal sector’s utilization of coconuts as food and non-food goods in households. The rise in consumer health consciousness, as well as the numerous uses of coconut – as a functional food, source of energy, immune system booster, and cure for a variety of diseases, including COVID-19 – are some of the primary drivers of global coconut-based product demand.

Global market demand for coconut products is increasing, but not adequate supply of coconut production. Further synergies and partnership between coconut stakeholders are needed to increase production and meet these growing demands for maximum value. To increase coconut production and productivity, synergy and collaborative efforts between government, policymakers, research institutes, industries and farmers are also essential. Such collaboration is also needed to support the value addition, processing, and marketing of high-value coconut products. Technology and innovation are important factors in increasing production in harvesting and coconut value-added products, for the benefit of coconut farmers and their families and supporting the resilience and sustainable coconut industry.



THEME

“Coconut for a Circular Economy: Building Partnerships for Maximum Value”

OBJECTIVES

- 🥥 To promote all coconut-related activities which sustain the lives of millions of small farmers
- 🥥 To empower smallholder farmers and coconut industries in ICC member countries
- 🥥 To stimulate scientific research activities and disseminate the latest information on the coconut
- 🥥 To boost innovation and technology implementation in coconut cultivation, production, harvesting, and processing
- 🥥 To raise public awareness of the positive attributes of coconut and its economic, social and environmental benefits
- 🥥 Waste is minimize
- 🥥 Resources is used efficiently

TARGET AUDIENCE

- 🥥 Coconut farmers
- 🥥 Coconut development officers
- 🥥 Coconut farmers and their families
- 🥥 Coconut industry stakeholders
- 🥥 Government officers
- 🥥 Research institutes
- 🥥 International organizations/ institutions
- 🥥 School and university students



PROGRAM & ACTIVITIES

The ICC Secretariat, in collaboration with our member countries and other international organizations, is going to hold three competitions open worldwide:

- **Photography**
- **Short Video/Footage**
- **Writing**

Lesson learned from the previous WCD Celebrations since 2021, those competitions have attracted the most participants and the entries are beneficial to be used as digital asset contents for all ICC printed and digital media. The criterias are described below:



Photography Competition

1. Theme: **“Coconut for a Circular Economy: Building Partnerships for Maximum Value”**
2. Photos must be original work of the participant
3. Time range photos taken is year 2023 until now
4. Minimum resolution: 600 DPI
5. Maximum of 5 photos per participant
6. Name format: Country - Name - Photo Title
7. Photo editing allowed only: cropping, color contrast, rotating
8. Submitted photos will be belonged to ICC for any publication purposes
9. Participants must follow ICC social media
10. The decision of the jury is final and inviolable
11. One of the winner criterias is voting/like in Instagram & Facebook (follow ICC Instagram and Facebook)



Short Video/Footage Competition

1. Theme: **“Coconut for a Circular Economy: Building Partnerships for Maximum Value”**
2. Competition open for worldwide
3. One video allowed per participant (can be done individually or group of max 3 people)
4. Videos must be original work of the participant
5. Time range: videos taken is year 2023 until now
6. Maximum total duration is 3 minutes
7. Minimum Resolution: 1080 p
8. Posted in participant's own social media: Facebook and Instagram post by tagging ICC social media and #worldcoconutday2024, #worldcoconutdayICC, #coconutcommunity
9. ICC can have access of reposting and any publication purposes for the published post
10. Participant must follow, subscribe, like ICC social media
11. Name format: Country - Name - Video Title
12. Submitted videos will be belonged to ICC for any publication purposes
13. The decision of the jury is final and inviolable



Video content suggestions

- Innovative ways to serve coconut-based foods
- Coconut based crafts/home product making/tutorial of making products from coconut/handicrafts



Writing Competition

1. Theme: **“Coconut for a Circular Economy: Building Partnerships for Maximum Value”**
2. Open for worldwide competition
3. Submitted material will be belonged to ICC for any publication purposes
4. Inspiring stories/experiences/research based semi popular papers are also encouraged
5. Must cite minimum one reference from CORD Journal
6. Participant must follow, subscribe, like, comment, share ICC social media
7. The decision of the jury is final and inviolable
8. ICC can have access of any publication purposes, articles submitted could be published in CORD and Cocoinfo, with standard honorarium.

Layout Format for Writing Competition

- Manuscripts are written in English and used standard scientific usage. Authors whose first language is not English should consult the manuscript with English editing service before submit it to CORD.
- Manuscripts should be prepared in Microsoft Word format, except for Graphs using Microsoft Excel program and Figures using JPEG or PDF format.
- Manuscripts should be typed using Times New Roman fonts at 12 points.
- Manuscripts should be typed double spaced except for Title, Tables, Title of Graphs/ Figures, and appendix typed single spaced. Manuscripts are prepared in A4 paper, margins on all four sides are 3 cm, and total number of pages is 6-20.
- Tables, Graphs, and Figures should be placed after the References of the manuscript.
- Use page numbers and line numbers.
- Manuscripts content should be arranged as the following order: Title, Name of the author(s) and their institutions, Abstract, Introduction, Methods, Results, Discussion, Conclusion, Conflict of Interest, Acknowledgment (if any), References.

PRIZE

	Photography	Short Video/Footage	Writing
1 st Winner	250	300	300
2 nd Winner	150	150	150
3 rd Winner	100	100	100

Note:

- Payment of prize will be done by bank transfer and Tax will be borne by the winner
- Winners will be published in social media and announced during World Coconut Day Celebration

CONTACT PERSON

Mr. Otniel: +62-818-488-646 (otniel@coconutcommunity.org)

Mr. Klaudio: +62-821-2281-7727 (klaudio@coconutcommunity.org)

Mr. Bahari: +62-812-180-621-94 (bahari@coconutcommunity.org)

IMPORTANT DATES

Submission deadline: 16 September 2024

Winner announcement: 4 October 2024