



# WORLD COCONUT DAY

*Competition* **2025**



**“Uncovering Coconut’s Power,  
Inspiring Global Action”**

## PHOTOGRAPHY



## VIDEOGRAPHY



## INNOVATIVE COCONUT-BASED PRODUCTS



**TOTAL PRIZE**

**US\$ 1,500**



# BACKGROUND

To commemorate 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), World Coconut Day is celebrated annually on 2nd September. This day highlights the crucial role of coconuts and their economic and social importance to communities globally. The ICC Secretariat and its network of members from Asia, the Pacific, Africa, the Caribbean, and South America work collaboratively to honor this significant day.

Coconut cultivation spans over 12.2 million hectares across more than 90 countries, yielding approximately 67 billion nuts annually. In 2024, the global export value of coconut products reached USD 19.61 billion. The major exports include coconut meat-based products, followed by water, shell, and husk-based items. Over 90% of global coconut production and exports are managed by the 21 ICC member countries. These products are distributed to over 110 importing countries, not accounting for the informal sector's use of coconuts in households for food and non-food goods. The increasing global demand for coconut products is largely driven by rising consumer interest in health benefits, sustainability, and the multifunctional uses of coconuts, which include being a functional food, an energy source, and a remedy for various diseases, including COVID-19. In 2025, the global demand for coconut-based products continues to surge, driven by growing consumer interest in health, sustainability, and natural ingredients. Yet, many coconut-producing countries are struggling to keep up due to declining yields, aging palms, and insufficient replanting efforts. Under the theme "Uncovering Coconut's Power, Inspiring Global Action," this year's World Coconut Day is a call to action to bridge the widening gap between market potential and raw material supply. By unlocking innovation, revitalizing farms, strengthening partnerships across the value chain, and ensuring robust policy support, we can enable the coconut sector not only to survive but to thrive, as a vital driver of sustainable development and rural prosperity.



# THEME

***"Uncovering Coconut's Power, Inspiring Global Action"***

## 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

## TARGET AUDIENCE

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



# PROGRAM & ACTIVITIES

In collaboration with member countries and international organizations, the ICC Secretariat is hosting three global competitions for 2025:

- **Photography**
- **Videography**
- **Innovative Coconut-based Products**

Building on the success of previous World Coconut Day celebrations since 2021, these competitions have attracted wide participation and generated valuable digital content for ICC's media platforms.

## Photography Competition



1. Theme: **“Uncovering Coconut’s Power, Inspiring Global Action”**
2. Photos must be original work of the participant
3. Time range photos taken is year 2024 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. Photos become the property of ICC for publication purposes Participants must follow ICC social media
9. The decision of the jury is final and inviolable



# Videography Competition

1. Theme: **“Uncovering Coconut’s Power, Inspiring Global Action”**
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 2024 until now
6. Maximum total duration is 3 minutes, 1 video per participant
7. Minimum Resolution: 1080 p
8. Videos may be used by ICC for reposting and publication Participant must follow, subscribe, like ICC social media
11. Name format: Country - Name - Video Title
12. Submitted videos become the property of ICC for 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 of making/tutorial of making products from coconut/handicrafts

# Innovative Coconut-based Products Competition



1. Theme: **“Uncovering Coconut’s Power, Inspiring Global Action”**
2. Open for worldwide competition
3. The product should be a newly developed innovation based on an original idea that has not been previously created or commercialized
4. The product should be produced in an environmentally friendly manner. This includes using sustainable production processes and minimizing waste
5. The product should serve a clear purpose or function. It should effectively meet the needs or solve the problems of its intended users

6. The product should be of high quality. It should be durable, reliable, and able to withstand normal use.
7. The product should be safe for its intended use. This includes being non-toxic, non-hazardous, and compliant with all relevant safety standards.
8. The product should have a clear target market and the potential for commercial success. This could be evaluated based on market research or the product's fit with current market trends.
9. The product should be affordable to produce and offer competitive pricing.
10. The product should have a positive impact on society. This could include creating jobs, improving health, reducing waste, or other social benefits.

## **SUBMISSION**

All entries for the Photography, Video, and Innovative Product categories must be submitted via email to: [wcd@coconutcommunity.org](mailto:wcd@coconutcommunity.org)

### **Format**

Photography Competition

- High-resolution images submission in .jpg, .jpeg, or .png format

Videography competition

- Video entries must be submitted in .mp4 or .mov format

Innovative Coconut-based Products Competition

- Must be compiled into a single PDF file that includes the product's background, detailed technical specifications, high-quality photos, and any relevant supporting data. Additional formats such as videos or other media are also welcome if they support and enhance the product presentation.

For large files or multiple attachments, participants are encouraged to upload their entries to a cloud storage platform (e.g., Google Drive, Dropbox) and provide a shareable download link with open access permissions.

Please ensure that your email includes the following details:

Full Name

Country of Origin

Date of Birth

Affiliated Institution (if any)

Competition Category (Photography / Video / Innovative Coconut-based Products)

*Important: Submissions containing unrelated or inappropriate content will be subject to legal action.*

# PRIZE

	Photography	Videography	Innovative Products
1 <sup>st</sup> Winner	250	250	250
2 <sup>nd</sup> Winner	150	150	150
3 <sup>rd</sup> Winner	100	100	100

1. All other photography and videography participants whose submissions are deemed publication-worthy (upto maximum of 15 participants) will each receive USD 30
2. Payment of prize will be done by bank transfer and Tax will be borne by the winner
3. Winners will be published in ICC website, social media and announced during World Coconut Day Celebration

## CONTACT PERSON

**Mr. Alit** : alit@coconutcommunity.org

**Mr. Klaudio** : klaudio@coconutcommunity.org

## IMPORTANT DATES

**Submission end date:** 14<sup>th</sup> August 2025

**Winner anouncement:** 2<sup>nd</sup> September 2025