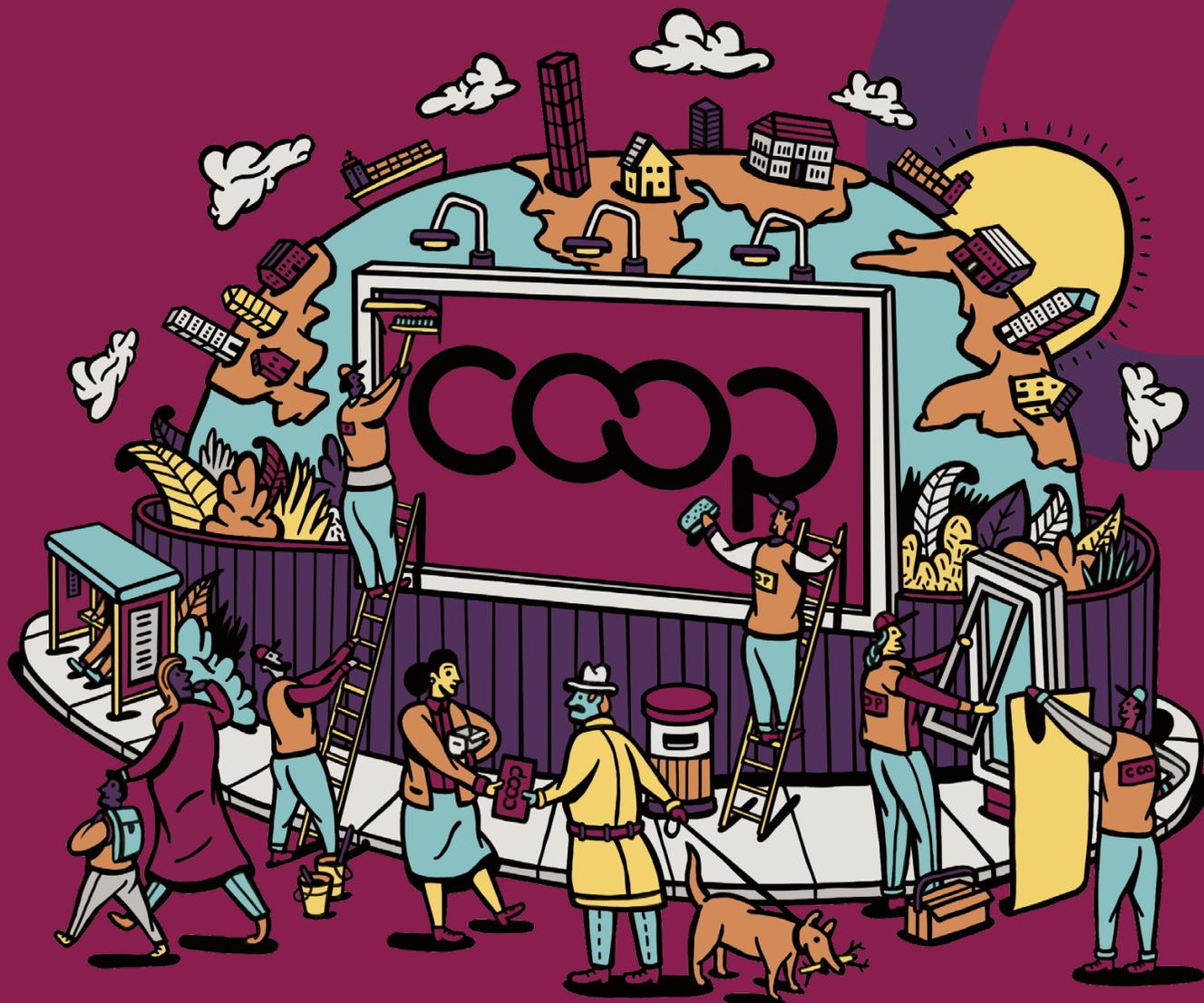


A People-Centred Path for a Second Cooperative Decade 2020



coop International
Cooperative
Alliance

1. Promote the Cooperative Identity

We will help cooperatives understand the Cooperative Identity better. The Cooperative Identity sets cooperatives apart from other businesses. It shows how our values and our business model keep us resilient and helps our members, communities and the world. Cooperatives are not only an entrepreneurial model, but also a manifestation of a grassroots capacity to address social and economic needs and aspirations. We will tell this story loudly, and present the image of a cooperative movement that is proud of what it is.

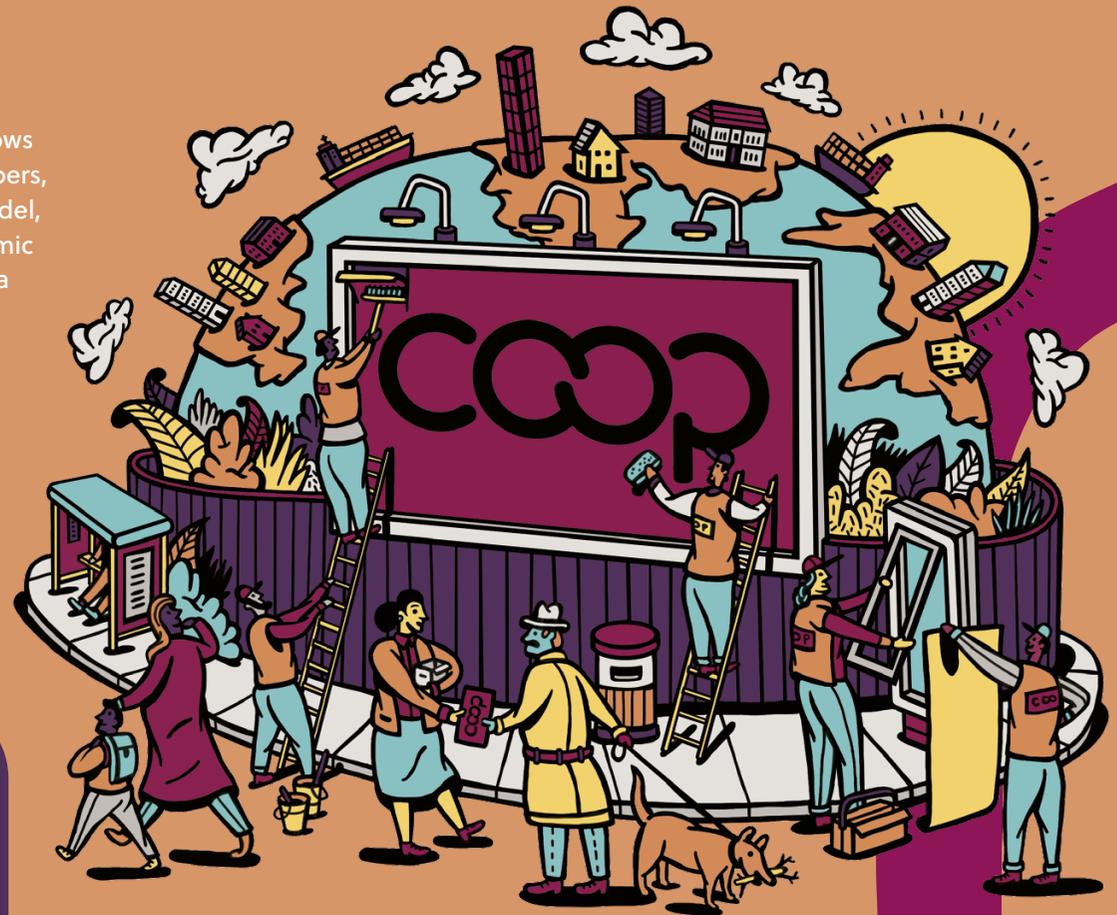
We will...

- Promote regulation that protects the cooperative identity
- Promote identity-related communication and branding
- Promote cooperative education at all level
- Promote the cooperative identity within the international policy agenda
- Launch an ISO certification based on the cooperative identity
- Reinforce what it means to be a cooperative by giving our members the tools to tell their stories.

Together the .coop domain name and the Marque are symbols of the global cooperative movement and our collective identity. They differentiate our cooperatives from investor-owned business. Cooperatives have recognised this branding potential and more and more cooperative business, such as highly visible retail co-ops in the UK, have adopted the Coop Marque as the symbol of their market distinction.

Adopting an effective .coop domain, together with the Marque, is a proven strategy for making those businesses that adopt it stand out. Confiar Coopertiva, based in Colombia, is a financial company that seeks social welfare through its savings and credit services. They have made their cooperative nature a cornerstone of their visual identity, by proudly showcasing their business model through the clear use of a .coop domain for their main website and use of the Marque alongside their main logo.

Nearly 9000 cooperatives are fully verified and using the cooperative identity tools as an essential asset in their branding strategies.



DID YOU KNOW...?

The Marque is an internationally recognised symbol of verified cooperatives and is in use in over 100 countries.

2. Grow the Cooperative Movement

This growth will be for the purpose of meeting the needs of members – not as growth simply for growth's sake. We will strengthen the movement and increase its innovation capacity. We will support the creation of cooperatives in different sectors and expand our membership by tackling barriers to growth – such as poor access to capital, unfavourable regulation, and the exclusion of cooperatives from business education.

We will...

- Recruit new ICA members and encourage all members to get involved in the life of the international cooperative movement
- Deepen the coordination among the ICA entities
- Extend and deepen global partnerships and alliances
- Deepen the policy impact of the cooperative movement
- Develop global knowledge of the cooperative movement
- Expand the economic role of cooperatives
- Deepen the communication capacity of the cooperative movement
- Deepen the involvement of the youth
- Promote gender equality

The ICA Youth Network Replication Project

In 2020 the ICA Youth Network awarded nine youth-led ventures from across the world funding through its Replication Project to help them develop cooperatives. A total of 150 applications were received for the Replication Project, proving that the cooperative business model appeals to young people. The winners received up to €10,000 each, along with mentorship and training to help them further develop their projects.

Among these is Red Root from the Philippines, which is developing a pioneering virtual events platform. Developed by the founders of Red Root Artists Cooperative, this cooperative-driven, youth-led initiative aims to consolidate various youth partners, stakeholders and event industry suppliers to become the go-to platform for physical and virtual event bookings for organizers/managers, talents, technology and logistics providers, catering services and more. It wants to make events more lively and interactive – and sees technology as a way to differentiate and level the playing field.



DID YOU KNOW...?

In Canada many local cooperative banks belonging to the Desjardins movement were managed by women decades before married women were allowed the right to sign any legal document without their husband's consent in 1964. Similarly, in the UK, cooperatives awarded women equal membership rights to men as early as 1844, over 80 years before British women got the full vote in 1928...



4. Contribute to Global Sustainable Development

We will support the 2030 Sustainable Development Goals of the United Nations and will measure and promote the contribution of cooperatives around the world. We will also conduct research on the contribution of cooperatives to global sustainable development, particularly taking into account the 7th cooperative principle: "Concern for Community."

We will...

- Identify indicators for the contribution of cooperatives to the SDGs
- Report on the contribution of cooperatives to the SDGs
- Help members to report on how they contribute, monitor their progress and use this data in their own advocacy
- Deepen the cooperative international development initiatives

Cooperatives and sustainable development

Cooperatives are contributing to meeting several of the UN's Sustainable Development Goals. For example, in France the Agril cooperative established a Code of Conduct, which featured best practices to promote employment and develop skills in addition to guaranteeing safety and well-being at work applied to all their employees (SDG8). It has also launched a programme called "Agriboost" to support young people in setting up a farming business through training courses, discussion groups, study trips and financial and technical assistance that differs for each branch of the cooperative in order to better respond to distinct needs.

Meanwhile, in Brazil, Unimed, a system of 341 medical cooperatives, provides healthcare services to over 19 million patients. Unimed places an emphasis on customer health and safety, contributing to SDG 3 related to the assurance of healthy lives and promotion of wellbeing for all at all ages. The organisation obtained an accreditation from the National Health Agency, which certifies excellence in continuous improvement in quality and performance in areas related to health services, beneficiary satisfaction, health promotion, and disease management. In recent years, Unimed has also launched "Ouvidoria", a secondary communication channel that seeks solutions to customers' issues, using their feedback for the improvement of internal processes and the services provided.

DID YOU KNOW...?

Cooperatives are recognised as important partners to achieve the Sustainable Development Goals (SDGs), because they **promote democracy, enhance income, foster social inclusion, and care for the environment.**





Join us on the People-Centred Path for a Second Cooperative Decade

Read the full strategy document at:
ica.coop/people-centred-path

www.ica.coop