



International Co-operative Alliance



Dear International Co-operative Alliance Members,

Re: Publication: "Co-operative Enterprises Build a Better World"

In commemoration of the United Nations Year of Co-operatives in 2012, the International Co-operative Alliance has decided to produce an official book to mark the occasion. With the assistance of Focus Publishing, "Co-operative Enterprises Build a Better World" will highlight the achievements of the international co-operative movement, with the aim of launching the book on the international stage. One hundred powerful and emotionally engaging stories of co-operation will feature in the book.

We are a serious business model with scale – we need the tools with which to portray ourselves as such to those outside the sector as well as in our own spheres of influence. This is a perfect opportunity to provide us with such a device. As a global business sector, this is one way we are investing in our brand and building for the rest of the decade.

Co-operatives and co-operative business partners are invited to be profiled in the book. Any cost recovery from sales of the book will also provide the ICA with much needed funds to further the international co-operative movement's work.

I strongly urge you to promote this opportunity to your stakeholders, service providers and suppliers. By supporting this publication they will receive profile space within the book and copies of the book sent directly to their office, as well as invitation to high-level launch events throughout 2012. This support will also contribute to a valuable publication which will consolidate the achievements of the co-operative movement and greatly raise its profile.

The book will be presented at official International Year of Co-operatives celebrations by the ICA, and will be distributed to selected government and business leaders across all continents, as myself and our officers lobby on behalf of the co-operative sector.

I respectfully encourage your generous contribution to assist with this timely publication.

Best regards,

Charles Gould
Director-General