





International Co-operative Alliance Fund for
2012 International Year of Co-operatives

2012 is **our** opportunity
to communicate, promote and celebrate
our co-operative difference.

 *Co-operatives are a reminder to the international community that it is possible to pursue both economic viability and social responsibility.* 

Ban Ki-moon,
UN Secretary General

The International Year is **our** chance to raise public awareness about the co-operative model's contribution to society and its diversity.

We know co-operatives respond to social change, are resilient to the economic crisis AND are serious, successful businesses.

We know co-operatives solve real problems by creating jobs in all sectors putting sustainability before risk and profits.

We know co-operatives provide people-centred solutions owned by their members.

Our opportunity

Today a generation with collaboration as part of its intrinsic make-up is driving social change. 2012 is **our** opportunity to tell an audience hungry for answers to global, financial and social challenges about co-operatives.

2012 is **our** opportunity to re-launch the global brand and tell the world what **we** know! ICA is seeking to raise CHF 1.5 million to achieve this objective.



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Not “business as usual”

2012 will not just be “business as usual” – we must communicate the scale and scope of co-operatives in a way that we can build on for the future. **We** need to create a wide range of resources and tools to deliver these messages enabling all co-operatives to get the most out of opportunities created by the International Year.

But **we** must deliver **our** common message clearly and consistently.

The ICA is the Global Voice of co-operatives, and needs to position itself within the business and media communities to represent its members’ interests, promoting the co-operative business model.

The Prize

2012 is **our** opportunity to increase membership, improve engagement and foster a better understanding of **our** business model.

On 1 January 2013, when we look back on our achievements, we should see a world that understands the co-operative difference, and sees co-operatives as a serious business model – one where our movement benefits from having an internationally-recognised symbol to connect it.

The Plan

With your help the ICA can

-  give national co-operative bodies the materials they need to localise the IYC
-  provide a global message and framework for the IYC
-  organise targeted events at the official launch at the United Nations, New York in October 2011
-  launch at the ICA General Assembly in Mexico in November 2011
-  develop the 2012.coop website with state-of-the-art functionality and navigability including a daily showcase of co-operative stories and a global news-feed
-  target technologically-enabled youth through a dynamic social media strategy
-  provide greater profile for the co-operative movement through ICA activities and events.





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Event highlights

Plans have commenced to deliver a range of events to celebrate the IYC, including those targeting academics, economists, and practitioners, as well as many events delivered locally.

The ICA will organise targeted events to support the official UN launch in New York in October 2011. The Year will close with a World Co-operative Forum comprising an ICA Expo and a virtual event for co-operators globally to participate in one significant occasion simultaneously.

Official logo and slogan

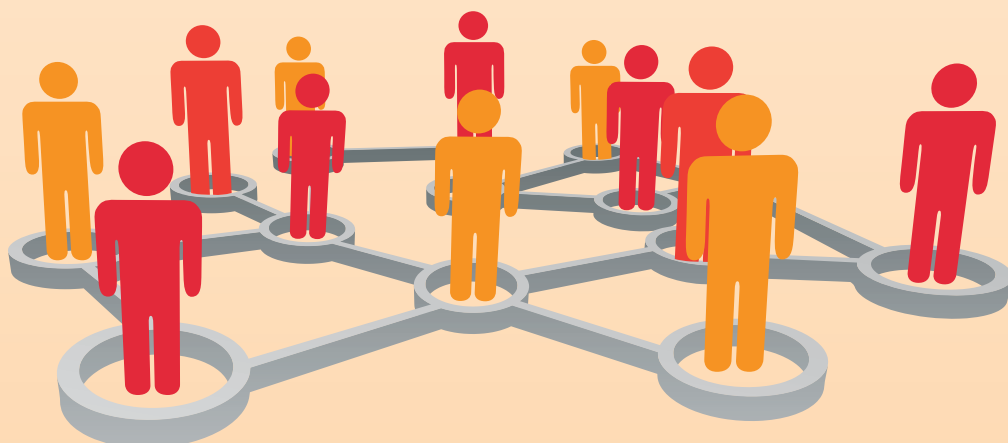
The UN has produced a logo to support the IYC slogan of “cooperative enterprises build a better world”

We will encourage co-operatives everywhere to use the slogan and logo in their communications, and help them through the UN approval process.

Partnership benefits

Members that can financially support the communications activity for the IYC will have that support recognised by:

- ◆ logo on the official IYC website www.2012.coop with a hyperlink to own website
- ◆ support recognised in an edition of the e-Digest with logo and a hyperlink to own website
- ◆ acknowledgement of support to be included in the notes to editors of all ICA press releases relating to the IYC.





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The International Year must be a multitude of local, regional, national and global events with a common message and a unity of purpose.

Dame Pauline Green,
President International Co-operative Alliance

Your help

To deliver the International Year the ICA needs your financial support. ICA members worked hard to get the United Nations designation for 2012 and we know that national organisations also seek to fund their Action Plans for the Year. However, **we** now have a joint responsibility to ensure that **our** message reaches a global audience – not just a co-operative one.

We can now build on **our** position as the leading voice of the co-operative movement and deliver **our** messages to a global audience through an integrated communications strategy.

2012 is **our** time – let's make it count!

If you can help or would like to know more please contact:

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