

Global News Hub for co-operatives

Making our co-operative voice stronger

Be a part of the Global News Hub, which will showcase co-operative news, features and comment from across the world on a single website. The website is being created by UK-based Co-operative Press — publishers of Co-operative News — and supported by the International Co-operative Alliance.

Set to launch on September 2nd, the website will promote co-operative enterprise and initiatives, plus it will allow co-operators from around the world to engage with each other and discuss initiatives and ideas from the global movement.

As part of the International Year of Co-operatives in 2012, the website will also be used by the ICA to present some exciting co-operative successes to media outlets and the general public. The website will be at www.thenews.coop and all content will also be an integral part of the ICA's official 2012 website at www.2012.coop.

The multi-lingual website will automatically display in your language and show content from your country/region. Initially, we will be officially supporting English, French, Italian and Spanish languages — though we are keen to expand on this. Other languages will have content machine-translated. Content can be sent to us in any language.

Modern technology will play a large part in the website. All articles will be tagged with relevant keywords, content on one subject can be grouped into a topic and audio/video can be published. Visitors can also create a co-operative community through interaction in blogs, comments on articles and by sharing content through social networks.

Tell the world about your co-operative

We need your articles to help tell the story of the global co-operative movement. Publish as much, or as little as you want. You can use our publishing system, or we can pull items from your website. In return, we will help promote your co-operative, which will be prominently displayed on your articles, plus we will encourage readers to visit your website.

Ultimately your content is important and will help raise the profile of co-operatives. You will also share ideas and find inspiration from others. Take advantage of our single-platform website for a fantastic way to reach new audiences. Content is welcome from all areas of the movement. Here are some ideas:

Co-operatives

- Tell co-operatives about your ideas and initiatives
- Upload your press releases/pictures/videos
- Articles from member/employee magazines

Bloggers

- Use blogs for personal opinion
- A great way for co-operators to provide analysis (we can link in your existing blog)
- Membership managers can engage with members

Co-operative Publications

- Content written by journalists/writers
- Promote your publication to a new audience
- Drive visitors back to your website

Join up today

We will be launching in September, but to register your interest please visit: www.thenews.coop/hub. Over the coming months we will be releasing more details and we will keep you informed. If you have any questions, please email Anthony Murray at Co-operative Press on anthony@thenews.coop.



COOPERATIVE ENTERPRISES BUILD A BETTER WORLD

