

OCB launch the International Year of Cooperative in Brazil

The year is an opportunity to consolidate the cooperatives as a sustainable economic model

On December 14th in Brasilia, OCB launches in Brazil the International Year of Cooperatives (IYC). A great numbers of Deputies and Senators, members of a cooperative parliamentarian block, called Frencoop were present. Besides them the Brazilian Ministry of Sport, Mr. Aldo Rebelo and a representing of the Ministry of Agriculture and Livestock, the Executive Secretary, Mr. José Carlos Vaz were there.

Many cooperative leaders were part on this important event. To OCB President, Márcio Lopes de Freitas, the UN initiative confirms the importance of cooperatives to decrease of poverty though by job's creation. "This is an international recognition of the cooperatives important role to the sustainable development" said Mr. Freitas.

On 2012, activities to increase the public awareness about co-operatives and their presence on Brazilian economy will happen. During the event a video of cooperatives and the web site www.ano2012.coop.br were launch. Different events on Brazilian cooperative movement are prepared like a commemorative coin, compromises made by Brazilian Central Bank yesterday during the launch.

Besides this, the ex ICA's President Mr. Roberto Rodrigues affirms his hope to see the cooperatives as a next Nobel Peace Prize and ask for the support of Brazilian cooperative movement, everyone in the room agrees with this proposal. "We need a word articulation to promote the democracy and peace and the cooperatives surely have the characteristics do support this role", said Mr. Rodrigues.

"The International Year of Cooperatives is an opportunity to show the essence of cooperative movement to a great numbers of persons, in each point of Brazilian territory and demonstrate the cooperative strangeness" affirms Mr. Freitas.