

Motivation Letter

Candidate for Member at Large – ICA Youth Committee 2026

Dear fellow young cooperators,

I am honoured to present my candidacy for the position of Member at Large of the ICA Youth Committee. I am seeking your support because I believe the future of our cooperative movement depends on young people who are prepared not only to speak about cooperation, but to practice it every day and inspire others to do the same.

For me, cooperation is not just an idea—it is a way of solving real-world challenges. As a Civil Engineer and Area Manager at the 'Ai Municipality in Karak, Jordan, and as Public Relations Director of the Smart Earth Cooperative Association, I have experienced firsthand how communities can achieve far more when they work together than when they act alone.

Throughout my journey, I have learned that one of the greatest challenges facing our movement is not the lack of opportunities, but the lack of understanding of what a cooperative truly represents. Too many young people see cooperatives only as a source of financial support, while overlooking the values of mutual responsibility, democratic participation, and collective entrepreneurship that make cooperatives sustainable.

This belief has guided our work in protecting and promoting the rare Moabian Saffron, where our cooperative engaged young people in preserving Jordan's agricultural heritage while creating new economic opportunities. This initiative earned the Royal Silver Jubilee Medal and enabled us to introduce more than 100 young people to cooperative principles through practical experience. Today, we continue expanding this work through research on rare medicinal plants and innovative agricultural solutions.

Representing Jordan's youth at the FAO Virtual Meeting on Cooperative Development reinforced my conviction that young cooperators across the world share common aspirations and challenges. What we need now

is stronger collaboration across borders—creating opportunities for young cooperators to exchange ideas, develop joint initiatives, and learn from one another through meaningful action.

If elected as a Member at Large, I will work to strengthen youth engagement across our region, encourage greater participation from underrepresented cooperatives, and support the implementation of the ICA Youth Committee's work plan. I want to help build stronger connections between young cooperators, promote practical leadership opportunities, and ensure that every young person feels they have a place and a voice within our global cooperative family.

Perhaps the greatest lesson I have learned came during one of the most difficult moments of my life. When devastating floods destroyed our agricultural investments, our cooperative members stood together, rebuilt what had been lost, and reminded me that the greatest strength of a cooperative is not its assets, but the trust and solidarity shared among its members.

I do not claim to have all the answers, but I bring commitment, practical experience, and a genuine desire to serve. If you place your trust in me, I will work diligently to represent our region, support our shared vision, and contribute to building a stronger, more connected, and more inclusive global youth cooperative movement.

I would be truly honoured to earn your support and your vote.

Thank you for your trust and consideration.

Rami Mohammad Salameh Al-Kasassbeh