

International Cooperative Alliance – Global Office

Concept Note — Session 3

Building a Strong Value Proposition for EU Delegations

Online Training Series: EU Delegations and EU Compliance for the Cooperative World

Session Details

Date(s): Tuesday, 20 October 2026**Cohorts:** Morning cohort 09:30–12:00 CEST | Afternoon cohort 16:00–18:30 CEST**Duration:** 2.5 hours per cohort**Format:** Live online session, delivered separately to each time-zone cohort

Overall Training Objective

This session is part of a four-session online training series for ICA member Apex bodies and cooperative organisations (national apex federations and individual cooperatives, large and small) on engaging EU Delegations and Member State institutions in support of participation in the Global Gateway initiative. The series aims to equip participants to understand the EU institutional landscape (notably DG INTPA and the EEAS), understand how EU grants work and how they differ from the blended (grant/loan/guarantee) financing of Global Gateway, follow how Global Gateway is being rolled out in practice, and build the practical value-proposition and compliance skills needed to be represented in EU-backed investment mechanisms.

Rationale and Positioning of this Session

Having understood the institutional landscape (Session 1) and the Global Gateway financing architecture (Session 2), participants now need practical communication and positioning skills to engage Delegations, Member State institutions and potential partners effectively.

This is intended as the most applied and interactive session of the series and should be structured around a genuine drafting exercise, not a lecture on communication theory.

Learning Objectives

- Draft a clear, EU-relevant value proposition for their own organisation.
- Map their cooperative's strengths against EU and Global Gateway priorities.
- Understand appropriate communication formats and channels for engaging a Delegation or Member State counterpart.
- Prepare for, and know how to conduct, an effective meeting with a Delegation or Member State institution.

Detailed Content Outline

1. What makes a value proposition compelling to EU actors

- Aligning organisational strengths with Global Gateway pillars and EU priorities — inclusive growth, decent jobs, gender equality, climate resilience, rural livelihoods.
- Framing impact and scale: how cooperatives can credibly demonstrate reach, democratic governance and track record.
- Positioning as an investment-ready and partnership-ready actor, not only as an aid recipient.

2. Core communication tools

- The concept note / position paper: structure and key elements.
- The 'elevator pitch': crafting a concise organisational narrative.
- Reusable templates: capability statement and one-pager.

3. Engaging Delegations and partners directly

- How to request and structure a meeting with a Delegation's Cooperation section.
- Preparing briefing materials ahead of a meeting.
- Follow-up practice: how to sustain a relationship after initial contact.
- For European cooperative members: engaging national Permanent Representations and relevant ministries to help shape Member State positions relevant to Global Gateway.

4. Building partnerships and consortia

- Identifying complementary partners (other cooperatives, NGOs, private-sector actors) for joint proposals.
- Co-financing expectations and how to present these credibly.
- Where to find open calls, Expressions of Interest, and Team Europe Initiative opportunities.

5. Applied drafting exercise (core of the session)

- Participants draft, individually or in small groups, a short value proposition / one-pager using the provided template, with facilitator feedback.
- Where feasible with two parallel cohorts, a short mock-meeting or role-play exercise with the facilitator playing the role of a Delegation counterpart.

Practical Example / Case Study Expected

- A sample, anonymised example of a strong cooperative value proposition, if the Service Provider is able to share one, to be reviewed live as a model.

Suggested Materials to be Handed Out

- Slide deck.
- Editable value-proposition / one-pager template.
- Concept-note structure template aligned to typical EU Delegation and Global Gateway expectations.
- Checklist: 'preparing for a meeting with an EU Delegation or Member State institution'.
- Sample/anonymised strong cooperative value proposition, if available.

Expectations of the Service Provider

- The session must include a genuine hands-on drafting exercise with individual or small-group feedback from the expert/facilitator — this should not be a lecture-only session.
- Facilitator experienced in partnership development or proposal writing for EU-funded programmes, ideally with direct exposure to cooperative or civil-society actors.
- The value-proposition template provided as a hand-out must be genuinely reusable and editable, not a static example only.

- Where the morning and afternoon cohorts differ meaningfully in regional composition, the case studies/examples used should be adapted accordingly.
- Materials submitted to ICA for review at least 5 working days before delivery.

Suggested Methodology and Time Allocation

- Approximately 30% short input/presentation.
- Approximately 50% structured drafting exercise, with the facilitator circulating to give individual feedback.
- Approximately 20% plenary sharing and discussion.