Eric DeLuca
National Cooperative Business Association

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COOPERATIVE ENTERPRISES BUILD A BETTER WORLD
"Cooperatives are a reminder to the international community that it is possible to pursue both economic viability and social responsibility."

United Nations Secretary-General Ban Ki-moon
Core Goal: *Increase awareness*
1 billion Co-operative members worldwide are affiliated with the International Co-operative Alliance.
Key information:

• The largest 300 cooperatives – the Global 300 – represent $1.6 trillion – revenue equal to the world’s 9th largest economy

• Cooperatives provide more than 100 million jobs worldwide

• More jobs than all the multi-national businesses put together!
"I was so impressed by the role that the cooperative has in creating economic opportunity and transforming the lives of people."

– Secretary of State Hillary Clinton
May 4, 2012:
White House hosts 150 US co-op leaders

- **Community Leaders Briefing on Cooperatives, Jobs and the Economy**
- Builds on momentum from Senate Resolution passed unanimously in 2011
Public Policy Toolkit

• Supports local / regional advocacy

• Available at usa2012.coop
Why does it matter?
Aligned Networks:

• Bringing sectors of the US cooperative economy together

• Building international co-op partnerships

• Showcasing international housing co-op sector
Flor.al/le Logis, Watermael-Boitsfort (Brussels, Belgium)
Local 75 Hospitality Workers Housing Co-operative, Toronto, Ontario, Canada
Athletes Village Co-op, Vancouver, Canada
Housing Co-operative Strandparken, Kalmar. Sweden (photograf Mats Samuelsson)
Yesilkent Co-operative, Istanbul, Turkey
• 29,284 cooperative firms
• 72,993 establishments
• 2 million plus jobs
• $652 billion plus in revenue
• $133.5 billion in income
• $3 trillion in assets

Source: University of Wisconsin Center for Cooperatives
Mobile App for
CooperateUSA Directory

Look for this app icon!

Co-operative News
The Global News Hub for Co-operatives 6 June '12

Mobile app for co-operatives set for joint US/UK launch

Major support from NCB
Co-ops Are “The Fix” — Launched Oct 1st!

Public awareness campaign
• To spread the word that co-ops are the answer — the fix — to important issues facing Americans.

• Video contests, check-in challenges & cool prizes!

• Visit CooperateUSA.coop/contests to enter to win today!
Cooperative Enterprises Build a Better World

Co-ops provide **local service** and are part of a **global network**

Co-ops put **people first**

Co-ops **innovate** to meet member needs

[ Tell your cooperative **story** ]
• www.mycooprocks.coop
Stories.coop

Building a better world

HOME ABOUT US TELL YOUR STORY STORIES NEWS SUPPORT PARTNERS CONTACT US

STORY OF THE DAY

“L’m just finishing the ironing, then I’ll eat you your dinner.”

Log In / Register

Created by

Euricse
Bank Transfer Day
“During the global financial melt down… cooperative financial institutions… have fared much better than their competitors.

Our financial institutions have overwhelmingly come through this crisis stronger.”

– Dame Pauline Green
2012 COMMUNITY TOUR
CELEBRATING THE STRENGTH OF COMMUNITIES

Farmers, cooperatives, credit unions and volunteer groups celebrate those who give their hearts, time and skills to strengthen our communities.

What to expect at each major event
- Booths for sponsors; promoting member services/community activities
- Fun and games for families
- Guest speakers and entertainment
- Food, cooking demonstrations, cheesemaking
- Live media broadcasts
- And much more!

Check back often for updates and event details

www.communitytour.coop
The Project

The Co-cycle Project is a youth-led, bike-powered tour linking co-operatives across the US. Through workshops and public events, we encourage the communities we travel through to take notice, ask questions, and seek out connections with their own local co-ops.

Updates

Days 1 – 4
Posted on: 6 Jun 2012
Miles completed: 170

Upcoming Events

Co-cycle Kick-off Event in Oakland, CA
Who: The Co-cycle Team, the "To the

Ride With Us
Register to Join the Crew! »

Co-cycle Tweets
Co-cycle in Santa Rosa #cocycle2012
The Cooperative Teach-in

is a nation-wide initiative that engages campuses with the cooperative movement through the creation of events, programs, and projects on co-ops. Scroll down to see how you can get involved!

CO-OPS in a nutshell:

- **Democratically-owned**
  - People who use the co-op are the people who own it.
  - Click here to find out what a cooperative is, how they build better communities and improve people’s lives, and how you can get involved.
- **Democratically-controlled**
  - It’s owned equally by each person (member).
Co-ops put people first

All around the world, in the year 2012 people will celebrate a business model that puts people first, innovates to meet member need and provides local service while being part of a global network.

Cooperative enterprises build a better world—and US co-ops are coming together to celebrate the International Year of Cooperatives.

EVENTS

Submit your own event

| International Year of Cooperatives Bash |
| Imagine 2012 conference |
| 2012 International Summit of Cooperatives |

FIND US ON FACEBOOK

International Year of Cooperatives–USA

Want to learn how communities across America are finding innovative ways to
The Cooperative Difference

“If there is one organizational attribute that differentiates cooperatives from other organizations, it is the way they are governed.”

– Brent Hueth & Anne Reynolds, University of Wisconsin Center for Cooperatives
Excellence in Governance
Confederation of Co-operative Housing
www.cch.coop
The Cooperative Difference

Key differences include:
• Consensual decision making
• Better communication
• Long-range planning and experimentation
• Openness to learning best practices
• Social dimension
The Cooperative Difference

Cooperatives exist to maximize member satisfaction derived from the use of their services.
“What’s most important for leaders and managers of cooperatives is to identify which benefits (economic, convenience, social, etc.) are most desired by members, both existing and potential.”

- Ben Rogers, Filene Research Institute
Cooperative Development Opportunities

“It is our duty to ensure that our co-ops are modern, flexible, innovative and fulfilling their purpose.”

– Dame Pauline Green
Cooperative Development Opportunities

• Think across generations:
  o Emerging leaders seeking a values-based lifestyle
  o Seniors meeting needs for services and community
Cooperative Development Opportunities

• Think across value chains:
  o Procurement agreements build stability
  o Dedicated capital sources, with technical assistance
Simple Actions

• Tell Your Story

• Learn about the legislative process & educate policymakers

• Screen or post co-op videos

• Create a local co-op tour

• Join regional events & networks
Links

• usa2012.coop
• mycooprocks.coop
• stories.coop
• co-cycle.coop
• teach-in.coop
• communitytour.coop
• s.coop/lightscamerascoops
• UN video: s.coop/7qi5
• White House event: s.coop/ncbawhitehouse
Contact:

Eric DeLuca—edeluca@ncba.coop

@EFDeLuca