



# What's Happening?



## International Co-operative Alliance [www.2012.coop](http://www.2012.coop)

The International Year of Co-operatives presents a once in a lifetime opportunity to increase public awareness and understanding of co-operatives. The ICA Board agreed to focus on achieving one significant outcome for the year—**to raise public awareness and visibility of co-operatives**. It was agreed that this was the basis for progress with changing the perceptions and actions of policy-makers and accessing development funding. **Check-in regularly on the web!** Upcoming features include a Global News Hub, stories about co-ops around the world, and a global youth artistic competition.

## United States—National Cooperative Business Association



**Raise the Profile of Cooperatives**—so that more Americans understand the value of joining cooperatives as well as and doing business with them

- Hiring a top-notch PR firm that focuses on business publicity
- Securing a celebrity spokesperson
- Creating a communications toolkit so that cooperatives around the country have access to materials that use national messaging

**Improve Access to Cooperative Businesses**—to make it easy to find all types of cooperatives.

- Creating an online directory of the more than 29,000 cooperatives in the United States

**Educate and Engage Senior Government Leaders**—to improve legislative and policy conditions for cooperative business.

- Organizing a Presidential event
- Supporting Senate efforts to form a National Committee on the International Year of Cooperatives

**Support Objective Studies That Demonstrate the Economic Value of Cooperative Enterprise**

- Funding a white paper by noted economists

**Reach Out To Youth—Cultivating the Next Generation of Cooperative Leaders**

- Employing a social media strategy

# CANADIAN CO-OPERATIVE ASSOCIATION'S IYC PROGRESS JULY 2011



We are now less than 6 months away from the International Year of Co-operatives (IYC) and you can see and feel the excitement building—this really is an incredible opportunity that we have before us!

## canada2012.coop WEBSITE



Launched at the joint CCA-CCCM Congress in Halifax, June 27–29, 2011, the [canada2012.coop](http://canada2012.coop) website makes Canada the first nation in the world to have a full site dedicated to IYC. The site was created in partnership between CCA, the federal Rural and Co-operatives Secretariat and the Conseil canadien de la coopération et de la mutualité (CCCM). Over the summer, CCA is working on tools for customization and download, as well as promotional products that will be available for sale—the majority of items (for download and for purchase) will be available beginning September 2011.

At the provincial, regional and local levels excitement is building as co-operatives and credit unions are getting together to prepare for IYC2012. The section of our website, “Get Involved” allows individuals, co-ops, credit unions and communities to get ideas to participate in and to celebrate IYC. As part of the [canada2012.coop](http://canada2012.coop) website, we have created a new feature “Canada’s IYC messages” that allows people to share their ideas, thoughts and general messages about the International Year. This section of the site allows people to add their content, see the content others have added, and even view a world map that plots the messages.



## IYC MESSAGING

CCA is taking the lead and developing common messaging for IYC, so that we are all “singing from the same song-book”. All messaging being developed builds from the foundation of the IYC theme: co-operative enterprises build a better world, and offers support to co-ops and credit unions to raise awareness and promote co-operatives for the 366 days of 2012.

## 2012 MATTERS

Our monthly e-publication, leading up to and during the International Year, will keep people up-to-date on what’s happening for the 2012 International Year of Co-operatives in Canada and around the world.

## EVENTS and CELEBRATIONS

- A Canadian IYC launch, the date TBC
- 2012 joint Congress in Montreal, June 27–29, 2012
- International Summit on Co-operatives, Quebec City, October 6–11, 2012
- Parliamentary receptions, lobby days and education events

for government officials

- Youth events
- And many, many more...



contact:  
Tanya Gracie  
Program Manager, 2012 IYC  
[tanya.gracie@coopscanada.coop](mailto:tanya.gracie@coopscanada.coop)  
613.238.6711 ext. 243

CO-OPERATIVE ENTERPRISES BUILD A BETTER WORLD

