

PROGRAMME

CAPE TOWN, 1-5 NOVEMBER 2013



A CO-OPERATIVE DECADE IN ACTION



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In partnership with



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INTRODUCTION

The global economic crisis that ignited in 2007 has had dire consequences on employment, health, food supply, access to credit and other basic needs for tens of millions of people. The world was becoming increasingly unsustainable but also interdependent economically, socially and environmentally. The current decade is the one in which long-lasting solutions have to be urgently found to these globally shared problems. Co-operatives have a major responsibility in this respect: their proven resilience, democratic governance, capital accumulation and local development practices provide strong inspirational elements for the solutions that will have to be found.

*With that challenge firmly in mind, during the United Nations International Year of Co-operatives, co-operatives from ICA's 100 member countries adopted a Blueprint for a Co-operative Decade, identifying five critical areas in which game-changing strategies are needed: **participation**, through which ordinary citizens organize together in co-operatives; **sustainability**, through the establishment of a whole array of inter-co-operative business support systems and enterprise networks based on shared values and sustainable principles; **identity**, through which co-operatives' distinctive business model is exercised and disseminated; **legal frameworks**, through which such identity can be protected and enhanced; and **capital**, through which co-operatives finance and ensure their long-term development.*

The world is facing many challenges during this decade: how to ensure food security, provide access to community services, deliver credit while ensuring savings and fight against indebtedness, provide an opportunity to the youth, women and all human groups facing inequality, and how to build knowledge. The conference will attempt at showing how the co-operative movement is contributing, and how it could contribute even better, to solving these problems in an entrepreneurial and democratic manner, and to ensure shared growth globally.

ICA PRESIDENT MESSAGE

Welcome to Cape Town, Welcome to the first ever General Assembly in Africa in our 118-year history!

This week is about the future, about recommitting ourselves to growing the co-operative family of enterprises. With the current lacklustre performance of the global economy, it is the right time to pursue the campaign to put co-operatives on the agenda of global decision-makers as they seek answers to the effects of recession. A recession that even now is dampening the vigour of just those emerging economies which, it had hoped, would be the catalyst for future success.



This week the International Co-operative Alliance will reveal its first steps to drive forward the Blueprint for a Co-operative Decade; give members a real opportunity to look at how we can support the growth of a vibrant co-operative economy across Africa, particularly in finance and agriculture; offer time and opportunity for discussion, networking, sharing best practice and, of course, the chance to do co-op to co-op business.

The week also marks the end of our four-year cycle and the General Assembly will receive the report of the retiring Board of Directors, on its work. Members will have the chance to express their views on whether that Board has lived up to its promise in 2009, and made the International Co-operative Alliance fit for purpose in the 21st century. And, of course, members will elect a new Board in what promises to be one of the most keenly contested elections in some decades.

Finally, we have the opportunity to run this General Assembly in conjunction with the Assembly of the International Co-operative and Mutual Insurance Federation (ICMIF). This gives us the chance to take time to build our knowledge of this important, growing and hugely successful sector of the global co-operative economy, which has served our movement so very well for many years.

I am sure you will leave Cape Town in love with Africa, renewed and refreshed and ready to work together with co-operative colleagues to build our family of enterprises across the world.

*Dame Pauline Green
President, International Co-operative Alliance*

ICA AFRICA REGION PRESIDENT MESSAGE

On behalf of the board and management of the International Co-operative Alliance Africa Region, I take this opportunity to present to all stakeholders our dreams and aspirations for development of the co-operative movement in the region for the next decade (2011-2020).

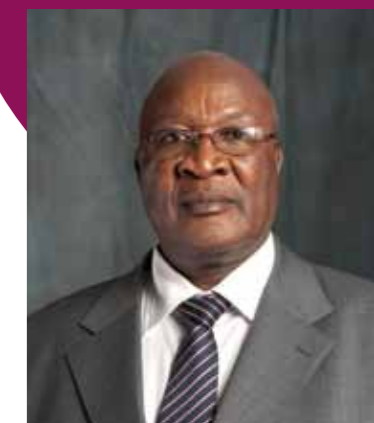
To build upon gains realised in 2012, during the celebration of the UN International Year of Co-operatives, we have developed the Africa Co-operative Development Strategy, which operationalize the Blueprint for a Co-operative Decade 2011-2020. The enthusiasm and interest generated during the year gave us the encouragement to pursue a more pragmatic approach to the promotion and development of the co-operative movement, touching on all social and economic facets of human development in the continent.

The Strategy is structured around the Blueprint and focuses on five pillars – namely participation, sustainability, co-operative identity, legal framework and co-operative capital – which will spur development and create a push for adoption of the co-operative business model as a model of choice by end of the decade.

We take this opportunity to call for support from all co-operative organisations and their members, governments, our development partners, to embrace the Blueprint and facilitate its full implementation.

We therefore look forward for engagement and involvement from all stakeholders in realising the goals set for the Blueprint.

*Stanley Muchiri
President, International Co-operative Alliance Africa Region*



2020

PARTICIPATION

SUSTAINABILITY

IDENTITY CAPITAL

LEGAL FRAMEWORK

PROGRAMME

SATURDAY, 2nd NOVEMBER 2013

19:00-22:00 **WELCOME RECEPTION**
 Moderator: Mr. Charles Gould, Director-General, International Co-operative Alliance
 Dame Pauline Green, President, International Co-operative Alliance
 Mr. Lawrence Bale, President, SANACO

Official welcome
 Mrs Helen Zille, Western Cape Premier

SUNDAY, 3rd NOVEMBER 2013

From 08:00 Registration desks open

09:00-10:30 **OPENING SESSION**
 Moderator: Mr. Charles Gould, Director-General, International Co-operative Alliance

Welcome addresses
 Dame Pauline Green, President, International Co-operative Alliance
 Mr. Stanley Muchiri, President, International Co-operative Alliance Africa Region
 Mr. Jacob Zuma, President of South Africa (TBC)

The Future of Africa
 Keynote speaker
 Dr. Akinwumi Ayo Adesina, Federal Ministry of Agriculture and Rural Development of Nigeria

10:30-11:00 Break

11:00-12:30 **THEMATIC WORKSHOPS IN PARALLEL - 1**

THEME A FOOD SECURITY AND SUSTAINABLE SUPPLY CHAINS	THEME B ACCESS TO COMMUNITY SERVICES	THEME C THE POWER OF COMMUNICATION	THEME D FINANCE AT THE FOREFRONT OF THE NEW ECONOMIC AGE	THEME E BUILDING KNOWLEDGE
A1 Food security: a global challenge	B1 Introduction to community services	C1 The Power of Branding	D1 Towards the future: Strength and complementarity of co-operatives and mutuals	E1 Inspiring the Next Generation: Youth & Co-operatives

12:30-14:00 Lunch

14:00-15:30 **THEMATIC WORKSHOPS IN PARALLEL - 2**

THEME A FOOD SECURITY AND SUSTAINABLE SUPPLY CHAINS	THEME B ACCESS TO COMMUNITY SERVICES	THEME C THE POWER OF COMMUNICATION	THEME D FINANCE AT THE FOREFRONT OF THE NEW ECONOMIC AGE	THEME E BUILDING KNOWLEDGE
A2 Building sustainable supply chains	B2 Establishing a framework for the Co-operative Decade: Round table discussions - Participation - Sustainability - Capital	C2 Unite the world through the power of a story	D2 Tackling the Economic Crisis	E2 Co-operative Development: Starting & Sustaining

15:30-16:00 Break

16:00-17:30 **THEMATIC WORKSHOPS IN PARALLEL - 3**

THEME A FOOD SECURITY AND SUSTAINABLE SUPPLY CHAINS	THEME B ACCESS TO COMMUNITY SERVICES	THEME C THE POWER OF COMMUNICATION	THEME D FINANCE AT THE FOREFRONT OF THE NEW ECONOMIC AGE	THEME E BUILDING KNOWLEDGE
A3 Building sustainable supply chains (continued)	B2 (continued) B3 Round table discussions -Identity -Legal Framework -Public Policies	C3 Participation in the Media Revolution	D3 Empowering the Cooperative Movement through Advocacy Education	E3 Building Research Capacity

17:30 End of the first day conference

19:00 - 22.30 Concurrent networking receptions
 1. Community Services (by invitation only)
 2. Coop to Coop trade (by invitation only)
 3. Co-operative Accountants (open to co-operative accountants and financial specialists)

19:00 - 21:30 Co-op cinema - Documentary films
 19:00 - 20:30 Food for change
 20:30 - 20:50 Entr'Acte
 20:50 - 21:30 Together

From 08:00 Registration desks open

09:00-10.30 **ICA GENERAL ASSEMBLY**
Plenary Session

Opening
President's Address
Orientation to voting procedures
Approval of the agenda
Approval of the Minutes: Manchester UK (2012)
Presentation of Board candidates
Election of Board

10:30-11:00 Break

11:00-12:30 **THEMATIC WORKSHOPS IN PARALLEL - 4**

THEME A FOOD SECURITY AND SUSTAINABLE SUPPLY CHAINS	THEME C THE POWER OF COMMUNICATION	THEME D FINANCE AT THE FOREFRONT OF THE NEW ECONOMIC AGE
A4 Developing coop2coop trade	C4 Delivering our Messages for a Co-operative Decade	D4 What have co-operatives got to do with sustainable development goals?

12:30-14.00 Lunch and Dotcoop Awards

14:00-15.30 **ICA GENERAL ASSEMBLY**
Plenary Session

Director-General's Report
Ratification of sectoral organisation elections
Financial Report
Selection of auditor
Resolutions
Announcement of Board election results
Future meeting schedule

15:30-16:00 Break

16:00-17:30 **THEMATIC WORKSHOPS IN PARALLEL - 5**

THEME A FOOD SECURITY AND SUSTAINABLE SUPPLY CHAINS	THEME D FINANCE AT THE FOREFRONT OF THE NEW ECONOMIC AGE	MINI PLENARIES ON CO-OPERATIVE IDENTITY Moderator: Mr.Charles Gould, Director-General, International Co-operative Alliance
A5 Role of co-operatives in promoting rural development	D5 Approaches to agricultural co-operative development: financing, governance, and market access	The New Guidance Notes: Presentation and Member Feedback The Co-operative Principles constitute the backbone of the movement – the weathervane and the compass. While timeless, these Principles require periodic review and reconsideration. Under the auspices of the Blueprint for a Co-operative Decade, the ICA's Principles Committee is undertaking the task of elaborating on the Principles through Guidance Notes, which aim to provide context for each Principle, as well as concrete examples of application and adherence. In this mini plenary session, Jean-Louis Bancel, CEO of Crédit Coopératif de France and Board Member of the ICA, will present the preliminary work of the Guidance Notes.
		Securing your co-operative identity: using the new global marque and .coop The Cooperative Marque and .coop are the symbols of the global coop movement and of our collective identity; together they demonstrate our unity of purpose. Find out how to use the new global Co-operative Marque on your website, products and packaging, and how together we can give greater visibility to the co-operative model of enterprise. Speakers: Mr. Sion Whellens

19:00 - 22.30 Concurrent Networking Receptions (by invitation only)

1. Energy sector
2. Women & Co-operatives
3. Innovation & Communication
4. Housing co-operatives

19:00 - 21:30 Co-op Cinema – Documentary films
19:00 - 19:40 Together (in French version)
19:40 - 20:00 Entr'Acte
20:00 - 21:30 Food for change

TUESDAY, 5th NOVEMBER 2013

From 08:00 Registration desks open

09:00-10:30 **PLENARY SESSION ON SUSTAINABILITY**

Thought Leadership: A Co-operative Perspective on Growth
The results of the ICA Sustainability Scan

The Blueprint for a Co-operative Decade aims to position co-operatives as leaders in sustainability by 2020. The ICA is pleased to share preliminary work on sustainability in this Plenary Session.

Bruno Roelants of CECOP – CICOPA will present a collaborative Thought Paper on Growth, which answers to increasingly complex conceptions of progress, growth, and development.

Convening the voices of academics and practitioners, this Thought Paper aims to – by highlighting points of convergence – put forth a coherent and unified understanding of growth and sustainability for the movement in the Decade and beyond.

In tandem, Yuill Herbert of Sustainability Solutions Group (SSG) will present the preliminary results of a scan on the current expression of sustainability in the global movement.

Using innovative linguistic analysis, as well as crowd sourcing, the Scan will shed light on innovative ways in which co-operatives ensure sustainability today for a promising tomorrow.

Moderator: Mr. Charles Gould, Director-General, International Co-operative Alliance

Speaker: Mr. Bruno Roelants, Secretary General, CECOP-CICOPA

10:30-11:00 Break

11:00-12:30 **PLENARY SESSION ON CAPITAL**

Blue Ribbon Commission on Co-operative Capital
The World Co-operative Monitor 2013

In order to help steward the ICA's work on co-operative capital, and to achieve in the goal of securing reliable co-operative capital while maintaining member control, the newly established Blue Ribbon Commission will hold a town-hall style meeting under the leadership of its Chair, Kathy Bardswick, President and CEO of The Co-operators (Canada).

In order to frame the work of the Commission going forward into the Co-operative Decade, the specific challenges of co-operative capital will be discussed: obstacles in access to co-operative capital for start-ups and growing co-operatives, absence of co-operative investment funds, the threat of demutualisation, among others.

In addition, in this session, EURICSE will present the important work of the World Co-operative Monitor 2013 highlighting the good practices of the movement's Global 300 across region, sector, and currency.

Moderator: Mr. Charles Gould, Director-General, International Co-operative Alliance

Chair: Mrs Kathy Bardswick, The Co-operators, Canada

Speaker: Mr. Gianluca Salvatori, Euricse

12:30-14:00 Lunch

14:00-15:30 **THE FUTURE OF AFRICA: PANEL OF AFRICAN MINISTERS**

Mr. Gilbert Houngbo, ILO Deputy Director General
Mr. Rob Haydn Davies, Minister of Trade and Industry of South Africa (TBC)

15:30-16:00 Break

16:00-17:30 **CONCLUDING PLENARY**

Moderator: Charles Gould, Director-General, International Co-operative Alliance
Keynote Conclusion: Mr. Paul Singer, Brazilian Secretary of State for Solidarity Economy

THE BIG DEBATE PANEL

Chair: Dame Pauline Green, President, International Co-operative Alliance

Invited panel: Presidents of the International Co-operative Alliance Sectoral Organisations

- Dr. José Carlos Guisado, President, IHCO
- Mr. Manuel Mariscal, President, CICOPA
- Mrs Anne Santamäki, outgoing President, CCW
- Mr. John Balmforth, Chair, ICMIF
- Mr. David Rodgers, President, ICA Housing
- Mr. Jean-Louis Bancel, President, ICBA
- Mr. Won-Byung Choi, President, ICAO (TBC)
- Mr. Jong-Koo Lee, Chairman, ICFO (TBC)

19:00-23:30 Celebration of Co-operation Dinner & Rochdale Pioneers Award

WEDNESDAY, 6th NOVEMBER 2013

08:30-13:30 **SPECIAL ICA-AFRICA CO-OPERATIVE MINISTERIAL MEETING** - Closed to the public

14:30-15:15 **LAUNCH OF THE AFRICA CO-OPERATIVE DEVELOPMENT STRATEGY**

With:

Dr. Sifa Chiyoge, Regional Director, International Co-operative Alliance Africa Region
Mr. Stanley Muchiri, President, International Co-operative Alliance Africa Region
Hon. François Kanimba, Minister for Trade & Industry of Rwanda

ICA GENERAL ASSEMBLY AGENDA

MONDAY, 4th NOVEMBER 2013

09:00-10:30 ICA GENERAL ASSEMBLY – Plenary Session

Opening
President's Address
Orientation to voting procedures
Approval of the agenda
Approval of the Minutes: Manchester UK (2012)
Presentation of Board candidates
Election of Board

14:00-15:30 ICA GENERAL ASSEMBLY – Plenary Session

Director-General's Report
Ratification of sectoral organisation elections
Financial Report
Selection of auditor
Resolutions
Announcement of Board election results
Future meeting schedule

THEMATIC WORKSHOPS

FOOD SECURITY AND SUSTAINABLE SUPPLY CHAINS

By 2050, the population of the Earth will stand at 9 billion. In order to feed all of these people, there is going to have to be an increase in food production as well as changes made to the way producers and consumers behave. To begin with food waste – at both ends of the food chain – needs to be vastly reduced. In developing countries, over 40% of food losses happen after harvest and during processing and in industrialized countries, over 40% occur at retail and consumer level.

By supporting and campaigning for the sustainable use of natural resources, higher agricultural and forestry competitiveness, a sensible system of land management and a higher quality of life for farmers, co-operatives can play a vital role in nurturing rural development throughout the world and in ensuring food security for every human.

Co-operatives also have a duty to inform and educate consumers on the importance of sustainably produced food products.

THEME

A



Moderator: Mr. Rodrigo Gouveia, Secretary-General, Consumer Co-operatives Worldwide

SUNDAY, 3rd NOVEMBER 2013

A1 – FOOD SECURITY: A GLOBAL CHALLENGE

- 11.00 The global challenge of food security
Ms Marcela Villarreal, Director, FAO, Office for Partnerships, Advocacy & Capacity Development (CPC)
- 11.20 The role of agriculture co-operatives in addressing food security
Introduction: Mr. Won-Byung Choi, President, International Co-operative Agriculture Organisation (ICAO)
Presentation: “A Comprehensive Co-operative Approach to Food Security”, Mr. Nelson Godfried Agyemang, Vice President, Ghana Agricultural Producers and Marketing Association, Ghana
- 11.50 The role of fishery co-operatives in addressing food security
Introduction: Mr. Jong-Koo Lee, President, International Co-operative Fisheries Organisation (ICFO)
Presentation: “The Role of Fisheries Co-operatives for Food Security & National Development”, Mr. Kwang-bum Park, Secretary-General, International Co-operative Fisheries Organisation (ICFO)

QUESTIONS & ANSWERS

A2 – BUILDING SUSTAINABLE SUPPLY CHAINS

- 14.00 Achieving Food Security Through Nutrition-Led Agriculture: Integrating Nutrition into Supply Chains
Mrs Amy Coughenour, NCBA/CLUSA, US
- 14.20 Diet and Health – The Co-operative Group approach
Mrs Mags Bradbury, Co-operative Group, UK
- 14.40 S Group Responsibility Programme
Mr. Juhani Ilmola, SOK, Finland
- 15.00 Sustainable development initiatives in Cooperativa Obrera
Mr. Mariano Glas, Cooperativa Obrera, Argentina

QUESTIONS & ANSWERS

A3 – BUILDING SUSTAINABLE SUPPLY CHAINS (CONTINUED)

- 16.00 Preventing and combatting food waste
Mr. Enrico Migliavacca, ANCC/COOP, Italy
- 16.30 iCOOP KOREA’s pricing system for sustainable food production and distribution
Mr. Hyungmi KIM, iCOOP Cooperative Institute, Korea
- 17.00 Food Supply Chain co-operative financing
Mr. Leonard Msemakweli, Uganda Cooperative Alliance

QUESTIONS & ANSWERS

Moderator: Mr. Rodrigo Gouveia, Secretary-General, Consumer Co-operatives Worldwide

MONDAY, 4th NOVEMBER 2013

A4 – DEVELOPING COOP2COOP TRADE

- 11.00 White Paper on Coop2Coop Trade
Mr. Emile Nadeau, OCDC, USA
- 11.30 Kenya Dairy Sector Competitiveness Program
Mrs Mary Munene, Land O’Lakes International Development, Kenya
- 12.00 The role of Co-operative Development Agencies
Mrs Nina Jarlback, WeEffect, Sweden (TBC)

QUESTIONS & ANSWERS

A5 – ROLE OF CO-OPERATIVES IN PROMOTING RURAL DEVELOPMENT

- 16.00 The role co-operative leaders as agents of rural development in South Africa
Mr. Reckson Thakhati, University of Fort Hare, South Africa
- 16.25 Co-operation between co-operatives in rural areas: the Dunsany Declaration
Mr. Peter Couchman, Plunkett Foundation, UK
- 16.50 Fair Trade and rural development in Africa
Representative of FairTrade Africa (TBC)

QUESTIONS & ANSWERS

CONCLUSIONS: Mr. Rodrigo Gouveia, Secretary-General, Consumer Co-operatives Worldwide

ACCESS TO COMMUNITY SERVICES

Access to community services (health, education, environmental protection, the labor integration of disadvantaged groups, energy production etc.) is one of the most important areas of work for the co-operative movement. By empowering the various local actors involved (e.g. doctors and patients, teachers and parents) through joint, democratic control and in a strictly entrepreneurial fashion, co-operatives, through their local enterprises, are in many ways uniquely placed to provide access to these services. Given the present rate of growth of these needs, and the rate at which co-operatives are becoming involved in these activities, community services are thus of vital strategic importance for the whole co-operative movement and the future of this must be planned carefully. In fact, it is fair to say that community services such as those mentioned will be a key component of economic development, sustainable employment and social cohesion in the 21st Century.

Moderator: Mr. Peter Eneström

Rapporteurs: Ms Diana Dovgan, CICOPA and Mr. José Perez, IHCO

SUNDAY, 3rd NOVEMBER 2013

B1 INTRODUCTION TO COMMUNITY SERVICES

11.00-12.30

Welcome by the moderator

Introduction speech

Mr. Manuel Mariscal, President, CICOPA & Dr. José Carlos Guisado, President, IHCO

Short video introducing community services provided by co-operatives in the world

Facts and figures on co-operatives involved in community services, presented by the moderator

Presentation of co-operatives involved in community services in some key sectors:

Health – Mr. José Perez (IHCO)

Education – Mr. Bob Cannell (Co-operatives UK)

Social services – Mr. Takako Tsuchiya (JWCU, Japan)

Environment – Ms Rebecca Kemble (USFWCF, USA)

Housing – Mr. David Rodgers (ICA Housing)



B2 ESTABLISHING A FRAMEWORK FOR THE CO-OPERATIVE DECADE

Round table discussions around the five pillars of the ICA "Outline for a Co-operative Decade" introduced by videos of co-operative experiences

14.00-15.30

Participation

Focus on multi-stakeholders co-operatives

Speakers for the round table: Co-operative College, UK (TBC) - Ms Teresa Basurte, Scias-Hospital de Barcelona, Spain - Mr. Patrick Lenancker, CGScop, France

Sustainability

Focus on local environmental development

Speakers for the round table: Mr. Alain Bridault, CWCF, Canada - Mrs Rebecca Kemble, USFWC, USA - Mr. Arildo Mota Lopez, Unisol, Brazil

Focus on co-operative consortia / groups

Speakers for the round table: Mr. Mauro Ponzi, President, Mestieri, Italy - Mr. Eudes de Freitas Aquino, Unimed, Brazil - Dr. José Carlos Guisado, Fundación ESPRIU, Spain

Capital

Focus on financial instruments

Speakers for the round table: Mr. Adriano Leite Soares, Unimed, Brazil - Mr. Patrick Lenancker, CG Scop, France - Mr. Pedro Razquin, Asisa, Spain

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B3 ROUND TABLE DISCUSSIONS (CONTINUED) & CONCLUSIONS

Round table discussions introduced by videos of co-operative experiences

16.00-18.00

Identity

Focus on work integration for vulnerable groups

Speakers for the round table: Mr. Mauro Ponzi, President, Mestieri, Italy - Mr. José Orbaiceta, Fecootra, Argentina - Mr. Toshinori Ozeki, Hew Co-operative, Japan - Ms Rebecca Kemble, USFWC, USA

Legal framework and public policies

Speakers for the round table: Mr. Mauro Ponzi, President, Mestieri, Italy - Mr. Vishwas Satgar, University of Witwatersrand and COPAC, South Africa - Mr. Ricardo López, FAES, Argentina - Mr. Yuzo Nagato, JWCU, Japan

Summary

Ms Diana Dovgan, CICOPA - Mr. José Perez, IHCO

Conclusions

Mr. Manuel Mariscal, CICOPA - Dr. José Carlos Guisado, IHCO

THE POWER OF COMMUNICATION

In order to meet the needs and aspirations of ordinary people around the world, it is vital to reach out to, and to engage young people, women and other under-represented groups. Not only would this reinforce the co-operative movement's mission and expand it to hitherto unforeseen levels, it would also breathe new life into it. In order to reach out to these target groups, it is vital for the co-operative movement to step up its communication and media presence, including in the social media.

C1 - THE POWER OF BRANDING

11.00 - 12.30

Chair: Mr. Ed Mayo – Co-operatives UK

Ed is Chair of the ICA Communications Committee which is sponsor of the project to develop a new visual identity for the Co-operative Movement

Mr. Sion Whellens, Calverts Design Agency, UK

Making our mark on the world - how we developed the new global Co-operative Marque

Synopsis: The enthusiastic take-up of the 2012 UN International Year of Co-operatives logo by co-operatives worldwide showed that there was an appetite among ICA members for a visual 'marque' of co-operative identity and global unity.

Calverts was commissioned to carry out worldwide research and member engagement around the idea of a new global collective brand, and then to design a logo or 'marque' for co-operatives to use free of charge.

Along with this, we were asked to work with the ICA on a series of signature images and messages, to add life and meaning to the marque. Together, these would make up a brand toolkit for members to promote their own co-operative identity, using a global unifying symbol - the global Co-operative Marque we are launching at this conference.

During the spring of 2013 Calverts, assisted by Buenos Aires-based

Guerrini Design Island, developed a 22-question survey aimed at capturing the thoughts, feelings and imagination of co-operators around the world in relation to this idea of 'co-operative identity' and its symbolic representation. The response to the survey went far beyond our expectations in terms of both quantity (more than 1,000 responses from 86 countries) and quality (the depth, thoughtfulness and commitment of the participants). As designers, our work was inspired and guided by the insights of those co-operators.

We are proud of the first results of the project – a distinctive marque, a set of images and messages to tell the world (and our neighbours) who we are and what we stand for. With the right long-term investment, and the willingness of co-operators to adopt and spread the use of the marque, we are sure that it will help fulfil the ICA's goal of gaining greater recognition and understanding of co-operative identity all over the world – one of the five pillars of the 2020 Blueprint. Just as importantly, it gives every co-operative a unique tool to promote its own enterprise, and to demonstrate its alignment with the global co-operative movement.

Mr. Seah Kian Peng, Chief Executive Officer, NTUC FairPrice & Board member, ICA, Singapore

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NTUC FairPrice Co-operative, Singapore - how it became one of the best retail brands

Synopsis : NTUC Fairprice Co-operative Ltd was founded in 1973, with a social mission to moderate the cost of living in Singapore – by keeping daily essentials affordable and providing quality products at the best prices.

From one supermarket, FairPrice has since grown to become Singapore's largest retailer, with a network of more than 270 stores. Our business partners, members, and customers have contributed to our growth and have always remained steadfast to our cause. Their commitment has enabled FairPrice to grow to become a multi-format retailer with about 9,000 staff and more than 630,000 members. Today, we serve half a million customers daily and remain committed to our social mission. For its efforts and determination, FairPrice is honoured to be conferred with many prestigious accolades and awards.

At the presentation Mr Seah will share his insights to FairPrice's strategic approach in its communications efforts to engage and interact with its stakeholders and show how FairPrice taps on traditional media and harnesses new media technologies to empower its customers as well as build its brand. The presentation will also share on FairPrice's branding differentiation and how it helps the co-operative stand out from its competitors.

TBC - Cooperativa Zeno Gandía, Puerto Rico

How our success is based on our co-operative difference.

QUESTIONS & ANSWERS – OPEN DISCUSSION

C2 - UNITE THE WORLD THROUGH THE POWER OF A STORY

14.00 - 15.30

Stories are designed to engage and capture imaginations around the world. Use the power of people coming together to tell your co-operative's story and reach all areas of society, including the voices of women and youth. This session will help you to reach out to the media with a clear and concise message about your enterprise; engage with your customers, members and employees on a new level and learn how to share best practices with other co-operatives around the world.

Chair: Ms Robynn Shrader - National Co-operative Grocers Association, USA

Amongst a host of accomplishments, Robynn has many years' experience of creating video marketing campaigns to reach out to members – putting it all together for food co-ops!

Ms Dolly Goh – Chief Executive of SNCF, Singapore

Fortifying Youth with Strong Co-operative Values

Values such as self-help and mutual help, as much as literacy are needed to fortify youths to succeed in an ever-volatile world. In today's fast-paced and fast-changing world, there is a need to foster a stronger and more resilient generation to deal with the complex changes that come their way. The Singapore National Co-operative Federation (SNCF) believes that character development is certainly vital to nurturing a more compassionate and resilient community.

In this session, SNCF Chief Executive Officer, Ms Dolly Goh will share opportunities, events, partners and platforms to create awareness of the co-operative movement while building character among

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the young. This apex body of co-operatives in Singapore continues to attract and develop young, talented and aspiring youths to be the next generation of co-operative leaders, through a scholarship with a focused heart. SNCF recognises that educators and parents have an important role in shaping children's attitude and interest. Kids as young as 4 years old are taught values of the co-operative spirit through the reading of the SNCF storybook series.

Hear how SNCF encourages youths to identify and understand community issues through national competitions, and initiate action among their peers to make a difference and improve the lives of others with their social business ideas.

Mr. Gianluca Salvatori – CEO Euricse, Italy
Stories.coop: experiences and outcomes of the first co-operative digital campaign

The presentation will analyse the main outcomes of the Euricse/International Co-operative Alliance online digital campaign "Stories.coop", and present the project's new features as well as the new frontiers in the art of storytelling.

Mayor Gilberto Espitia Garzón - La Cooperativa Orientación y Seguridad C.T.A, Colombia - TBC

QUESTIONS & ANSWERS – OPEN DISCUSSION

C3 - PARTICIPATION IN THE MEDIA REVOLUTION

16.00 - 17.30

How can co-operatives reach the under-represented voices of women and youth; engage their members, customers and employees and help build the next generation of co-operatives? The answer is through a larger presence in communication and media, including social media. In addition to this, having a vivid and commanding presence on applications such as Facebook and Twitter would allow co-operatives to communicate to its customers in new ways.

Chair: Mr. Steven Lynch - National Community Development Manager, Bankmecu (Australia)
Steven was awarded the 2012 Future Leaders Award (Youth). Steven has demonstrated a commitment to the co-operative model and co-operative principles in every aspect of his working life with bankmecu. Steven is working with other young co-operators in Australia to establish the Australian Co-operative Youth Network. This network is seeking to use social media as a key tool to reach young people.

Ms Emily Lippold Cheney – Founder and Co-Chair USA Co-operative Youth Council, USA
IT Co-operation: Accessible, Neutral, & Open Source

The internet, as a global means of communication and information sharing, has radically transformed the way we learn, relate, and interact. While the dawning of the internet and the evolution of internet-based communication tools (e.g. social media) have been revolutionary, the true and ongoing revolution in global media is about access to and democracy of the internet. The majority of the people in the world do not have regular access to the internet in their home communities due to a lack of infrastructure, particularly in rural communities. Thankfully, those with access to infrastructure do not have to pay to view, contribute, and interact with the content of the internet - however, this freedom or "neutrality" of the internet is consistently challenged by capitalist interests. Through examining the various challenges to both increasing infrastructure throughout the world and maintaining a democratic internet, it becomes apparent that the cooperative movement has some sound solutions for these challenges. The development of community-owned broadband networks can safeguard access, support of net neutrality, and use of Open Source technology principles and

products are some of the important tasks the cooperative movement needs to undertake to fulfil the important role could play in the ongoing media revolution.

Mr. Anthony Murray – Executive Editor Co-op News and Global News Hub, UK
What is the secret to a successful campaign online? This session will look at the various options for reaching out to members through the internet, while highlighting the strengths and weaknesses of co-operatives.

Ms Neema Mutemi - Consultant, Youth and Agriculture Development at USAID East Africa, Kenya
Cooperatives 2.0: The Youth Solution
How to use Social Media as a tool to Engage Generation XYZ to drive the co-operative revolution.

QUESTIONS & ANSWERS – OPEN DISCUSSION

C4 - DELIVERING OUR MESSAGES FOR A CO-OPERATIVE DECADE

11.00 - 12.30

Interactive Sessions – 45 minutes each

Part A: Creating a social media campaign in 45 minutes – Mr. Anthony Murray, Executive Editor and Mr. Giles Simon, Strategic Development Manager Co-operative News

A fast-paced session in which you will not just hear about social media, but work with a team to create a social media plan. You will be given a simple story to communicate and working on tables you will devise a plan including objectives, audiences, creative ideas, channels and metrics. Delegates will share knowledge and leave the session with practical skills to plan a social media campaign.
Hosted by: Co-operative News

Part B: Global Communications Messaging - Ms Melina Morrison and Ms Kate Askew, Sommerson

A very dynamic hands on workshop, aimed at showing delegates the messaging possibilities by embracing the themes of the Blueprint into their communications strategies.
How can co-operatives reach the under-represented voices of women and youth; engage their members, customers and employees and help build the next generation of co-operatives?
The answer is through a larger presence in communication and media, including social media.

Includes a live cross to New York by Skype, with guest speaker James Slezak, Co-founder of consumer movement peers.org.

What is a message platform and how can we use it to reinforce the co-operative difference? Workshop participants will have the opportunity to directly engage in the process of transforming a Blueprint message into a brand statement, slogan or media message that can be directly communicated to different audiences. This workshop aims to empower delegates with all levels of communications expertise, to be able to use the ICA's Blueprint 'messages' for different communication needs and various audiences.

FINANCE AT THE FOREFRONT OF THE NEW ECONOMIC AGE

The resilience of co-operatives to the economic crisis has reinforced their credibility. Credit unions, co-operative banks and insurance co-operatives have been at the peak of such resilience. They have massively continued to operate in the real economy at the local level, in close contact with ordinary people's and SMEs' needs. At the same time, huge challenges are looming ahead such as compliance to banking regulation and the increased influence of non-banking financial actors such as equity funds. This workshop will look at ways in which co-operatives can overcome these challenges and reinforce their mission of developing the local economies.

D1 - TOWARDS THE FUTURE. STRENGTH AND COMPLEMENTARITY OF CO-OPERATIVES AND MUTUALS

11.00 - 12.30

The International Cooperative and Mutual Insurance (ICMIF) session will focus on what ICMIF and its members are doing to further the ICA 2020 blueprint.

This session will focus on:

- Identity - sharing the high level findings of the ICMIF unique global reputation report which highlights what external stakeholders think of our sector.
- Sustainability - sharing the best practices from the insurance sector and what ICMIF is doing to be a leading advocate for sustainable practices both to external stakeholders and internally for its members
- Capital - sharing current capital options and new innovations being championed by ICMIF and its members
- Legal environment - sharing what ICMIF is doing globally to advocate for a better legal and regulatory environment for its insurer members
- Governance - sharing reports and statistics highlighting how ICMIF members are leading the insurance sector in best practice.

Speakers:

Mr. John Balmforth, Chair, ICMIF
Mr. Shaun Tarbuck, CEO, ICMIF
Ms Liz Green, Head of Communications, ICMIF
Ms Faye Lageu, Head of Knowledge, ICMIF

D2 - TACKLING THE ECONOMIC CRISIS

14.00 - 15.30

As we face the worst recession for decades, we have to lay the foundations of a stronger global economy for generations to come. How can we find the conditions for a better world for all people around the world?

This workshop aims to demonstrate how co-operative banks have been innovative to support their members during the crisis and the strengths of co-operative banks to be more resilient and efficient for their members.

Speakers:

Mr. Jean-Louis Bancel, President, International Co-operative Banking Association (ICBA)
Mr. Bill Cheney, President and CEO, Credit Union National Association, USA
Ms Lilian Ugwuanyi, HOD of Co-operative Economics & Management Department, Federal Polytechnic Nekede Owerri, Nigeria

SUNDAY, 3rd NOVEMBER 2013

SUNDAY, 3rd NOVEMBER 2013

SUNDAY, 3rd NOVEMBER 2013

D3 - EMPOWERING THE CO-OPERATIVE MOVEMENT THROUGH ADVOCACY EDUCATION

16.00 - 17.30

It has been said that the co-operative movement is an economic giant, but a political mouse. While advocacy is not new to co-operatives, their potential political power has not been fully realized due to lack of awareness, knowledge and experience on how to effectively advocate for the co-operative sector's interests. Many of the challenges that co-operatives face today and in the future must be dealt with collectively through engagement in the public policy arena with legislators, regulators and government representatives. To achieve this, greater advocacy awareness, education and expertise is needed now and in the future.

This session will explore co-operative advocacy education from different perspectives. First, we will learn about the co-operative advocacy education resources available from the Co-operative Legal and Regulatory Initiative (CLARITY); Second, we will learn how a coalition of co-operatives in Mozambique successfully organized and advocated the creation of the country's first co-operative law; Third, an elected government official will provide insights and perspectives on how the co-operative sector can create greater awareness and understanding within government and how to effectively advocate to promote and defend co-operative's interests.

Advocating Cooperative Legal and Regulatory Reform

Dr. Barbara Czachorska-Jones, Director, Management Systems, International Operations for Global Communities, United States & Chair, U.S. Overseas Co-operative Development Council (OCDC), United States

Creating the Co-operative Law in Mozambique: The Role of the Movement

Ms. Maria José Novoa, Senior Associate for CLUSA International, Co-operative Rural Development, Mozambique

How Co-operatives Effectively Advocate with Government

Mr. Iain MacDonald, Former Director-General, International Co-operative Alliance and Former Councillor, Strathclyde Regional Council Scotland

QUESTIONS, ANSWERS & DISCUSSION WITH AUDIENCE

MONDAY, 4th NOVEMBER 2013

D4 - WHAT HAVE CO-OPERATIVES GOT TO DO WITH SUSTAINABLE DEVELOPMENT GOALS?

11.00 - 12.30

In order to bring co-operative voices into the process of the post-2015 development agenda, the International Labour Organization's Co-operatives Unit, in collaboration with the International Co-operative Alliance (ICA), the United Nations Research Institute for Social Development (UNRISD) and other partners has launched an initiative on the contribution of co-operatives to sustainable development. As part of this initiative a background study was drafted for dissemination to policy makers and cooperative movement. The study was informed by a survey and in-depth interviews with representatives of the co-operative movement from around the world to gather information on how cooperatives contribute to sustainable development and their potential to contribute to the achievement of the proposed Universal Goals.

Brief Introduction

Ms Simele Esim, Manager, ILO Co-operatives Unit, Switzerland

Presentation of the findings of a background study on the contribution of co-operatives to the sustainable development goals.

Prof. Fredrick Wanyama, Professor and Director of the School of Development and Strategic Studies at Maseno University, Kenya

Panel Discussion

Chair: Mr. Ebrahim Patel, Minister of Economic Development of the Republic of South Africa (TBC)

Discussants:

Mr. Rodrigo Gouveia, Director of Policy, International Cooperative Alliance

Ms Elizabeth Thabethe, Deputy Minister of Trade and Industry of the Republic of South Africa (TBC)

QUESTIONS, ANSWERS & DISCUSSION WITH AUDIENCE

D5 - APPROACHES TO AGRICULTURAL CO-OPERATIVE DEVELOPMENT FINANCING, GOVERNANCE AND MARKET ACCESS

16.00 - 17.30

Since the food price crisis of 2007-2008, increasing attention has been paid to the issue of food security at the local, regional, and global levels. In particular, emphasis has been placed on how to grow the food the world requires to feed a rapidly expanding population while also addressing poverty reduction targets and boosting inclusive growth. As small holder farmers are widely agreed to be the largest producers of food and the source of the majority of investment in agriculture they are seen as key to ensuring a sustainable food supply and to contributing to a wider agenda of sustainable development through income generation and employment. The rapidly changing environment in which small producers have operated over the last two decades has presented new opportunities and challenges for governments and policy-makers. Efficient responses necessarily address the constraints of small producers, including extreme poverty, poor access to markets and financial services. The co-operative model is uniquely placed to support small holders in overcoming these hurdles, as highlighted at a recent meeting of the African Green Revolution Forum which found that inclusive business models are essential to leveraging the potential of this group. With such an abundance of policy activity, for example the United Nations' declared 2012 the International Year of Co-operatives; the FAO devoted the 2012 World Food Day to the theme 'Agricultural cooperatives - key to feeding the world'; and the African Union has designated 2014 the Year for Food Security and Agriculture, it is clear that there is a substantial opportunity for agricultural co-operatives to expand and grow.

This 90 minute session will explore what steps should be taken to ensure that agricultural co-operatives in Africa thrive as employment providers, centres of community cohesion, and take their place as fundamental players in the effort to create a food sustainable future. Issues to be explored include: short, medium and long term financing; supply chains and connection to markets; and support for co-operative governance.

The panel will include speakers from organisations such as the United Nations Food and Agriculture Organisation, and will encourage a high level of audience participation. While the session is open to all ICA conference participants, views are particularly invited from representatives of the agricultural and financial sectors, those involved in supply chain activities and from anyone with an interest in co-operative development.

MONDAY, 4th NOVEMBER 2013



STRATEGIC FRAMEWORK OF THE COOPERATIVE DEVELOPMENT STRATEGY AND ACTION PLAN OF TURKEY

COOPERATIVE VISION OF TURKEY

“Achieving a cooperative structure with reliable, productive, efficient and sustainable economic initiatives”

GENERAL OBJECTIVE

“Ensuring a more convenient atmosphere for cooperative system, creating a more positive public image regarding the cooperative system, increasing the confidence in the sector, displaying effective and efficient practices, ensuring sustainability, competitiveness and innovation, increasing the contribution of the cooperatives to economic development and fair distribution of income.”

STRATEGIC TARGETS

Public Organization and Way of Providing Services to Cooperatives will be restructured.	Activities on Training, Consultancy and Research will be developed.	Organization Capacity and Cooperatives among the Cooperatives will be increased.	Capital Structure and Access to Loans and Financing will be strengthened.	All Internal and External Auditing Systems will be revised.	Institutional and Professional Management Capacity will be increased.	Basis of the Legislation will be improved in accordance with the International Principles.
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BUILDING KNOWLEDGE

One of the paths through which tomorrow's generation of co-operators will join the movement will be through their education at the various universities and business schools of the world. It is thus vital that we act now to ensure that the courses they will take will cover in detail the co-operative business model. Furthermore, this would attract more of academia's brightest minds to conduct research on the co-operative movement – something which we can only benefit from. It is thus important to bring together the leaders of this field to discuss together and to share their programmes with each other.

E1- INSPIRING THE NEXT GENERATION – YOUTH & CO-OPERATIVES

11.00 - 12.30

Chair: Dr. Linda Shaw

This workshop will explore how co-operation is inspiring and engaging young people in the context of the challenges of a global crisis of youth unemployment and the need of mature co-operatives for democratic renewal. There will be an opportunity to learn about the different ways in which young people are engaging with the co-operative movement through case studies and good practice examples.

Discussion on inspiring the next generation of co-operators will include the role and potential of co-operatives from a child's first engagement with education, drawing on examples of early years co-operatives in Europe and North America to university level co-operatives in Asia. Schools can also play an important role here. The UK has seen the conversion of over 600 state schools into multi-stakeholder co-operatives. The inspirational aspect comes not only from the scale of this development, but the way in which learners engage.

There are also co-operative schools in countries such as Sweden, Spain and Brazil. What can we learn from these examples?

Work in some of the African countries is at the cutting edge in this in terms of their recognition of the need to equip young people with the skills and competencies to establish their own co-operatives. The session will highlight developments with youth and student co-operatives in Africa, particularly in Lesotho, Kenya and Uganda.

- An early start- Kindergarten and Nursery Co-operatives (experience from Canada, Spain, Sweden)
 - Ms Denyse Guy, Executive Director Canadian Co-operative Association – experience from Canada
 - Mr. Ben Reid, CEO, Mid counties Co-operative, UK – experience from the UK
- Embedding co-operative governance and co-operation in schools (the UK Experience)
 - Dr. Linda Shaw, Co-operative College, UK
- Embedding co-operatives and co-operation in further and higher education
 - Dr. Kokichi Shoji, President National Federation of University Co-operatives Association, Japan
- Extending the boundaries – youth and student co-operatives in Africa (South Africa & Uganda case studies)
 - Mr. Geoffrey Bwayo, Kigayaza Youth Co-operative, Uganda
 - Mr. Kwanele G. Mkhwanazi, Co-operative Management Students Society, University of Zululand Richards Bay Campus

SUNDAY, 3rd NOVEMBER 2013

E2 - CO-OPERATIVE DEVELOPMENT: STARTING & SUSTAINING

14.00 - 15.30

Chair: Dr. Sonja Novkovic

Cooperative education as a life-long commitment takes a variety of forms, and education for co-operative development and growth is certainly among its more important aspects. Co-operative start-ups can be initiated by the existing cooperatives, but they are often a work of individuals with little or no training in co-op development. In those cases, but also in various stages of co-operative expansion, assistance from professional co-operative developers, associations, federations and other institutions is paramount. Further, in the context of less developed countries and regions governments, NGOs and the global co-operative movement also play an extremely important role in providing the resources and the expertise for co-op development.

This session will explore issues of education for co-operative development and growth. What are the challenges? What works and under what types of circumstances? What are best practices for sustainable growth of co-operative businesses?

Brazil – the incubator model of co-op development
Mr. Marcelo Gómez, Director, UNISOL

Agropur co-operative: Education and Training: Grow without growing astray
Ms Lorraine Bédard, senior vice-president, Legal Affairs, members relation and corporate secretary.
Agropur dairy co-operative, Canada

The Coop Zone developers network
Mr. Réjean Laflamme

E3 - BUILDING RESEARCH CAPACITY

16.00 - 17.30

Chair: Dr. Lou Hammond Ketilson

Research is an integral part of building the co-operative movement by informing policy makers as well as the public and the co-operative sector, and by building knowledge and providing educational materials. Research activities also provide training for future generations and spread the understanding of the co-operative difference and its impact on economies and societies.

To build research capacity in co-operative studies and business, the co-operative movement needs to invest in various projects: from the data collection to theory building; from educating young scholars to training centres and facilities.

This session will explore opportunities and challenges in building research capacity for the next decade. We will look at regional efforts to build co-operative research networks, as well as explore opportunities to strengthen those networks. The session will explore the role of special integrative projects such as the World Co-operative Monitor in creating data and providing research support.

Research Africa – Dr. Louw Van Der Walt, North West University, South Africa - Dr. Fredrick Wanyama (TBC)
Research Americas – Dr. Ann Hoyt, University of Wisconsin (North America); TBD (South America)
Research Asia – Dr. Gopal Saxena, IFFCO, India
Research Europe – Mr. Gianluca Salvatori, EURICSE
World Co-operative Monitor – Ms Chiara Carini, EURICSE

SUNDAY, 3rd NOVEMBER 2013

THEME

E

SHOWCASES

MEETING ROOM **2.44-2.45**

	3 rd November	4 th November	5 th November
9.00 - 10.00			
10.00 - 11.00	FROM 10.30 Blueprint Message Platform Briefing	Co-operatives - a tool for promoting sustainable socio-economic development in Africa	
11.00 - 12.00	Skills Village 2030 Social cohesion - decent livelihoods through a cooperative event platform	Do co-operatives need unique business intelligence?	Membership and campaigns
12.00 - 13.00		FROM 10.30 Blueprint Message Platform Session [ROOF TERRACE MEETING ROOM]	
13.00 - 14.00	The 10 best ways to connect co-operatives		Agricultural Co-operative Consultation [BY INVITATION ONLY]
14.00 - 15.00	The World of Rural Co-operation - from global agreement to global action	Co-operation and Innovation	
15.00 - 16.00			
16.00 - 17.00	Co-operative Accounting Standards		
17.00 - 18.00			



THE SHOWCASE SESSIONS PROVIDE THE OPPORTUNITY TO MEET ON THEMES & CHALLENGES FOR CO-OPERATIVES BUT ALSO TO DISPLAY THE BEST, NEWEST AND MOST INNOVATIVE PROJECTS, EXPERIENCES IN THE CO-OPERATIVE SECTOR.



3rd November

- 10.30 - 11.00 **Blueprint Message Platform Briefing: Melina Morrison and Kate Askew (Sommerson Communications)**
Come and learn about the message platform that has been developed and the key messages that have been identified to support the ICA Blueprint for a Co-operative Decade: Over the past year the International Co-operative Alliance has been primarily focused on internal positioning of the Blueprint, with members and friends, and its adoption and endorsement has been tremendous. In order to take the next step to take the co-operative message external, to the public, media, and policymakers, the ICA asked Sommerson to help identify the key messages the Blueprint suggests should drive the Alliance's external communications for the coming years.
Information: Ms Melina Morrison - melina.morrison@bccm.coop
- 11.00 - 13.00 **Social cohesion and decent livelihoods through a co-operative Skills Village event platform**
Skills Village 2030 Secondary Co-operative Ltd is a practical framework for workplace experience that uses festivals and events to identify and bring to market – commodities, goods, services and experiences unique to the local community. Events build communitas. Knowledge builds competency. Co-operatives supports the Event workplace experience which builds capacity. Planning, preparing and producing event experiences builds capabilities that matter.
The Skills Village ten step process will showcase how mentors, women, youth, men, events, agri-tourism and social collaborative project management bring innovation and energy to the co-operative movement.
Janet Landey, based in Johannesburg and a founding member of the Skills Village Secondary Co-operative is the President of IFEA AFRICA – International Festivals & Events Association Africa (NPO-080-273) focused on the professional development and certification of the individuals in the fast growing arts, cultural and heritage sector of festivals and events
Yumna Beukes, Chairperson of SANACO Western Cape works with over 2900 primary co-operatives in the province, many in agriculture bringing together the key event of Skills Village – the Community Market Day – where we see the reality that festivals and events designed, managed and marketed by local communities can be a catalyst for socio-cultural, economic and environmental transformation of communities.
Information: Ms Janet Landey - janet@skillsvillage2030.co.za
- 13.00 - 14.00 **The 10 best ways to connect co-operatives**
Bringing co-operatives together enables them to share best practice, trade with one another and generate new business ideas. This showcase session draws on experiences from around the world, to look at the best ways of connecting co-operatives, from conferences, networking sessions and meet-ups to online publications, social media and discussion forums. Delegates will leave with new ideas for connecting, and connecting with, co-operatives.
Information: Mr. Anthony Murray - anthony@thenews.coop
- 14.00 - 16.00 **The World of Rural Co-operation – from global agreement to global action**
In September 2012 a group of co-operators met in Ireland to develop a global agenda for Rural Co-operative Development. The outcome of this meeting, the Dunsany Declaration for Rural Co-operative Development, is the first time the co-operative movement has attempted to develop a specific plan for rural co-operatives. This meeting is an opportunity to hear more and influence the development of an action plan to help develop rural co-operatives internationally. An open meeting where participation is sought from rural co-operatives internationally.
Information: Mr. Mike Perry - mike.perry@plunkett.co.uk

16.00 - 18.00 **Co-operative Accounting Standards**

Accounting standards are a strategic regulatory risk factor for the continued viability of the co-operative business model worldwide. Accounting standard setters generally do not understand cooperatives or the cooperative form of organization.

Come hear about an exciting way of addressing this challenge by working with like-minded co-operators in an International Society of Accountants for Cooperatives. This would allow co-operative accountants to liaise with their colleagues, educate and proactively respond to accounting standard setters as issues arise.

Information: Mr. Jeff Roberts - jroberts@advmgmtconcepts.com

4th November9.00 - 11.00 **Co-operatives - a tool for promoting sustainable socio-economic development in Africa**

The presentation is divided into two parts based on a project, "Developing the task of sustainable development from the view point of co-operatives". The project which I have been running since UN's Summit on Sustainable Development (WSSD) 2002 is based on the task of following up and promoting the Plan of Implementation of the WSSD from the point of view of the role of co-operatives in poverty reduction, enhancing means for food production and food security particularly in Africa.

The first part of my presentation deals with the issue of "Building partnership via co-operative research between higher education institutions in Finland and Tanzania".

A case study of a project on "The role of co-operatives in poverty reduction and business promotion in Tanzania". This is a joint project between the University of Helsinki, Finland and Moshi University College and Business Studies, MUCCoBS.

The second part of my presentation focusses on the role of Art-forms as vehicles to convey co-operative messages. The case of one of the traditional informal co-operatives in Ethiopia locally known as "EDIR". A theatre show named "YEGNA EDIR", "OUR CO-OPERATIVE" has been produced which is consequently developed into film show. The producer of the theatre and the undersigned have cooperatively worked in order to promote the value of the 7th principle of co-operatives, "Concern for community". The presentation will be demonstrated by a brief filmed theatre show with English text.

Information: Mr. Shimelles Tenaw - tenaw@mappi.helsinki.fi

11.00 - 12.00 **Do co-operatives need unique business intelligence?**

Whilst co-operatives can benefit from generic business information, there are certain areas where co-operative-specific business intelligence is critical. This interactive session will bring together leaders of co-operatives and mutuals to explore their business intelligence needs. Delegates will explore the uniquely co-operative elements of business functions such as marketing, finance, HR and R&D, focus in on the areas where businesses should be sharing best practice, and identify the best way to facilitate this. The session will be a step towards new developments for sharing best practice across the global co-operative sector.

Information: Mr. Giles Simon - giles@thenews.coop

- 12.30 - 13.00 **Blueprint Message Platform Session - The Power of Stories:**
 With live cross to New York with guest speaker James Slezak, co-founder of collaborative consumer movement peers.org - a chance to learn more about the power of stories and how they can support the Blueprint messages with Melina Morrison and Kate Askew (Sommerson Communications). This workshop compliments Session C4 in the main programme (Global Communications Messaging) for delegates who want to spend more time developing the skills to use the ICA's Blueprint 'message platform' for different communication needs and various audiences.
 What is a message platform and how can we use it in our communications strategies? Workshop participants will engage in the process of using stories to support the Blueprint messages so that they can be communicated to different audiences. This workshop aims to empower delegates with all levels of communications expertise.
 Information: Ms Kate Askew - kate.askew@sommerson.com

- 14.00 - 16.00 **Cooperation and Innovation**
 Economic crises and new technologies are changing the world. The new economic model that has emerged over the last decade is based on sharing, collaboration, innovation, and exchange. These are all well-known features of the cooperative economy, yet cooperatives don't seem to be able to make the most of this advantage. Does the cooperative movement have the power to guide social innovation processes as well as innovation in governance, services, products, ideas? And what about in the past? Have cooperatives ever been leaders in innovation and if so, when? Are there any lessons from the past that can be useful today?
 Speakers: Mr. Ed Mayo, Bruno Roelants, Gianluca Salvatori
 Information: Ms Aleksandra Bobic - aleksandra.bobic@euricse.eu

5th November

- 11.00 - 13.00 **Membership and campaigns showcase**
 A showcase session enabling delegates to share learning and best practice around two of the core elements of co-operative business: engaging members, and running campaigns. The showcase will include best practice from leading co-operatives followed by a focused facilitated discussion on successful strategies and ways to enable co-operative membership and campaigns professionals to share ideas.
 Information: Mr. Anthony Murray - anthony@thenews.coop
- 13.00 - 15.00 **Agricultural Co-operative Consultation** [BY INVITATION ONLY]
 This session will explore how best to support the growth of agricultural co-operatives.
 Information: Ms Eleanor Carey - eleanor.carey@co-operative.coop

3rd & 4th November

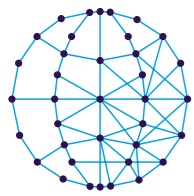
PROJECTION ROOM **AUDITORIUM 2**

Co-op Cinema Documentary films

FOOD FOR CHANGE is a feature-length documentary film about the history of the co-op movement and food co-ops today. The goal of the film is to raise awareness about the co-operative economic model, promote cross-sector cooperative collaboration, and provide co-operative education to co-op members, college students and the general public. The movie focuses on consumer food co-ops to tell the larger story of cooperatives – their role in American history and their current efforts to create local food systems. No other film has examined the key role played by consumer-led food co-ops during the decades-long debate over profit-driven capitalism vs. locally-controlled economic enterprises. Born in the heartland, cooperatives were seen as the middle path between Wall Street and Socialism.

There are 1.5 million workers who co-own their enterprises who are facing the crisis **TOGETHER** in Europe. The documentary **TOGETHER** reveals, through extensive research and exclusive interviews, why cooperatives show a major resilience to the crisis and its consequences. This economic reality is explained by co-operative workers, public authorities and also key actors of the cooperative movement. The footage for **TOGETHER** was filmed in France, Poland, Italy and Spain. A documentary film by CECOP CICOPA EUROPE

[FREE FOR PARTICIPANTS]



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Financial cooperatives
in a changing world

Sécurité alimentaire



Food security

Soins de santé
et services à la personne



Health care and human services

Solutions à la crise mondiale
de l'emploi



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SUMMARY OF THE BLUEPRINT STRATEGY

The starting point for the strategy for a global co-operative future is the powerful claim which co-operatives make to the outside world: that they have a way of doing business which is both better, and brings a more effective balance to the global economy than the dominance of one single model as now.

- Co-operatives are better because they give individuals **participation**⁴ through ownership, which makes them inherently more engaging, more productive, and both more useful and more relevant in the contemporary world. The aim is to elevate participation within membership and governance to a new level.
- Co-operatives are better because their business model creates greater economic, social and environmental **sustainability**.
- Co-operatives are better because they are a business model that puts people at the heart of economic decisionmaking and bring a greater sense of fair play to the global economy. The objective is to develop our external identity.

CHAPTERS 1 (PARTICIPATION) AND 2 (SUSTAINABILITY) EXPLAIN WHY CO-OPERATIVES OFFER A BETTER WAY OF DOING BUSINESS. CHAPTER 3 THEN EFFECTIVELY SETS OUT THE CO-OPERATIVE PROPOSITION FOR TODAY: WHAT IT MEANS TO BE A CO-OPERATIVE AND WHAT ARE THE DEFINING CHARACTERISTICS OR "IRREDUCIBLE CORE".

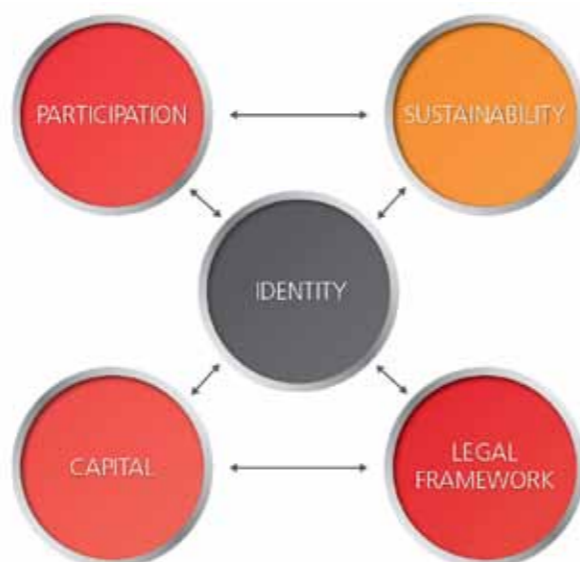
- This is looked at through the lens of **identity** – which is defined by the core values and principles of co-operation, and needs to be communicated through a powerful and distinctive message to ensure that co-operatives are seen and understood by everybody from policy-makers to the general public. So the aim is to build the co-operative message and secure the co-operative identity.

WITH THE INTRINSIC AND ABIDING VALUE OF THE CO-OPERATIVE MODEL CLEARLY ESTABLISHED, AND A DISTINCTIVE CO-OPERATIVE IDENTITY AND PROPOSITION

DESCRIBED, ATTENTION TURNS IN CHAPTERS 4 AND 5 TO WHAT FACILITATES OR INHIBITS CO-OPERATIVES.

- Co-operatives in every jurisdiction sit within a **legal framework**. This framework plays a critical role for the viability and existence of co-operatives. The Blueprint seeks to ensure supportive legal frameworks for co-operative growth.
- Co-operatives need access to **capital** if they are to be established, grow and flourish. The aim is to secure reliable co-operative capital while guaranteeing member control.

THESE ARE THE FIVE INTERLINKED AND OVERLAPPING THEMES OF THE BLUEPRINT STRATEGY, WHICH CAN BE ILLUSTRATED AS FOLLOWS:



“The ambitious plan in this Blueprint - the “2020 vision” - is for the co-operative form of business by 2020 to become:

- The acknowledged leader in economic, social and environmental sustainability
- The model preferred by people
- The fastest growing form of enterprise

