



# ICA Digest 70

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## Countdown to 2012—One simple message

With just 14 months until the launch of International Year of Co-operatives, the ICA Board has agreed to focus the ICA strategy on public awareness and improving the visibility of co-operatives—getting the message out on what are co-operatives; what they do, and how they make a difference to individuals, communities, national economies and the global economic system.

One simple message will guide a global campaign as reports Charles Gould, ICA Director-General, as he

outlines the strategy adopted by the ICA Board in September 2010 (see page 3).

As the campaign is defined in more detail, the ICA is making information available to its members—a webpage to share information including a provisional calendar of events, and a new information bulletin—*Countdown to 2012*—for members and partners.

ICA will encourage its members to work with their governments, and other stakeholders such as media, development agencies, non government organisations, unions, businesses and educational institutions to support the Year.

The Year affords the movement the opportunity to work outside its traditional spheres.  
*Learn more on page 4 and 5*



## UN launches Co-operative Year website

The United Nations has launched the official website for International Year of Co-operatives (IYC) 2012.

The website provides background information and documents on the International Year, a list of

the national committees already established by UN Member States around the globe, focal points for UN agencies and details on IYC partners and planned activities.

See: <http://social.un.org/coopsyear/>



*Turn to page 4 for more information.*

## Co-operative hope rises from the flood waters

Pakistan's recent catastrophic floods resulted in a human and economic disaster on an unprecedented scale. More than 20 million people were affected and a fifth of Pakistan's land area (some 17 million acres) subjected to flooding. Co-operatives immediately reacted to provide relief.

ICA's Pakistan member, Karachi Co-operative Housing Societies Union Ltd, provided a report to the ICA Asia-Pacific Assembly in Beijing, China, noting that relief was still required.

To prepare ICA's response, ICA Asia-Pacific Regional Director, Dr Chan-Ho Choi will travel to Pakistan on a

fact finding mission in mid-October and report back on the needs for reconstruction and development through co-operative enterprises.

ICA members are urged to directly contact the Karachi Co-operative Housing Societies Union by e-mail: [kchsunionltd@hotmail.com](mailto:kchsunionltd@hotmail.com) for more information.



María Elena Chávez Hertig, ICA Deputy Director-General

## From the Editor's desk

This issue of the Digest takes an international tone. We report on how the co-operative movement is being celebrated by the global community on the occasion of International Day of Co-operatives and with updates on preparations for the International Year of Co-operatives 2012.

The opportunity to make co-operatives visible increases with these global events. We find that ICA members are taking advantage of these, but that the larger co-operative movement and its supporters are also involved, testimony to what the ICA's Director-General has rightly

noted as a surge in interest in the co-operative model of enterprise. Some interesting reports on agricultural and financial co-operatives attest to this trend.

The work on youth and co-operatives is highlighted in this issue as we start International Year of Youth. We report on the work in progress of the regional youth committees and some programmes that members run to encourage youth to join and more actively participate in the movement. We count on your continued input to increase our coverage on youth and co-operatives in the coming months.

We have included reports on important statutory and capacity building activities—the upcoming ICA Expo 2010, the regional assembly meetings in Asia-Pacific, Americas and Africa, and the seminars and conferences organised by ICA's sectoral organisations.

We are also pleased to share information on changes in co-op leadership as well as recognition for co-operative leaders—Roberto Rodrigues and Clemencia Dupont Cruz who have received significant honours.

We count on your input for future issues and welcome your comments.

## Expo 2012



ICA Expo Team at the ICA A-P Regional Assembly, Beijing, China

## ICA Expo 2010 update

The ICA's second global trade fair will be held in Bangalore, India from 8-10 December. The Expo team were at the ICA Asia-Pacific Regional Assembly to encourage ICA members in Asia to register as exhibitors and buyers.

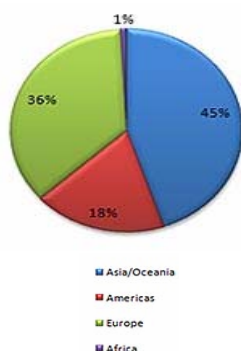
ICA Expo 2010 provides co-operatives with a unique opportunity to develop business in the emerging Asian market. More than 15,000 visitors are expected. The strongest level of

participation is already coming from the Asian continent. Former ICA Director-General, Iain Macdonald, will consult to the organisers of ICA Expo.

Macdonald has strongly supported the concept of a regular global co-operative trade fair: "I am delighted that we have already sold over 80% of the space in Bangalore, but I am determined that we will reach 100%. Showcasing co-operative enterprise in this

way is not just good for co-operative to co-operative trade, but also greatly increases the visibility and success of the co-operative model of business to the outside world," he said.

In 2012, ICA Expo will be held in Manchester, UK. Macdonald said that holding the trade fair in the birthplace of co-operation during the UN's International Year of Co-operatives is a strong recipe for success.



### Exclusive Offers

To encourage the participation of purchasing managers, buyers and agents and to provide trade opportunities with participating co-operatives, ICA Expo is offering a **Hosted Buyers Programme**. Selected buyers benefit from complimentary travel, accommodation, food and transfers. For more information contact [ica@icaexpo.coop](mailto:ica@icaexpo.coop).

Co-operatives with a registered .coop domain name can receive a discount on the booth rate for exhibitors at ICA Expo 2010. For a limited time, exhibitors can get a **free** .coop name for the first year from *GoodLuck Internet Services (India)*. An accredited .coop registrar, *GoodLuck* can offer this valuable domain name to customers around the world. More information at [www.GoodLuckDomain.in](http://www.GoodLuckDomain.in).

## Director-General's report— "A simple message for IYC"

I am delighted to be writing my first Digest report to you as Director-General, having succeeded Iain Macdonald on 1 September. It is a privilege to be given the opportunity to build on the work of Iain and the Board at this especially promising time for co-operatives. The world is facing serious challenges to which we have a solution. We have a story to tell.

This is a particularly exciting time to be joining the International Co-operative Alliance, as we prepare for the United Nations International Year of Co-operatives in 2012. The official launch of the Year is just 13 months away, in November 2011.

At its meeting in Beijing earlier this month, the ICA Board took the important decision of determining our priority for the Year. The Board has determined to focus our efforts on achieving one significant outcome—to raise public awareness of co-operatives. To achieve this, we envision a campaign with a very simple message. The precise message has not yet been selected, and we will be communicating with representative members in the coming weeks to finalise it.

The goal of the message will be to arouse curiosity: To

get the public to want to learn more about co-operatives. The initial message will not be able to explain our values and principles; that would be far too complex for a broad public awareness campaign of this sort. The campaign will let people know, however, how to find out more about co-operatives, and the tone of the message will be designed to suggest that this is a values-based business model that is solving problems confronting the world today.

The approach to this campaign will be to engage ICA members around the world in distributing this one, simple message. We are asking you to incorporate the message into your existing communications channels: on your product packaging, on point-of-purchase displays, on posters, and in your communications materials. This approach leverages marketing expenses our members are already incurring.

The opportunity before us is to use the United Nations recognition to break through all of the other messages that compete for the public's attention. We are most likely to achieve that breakthrough if we all use the one, single, simple message. Please begin now to incorporate this strategy

into your planning for marketing and communications, beginning in November 2011 and running throughout 2012! We will share the content of the message with you as soon as it has been fully crafted and tested.

2012 will be the beginning, not the culmination, of a positioning of the co-operative "brand" in the public perception. We want the public to associate co-operatives with a values-based approach to business. The specific values that are emphasised will shift over time and across co-operative sectors, from food security to sound environmental practices and fair banking. Our goal at this stage is not to get into that detail, but to stay at the higher, more generic, values-based level. The specific values, and our principles, will be supporting messages for specific audiences.

Co-operatives have real solutions to offer a world facing serious economic challenges. The United Nations Year provides us with the platform to share that message. I look forward to working with you as we position co-operatives as the important solution they represent, and as we enter what promises to be a period of great growth for co-operatives.

## DG's Report



ICA Director-General,  
Charles Gould

"2012 will be the beginning, not the culmination, of a positioning of the co-operative 'brand' in the public perception."

Charles Gould  
ICA Director-General

Visit the D-G's webpage for presentations and reports:

[www.ica.coop/directorpage/](http://www.ica.coop/directorpage/)



### ICA Annual Report 2009

The 2009 annual report of its activities, highlights achievements and challenges. 2009 was a historic year with the election of the organisation's first woman President, the proclamation of the UN International Year of Co-operatives 2012, and the enactment of new statutes and bye-laws. Download the report at: [www.ica.coop/publications/ar/](http://www.ica.coop/publications/ar/)

## IYC 2012



"Co-operatives are a reminder to the international community that it is possible to pursue both economic viability and social responsibility."

UN Secretary-General  
Ban Ki-moon

**Countdown to 2012** is the e-news bulletin of the ICA providing updates on the preparation for the United Nations International Year of Co-operatives.

Its aim is to keep members informed on ICA and UN initiatives for the Year as well as to provide information on how co-operatives will be celebrating in 2012.

See:  
[www.ica.coop/activities/iyc/](http://www.ica.coop/activities/iyc/)

## Update: International Year of Co-operatives 2012

2012 preparations around the world are moving quickly. ICA is in contact with the United Nations secretariat regularly to exchange information and ideas on how to make 2012 the beginning of a new era for co-operatives — an era of growth based on better understanding and support for what the movement refers to as “the better form of business”.

Fourteen countries have committed to the International Year of Co-operatives with governments establishing official UN IYC National Committees. These bring together government officials and co-operative stakeholders including media and educational institutions to work out a plan of how to increase the knowledge and impact of co-operatives at the national level. ICA's target is to have an official UN national committee established in each of the 92 countries where ICA has members.

The UN technical agencies have also established focal points showing their interest in promoting co-operatives in the areas in which they work including agriculture and rural development, employment, human settlements, food security, and access to financial services to name but a few. They will be setting out their programme in the coming months.

An ICA delegation met with one of the UN agencies in August. ICA President, Dame Pauline Green, Director-General, Charles Gould and Deputy-DG,

Maria Elena Chavez Hertig met with the Director-General of the International Labour Organisation (ILO), Juan Somavia, to discuss planning for the Year. Mr Somavia stressed ICA's role as a key partner to the UN and how it should take a leading role.

ICA is already participating in a co-ordinating committee for the Year through the Committee for the Promotion and Advancement of Co-operatives (COPAC) which it chairs.

To assist in developing ICA's strategic objectives and action plan for 2012, ICA has established a Working Group for the IYC made up of co-operative leaders. The Group is consulted regularly to ensure that ICA is contributing ideas, information, and guidance not only to ICA's planning, but also to the overall UN planning.

To ensure that the movement can access up to date information on the planning, ICA has created a new page on its website—[www.ica.coop/activities/iyc/](http://www.ica.coop/activities/iyc/). The page provides links and information on the Year and a calendar of events to which members and others are invited to contribute. It is also now issuing an e-news bulletin, *Countdown to 2012*.

The opportunity for discussion amongst the membership has also been provided at the regional level. Ideas and awareness raising occurred at the Cooperatives Europe General Assembly in Brussels in May as well as at the ICA Asia-Pacific Regional

Assembly in Beijing in September. In Beijing, Dame Pauline told the Assembly that 2012 will have development objectives not only celebratory ones. ICA Africa will include a special session at its Regional Assembly in Maseru, Lesotho in October, and ICA Americas will provide information at their Regional Conference and Assembly in Buenos Aires in November.

What is coming up next?

- The slogan of the International Year of Co-operatives should be released in the next few weeks.
  - The official logo of the Year should be launched by year-end.
  - Dotcoop will announce how it will support IYC by helping raise the visibility of co-operatives through the use of the .coop domain by UN National Committees and co-operatives. A naming convention will be proposed so that all UN National Committees can be easily located.
  - The official launch of the International Year of Co-operatives is planned for November 2011 at United Nations Headquarters in New York (USA). There is a proposal to have a special session of the UN General Assembly that will focus on co-operatives and an event will be organised.
  - ICA will hold a co-operative movement launch of the Year during its General Assembly, 14-18 November 2011 in Cancun (Mexico).
- Check the ICA website regularly for updates.



## Update: International Year of Co-operatives 2012 (cont'd)

ICA members are also busy preparing for International Year of Co-operatives. Some have shared their progress.

Japan has launched its official national committee website ([www.iyc2012japan.coop/](http://www.iyc2012japan.coop/)), and has established a co-operative national steering committee comprising some 50 representatives from across the co-operative sectors in Japan.

The National Co-operative Business Association (NCBA) has taken responsibility for co-ordinating the efforts of the US co-operative community. It has established three committees—outreach, research and policy—to plan 2012 in the US. More information at [www.ncba.coop/2012](http://www.ncba.coop/2012)

The Canadian co-operative movement held its first planning committee meeting on 5 August where it discussed an action plan. One of the items agreed was the launch of a joint Canadian Co-operative Association (CCA) and Conseil Canadien de la Coopération et de la Mutualité (CCCM), International Year website in January 2011. Discussion with the Canadian Government to establish an official UN National Committee continues.

The Australian co-operative movement also formed its steering committee in May. Its fourth meeting in October will plan for a meeting with Federal Government in November 2010. The Chair of the Australian Committee is

Trent Bartlett, CEO of currently the only Australian ICA member, Capricorn Society Ltd.

In Finland, the co-operative movement has partnered with education and research institutes to commence planning for a national steering committee. Among the issues discussed was how to promote the growth of co-operatives nationally as well improve resources available for co-operative development around the world. They like others, will be approaching their government to encourage the formation of an official UN National Committee.

ICA has received additional reports that co-operatives have started their planning in the Netherlands, Sweden, Tanzania, amongst others.

## UN news



"The United States is joining countries around the world to celebrate the benefits co-operatives deliver to the communities in which they operate."

Paul Hazen, CEO, National Co-operative Business Association, USA, speaking on International Year of Co-operatives

## 2011 Global focus on youth

The United Nations International Year of Youth (IYY), launched on 12 August 2010, is an opportunity for the co-operative movement to demonstrate how its unique business model can empower young people.

The International Year will focus on the theme "dialogue and mutual understanding". Young co-operators have been using dialogue and exchange for a long time to promote the advantages of the co-operative model, based on the principles of mutual understanding.

To attract young members and employees to their

businesses, co-operatives are offering exciting opportunities for young people to become involved.

Canadian co-operatives and credit unions are offering board experience as part of internship programmes and Spain offers job opportunities in co-operatives for unemployed youth. In South Africa, training and funding is provided to encourage young people to set up and manage youth co-operatives.

Within the ICA there is an increased focus on youth. ICA regional assemblies are playing host to youth events such as the women's and youth conference held in

Beijing during the ICA Asia-Pacific Assembly (see page 9). ICA Africa will jointly host a youth conference with the Lesotho co-operative movement at its Regional Assembly and ICA Americas is preparing a regional youth conference at its meetings in Buenos Aires in November.

During IYY 2011 the ICA will update its information on youth and co-operatives and make youth activities more visible on the ICA website. Information on programmes that offer opportunities for youth co-operators in various movements around the world will be provided.

[www.ica.coop/coop/youth/](http://www.ica.coop/coop/youth/)



## IDC 2010

International Day of Co-operatives  
Journée Internationale des Coopératives  
Día Internacional de las Cooperativas  
2010



## Empowering women—International Day of Co-ops 2010

The 88th ICA International Co-operative Day and the 16th United Nations International Day of Co-operatives, held this year on 3 July, with the theme, 'Co-operative enterprise empowers women', highlighted how the co-operative model is able to respond to women's practical and strategic needs. Co-operatives provide women with the means to raise their living standards by accessing decent work opportunities, savings and credit facilities, health, housing and social services, and education and training. They further provide opportunities for women to participate in and influence economic activities. Women gain self-reliance and self-esteem through this participation. Co-operatives can also contribute to the improvement of the economic, social and cultural circumstances of women in other ways including through the promotion of equality and changing institutional biases.

Co-operatives all over the world took the opportunity provided by the annual Co-operative Day to organise celebratory events and activities in honour of their women members, leaders and employees. The Day was also an opportunity to discuss how co-operatives might improve their strategies for gender equity

and how to encourage more women to take up leadership roles in co-operatives.

Around the globe, ICA members, co-operative organisations and supporters of co-operatives held activities ranging from workshops, seminars and conferences, to theatre and musical performances, trade fairs and award presentations.

ICA learned that its annual International Co-operative Day message is shared with millions of co-operators and in a variety of languages. It is read out at many events and in many languages in countries where the co-op movement has members, as well as in countries where it does not yet have members. The message reaches out to local co-operators as it does to heads of state and other policy-makers.

On the ICA's webpage for IDC 2010 ([www.ica.coop/activities/idc/2010.html](http://www.ica.coop/activities/idc/2010.html)) members can find ICA's message in English, French and Spanish as well as translations provided by its members in Basque, Japanese, Korean and Portuguese. The messages of the UN Secretary-General and UN agencies are also available.

ICA representatives were on hand to help members celebrate IDC 2010. ICA President Dame Pauline Green participated in a conference convened by the UK Co-operative Group in Milton Keynes in the UK; ICA Regional Director for Africa, Jan-Eirik Imbsen attended a celebration organised by the General

Co-operative Union of Egypt; Vincent Lubasi, ICA Africa's Senior Advisor participated in an event in Namibia; Cooperatives Europe co-organised and participated in a conference on women's employment in Italy; while Rajiv Mehta, Deputy Regional Director of ICA Asia-Pacific attended celebrations in Indonesia.

As a demonstration of the high esteem in which co-operatives are held in countries around the world, heads of state were in attendance at many of the events held to celebrate the International Day.

The President of Ethiopia paid tribute to co-operatives and co-operative members, and awarded gold medallions to honour high achievement. The President of Indonesia attended national celebrations on 15 July which brought together thousands of co-operators, while in Kenya, President Mwai Kibaki commended co-operatives for providing, "one of the most dynamic avenues for addressing poverty and unemployment".

Events also made women co-operators visible and were a reminder that women make up a significant proportion of the members and employees in co-operatives.

At events in Namibia, co-operators heard that more than 80 percent of its co-operative members are women. At a news conference about the Day, Nigerian Commissioner for Agriculture and Co-operatives, Chief Enock Ajiboso, said that over 15,000 co-operatives in the

## New UN agency for Women

The United Nations General Assembly in July 2010 announced the formation of 'UN Women', the new entity for Gender Equality and the Empowerment of Women in the UN, representing an historic step in accelerating the UN's goals on gender equity. Michelle Bachelet, former President of Chile, has been appointed as its Director-General. More at [www.unwomen.org/about-un-women/](http://www.unwomen.org/about-un-women/)

## International Day of Co-operatives 2010 (cont'd)

IDC 2010

(cont'd from page 6) State of Lagos, embraced over a million families. In Mali celebrations for the Day reminded participants that women comprised 40% of co-operative membership. According to Amanda Cruz Melendez, Director of the Honduran Council of the Social Sector of the Economy (COHDESSE), Honduras has a co-operative movement of more than 2 million members—well over a quarter of the population.

Entrepreneurship opportunities and access to financial services were cited as reasons why women participated in co-operatives in Morocco and Palestine, where a number of national and local events were held. In Morocco, the Day was an opportunity to announce a new training centre to promote co-operatives, in particular for women.

Women's participation in agricultural processing and trade, featured in Madagascar's celebrations. Activities there provided an opportunity to announce the proclamation of the 2012 International Year of Co-operatives.



Co-operatives remain an attractive option for women due to the underlying values and principles, which support gender equality. In a joint celebration in Bogota, Colombia of ICA members,

Confederación de Cooperativas de Colombia (Confecoop) and Asociación Colombiana de Cooperativas (Ascoop), Executive President of Confecoop, Clemencia DuPont Cruz, said women were increasingly prepared to hold leadership positions in co-operative enterprises.

In some countries, International Day focused on promoting co-operatives to young people. In Kiribati, the Ministry in charge of co-operatives held an essay contest on the theme of the Day, to encourage boys and girls to better understand co-operatives, while in Peru, ICA member, Cooperativa CREDICOOP Luz y Fuerza, organised dynamic games through which young people learned about co-operatives and their principles.

The Day also reminded the movement that although advances had been made in women's participation in decision-making, ICA and many of its member organisations had still not reached the target of 30% women in leadership positions. And yet, increasingly we see women in the roles of President and Chief Executive Officer of co-operative organisations as in the case of the election of ICA's first woman President, Dame Pauline Green.

The movement needed to make more space for women's participation, said Organisation of Brazilian Co-operatives (OCB) President, Márcio Lopes de Freitas, in his address to the Brazilian Federal Senate on 5 July to mark Co-operatives Day— noting that in Brazil, only



12% of co-operative leaders were women, but they made up 41% of employees.

*Honduras celebration of International Day of Co-operatives*

The ICA Gender Equality Committee, which promotes gender equality and integration in the co-operative movement, has tried to track progress in gender equality by collecting gender disaggregated data on members and employees as well as women in leadership positions. However, information continues to be sketchy with still too few organisations able to provide the requested data so as to be able to reach significant conclusions.

International Day of Co-operatives this year reminded us of the potential and challenges for women in the co-operative movement. An ICA statement made for International Women's Day perhaps neatly sums up why female empowerment through co-operatives is important: "A relationship with equal responsibilities between women and men is a way of putting into practice our values and principles and to keep them alive, but it is also essential for the co-operative development of excellence in all fields, social and economic".



*ILO CoopAfrica team member was successful in climbing Mount Kilimanjaro—Africa's highest mountain—on International Day of Co-ops 2010, and took the opportunity to unfurl the ICA Africa flag*



## Regions

## ICA Asia-Pacific Regional Assembly, Beijing 2010

ICA President, Dame Pauline Green joined Chinese Vice-Premier Hui Liangyu (right) at the opening of the ICA Asia-Pacific Regional Assembly and related events in Beijing



Chinese Vice Premier, Hui Liangyu, called on co-operatives to reform and innovate in order to increase economic strength and social influence, in his opening remarks to the 9th ICA Asia-Pacific Regional events in Beijing (1-5 September). Co-operatives, said Hui, should take advantage of their unique structure to set appropriate targets and to improve safeguard mechanisms aimed at realising their sustainable development.

Hui said China attaches great importance to the

development of co-operatives. He praised, ICA member, the All China Federation of Supply and Marketing Co-operatives (ACFSMC) for its work assisting Chinese farmers to transform small-scale farms into professional co-operatives.

According to ACFSMC, there are 50,000 specialised farmer co-operatives and more than 220,000 rural co-operative service centres in China and 2,600 co-operative agricultural federations.

The 2010 Asia-Pacific Regional Assembly with the theme, *Sustainable Innovations – Opportunities for Co-operatives to Grow*, was preceded by the 6th Asia-Pacific Co-operative Forum on the theme of *Co-operatives – The Sector of Global Importance*, and the 17th Co-operative Government Dialogue on the theme, *Socio-economic Development & Co-operatives*.

Sectoral and thematic committee meetings to discuss various issues relating to agriculture, banking, consumer co-operatives, fisheries, human resource development, health, research, tourism, women and youth, were held on 1-2 September also prior to the Regional Assembly.

The People's Daily Online reported Vice Premier Hui's address to the opening of the events. The forum served as a platform for co-operative representatives from more than 40 countries in the Asia-Pacific region to share experiences in combating the financial crises, said Hui. It was the first time China had hosted the ICA Asia-Pacific Regional Assembly.



Tahmineh Kashani, Chair, ICA A-P Youth Committee

### New face of young co-operators in Asia-Pacific

Tahmineh Kashani of the Central Union of Rural and Agricultural Co-operatives of Iran succeeds Teo Say Hong as the new Chairperson of the ICA Asia-Pacific Youth Committee at the 5th Regional Youth Conference in Beijing, China.

Also elected were new Vice-Chairs—Ilham Nasai of Dekopin, Indonesia and Kouji Ozeki of the Central Union of Agricultural Co-operatives, Japan.

As Chair of the Youth Committee, Ms Kashani will serve on the ICA Asia-Pacific

Regional Board as the youth representative.

She is keen to work more closely with ICA's other regional youth committees and looks towards the opportunity to work with youth co-operators in the region and globally.



## Women's and Youth Forum fosters solidarity

The 6th ICA Regional Women's Forum held on 2 September in conjunction with the 5th ICA Youth Conference had the theme, "Co-operatives: The Sector for Empowerment of Women and Youth".

Platforms like the ICA Regional Women's Committee for Asia-Pacific (RWC) were important for advancing the position of women in co-operatives said Hitomin Tanaka, Chairperson of the RWC.

Dr Chandra Pal Singh Yadav, Chairperson of the National Co-operative Union of India (NCUI) said women are the backbone of society. In Asia almost 55% of food production is undertaken by women and the majority of co-operative members belonged to agricultural co-operatives. He noted that

NCUI represented 240 million individual members in India but the sector needed the vision and ambition of the younger generation to enable it to grow and develop. NCUI's Women's Committee had made a series of recommendations to increase the participation of women and youth, including setting a target of one third of all positions in co-operatives and membership be held by women. Financial and campus co-operatives also had a role to play he said.

In her keynote address, Mi-yea Oh, Chairperson of iCOOP Goyang and President of the Mutual Aid Society For Enhancing Korean Agriculture, said the theme of this year's International Day of Co-operatives, "Co-operative Enterprise Empowers Women"

resonated for iCOOP, because its progress over the past decade was due in large part to the hard work of its women leaders. Most of the leaders in iCOOP Korea's 76 local co-operatives are women.

Ms Oh said co-operatives must foster solidarity to face, amongst other issues, climate change that transcends national borders and organisational boundaries. Co-operatives are not only economic institutions for the sake of their members, but a movement in pursuit of social, cultural and economic alternatives.

ICA President, Dame Pauline Green, also joined the meeting to share the ICA vision of co-operatives as equal opportunity organisations.

## Regions

"[Co-operatives] are a movement in pursuit of social, cultural and economic alternatives."

Mi-yea OH,  
Chairperson of  
iCOOP Goyang

OH's speech is on the  
ICA A-P website  
[www.icarop.coop](http://www.icarop.coop)

## European Co-operative Society Statute assessed

The Statute for a European Co-operative Society (SCE) has had only a limited success due to legal complexities and lack of awareness on the regulation. These were the findings presented in Brussels at a seminar which reviewed the implementation of SCE. 70 representatives and experts from 19 European Union member states participated.

The research study was funded by the European Commission, *DG Enterprise and Industry*, and executed by a consortium comprised of Cooperatives Europe, Ekai Centre—the research centre of Mondragon Corporation and Mondragon University, and EURICSE, which

represented and led the consortium. (Cooperatives Europe is a founding member of EURICSE, the European Research Institute for Co-operative and Social Enterprises). Hagen Henry, Chair of ICA's Legislation Committee also participated in the scientific committee.

The research identified 17 existing SCEs as of 8 May 2010. The study highlighted that the harmonisation effect on national co-operative legislation had also been rather limited.

The project provided the opportunity for co-operation between the consortium partners that undertook the study and the European

Commission whilst involving national experts in the documentation of the current state of play of national co-operative laws. As such, the study provides a foundation not only for further research on co-operative law, but also for identifying the successes of the co-operative model of enterprise. The Commission noted the importance of the work given the upcoming International Year of Co-operatives 2012.

The executive summary of the study is available from Cooperatives Europe. The full study of over 1000 pages including a mapping of co-op legislation will shortly be available from EURISCE.

COOPERATIVES  
Europe

 Euricse

 Ekai  
center

Research Study  
Executive Summary  
[www.coopseurope.coop](http://www.coopseurope.coop)

Full report  
[www.eurisce.eu](http://www.eurisce.eu)

## Regions

### Presidential endorsement for ICA Americas Assembly



The office of the President of the Republic of Argentina, in a document released on 20 September, declared ICA America's forthcoming Regional Conference and Assembly to be of "national interest". The Conference,

Co-operative Commitment to the Preservation of the Planet will be held on 22-26 November in Buenos Aires, Argentina.

The resolution was recognition at the highest level of the importance of co-operatives in the national economy.

By addressing the environmental theme, ICA Americas aims to increase the awareness of co-operators about the importance of preserving the

environment and showcase the co-operative movement's commitment to environmental issues.

The Presidential declaration was promoted by Confederación Cooperativa de la República Argentina (COOPERAR), a member of the ICA since 1972.

For more information on the Regional Assembly visit the ICA Americas website:

[www.aciamericas.coop/CR2010/](http://www.aciamericas.coop/CR2010/)

### ICA Africa Regional Assembly



The 9th Regional Assembly for Africa is being held in Maseru, Lesotho from 11-15 October 2010. The Regional Assembly and related meetings are co-hosted by the Lesotho Government on behalf of the co-operative movement of Lesotho.

The theme for this year's Assembly, *Combating Climate Change through Co-operatives* focuses attention on the

world's most urgent environmental challenge.

Co-operatives across the African continent will share their strategies for responding to climate change, and the initiatives they have developed to mitigate against the adverse environmental effects.

The Assembly will also focus on the International Year of Co-operatives 2012.

It is held in conjunction with the ICA Africa Youth Forum (5-8 October), the ICA Africa Regional Board Meeting (10 October) and the Ministerial Co-operative Technical Committee Meeting (MCTC) on the 14-15 October.

More information about the meeting is available on the ICA Africa website at [www.ica.coop/africa/](http://www.ica.coop/africa/).

### Capacity building for African co-operative leaders



Japanese Consumers' Co-operative Union (JCCU) collaborated with the International Labour Organisation's Co-operative Facility for Africa (ILO COOPAfrica) to provide training for African co-operative leaders.

The aim of the training was to introduce participants to the business practices of Japanese co-operatives. Training was also designed to build the capacity of

African co-operatives to help further the 'renaissance' of the African co-operative movement. See full report in the August issue of JCCU's newsletter:

[http://jccu.coop/eng/jccunews/pdf/201008\\_jccunews.pdf](http://jccu.coop/eng/jccunews/pdf/201008_jccunews.pdf)

ICA Africa is a member of the steering group of the ILO COOPAfrica and made the contacts between JCCU and CoopAfrica possible.

The CoopAfrica programme, pursues the overarching goal of mobilising the co-operative self-help mechanism and improving co-operative governance, efficiency and performance in order to strengthen co-operative capacity to create jobs, access markets, generate income, reduce poverty, provide social protection and give people a voice in society. More information at: [www.ilo.org/coopafrika](http://www.ilo.org/coopafrika)

## ICAO joint seminar spotlights sustainability

The International Co-operative Agricultural Organisation (ICAO) held a joint seminar with ICA Asia-Pacific on *Climate Change, Food Security and Sustainable Agriculture*, on 1 September during the Regional Assembly in Beijing.

The seminar included presentations from ICA

members, JA-Zenchu, Japan, All China Federation of Supply and Marketing Co-operatives (ACFSMC), National Association of Mongolian Agricultural co-operatives (NAMAC), and the Co-operative College, UK. Wa-Kinghoma, Chairperson of the Uganda Co-operative Alliance, discussed the issue of fair trade for

African farmers, and former ICA Director-General, Iain Macdonald spoke about the UN International Year of Co-operatives.

More information: [www.agricoop.org/news/news11.html](http://www.agricoop.org/news/news11.html)

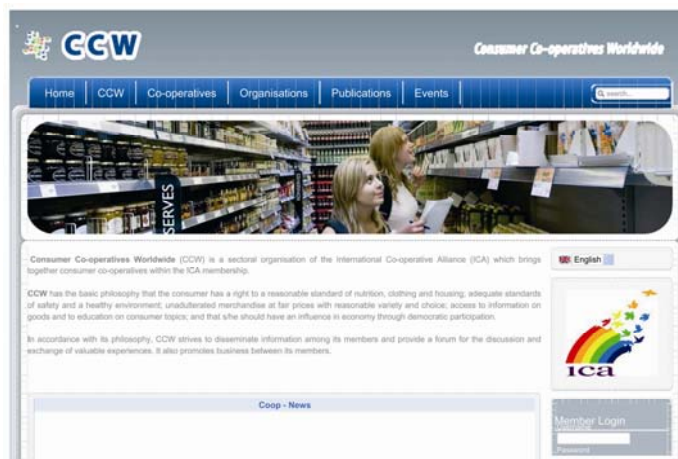
## Sectors



## Consumer Co-operatives Worldwide launches new website

Consumer Co-operatives Worldwide (CCW) has a new website: [www.ccw.coop](http://www.ccw.coop).

CCW is a sectoral organisation of the ICA, which brings together consumer co-operatives within the ICA membership. One of its main aims is to encourage discussion on the crucial challenges that face consumer co-operatives and share strategic information.



## Rising interest in tourism co-operatives

In many parts of the world, there is a renaissance of interest in the co-operative model of enterprise. Tourism is no exception. Maurizio Davolio, ICA's focal point for tourism co-operatives has reporting an increase in requests for information on the tourism co-operative sector.

Within the ICA, there has been a meeting of Asian co-operative organisations interested in tourism held in conjunction with the ICA Asia-Pacific Regional Assembly. In ICA Africa, information on the model of co-operative tourism will be

presented alongside success stories. Mr. Davolio also represented the ICA at a United Nations Conference and Trade and Development (UNCTAD) seminar on sustainable tourism where he introduced the co-operative form of enterprise for tourism initiatives in least developed countries.

There are of course well developed and successful tourism co-operatives in a number of countries including in Italy, where the movement is holding a co-operative tourism fair. BITAC, the Italian fair for co-operative tourism—Borsa

Italiana del Turismo Cooperativo e Associativo, is a collaboration between the three major Italian co-operative associations (and ICA Italian members) AGCI, Confcooperative and Legacoop to promote co-operative tourism.

BITAC will hold the 3rd Fair for Co-operative Tourism in Florence (Italy) on 25-26 November 2010. It will include a seminar on *The role of tourism for the development of territory: Co-operation as a resource*.

You are invited to attend. See: [www.bitac.it/en](http://www.bitac.it/en).





## Sectors

## International Symposium on fisheries and co-operatives



Delegates celebrate the 'Seoul Declaration' adopted during the ICFO international symposium, June 2010

Key challenges for fisheries in the next decade and strategies to strengthen the role of fisheries co-operatives were the focus of an international symposium convened by ICA sectoral organisation, the International Co-operative Fisheries Organisation (ICFO) and Korea's National

Federation of Fisheries Co-operatives (NFFC), on 16 June in Seoul, Korea.

'A New Decade! The Role of Co-operatives for the Sustainable Development of Fisheries', brought over 300 Korean and international delegates together to discuss the role of co-operatives in

sustainable fisheries development. The *Seoul Declaration* was adopted to show the mutual will for sustainable development through co-operatives.

The Korean Prime Minister indicated his special interest in the symposium via a video message. The keynote speaker was Roger Spear of the United Kingdom.

Coinciding with the symposium, ICFO published *World Fisheries*, which provides an overview of the key trends, statistics and policy developments in 17 major fishing countries.

ICFO also donated 20 personal computers to four fisheries co-operatives located in Bangladesh, Vietnam, the Philippines and Sri Lanka to help modernise and revitalise their activities.



Dr. J-C Guisado, IHCO President (R) and Paul Hazen, ICA Board member (L)

## Brighter future for health co-operatives in US

ICA's sectoral organisation, International Health Co-operative Organisation (IHCO) held a seminar entitled, *Co-operative Opportunities for Health Care in the USA* on 21 July in Washington DC (USA). Speakers included IHCO President, Dr José Carlos Guisado, IHCO Vice-President, Dr Eudes de

Freitas Aquino, ICA Board member, Paul Hazen and Karen Davis, President, Commonwealth Fund of USA.

"In view of both the UN Year of Co-operatives in 2012 and of the new health care bill in USA, there are great opportunities for co-operative health care in the

US," said Dr Guisado. The seminar has already led to a new dialogue on co-operative healthcare among US and international organisations, and a Delphi Panel is planned to further discuss the matter among invited experts.

Meeting papers at at: [www.healthcareamerica.coop](http://www.healthcareamerica.coop)

## ICA Housing Symposium: Aftermath of crisis

ICA Housing held a two-day symposium in London, UK on 7-8 October to address major issues that challenge the sector—*Financing for Housing Co-operatives in the aftermath of the global financial crisis and Co-operative responses to the climate change challenge.*

ICA's Director-General, Charles Gould, set the stage for discussions by reporting on the current surge in co-operative activity. 'We are driven by a sense of opportunity', he said, with public readiness to accept a different way—the co-operative way.

ICA members active in the co-operative housing sector from Canada, Germany, Ireland, Italy, Sweden and the United Kingdom participated actively in the symposium and were joined by Dame Pauline Green, ICA's President. More information at [www.icahousing.coop](http://www.icahousing.coop).

## Noteworthy

**Surge in global credit union savings and loans**

Global credit unions saw a significant increase in member savings and loans activity during 2009, according to the World Council of Credit Unions (WOCCU) 2009 Statistical Report.

The trend illustrates the increasingly important role

that credit unions and other financial co-operatives have played through the global recession.

Total savings for all responding credit unions was more than USD1.1 trillion, a 15% increase on 2008 data and the highest level since

WOCCU commenced the annual survey in 1972.

Loans also demonstrated strong growth, climbing to nearly USD 912 billion from USD 847 billion in 2008.

WOCCU has been a member of the ICA since 1977.

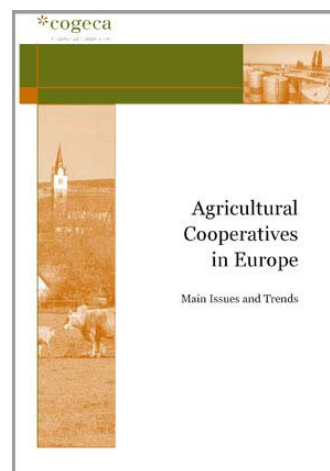
**Agricultural co-operatives are the future**

A new report published on 15 September by the General Committee for Agricultural Co-operation in the European Union (COGECA), *Agricultural Co-operatives in Europe: Main issues and trends*, concludes co-operatives will become increasingly important for maintaining and developing agriculture in a future that is faced with increasingly competitive markets and

greater diversification of customer needs and preferences.

The report includes issues and trends for agricultural co-operatives as well as a listing of the largest co-operatives by sector and salient statistical data.

The report is available at: [www.agro-alimentarias.coop/ficheros/doc/03020.pdf](http://www.agro-alimentarias.coop/ficheros/doc/03020.pdf)

**Canadian co-operators survey paves way for 2012**

Canadian Co-operative Association (CCA) conducted a national survey to measure perceptions and awareness of co-operatives, in preparation for the International Year of Co-operatives. Survey results will be considered when

preparing messages and planning activities for 2012.

One in five respondents identified themselves as members of a co-operative; Seven out of 10 respondents agree that co-operatives keep money in the local

economy and create jobs that help support local communities. More than two-thirds of respondents agree that co-operatives are a trusted place to do business and save members' money. More:

[www.coopscanada.coop/](http://www.coopscanada.coop/)

**ICA members on Fortune 500 list**

The 2010 Fortune Global 500 list includes two new co-operative entries: The Co-operative Group (UK), an ICA member, and Coop Switzerland.

Co-operatives featured on ICA's Global 300 list are also

found on Fortune's 500 list. These include ICA members, Migros, Switzerland, and Nationwide, USA, but also German co-operative, Edeka Zentrale which ranks #34 on Fortune's list of largest employers and #36 as fastest growing. Crédit Agricole of

France, Rabobank of the Netherlands, and CHS of the United States are also found of the Fortune List this year.

Full list at: <http://money.cnn.com/magazines/fortune/global500/2010/>



## Member updates



## Anniversaries

The **ICA**, founded on 19 August 1895, celebrates its 115th year of operation.

**ICA Americas** celebrated its 20th anniversary on 29 June 2010. In an event held in San José, Costa Rica, ICA's Vice-President for the Americas, Ramón Imperial underlined the important role co-operatives were

playing in the region and the increased recognition of co-operatives as seen by International Year of Co-operatives. Members from Costa Rica, Puerto Rico, México, Brazil and Peru participated.

**ICA Asia-Pacific** celebrates its 50th Anniversary this year. The

regional office was founded on 14 November 1960. The office will publish a comprehensive history of ICA Asia-Pacific later this year.

ICA member organisation, the Association of Colombian Co-operatives **ASCOOP** also celebrates its 50th anniversary this year:

## People



*Roberto Rodrigues (R) receives honorary medal from Márcio Lopes de Freitas (L) President of the Organisation of Brazilian Co-operatives (OCB)*

Former ICA President, **Roberto Rodrigues**, was honoured in a special presentation made during the 13th Brazilian Congress of Co-operatives in September in Brasilia. Organisation of Brazilian Co-operatives (OCB) President, Márcio Lopes de Freitas, presented Rodrigues with a special medal in recognition of his extensive contribution to the global co-operative movement and his role in the formation of the OCB in the 70's. More than 800 delegates participated in the celebration. Rodrigues was President of the OCB in 1985 and former Brazilian Minister for Agriculture.

Aldo Soldi, President of ANCC-COOP, the Italian national association of consumer co-operatives is the new President of **Euro Coop** for 2011-2012. The other members of Euro Coop Presidency are Zoltán Zs. Szöke, President of the National Federation of Consumer Co-operatives of Hungary, and Thomas Bagge Olesen, President of the Danish consumer co-operative association FDB.

The **Canadian Co-operative Association (CCA)** has re-elected Claude Gauthier, Ontario Region Manager of Growmark Inc, to its Presidency.

The President of Colombia, Alvaro Uribe, awarded the Order of San Carlos in the Rank of Officer, to Clemencia Dupont Cruz, the Chief Executive of the **Confederation of Cooperatives of Colombia (Confecoop)** on 28 July. The distinction was awarded by the government in recognition of her leadership in the national co-operative movement.

Loïc Pelletier was elected President of the **National Federation of Consumer Co-operatives (FNCC)** of France on 2 September 2010. He succeeds Yves Zehr. Pelletier is also CEO of Co-op Atlantic and Treasurer of the National Group for Co-operation. Thibous Gerard was elected Vice-President, Yves Zehr, Secretary and Sinet Franks, Treasurer. [www.fncc.coop](http://www.fncc.coop)

Mr Yoshinori Yokoi is the new President of **Zenkyoren** (Japan) following the stepping down of Kazumi Imao at the June General Meeting. Mr. Imao will be Senior Advisor of the organisation.

**Janusz Paszkowski** of the National Auditing Union of Workers Co-operatives (NAUWC) of Poland was co-opted to the ICA Board to replace Felice Scalvini who left a vacancy when he took over the position of Vice-president Europe.

**UCECOM, the National Union of Handicraft and Production Co-operatives** of Romania, elected a new Board at its 10 June Congress, Sevastița Grigorescu was elected President, Cristian-Gabriel Mateescu as Vice-President; and Nicolae Buiga as General Secretary.

Dao Xuan Can was elected President of the **Vietnam Co-operative Alliance (VCA)** succeeding Nguyen Tien Quan. Nguyen Tien Quan will continue to serve on the ICA Asia-Pacific Regional Board for the duration of his mandate.



## ICA welcomes new members:

The **Co-operative Union of Serbia (CUS)** represents and provides development assistance and networking for co-operatives in all sectors in Serbia. In 2007, CUS had 1,135 agricultural co-operative members and more than 35,000 individual members.

[www.zssrbije.org](http://www.zssrbije.org)



**Cooperativade la Seguridad Social de Ahorro y Crédito (COSSAC) of Uruguay** services a range of members including pensioners and low to middle income micro-entrepreneurs. In 2008, COSSAC had more than 35,500 individual members. Its turnover was USD 15 million (CHF 15.6 million).

[www.cossac.com.uy](http://www.cossac.com.uy)



The **National Association of Labour Banks (NALB)** is a trade association comprising 13 banks across Japan as well as the Federation of Labour Banks. It has more than 10 million individual members. In 2009, turnover was JPY 1,593 million (CHF 19.1 million). The turnover of their member societies was JPY 16.3 billion (CHF 19.7 billion). Labour banks in Japan are co-operative financial institutions established mainly by trade unions, consumer and worker-based organisations. They offer loans to individual workers including housing loans.

<http://all.rokin.or.jp/english/>



**Supervision and Co-ordination Central Union of Rural and Agricultural Co-operatives of Iran (SCURA)** provides training and auditing to rural and agricultural co-operatives in Iran who are members of the Central Organisation for Rural Co-operatives of Iran (CORC). Income is derived from tuition fees paid by

members and a 3% training levy on the income of all rural and agricultural co-operatives. In 2008, SCURA represented over 5 million individual members in 8 member societies.

[www.scura.ir](http://www.scura.ir) (site under construction).

**Co-operative Lesotho (Coop Lesotho)** markets farming inputs and produce for members and the farming community. They also provide capacity building and advocacy for members. Coop Lesotho has seven non-credit union member societies with more than 2,300 individual members. It has 65,000 individual members of credit unions.



The **Norwegian Co-operative Centre** was formed by the major co-operative organisations in Norway to organise courses and conferences and to provide an advisory service on co-operative development. It has 9 member societies, and 15 employees—all women.

[www.samvirke.org](http://www.samvirke.org)

## New Members

The current ICA membership statistics are: 248 member organisations (218 members and 30 associate members) from 92 countries

## Death of Rochdale Pioneers' historian

**D**orothy Greaves, the person who perhaps knew most about the Rochdale Pioneers, lost her long battle with cancer on International Day of Co-operatives, 3 July 2010.

Greaves inspired co-operators from every continent with her understanding of the impact of the 28 'working men' who were the Rochdale Pioneers,

showing what people can achieve through co-operation.

A warden at the Rochdale Pioneers Museum in the 1980s and then from 1994 until her health failed, Greaves spent much of her spare time researching the Rochdale story. Visitors to the museum loved her detailed portraits of the individuals involved in the

movement. Her research on the Pioneers included a survey of the graves, locating and in one case, uncovering, burial sites that had been lost for generations.

This research was vital to UK co-operative, Funeralcare's work in renovating the graves in time for the 150th anniversary celebrations for the Rochdale Pioneers in 1994.

## Obituary



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**More events:**  
[Calendar of ICA  
events & related  
co-operative activities](#)

The current and  
past issues of the  
ICA Digest are  
found on the ICA's  
website  
[www.ica.coop/  
publications/digest](http://www.ica.coop/publications/digest)

## Calendar of ICA events

### 2010

#### October

- 10-13 ICA Africa Regional Assembly, Maseru (Lesotho) -  
[www.ica.coop/africa/ra2010/](http://www.ica.coop/africa/ra2010/)
- 13-15 ICA Americas Research Committee: VI Encuentro de  
Investigadores Latinoamericanos de Cooperativismo, Asunción  
(Paraguay)
- 14-15 ICA Africa Ministerial Conference Technical Committee Meeting  
Maseru (Lesotho)

#### November

- 21 ICA Americas Board Meeting, Buenos Aires (Argentina)
- 22-26 ICA Americas Regional Conference, "Co-operative Commitment  
to Preserve the Planet", Buenos Aires (Argentina)  
[www.aciamericas.coop/CR2010/](http://www.aciamericas.coop/CR2010/)

#### December

- 8-10 ICA Expo 2010, Bangalore (India): [www.icaexpo.coop](http://www.icaexpo.coop)
- 8-10 ICA Board Meeting, Bangalore (India)

### 2011

- Date to be confirmed* ICA Africa Meeting of Ministers in Charge of Co-operatives:  
(Namibia).

#### May

- 15 Cooperatives Europe Board, Moscow (Russia)
- 16-17 Cooperatives Europe General Assembly, Moscow (Russia)

#### November

- 14-18 ICA General Assembly, Cancun (Mexico)

### 2012

- United Nations International Year of Co-operatives:  
[www.ica.coop/activities/iyc/](http://www.ica.coop/activities/iyc/)
- ICA Asia-Pacific Regional Assembly (Japan)
- 10th ICA Africa Ministerial Conference (Rwanda)



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