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## UN releases International Year slogan 'Co-operative Enterprises Build a Better World'

The United Nations has officially approved the slogan for the International Year of Co-operatives (IYC) in 2012: *Co-operative Enterprises Build a Better World*.

In an announcement to members on 3 December 2010, ICA Director-General, Charles Gould, said the slogan conveys the image of a "values-based" model. He said the ICA was "enthused" by the slogan. "Both the social and economic development aspects of co-operatives are encapsulated within this slogan."

"We believe this is essential to make the brand top-of-mind with the public." The slogan has been translated into the six official UN languages (see *more information on page 2*). In addition, the IYC logo is in the final approval stages and should be made available in the coming weeks.

Director-General Gould said by using this slogan, IYC would raise much-needed public awareness of co-operatives' socio-economic impact worldwide, "especially among younger adults" whose personal

values coincide with co-operative principles. ICA hopes that the higher levels of public recognition will promote the formation of new co-operatives and foster legislative and regulatory environments supportive of co-operative development and growth.

"An opportunity with this potential is not likely to occur again in our lifetime. It is our responsibility to successfully leverage it, and to use it to re-launch the co-operative brand for this century," said Gould. (See *ICA plans for IYC on page 7*)

## ICA appeals to members: Support the International Year!

ICA members have been asked to exercise a 'once-in-a-lifetime' spirit of generosity to ensure ICA is adequately funded to deliver on its ambitious global public awareness campaign in the International Year of Co-operatives 2012.

The global appeal, launched in December 2010, aims to raise 1.5 million Swiss Francs—the amount deemed necessary to fund ICA worldwide activities associated with the International Year. (see [www.ica.coop](http://www.ica.coop))

In calling on members to give generously, ICA president, Dame Pauline Green, said ICA could not afford to let the opportunity "slip away", nor could ICA afford to conduct a campaign of this magnitude through its core budget. (*continued on page 2*)

## Co-operative champion of rural poor dies

Esteemed ICA Board member, Surinder Kumar Jakhar, died at his house in Punjab, India, on 17 January 2011. The news was met with disbelief and shock by members of ICA and the global co-operative community.

A prominent member of ICA's Asia-Pacific region and Chair of the Indian Farmers' Fertiliser Co-operative Organisation (IFFCO), Mr Jakhar had dedicated three decades to championing the rural poor through co-operatives. He was the man who brought the successful ICA Expo to Bangalore just weeks ago. (*Turn to page 15 for the obituary.*)



Surinder Jakhar greets Director-General Charles Gould at ICA Expo 2010 in Bangalore, India



María Elena Chávez Hertig, ICA Deputy Director-General

## From the Editor's desk

**D**igest 71 sets the tone for ICA's work in 2011 and beyond.

There is information on the plans for International Year of Co-operatives whose official launch is only nine months away. The United Nations has released the slogan for the Year and the logo expected shortly. ICA members have set up steering committees and official national committees are being established—28 to date—moving towards ICA's target of having a committee in each country where ICA has members.

We report too on the ICA campaign for the Year and call on support from members and other partners to fund the initiatives.

The Director-General reports on the development of a new vision statement for the ICA and sets out ICA's 2020 vision. He reports too on ICA's mid-term of review of the Strategic Plan and the four strategic areas of work.

This issue also provides updates on recent activities. Both the ICA Africa and ICA Americas regional meetings focused on climate change to

help define strategies for today and the future.

Co-operative trade also features in this issue with a report on the successful ICA Expo 2010 held in India. Expectations are high that Expo 2012 in Manchester (UK) will make further advances in this area.

We report too on leadership and staff changes at ICA and in the movement and pay tribute to Surinder Jakhar, an esteemed co-operator and ICA board member who died in January. He will be sorely missed.

## IYC 2012

### ICA appeals to members (cont'd)

**I**CA's global appeal, run over the next two years, is equivalent to a 25% additional annual subscription for all ICA members. Dame Pauline urged a 'co-operative spirit' of giving according to the capacity of each organisation: "We know that every member is not able to give at that level, and so we ask that those who can give more, consider doing so," she said.

The campaign, which includes development of templates to assist ICA members to incorporate the IYC slogan and logo into their marketing and communications, a public awareness campaign and global media campaign, will aim to build a solid public awareness base that will expand in subsequent years.

"People around the world are today searching for solutions to problems that plague their lives, often unaware that co-operatives have been providing such solutions to their members for decades. It is in times like these that co-operatives have best demonstrated their value," said Dame Pauline.



### International Year of Co-operatives: Countdown to 2012

**T**he second issue of the ICA's e-news bulletin for the International Year, "Countdown to 2012" was released in December 2010 and is available on the ICA website: [www.ica.coop/activities/iyc/countdown2012.html](http://www.ica.coop/activities/iyc/countdown2012.html),

The bulletin includes the translations of the official slogan for IYC 2012 in the six official UN languages – English, French, Spanish, Russian, Arabic and Chinese.

It also outlines ICA's activities for 2011-2012 with regard to the Year which will have a large communication element. The programme includes continued active collaboration with the UN and its agencies, the production of communications materials, and the organisation of a series of media events.

Also reported was progress on the formation of official International Year of

Co-operatives national committees. Since December, four additional countries have established national IYC committees bringing the total to 28. Two national committees include co-operative leaders as their focal points – Bulgaria and Slovakia.

More information on the National Committees is found at: <http://social.un.org/coopsyear/national.shtml>

## Director-General's report — ICA 2020 Vision: Co-operatives become world's fastest-growing business model

## DG Report

An important concept that unites and guides an organisation is its vision of the future. At present, ICA's vision is to be prized as the organisation of reference for co-operatives. Arguably, we have achieved that and ought to establish a vision that can inspire us through this next decade.

The global board is considering a vision that is more outward-looking, one that captures the spirit and energy of the co-operative movement, rather than just ICA's.

The "working vision" that I would characterise as one the board is trying on for size is: by the end of this decade, co-operatives could be the fastest-growing model of enterprise in the world.

Visions should be aspirational and stretch an organisation. The proposed vision would do that, but it is also achievable. It is in times like these that co-operatives have seen our greatest growth; many today are searching for an alternative to the past models that have been found wanting.

Even more promising, perhaps, for the long-term prominence of the co-operative model is the coming of age of a generation weaned on 'wikis' and social networking, indicative of a commitment to collaboration that extends beyond geographic communities.

This generation understands the power of Co-operation and has only to be introduced to the co-

operative enterprise model to see its potential.

Our immediate challenge and opportunity, as we prepare now for the International Year of Co-operatives in 2012, is to ensure that they hear our story!

### Defining clarity

New Year's Day, 2011, marks the mid-point of ICA's global four-year strategic plan.

This plan is the vehicle by which ICA ensures its various components – the central office, the regions, the sectoral organisations and thematic committees – are aligned and working together cohesively towards the same goals.

The current plan will guide ICA's work through the International Year of Co-operatives in 2012.

The ICA global board has now reviewed plans for any suggested mid-point corrections. While staying true to the four current strategic areas (membership, influence, development, and governance) the board agreed to clarify its vision of these strategic areas. It has now reached a "defining clarity" that will be crucial to the future of the co-operative movement and to the ICA's role.

One critical observation is the complexity of our membership. Some are apex organisations, representing multiple sectors within a country. Some are sectoral apex organisations (focused interests) while others are

independent co-operatives, with unique business strategies. Then there are educational institutions and others supportive of the co-operative movement.

The board has heeded an increasing demand for the ICA to be "more relevant to the business needs" of our members and not merely a conduit for solidarity.

For ICA to have influence with the media – and through them, the public, inter-governmental organisations, governments and thought leaders in business and law schools – it is increasingly essential that we have the best data and analysis regarding the co-operative sector.

In time, the outside world – via the media – must perceive the ICA as an organisation that deeply understands its business, its members' needs. It must also become top-of-mind for being professionally run and ethically representing – and caring for – the regions in which it operates.

We have a beginning in this with the Global 300, the new edition of which will be released this year. We need to build on this base to develop an authoritative voice on co-operative growth and trends: globally, nationally, and by sector.

Current technology is available to harness our spirit of co-operation in order to ease the collection of this data.

(continued on page 6)



ICA Director-General,  
Charles Gould

"The long-term prominence of the co-operative model is assured by the coming of age of a generation weaned on 'wikis' and social networking, indicative of a commitment to collaboration that extends beyond geographic communities."

Charles Gould

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

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

## EXPO 2010 ICA Expo 'a success' say former Prime Minister of India



Former Indian Prime Minister Deve Gowda receives a wreath from the late ICA board member, Surinder Kumar Jakhar

“Unlike investor influenced enterprises [co-operatives] are an inherently idealistic form of institution with deeply embedded governance systems.”

Former Indian Prime Minister Deve Gowda

Former Prime Minister of India, Deve Gowda – in the presence of Dame Pauline Green, ICA President, the recently deceased Shri Surinder Kumar Jakharji, Chairman of Indian Farmers’ Fertiliser Co-operative Ltd (IFFCO), and Dr Awasthi, Managing Director, IFFCO – inaugurated ICA Expo 2010 in Bangalore on 8-10 December 2010.

Mr Gowda described co-operatives as “undoubtedly the most legitimate socially responsible institutions in imbibing values of good and effective governance in multiple spheres of the economy”.

He also borrowed a quote from Pandit Jawaharlal Nehru, the first Prime Minister of Independent India:

“I think [the] co-operative is a basic thing for our agriculture, for our industry and still more, for our whole

attitude to national and international life. IFFCO is a live example, wholly owned and managed by its members, the 40,000 co-operative societies, to meet the agricultural requirements of at least 55 million farmers.”

The Expo was ICA’s second global trade show. It was held in India’s garden city, Bengaluru (Bangalore) and hosted by IFFCO. It was hailed for being a ‘resounding success’.



Outside the Expo 2010 venue in Bangalore, India

“IFFCO has made a major contribution to the Green Revolution, food self-sufficiency, the fertiliser industry and promoting the growth and development of co-operatives,” said Gowda. IFFCO’s efforts to bring telecommunications to isolated rural communities were appreciated by US President Barack Obama during his recent visit to India.

“Unlike investor influenced enterprises [co-operatives] are an inherently idealistic form of institution with deeply embedded governance systems,” Mr Gowda said. “Co-operatives had escaped the global economic crisis virtually unscathed and had even improved in some sectors because of their core advantage of being member driven organisations.”

Gowda said the co-operative sector in India was the largest in the world with six million co-operative societies and a quarter of a billion members. (Continued page 5)

## ICA Expo 'a success' (cont'd)

"They have been playing a distinct and significant role in the socio-economic development of this country. There is virtually no sector left untouched by the co-operative movement and everywhere they are successful," said Gowda.

In India, Co-operative Week is celebrated 14-20 November to honour and commemorate the co-operative ideologies of Pandit Nehru. Nehru "visualised the synergy between the co-operative movement and agricultural development much needed for eliminating hunger and poverty," Mr Gowda said.

"Nehru believed that the co-operative movement was a vital means of empowering the farming community and strengthening the agriculture sector, which is the backbone of the Indian economy. As the official voice of the global co-operative movement, the role of the ICA assumes great importance in this era of globalisation and trade liberalisation," he said.

Former ICA Director-General, Iain Macdonald said: "This year's Expo was generally regarded as a considerable improvement on 2008 in Lisbon. With 98 organisations from 22 countries there are still many more co-operatives to be attracted, but the general appearance of the Expo was bright, active and very professional," Mr Macdonald said.

He was engaged to assist the organising committee of Expo 2010 and was speaking

at the close of the biggest global co-operative trade show held to date: "ICA Expo 2010 gave real life to the sixth co-operative principle of co-operation amongst co-operatives," he said.

"At a time when the world is suffering badly from the excesses of neo liberal economics, co-operatives provide much needed stability and show that business can be run successfully in a risk averse, ethical manner providing jobs and opportunity across the globe," he said.

"This trade fair has demonstrated the important role that co-operatives already play in the global economy and showcased the tremendous variety of products and services that we have to offer."

Co-operatives, as modern businesses operating in a globalised environment, benefit from marketing and promoting their products and services directly to buyers.

Paul Hazen, President and Chief Executive Officer of the National Co-operative Business Association (NCBA) and a member of the ICA board, described ICA Expo 2010 as: "A great opportunity for co-operatives to build business relationships with other co-operatives from around the world, gain access to new markets and to learn from co-operatives in other countries."

"Expo 2010 also gave visibility to the co-operative

## EXPO 2010



Former PM Deve Gowda flanked by visitors at ICA Expo 2010

sector and showed how the global co-operative movement promotes the economic and social progress of all people," Mr Hazen said.

Some of the biggest agricultural co-operatives in the world - including Indian IFFCO, the National Agricultural Co-operative Federation of Korea, and JA-Zenchu of Japan, were represented, as was one of the world's largest consumer co-operative, The Co-operative Group (UK).

IFFCO, described by Macdonald as "wonderful hosts", is India's biggest co-operative with 40,000 member co-operative societies. It is a world leader in agricultural fertilisers and plays a pivotal role in improving the lives of millions of farmers across India. (Continued page 6)

Audience at the opening of ICA Expo 2010



## ICA Expo ICA Expo 'a success' (cont'd)



Stands at ICA Expo 2010

IFFCO's Director of Co-operative Development, Dr Saxena said: "ICA Expo, the trade show of world co-operatives, glorified the co-operative ideals set down by the Rochdale Pioneers more than 115 years ago.

The participation of almost 100 successful co-operatives from various parts of the world has created a strong base in favour of co-operatives drawing much needed attention from policy makers."

The historical connection of the global co-operative movement to its Rochdale Pioneers, was a key factor in

the choice of Manchester in the UK, to host ICA Expo 2012 during the International Year of Co-operatives.

"I am sure we are on the way to making ICA Expo 2012 hugely successful, especially as it will be located in the birthplace of the co-operative movement, hosted by one of the world's largest consumer co-operatives and held during the UN International Year of Co-operatives," said Mr Macdonald.

ICA Expo 2012 will run from 31 October to 2 November, 2012 in Manchester in the United Kingdom.

## Director-General's report — ICA 2020 Vision: (cont'd)

### Elevating priorities

Influence is only conceit unless it has an agenda. ICA's agenda on behalf of the co-operative movement must be clear, with priority positions well-articulated and understood by all members, whose engagement we need to advance.

We will be elevating these co-operative priorities as we head for 2012. Development has been a priority for ICA since our inception in 1895. There are two keys to development: the creation of new co-operatives and the improved performance of existing co-operatives.

ICA is well-placed to create and bring funding to a global co-operative development agenda. This cannot happen within the walls of ICA's offices, but by ICA serving as the forum where co-operative development agencies meet and determine

an agenda and how to avoid unnecessary competition for funding.

As for the second key to development – improved performance of existing co-operatives – ICA shall remain a valuable forum for co-operatives to come together. This can bring value to members interested in networking and forming mutually rewarding and beneficial partnerships with others.

Our commitment to becoming a resource centre with a world-class database on co-operative performance and trends will also ensure that we can provide members with the analysis they need on best practices to improve their businesses.

Our final strategic priority – governance – is not distinct from this discussion of membership complexity,

business needs, segmentation of ICA services, and a forum for inter-cooperation. Indeed, the key governance focus the board identified for the remainder of the current strategic plan goes right to the heart of these matters. It is the integration of ICA's global sectoral organisations.

Many members see a particular sectoral organisation as the primary value-added service that ICA provides them. We need to nurture and grow this vital capacity, while ensuring it is closely aligned with ICA's broad strategies and direction.

In the coming months, as we prepare for the International Year, you will be hearing more on these key strategies. I look forward to working with you to ensure that 2012 is a year long-remembered by co-operatives around the globe.

Charles Gould

## UN releases International Year slogan (*cont'd*)

An informal advisory group met at the United Nations on 2 November 2010 to review preparations for the Year. ICA participated and inputted to the discussion of the UN implementation plan to the Year.

“A full-time UN secretariat – responsible for managing the development and promotion of IYC activities – was fully endorsed if funding could be secured,” Director-General Gould said. “The UN and its partners will seek financial support from the co-operative sector and stakeholders to support IYC.”

The ICA brings the voice of the co-operative movement to the UN coordinating committee, formed to decide on major aspects of the Year. This includes shaping the message, logo design, strategic planning, major event planning and engagement of stakeholders.

“We are celebrating a global movement of unprecedented scale. Nearly one billion individual members and Global 300 co-operatives aggregating a combined turnover of US\$1.3 trillion! That is equal to the 10th largest world economy and shows the credibility of the co-operative model. The co-operative model provides solutions to most world challenges,” said ICA Director-General Gould.

According to the World Council of Credit Unions (WOCCU): “In the wake of the global economic recession, the co-operative model has again proven its worth,” WOCCU President

and CEO Pete Crear said. “The UN’s designation of 2012 as the International Year of Co-operatives is both an honour and an opportunity – not only for credit unions, but for co-operatives of all types,” Mr Crear said in a media statement calling on co-operatives globally to “capitalise on the opportunity” to raise awareness of the value of co-operatives.

The United Nations will officially launch the International Year at during a UN General Assembly plenary session at UN headquarters in New York City (USA) planned for 31 October 2011. It will be preceded by an informal roundtable discussion among Member States and co-operative stakeholders.

ICA is also planning a series meeting and media events around the official UN launch. Information on these will be made available in the coming months.

The co-operative movement’s launch of the Year will be held at the 2011 ICA General Assembly in Cancun, Mexico (14-18 November 2011).

The ICA’s focus will be to “leverage” the very thing that makes this International Year unique; the world attention the United Nations recognition can bring through a public awareness campaign.

ICA’s priority will be on reaching the general public through multiple instances of the common message in the

marketing and communications, product packaging, point-of-purchase displays, newsletters, magazines, annual reports and websites of ICA members throughout 2012.

The ICA will distribute templates for consistent usage, posters and media kits.

With the support of dotCoop, ICA has launched a website for the Year: [www.2012.coop](http://www.2012.coop). Sites that include the ‘2012’ reference are available free of charge from dotCoop until 2013.

In December, the ICA launched its special member appeal to fund its work for the International Year. Mr Gould expressed hope that ICA members would support the two-year effort, which requires extensive preparation in 2011 and execution throughout 2012.

## IYC 2012

“An opportunity with this potential is not likely to occur again in our lifetime. It is our responsibility to successfully leverage it, and to use it to re-launch the co-operative brand for this century.”

Charles Gould,  
Director-General  
ICA



The UN will launch International Year of Co-operatives at the 66th UN General Assembly in New York, USA

## President Dame Pauline receives highest honour of Cypriot Movement



Dame Pauline Green in Cyprus

**D**ame Pauline Green, president of the International Co-operative Alliance, in her speech marking 100 years of the Cypriot Co-operative Movement and the 50-year anniversary of the Independence of the Republic of Cyprus, spoke about the role of co-operatives in empowering women and the opportunity presented by the world's first International Year of Co-operatives.

Dame Pauline joined the President of the Republic of Cyprus, Dimitris Christofias, at the celebrations on 12 November 2010 in Nicosia Cyprus.

“Since the Rochdale Pioneers established the modern co-operative philosophy in 1844, the movement has been open on an equal basis to men and women,” said Dame Pauline. The first woman elected to the position of ICA president in its 115-year history, Dame Pauline said that she hoped she would be the first of many female presidents.

“Cyprus has a mature and financially sophisticated co-operative movement,” said Dame Pauline. She took the opportunity to thank the Government of Cyprus for

being one of 91 governments supporting the resolution to the United Nations calling for an International Year of Co-operatives in 2012.

“With the International Year, our global movement has a once in a generation opportunity to take a massive step forward, and lead the growth of our movement in all parts of the world. I know that the Cypriot movement, supported by its government, will join us in 2012 lending its support to the Year’s success,” said Dame Pauline.

Dame Pauline has received the highest honour of the Cypriot Co-operative Movement for her service to co-operatives across the globe, and for her long standing support of Cyprus.

## Late ICA president’s memory honoured with twin city status



Former ICA President,  
Ivano Barberini

“Today is just one more step in a strong relationship between these two cities. We have to continue what we have started. We are together for Co-operation.”

Mayor of Sunchales,  
Argentina, Oscar  
Trinchieri

**B**efore his untimely death in 2009, the highly respected former ICA President, Ivano Barberini – a man who appreciated accuracy – once pointed out to colleagues that there were not two, but three co-operative capital cities on the planet. These were Sunchales (in Argentina), Nova Petrópolis (in Brazil) and Mondragón (in Spain).

In 2006, the town of Sunchales extended an invitation to former ICA president, Ivano Barberini, to attend the inauguration of their co-operative monument hailed as “the first in the world”.

Barberini accepted the invitation, but he pointed out that the monument in Sunchales was the ‘second’ in the world, after the monument entitled “Co-operative strength” found in Nova Petrópolis, in southern Brazil. It was the beginning of a strong relationship between the two cities.

The cities known as the co-operative capitals of Argentina and Brazil – Sunchales and Nova

Petrópolis – were officially proclaimed ‘twin cities’ in historic ceremonies that also celebrated the life and achievements of the former ICA president, Ivano Barberini.

The twin cities status was announced and celebrated in Sunchales on 26 November 2010, and again on 30 November 2010, in Nova Petrópolis. Attending the emotional but inspiring ceremonies in both cities, were ICA president, Dame Pauline Green, ICA Americas regional director, Manuel Mariño and Ivano Barberini’s widow, Nerina Barberini, and their daughter, Silvia.

(Continued page 9)

## Late ICA president's memory honoured (cont'd)

Ivano Barberini, who died in 2009, was warmly remembered for his part in promoting the idea of the twinning of these strongly co-operative cities. "I'm sure Ivano Barberini would be very happy if he were here," Dame Pauline Green said.

The Mayor of Nova Petrópolis, Mr Luis Irineu Schenkel, said, "On one occasion, Ivano Barberini pointed out there were in fact, three co-operative capitals in the world: Sunchales, Nova Petrópolis and Mondragón."

Nova Petrópolis is a scenic municipality 100 km north of Porto Alegre, the southern Brazilian state capital of Rio Grande do Sul. Its population is 20,000. Most of its people have German ancestry with its first immigrants arriving in 1844. Many still speak their language in a new and parochial dialect called 'Rio grandenser Hunsrückisch'.

The Mayor of Sunchales, Mr Oscar Trinchieri, said: "Today is just one more step in a strong relationship between these two cities. We have to continue what we have started. We are together for Co-operation". Sunchales is a town in the Santa Fe province of Argentina, with a population of nearly 19,000, some 140 km west of the provincial capital city of Santa Fe. Sunchales is home to ICA member, SanCor Cooperativa de Seguros. It is also home to SanCor, a dairy co-operative, leader in its field in Argentina.

The town is the provincial 'Capital of Co-operation' and

proudly celebrates the International Day of Co-operatives in the first week of July. Sunchales is also famous for its National Festival of Children's Soccer in October.

The twinning of Sunchales and Nova Petrópolis aims to strengthen the co-operative bonds between them and promote joint ventures. According to ICA President Dame Pauline Green: "Twinning will encourage interchange in the areas of education, history, culture and above all, the promotion of co-operatives."

"Sunchales was declared the Co-operative Capital City of Argentina in 2005 whilst in a historic pact, Nova Petrópolis received its Co-operative Capital status in 2010," she said. "I am very pleased with this twinning. I was able to see how new co-operatives are developed and how this philosophy is being absorbed by young people, who are our future."

Expressing his support, ICA Americas Regional-Director, Manuel Mariño, said, "There



is nothing in the world compared to what we have seen today. I am proud of belonging to the co-operative movement."

Linking the co-operative movement to its historical past is the rationale for the proposal to the 9th Regional Assembly of ICA Americas (22-26 November 2010 in Buenos Aires, Argentina) declaring Rochdale, England as the International Capital City of Co-operatives. But whilst Rochdale is widely regarded as the official birthplace of the modern co-operative movement, ICA Americas will also encourage more twinning agreements between co-operative cities around the world.

*The monument to Co-operatives in Sunchales, Argentina. Sunchales was declared the Co-operative Capital City of Argentina in 2005.*

*Dame Pauline Green signing the historic twinning*



## Regions

## ICA Africa focuses on climate change



*Child of a participant from Lesotho*

Doctor Lehlohonolo Moeti from the National University of Lesotho has urged co-operatives worldwide to take affirmative action on climate change as there were “no clear policies or strategies” by governments to protect endangered rural communities.

Dr Moeti addressed the danger of climate change for Africa in his keynote address at the 9th ICA Africa Regional Assembly in Maseru, Lesotho (11-13 October 2010). He said climate change offers an opportunity for co-operatives to diversify into other sectors such as tourism and education.



*A delegate from Lesotho whose co-operative sold objects made from recycled materials.*

*Patricia Keeja, Registrar of Co-operatives, Namibia (2nd from left) with fellow delegates from Namibia and Rwanda.*



Dr Moeti believes co-operatives and farmers' groups could be mobilised to respond to climate change. This could be through forestation programmes and carbon trading projects.

“Co-operatives can create awareness about climate change among their members through educational campaigns,” he said, highlighting the 7th Co-operative Principle. “concern for community”, which he said would “enable them to be better placed to combat the effects of climate change.”

The session on climate change included presentations on co-operative business diversification with an emphasis on co-operative micro-insurance and tourism.

The Assembly also included a Youth Forum, co-organised by the Co-operative College UK and the Government of Lesotho. Lesotho youth co-operative representative Selibe Mochoboroane said the youth forum had “highlighted the need to hold precious the values, principles and practices of co-operatives in African youth”, so that they would be active participants in securing an economically sustainable and independent future for the continent. He also presented the Forum's recommendations at the opening of the Assembly.

The ICA Africa meeting responded to its members by helping to develop its

strategic plans to take the region forward. ICA Africa President and global Vice-President, Stanley Muchiri, said two members' forums have been held to discuss how ICA should cater for the interests of the African co-operative movement. A four-year strategic plan was adopted in 2008 in Abuja, Nigeria.

ICA Director-General Charles Gould participated in his first assembly in the region to learn more on “the priorities of the co-operative movement in Africa” so as to determine the future role of the ICA in meeting those needs. “There is a need to consider how short-term survival initiatives can be converted into long-term sustainable solutions,” Mr Gould said.

Following his address on the International Year of Co-operatives on behalf of Dame Pauline Green, Mr Gould said African countries were being actively encouraged to start planning for IYC by forming national committees to co-ordinate the country level responses to 2012. He said the IYC can be used to tell the co-operative story. “At the same time it challenges the co-operative movement to make the public aware of the uniqueness of the co-operative business model”.

The statutory meeting approved new ICA Africa Rules and a feasibility study on the establishment of an endowment fund to ensure the sustainability of ICA Africa.

## ICA Americas Regional Conference and Assembly

## Regions

**S**aving Planet Earth was the unifying theme of the 17<sup>th</sup> ICA Americas Regional Conference in Buenos Aires, Argentina (22-26 November 2010).

There was a strong commitment made to tackle global warming, sanitation and other vital topics including energy and emerging new technologies.

The Government of Argentina regarded the environmental theme of the conference to be “in the national interest” in view of the important role co-operatives can play in addressing the most pressing environmental concerns, such as global warming.

More than 1,000 delegates and speakers from around the world attended the four day conference, the guest list including: Dame Pauline Green, ICA President; Roberto Rodrigues, former Agriculture Minister to Brazilian President Lula Da Silva and former ICA President; and Hagen Henry, Chief of the Co-operative Programme at International Labour Office (ILO).

One symposium within the conference that attracted much interest was *Media and the co-operative movement*, which saw delegates discussing why the co-operative sector lacks visibility.

Participants proposed to create a *Strategic Platform of Co-operative Communication* to be launched in time for the International Year of Co-operatives in 2012. The platform would promote and disseminate information on

co-operatives to “make the movement globally visible”. The main objective was the creation of co-operatively-owned communication service that could be used as a source of information for mass media.

### Parliamentarians pledge support of the Americas to implementing ILO 193

The 6<sup>th</sup> Parliamentarians Meeting, held in conjunction with the 17<sup>th</sup> Regional Conference, pledged its unequivocal support for the co-operative movement of Government representatives from Argentina, Brazil, Colombia, Mexico, Paraguay and Peru committed to fully implement the International Labour Organisation (ILO) recommendation 193 on the promotion of co-operatives.

Delegates agreed to lobby for the implementation of the standard in their respective countries. Government officials will also re-evaluate current public policy to better promote co-operatives at national, regional and local levels.

The Parliamentarians congratulated the co-operative movement in the region on its commitment to the protection of the environment through the *Co-operative Green Pact*. They urged co-operative organisations to promote environmental education and training, as well as develop concrete projects.

### Environment dominates talks as Regional Assembly

At the 9<sup>th</sup> ICA Americas



Re-elected ICA Americas President Ramón Imperial

Regional Assembly held in conjunction with the Regional Conference there was a clear demonstration of the commitment of the co-operative sector to the protection of the environment, senior delegates said.

### Motion to modify 7th Co-operative Principle

A motion for modification of the seventh co-operative principle on concern for the community to include an environmental clause was put to the Assembly. The new text would provide greater clarity around the obligation of the co-operative movement to defend the environment and to commit to its protection.

If endorsed by the ICA board, the motion will be presented to the ICA General Assembly in Mexico in 2011.

### Assembly re-elects Ramón Imperial President of ICA Americas

The Assembly elected a new regional board and Ramón Imperial was re-elected as president of ICA Americas.



Issue n. 4 of the ICA Americas Green Pact bulletin focuses on wetlands and co-operatives

## Regions

### ICA Africa ministerial committee hosts 'mid-term review'



Lesotho Convention Centre where the ICA Africa RA took place

National delegations comprising leaders of African regional movements, ministries and training institutions met in Maseru, Lesotho on 14-15 October for a mid-term

review of the *Recommendations of the Ministerial Conference*, held in Nairobi in November, 2009.

The Ministerial Conference Technical Committee (MCTC) gives participating countries the opportunity to provide status reports and self-assessment of their

achievements to date. The conference also provided feedback on ICA Africa's service delivery.

The report of the MCTC will inform the agenda of the meeting of ministers in charge of co-operatives to be held in Windhoek, Namibia, 26-28 July 2011.

## Sectors

### ICA Housing symposiums: Welcome to Istanbul!

2010 ICA Housing Symposium, London



Last October over 100 housing co-operators and experts from 15 countries gathered at an ICA Housing Symposium in London, England, to discuss two key challenges of our time-financing housing co-operatives in

the aftermath of the global financial crisis and tackling climate change. (Symposium presentation are available at [www.ichousing.coop](http://www.ichousing.coop)).

Following this success, ICA Housing and TURKKENT (Turkey) are pleased to announce that the next housing co-operative symposium will be held in

Istanbul, Turkey on 28-29 June 2011. The symposium will focus on successful community-led regeneration projects. It will include case studies, strategies for urban planning, and co-operative housing visits.

For information about the Istanbul Symposium visit ICA Housing's website or e-mail [s.moreau@ichousing.coop](mailto:s.moreau@ichousing.coop).

### ICFO demonstrates spirit of co-operation



**SAFETY NET:** ICFO chairperson, Jong-Koo Lee, pictured centre, with grateful members of the National Federation of Indonesian Fishermen's Co-operative Societies

Indonesian fishermen have seen their livelihoods washed away by two tsunamis in five years. The devastating volcanic eruption in 2010 was another setback. A generous lifeline was extended to the fishermen with a US\$14,000 donation to buy and repair essential fishing equipment. The

donation was made possible by ICA sectoral body, the International Co-operative Fisheries Organisation (ICFO) with support from ICA member, the National Federation of Fisheries Co-operatives in Korea (NFFC).

Accepting the donation on behalf of the affected fishermen, the National Federation of Indonesian Fishermen's Co-operative Societies expressed its heartfelt gratitude to ICFO and NFFC. The donation was made in the spirit of co-operation among co-operatives especially in times of natural disaster and crisis, ICFO chairperson, Jong-Koo Lee said: "Indonesia has recently suffered a volcanic

eruption and another tsunami, so it is absolutely crucial that exchanges and co-operation are made to help develop fisheries co-operatives," he said.

Mr Jong-Koo said such co-operation could "help to resolve difficult issues" facing global fisheries, such as fishery resource preservation and fisheries management.

ICFO and the National Federation of Indonesian Fishermen's Co-operative Societies agreed to work together to revitalise Indonesian fisheries co-operatives and make them the 'growth engines' for the future.

## WOCCU celebrates 40 years of caring

ICA member, the global trade association and development agency for credit unions, the World Council of Credit Unions (WOCCU), will be celebrating its 40<sup>th</sup> anniversary throughout 2011. WOCCU began its next 40 years in early November 2010.

“The organisation has spent four decades seeking ways to improve people’s lives through credit unions. The number of people WOCCU has touched and the ways those lives have been improved are immeasurable,” said

WOCCU Chairperson, Barry Jolette.

WOCCU, incorporated in 1970, evolved from the Credit Union National Association’s (CUNA) World Extension Department, was created in the 1950s to attack one of the greatest abuses in developing countries—usury. The work of this department, in conjunction with the efforts of co-operative systems in Australia, Canada and Europe, would lead to the organisation of credit unions worldwide over the next two decades.

WOCCU President and Chief Executive Officer, Pete Crear, said that WOCCU planned to ensure credit unions played a highly visible role in the United Nations International Year of Co-operatives (IYC) in 2012. “The co-operative model has stood its ground and proved its worth against the global economic recession,” he said.

WOCCU’s year-long celebrations will culminate in the 2011 World Credit Union Conference in Glasgow, Scotland (for more information, see [www.woccu.org/wcuc](http://www.woccu.org/wcuc)).

## Member News



“The UN designation of 2012 as the International Year of Co-operatives is both an honour and an opportunity not only for credit unions, but for co-operatives of all types.”

Pete Crear, WOCCU President and CEO

## Crédit Mutuel ‘Bank of the Year’ 2010 in France

The only bank in France to see its credit rating unchanged during the global financial crisis – Crédit Mutuel – has won *The Banker* coveted “Bank of the Year” award in France for 2010. This has been in recognition of the bank’s ‘strong service delivery’ model. The award is based on local branches, bank and insurance products tailored to customer needs and member service.

Crédit Mutuel, a co-operative group that belongs to its members and customers, is the fourth largest European provider of consumer credit.

Accepting the award, Michael Lucas, Chair of Crédit Mutuel, said: “The reform of the banking and financial system must take into account two main constraints. First, it must be

calibrated and staggered so as to not weigh on the banking system and compromise recovery and mortgage growth,” Mr Lucas said. “Second, it must allow for the international convergence of regulatory systems and encourage confidence in the mechanisms of financing our economies, including the defence of the member-owned enterprise.”



**NEW ADDRESS  
KOPERATATTIVI  
MALTA**  
Mdina Road,  
Qormi QRM 9011  
Malta

## State Order awarded to Petar Stefanov

A State Order for Civic Merits First Degree, honouring the exemplary work of individuals benefiting society, was awarded to Petar Stefanov, President of the **Central Co-operative Union of Bulgaria**.

The award recognises Stefanov’s 20 years of service to co-operative

development at the national, European and global levels.

Stefanov received the order on the 120-year anniversary of the first Bulgarian co-operative society. On conferring the honour, Republic of Bulgaria President, Georgi Parvanov, said Mr Stefanov was a respected leader in the

Bulgarian co-operative movement, which he said will actively participate in the United Nations International Year of Co-operatives in 2012.

Mr Stefanov was subsequently named the official focal point for Bulgaria of the National Committee for the Year.

## People



Petar Stefanov (right) receives the State Order from President of the Republic of Bulgaria, Georgi Parvanov

## People



Chalergpol Dulsamphant

### New Chair of Co-operative League of Thailand

Chalergpol Dulsamphant is the new Chair of ICA's member, the **Co-operative League of Thailand (CLT)**. He was elected at its extraordinary General Assembly on 14 November 2010. Mr Dulsamphant is the president of the Federation of Savings and Credit Co-operatives of Thailand (FSCT) and is president of

ICA member, the Asian Confederation of Credit Unions (ACCU). He is also Vice-Chair of the ICA Asia-Pacific Regional Co-operative Banking Association (RCBA) movement.



Rossano Rimelli

### New President for CECOP-CICOPA Europe

Rossano Rimelli was elected President of **CECOP-CICOPA Europe** (the European Confederation of Workers' Co-operatives, Social Co-operatives and Social and Participative Enterprises) at its extraordinary General Assembly on 4 November 2010. Rimelli also became Vice-president of ICA's sectoral organisation, CICOPA for Europe. Rimelli succeeds Felice Scalvini, who was recently elected Co-

president of Cooperatives Europe. Speaking at his election, Rimelli said, "In this time of crisis, co-operatives can make a greater difference than other forms of enterprise".



Anneli Rogeman

### Swedish Co-operative Centre (SCC) new CEO

Ms Anneli Rogeman has been appointed as the new Chief Executive Officer of **SCC** following the retirement of Lennart Hjalmarson. Hjalmarson who serves as an ICA Board member, will continue with ICA and complete his board term.

#### NEW ADDRESS

The new postal address for Swedish Cooperative Centre is 105 33 Stockholm, Sweden.



Klaus Niederländer

### Cooperatives Europe appoints new director

Cooperatives Europe, the European Region of the ICA, has appointed new director Klaus Niederländer. Mr Niederländer took office on 15 November 2010.

Niederländer is a financial analyst, management consultant and SME

programme manager with hands on experience developing co-operative enterprises in Africa, in sectors including artisanal textiles and the development of fairtrade cotton. A German national, Niederländer comes from a family that was very involved

in the development of local banking and agriculture co-operatives in South West Germany.

Klaus Niederländer succeeds Rainer Schuler, who was Director of Cooperatives Europe until April 2010.



Han-Ho Choi returns to NACF after secondment to ICA

### 2011 ICA staff update

2011 brings a number of staffing changes to ICA.

**Rajiv Mehta of ICA Asia-Pacific** contract came to an end on 31 December 2011. He will continue with the regional office as a consultant until March 2011.

The operational respon-

sibility for communication and information technology at **Cooperatives Europe** was handed over from **Ray Collins** (Policomm) to **Mirko Nodari** (Co-operatives Europe) at the end of 2010. Mr Collins will continue to provide targeted communication strategy

support to Cooperatives Europe in terms of concept and content development.

**Han-Ho Choi**, Agricultural Advisor at the **ICA Central Office**, completes his three-year secondment and will be returning to the National Co-operative Agricultural

## 2011 ICA staff update (cont'd)

Federation of Korea (NACF) in mid-February where he will coordinate international relations.

The positions of **Deputy Director-General of the ICA and Director of Development at the ICA Central Office** have been abolished as 30 June 2011 due to restructuring. Accordingly, the contracts of **Maria Elena Chavez Hertig** and **Jan-Eirik Imbsen** will be terminated on 30 June 2011. ICA will be recruiting new persons to fill several new positions for

communications, business development, inter-governmental organisation relations, and a director for ICA Africa.

**ICA Central Office** also welcomes two secondees.

**Nicole Kelly** of the Co-operative Group (UK) will start on 1 February 2011. She will be working on the ICA campaign for International Year of Co-operatives.

**Gwangseog Hong**, a secondee from NACF Korea

will succeed Han-Ho Choi. He begins his two-year assignment on 14 February 2011 and will work with ICA's agricultural and fisheries sectoral organisations as well as help engage ICA's Asian members in the ICA campaign for the International Year of Co-operatives.

ICA would like to thank outgoing staff members for their significant contributions to the work of the organisation during their years of service.

## People

## Surinder Jakhar—Co-operative champion of rural poor dies

In a message to members, ICA President, Dame Pauline Green expressed her "profound sorrow and regret" on receiving news of the tragic passing of Surinder Jakhar. She conveyed the deepest condolences of the ICA board and staff: "His untimely death has robbed the co-operative movement of a courageous man of integrity and principle, and a man who believed in changing the world for

better through the positive engagement and participation of local people in co-operative enterprise," said Dame Pauline.

Surinder Jakhar had an illustrious career spanning more than thirty years in agricultural co-operation in India and the shared causes of the worldwide co-operative movement. He was elected to the global board of the ICA at the

General Assembly in Singapore in 2007 and served as Chair of the ICA Audit and Risk Committee, and more recently as Chair of the ICA Governance Committee. Mr Jakhar was just 58 at the time of his death.

ICA wishes to take this opportunity to extend heartfelt condolences to family, friends and colleagues of Mr Jakhar.

## Obituary



Mr Surinder Jakhar  
Champion of rural poor

## ICA welcomes new members



**Co-operative House Building & Finance Corporation Ltd (Sahkari Awas Nirman Evam Vitt Nigam Ltd)** of India is a new member of the ICA. The co-operative operates in six states in India. It distributes housing loans to members of co-operative

housing societies and purchases land and develops housing for members. The co-operative also develops tourist facilities, transport, recreation and entertainment infrastructure.

**Co-operative Bulk Handling Limited (CBH Group) of Australia** has joined the ICA on 10 January 2011. CBH Group receives, stores and handles 90 percent of the Western Australian grain crop. It



provides member services including grain storage, handling and transport, marketing, shipping and processing. The co-op has more than 4,800 individual members. Turnover in 2009 was AUD 1.7 billion (CHF 1.65 billion). : [www.cbh.com.au](http://www.cbh.com.au)

## New Members

The new ICA membership statistics are 248 member organisations i.e. 219 members and 29 associate members from 92 countries

**INTERNATIONAL  
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[www.ica.coop](http://www.ica.coop)

**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 and Related Co-operative Activities

### 2011

#### March

2-3 ICA Asia-Pacific Board Meeting, Guangzhou (China)

#### May

5-6 ICA Board Meeting, Kuala Lumpur (Malaysia)

30-31

Cooperatives Europe General Assembly, "Co-operatives yesterday and tomorrow", Moscow (Russia)

#### June

28-29 ICA Housing Symposium, Istanbul (Turkey). See [www.icahousing.coop](http://www.icahousing.coop)

#### July

26-28 ICA Africa Meeting of Ministers in charge of Co-operatives, Windhoek (Namibia)

#### August

24-27 ICA Research Conference, "New Opportunities for Co-operatives". Mikkeli (Finland). See [www.helsinki.fi/ruralia/ica2011](http://www.helsinki.fi/ruralia/ica2011).

#### October

26-28 ICMIF Biennial Conference, Tokyo (Japan). More information [www.icmif.org](http://www.icmif.org)

31 (subject to change)

Official launch of International year of Co-operatives 2012, United Nations Headquarters, New York (USA)

#### November

1-2

ICA activities related to the launch of International Year of Co-operatives, New York (USA)

14-18

ICA General Assembly, Cancun (Mexico)

### 2012

United Nations International Year of Co-operatives:  
[www.ica.coop/activities/iyc/index.html](http://www.ica.coop/activities/iyc/index.html)

#### May

Co-operatives Europe General Assembly

25-30 October

ICA Asia-Pacific Regional Assembly, Kobe (Japan)

Date to be confirmed

ICA Americas Regional Assembly

Date to be confirmed

ICA Africa Regional Assembly & 10th ICA Africa Ministerial Conference, Kigali (Rwanda)

31 October -  
2 November

ICA Expo, Manchester (UK)



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