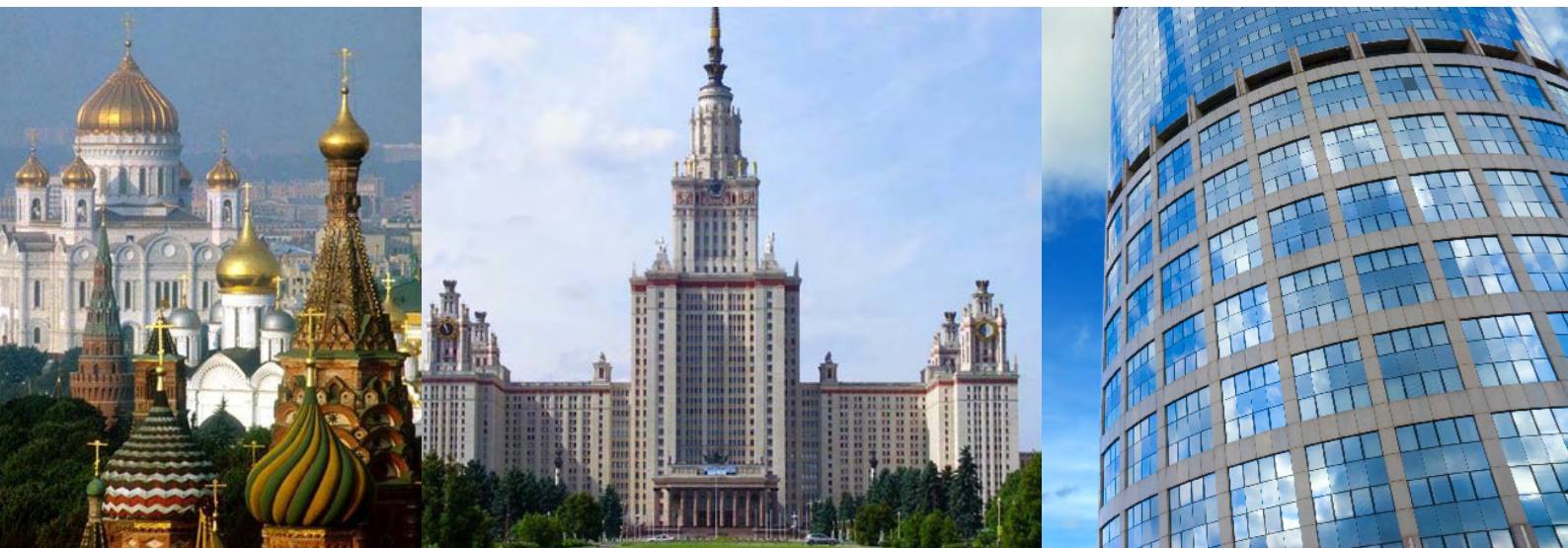


GENERAL ASSEMBLY & EUROPEAN CONFERENCE



# FACING EUROPE'S ECONOMIC & SOCIAL CHALLENGES: THE CO-OPERATIVE WAY

MOSCOW, 30-31 MAY 2011

COOPeRATIVES  
urope

ORGANISED BY



COOPERATIVES EUROPE's General Assembly and European Conference on 2011 is a crucial milestone to pave the way towards the International Year of Co-operatives. 2012 is a unique opportunity for the co-operative movement to promoting to policy makers and citizens that co-operative businesses are providing concrete solutions to the current economic and social challenges. Co-operatives are vital to build the sustainable Europe of tomorrow. The conference aims to shape proper arguments for an effective communication strategy in 2012 and to interlink the various planned national and European initiatives.

This event will also be an opportunity for COOPERATIVES EUROPE to enhance the dialogue with its member organisations, to design together the future member service strategy and political agenda.

Finally, ample time will be made available for the informal networking and meetings, in order to strengthen the links and potential cooperation among COOPERATIVES EUROPE'S members.

## PROVISIONAL PROGRAMME

### 29 MAY 2011

17.00 – 19.00 **BOARD MEETING** (only for the Board members)

### 30 MAY 2011

08.30 Registration

09.00 **GENERAL ASSEMBLY** - Statutory business (only for members)

11.00 Break and «networking time»

11.30 **OPENING SESSION OF THE EUROPEAN CONFERENCE**

Liudmila Zaytseva, Chair of the Board of Directors, CENTROSOJUZ

Felice Scalvini, Co-president of COOPERATIVES EUROPE

Pauline Green, President of ICA

12.30 **The Russian Co-operative Movement**

Evgeny Kuznetsov, Chair of the Council of CENTROSOJUZ

13.00 Lunch and «networking time»

14.30 **THEMATIC WORKSHOPS 1 & 2 HELD IN PARALLEL**

#### WORKSHOP 1

##### CO-OPERATIVE IDENTITY & COMMUNICATION FOR 2012 IYC AND BEYOND

While the co-operative business model has proven its resilience in times of crisis, there is a general lack of knowledge and awareness about the co-operative potential for creating the sustainable Europe of tomorrow.

This workshop aims at discussing current major characteristics of the co-operative identity and how to communicate them more effectively to key external stakeholders.

With a view to developing a powerful 2012 European communication strategy, key messages and joint events will be elaborated for the European and national level.

**WORKSHOP 2****EXPERIENCES IN CO-OPERATIVE ENTERPRISE DEVELOPMENT**

Co-operative enterprises face a number of specific challenges to grow their business, bearing in mind the necessary balance between economic and social goals.

This workshop will submit a number of showcases of development models promoted by co-operatives to nurture the future growth strategies.

Case studies about different growth models, such as the group company approach, the inter-cooperation between co-operatives and the internationalization of co-operatives, will be presented and key lessons developed.

16.00 Break and “networking time”

16.30 **CONTINUATION OF THEMATIC WORKSHOPS 1 & 2 HELD IN PARALLEL**

18.00 End of the first day

19.00 Boat tour on the Moskva River

**31 MAY 2011**

09.00 **THEMATIC WORKSHOPS 3 & 4 HELD IN PARALLEL**

**WORKSHOP 3****EFFECTIVE ADVOCACY WITH PUBLIC AUTHORITIES IN EUROPE**

Despite their economic success on competitive markets, co-operative enterprises are still facing deficit of knowledge and political recognition that may slowdown their development.

The workshop will present different types of national co-operative organisations, unveil and foster some best practices in addressing national advocacy challenges.

The aim is to develop concrete suggestions/tools in areas such as communication policy, the most effective structures for an Apex organization or access to finance, and to make sure that those tools can be benchmarked.

**WORKSHOP 4****CO-OPERATIVE SECTOR DEVELOPMENT & INNOVATION**

Co-operative enterprises are continuously coming up with innovative solutions inspired by their strong local roots and membership-based structure, in order to respond to the needs of citizens.

This workshop will be the platform to share experiences on social innovations, on new co-operative sector development, such as the energy or health sector.

Key challenges in disseminating those innovations and in developing new sectors, such as member development or training, will be addressed and recommendations will be developed.

10.30 Break and “networking time”

11.00 **CONTINUATION OF THEMATIC WORKSHOPS 3 & 4 HELD IN PARALLEL**

12.30 Lunch and “networking time”

14.00 **PLENARY SESSION: A GLIMPSE INTO 2012**

**1. What kind of European co-operative enterprises?**

**2. Which perspectives for the Russian co-operative movement?**

15.30 **CONCLUSIONS & TAKE OFF FOR 2012**

Etienne Pflimlin, Co-president of COOPERATIVES EUROPE

16.00 End of the European conference

**VENUE**

WORLD TRADE CENTER  
Krasnopresnenskava 12  
RU – 123610 Moscow  
Tel. (+7) 495 253 11 40

**LANGUAGES**

Russian, English, French  
Additional working languages  
will be envisaged for Countries  
with more than 30 delegates

**CONTACT**

**BRUSSELS**  
COOPERATIVES EUROPE  
Avenue Milcamps 105  
BE – 1030 Brussels  
Tel. (+32) 2 743 10 33  
office@coopseurope.coop

**MOSCOW**  
CENTROSOJUZ  
Guilyarovsky Street 57  
RU – 107996 Moscow  
Tel. (+7) 495 684 12 90  
interdep@rus.coo

