

Director-General looks forward to an exciting 2007

It is now the norm for the ICA Board to meet in December every year to discuss and approve the budget for the following year and, of course, the work programme. 2006 was no exception and this took place in Trento, Italy. The difference was that as I reported in the last **Digest** at the end of last year, we spent a lot of 2006 discussing restructuring and strategic development and this had to be reflected in the budget and work programme for 2007.

Being a co-operative organisation, however, rules dictate that major changes in our structure and strategy have to be approved at a General Assembly! Fortunately, our board is not easily distracted and I'm pleased to report that our programme for 2007 embraces many of the concepts introduced in our discussion of the strategic process. We anticipate that this will be accepted by the General Assembly.

Essentially, what we are trying to do is take account of the changes particularly in Europe, adapt the structure of ICA accordingly, agree on a global strategy, and develop a four-year plan with a two-year cycle ... that's all!

Anyway we've made real progress. And, for the first time, we can present a programme with five clear areas of activity covering our global and regional work.

These are:

- membership -- to grow and strengthen our membership base
- communications and intelligence -- to increase global influence by promoting co-operative enterprise
- development -- to support members through the development of co-operative enterprise
- international standing -- to enhance the standing of co-operation in the international community
- administration -- to promote effective financial management and corporate administration

At the same time, we have increased our redistribution of fees to the regions to 35%, reflecting the wish of the board to make decentralisation a reality.

Of course, relying entirely on membership subscriptions limits the scope of developing the ICA into the global influence that we desire, so the budget also in-

cludes challenges to secure new sources of income, particularly in our more exciting activities such as the **Global 300**.

Since the launch of the strategic planning initiative, we have had a very successful meeting involving all ICA's senior regional and global staff together with our strategy planning coordinator, Jim Rennie. We have now progressed to the next stage of developing our four-year plan. I am confident that this will be ready for consideration by our Board in Mexico in May.

The strategy itself, while using some new terminologies, endorses much of our current programme and puts it in a more strategic context with the intent that it will provide a global umbrella encompassing our global and regional work.

The restructuring activity also continues and proposals will be made to our Mexico meeting.

It's all go!

Iain Macdonald

DG's report



Iain Macdonald
Director-General

"For the first time, we can present a programme with five clear areas of activity covering our global and regional work.."

Iain Macdonald

You can read all of the DG's monthly reports by clicking [here...](#)

The Director-General's recent activities have included:

- Organisation of the ICA senior management strategic planning meeting
- Meeting with representatives of the UK Co-operative College over a series of joint projects and funding possibilities
- Meetings with Hagen Henry, the new ILO Co-operative Branch head
- Meeting with leaders of Rabobank, Amsterdam
- Welcoming visitor Amos Rabin, from the Kibbutz Movement, Israel
- Overseeing General Assembly preparations
- Inauguration of the International Workshop at VAMNICOM, Pune, India