



SESSION C2: UNITE THE WORLD THROUGH THE POWER OF A STORY

Sunday 3rd November 1400 - 1530 hours

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

Chair: Robynn Shrader - National Cooperative Grocers Association (US)

Robynn Shrader is the chief executive officer for NCGA, a business services co-op with a mission to provide the vision, leadership and systems to catapult its virtual chain of food co-ops to a position of prominence in the natural foods industry. Story-telling is a key component of NCGA's outreach to consumers. Whether it be showing how co-ops build a better world (www.strongertogether.coop/collections/international-year-of-cooperatives-videos/), demonstrating the direct impact that food co-ops have on their communities (www.strongertogether.coop/food-coops/food-co-op-impact-study/) or enabling consumers to share all the things that they love about their co-op (www.mycooprocks.coop), NCGA is putting it all together for food co-ops!

Dolly Goh – Chief Executive of SNCF (Singapore)

Fortifying Youth with Strong Co-operative Values

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

In this session, SNCF Chief Executive Officer, Ms Dolly Goh will share opportunities, events, partners and platforms to create awareness of the co-operative movement while building character among the young. This apex body of co-operatives in Singapore continues to attract and develop young, talented and aspiring youths to be the next generation of co-operative leaders, through a scholarship with a focused heart. SNCF recognises that educators and parents have an important role in shaping children's attitude and interest. Kids as young as 4 years old are taught values of the co-operative spirit through the reading of the SNCF storybook series.

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



Gianluca Salvatori – CEO Euricse (Italy)

Stories.coop: experiences and outcomes of the first co-operative digital campaign

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

Mr Kamarudin Ismail, Vice President of ANGKASA

Mr Ismail has been actively involved in the co-operative development, specifically for the school co-operatives in Malaysia for the past decade. Mr Kamaruddin; who holds a Degree in TESL from University of Edinburgh, Scotland; is an eminent co-operative leader in Malaysia and previously served as government servant at the Ministry of Education and board/advisor to a number of co-operatives in Malaysia. He was previously appointed to take charge of the program and activities for school cooperatives by the Ministry of Education and is currently serving as the Vice President of Malaysian National Cooperative Movement (ANGKASA), the apex cooperative body in Malaysia.

Questions and Answers – open discussion