



International
Co-operative
Alliance



COOPERATIVES

for 2030

COOPERATIVE INITIATIVES TO
ACHIEVE A MORE SUSTAINABLE
FUTURE FOR ALL

Fundraising document to build
a multiannual road map
for the visibility of cooperatives
in the SDGs field

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“

We have a social, economic and cultural model that can transform International Cooperation into Sustainable Development. But this should not be something only declarative. We are convinced about our power of transformation, but in order to reach this it is necessary to put our principles and values into action ”

Ariel Guarco, President of the International Co-operative Alliance (ICA).

The United Nations (UN) Agenda 2030 and its Sustainable Development Goals (SDGs) address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, peace and justice. They are truly a **blueprint to achieve a better and more sustainable future for all**.

HOW CAN THE COOPERATIVE MOVEMENT HELP ADDRESS THESE GLOBAL CHALLENGES TO ENSURE THAT NO ONE IS LEFT BEHIND?

Cooperatives are one of the main actors involved in the topics proposed by the 2030 Agenda because **these topics are inscribed in their DNA through the cooperative principles and values**.

However, the cooperative movement's voice is **not sufficiently heard in the SDGs field**.

HOW CAN THE ICA ENSURE THAT INTERNATIONAL ORGANISATIONS, GOVERNMENTS AND CIVIL SOCIETY ORGANIZATIONS AROUND THE WORLD CONSIDER THE IMPORTANT ROLE THAT COOPERATIVES PLAY IN REACHING THESE GOALS?

Throughout a **multiannual road map till 2030**, the International Co-operative Alliance will, among others:

- increase its actions to advocate for the interests of the cooperative movement with regards to the SDGs,
- collect and record data, good practices and pledges towards the goals,
- provide training and advice to members, and
- create a system for monitoring and evaluating the important contribution of cooperatives to the SDGs.

All this will be implemented in diverse but coordinated tools available for the cooperative movement.

The ICA, and its Sectoral Organizations that will also contribute to this initiative, **need a seed fund to launch it over the next few months**, because we cannot achieve it with our current financial limitations and staff capacity. In turn, based on other experiences in the International Co-operative Alliance and its bodies, we are convinced that once this initiative is launched, we will be in a position to start seeking funding from other sources.

This document provides more information about the SDGs in relation to cooperatives, how the ICA can use the SDGs to help members and advocate for the interests of the cooperative movement, why we need donations for this initial period, the work plan and the budget for the first stage of this work (till December 2019), and practical information on how to donate.

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Why launch a **specific action** on SDGs for cooperatives?

The Sustainable Development Goals provide a common framework agreed upon by the entire international community, within the framework of the UN, and therefore shared by nation-states, international organizations, regional organizations, civil society organizations, and the entire world. **It is a common language and a common standard which everybody can refer to.** It is the first time any international text related to development, and integrating the three dimensions of development namely, economic, social and environmental, has received such a high level of consensus.

The SDGs, at the same time, are not only a wish list.

UN statisticians have established several hundred indicators, which will make it possible to know whether and to what extent the SDGs have been met or not. It will also help to understand before 2030, whether and to what extent the world is realistically going towards the achievement of those goals.

— The cooperative movement, which represents around 12% of humanity, should closely follow up and actively participate in this endeavour.

— One of the **key roles of the ICA** is to represent the interests of its members and of the whole cooperative movement in front of international organizations, in particular the UN that launched the SDGs. Another one is to serve and help its members in their endeavours to promote the cooperative movement at the national level.

— **The member survey showed that members want the ICA to work on the SDGs** and many have placed SDGs as their first priority in their own organisations.

— The reality is that the instruments presently at our disposal are not sufficient to advocate cooperatives' contribution to the SDGs nor the need for a more favourable policy environment that would allow cooperatives to contribute even more to sustainable development.

We are not able, with the data we presently have on cooperatives, to report on what the contribution of cooperatives to the SDGs is. If we do not change that situation, we will not be able to report, between now and 2030 on how and to what extent cooperatives are contributing to achieving the SDGs.

— On a positive note, being able to do so would be an unprecedented way to provide **visibility to the cooperative movement in the world.**

— At this stage, we also do not have a well-functioning system by which the International Co-operative Alliance can collect pledges from members and primary cooperatives, nor information about what primary cooperatives are already doing to achieve the SDGs. A Co-ops for 2030 website was launched in 2016, but we need to restructure it thoroughly and ground it in a solid database system in order to deliver meaningful quantitative and qualitative data that would allow the SDG-related pledges and actions by cooperatives worldwide to be more than individual scattered initiatives.

— In order to provide **statistical data on cooperatives' contribution to the SDGs and promote individual pledges and initiatives,** it is also important to better communicate to ICA members how we can, together, nationally and internationally, engage in this common endeavour.

— The debate on the SDGs can also provide a basis for the cooperative movement to engage, in partnership with other global actors, in a more general debate on how growth should be measured, going beyond GDP as the main measure of growth. The document "Cooperative Growth for the 21st Century", commissioned by the ICA to CICOPA in 2013, could stimulate a debate in this regard.

— Please consult the attached annex to learn more about the origins of the SDGs and how they are related to cooperatives.

2

Why are we **requesting donations** for this initiative?

— The two main sources of income for the ICA global office today are not sufficient for us to cover this proposed initiative. These sources are regular income that come from membership fees and the ICA-EU partnership programme “Cooperatives in Development – People centered businesses in action” (2016 – 2020).

— While the ongoing ICA-EU partnership programme activities are many and keeping much of our staff busy, the global office is presently engaged in a series of activities approved by the ICA General Assembly and Board, such as providing back office administration for the creation of a new ICA strategy including related surveys and consultations with members and ICA bodies, preparing for the global conference (2019) and the 125th anniversary congress (2020), managing the regular membership, communication and policy work, organizing the International Day of Cooperatives, coordinating the regions and sectors, staffing the Thematic Committees / Networks (research, legislation, development, gender and youth) and the Board committees (presidency, governance, membership, cooperative identity, communication, accounting standards, human resources, audit), preparing a global financial instrument for cooperative development etc.

— What we need now is seed funding to launch this initiative as rapidly as possible over the next few months, both for us and for the ICA Sectoral Organizations, and **cover our ongoing preparatory work**. We estimate that, in a second stage, we will be able to find resources to fund these series of activities, once they are fully in orbit.

— **For this initial effort, which runs from September 2018 to December 2019, we need your help!**

— We are convinced that this work can be of direct interest to your organizations or cooperatives, as your government and the components of your national civil society necessarily have to use the SDG framework as well.

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Goals & Objectives

— The cooperative movement has been answering to global challenges addressed by the SDGs because it is inscribed in its DNA through the cooperative principles and values. However, its voice is not sufficiently heard. The present project seeks to:

- Increase the visibility of cooperatives in the SDGs field
- Measure the impact of cooperatives through the development of indicators
- Promote ICA members commitment to SDGs

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What we are **proposing**

We are proposing a series of International Co-operative Alliance actions on SDGs that would run all along the period between now and 2030, and to be launched over the next few months (the timespan for this specific donation request).

- 1 — A coordinated communication campaign to ensure that our members and the cooperative movement participate in this SDG initiative.
- 2 — An interactive website system in which all the information and pledges regarding the SDGs within the cooperative movement could be centralized and promoted like a hub.
- 3 — The elaboration of quantitative and qualitative data on cooperatives' contribution to the SDGs with specific indicators inspired by the UN SDG indicators, and with the help of the ICA's Sectoral Organizations on specific SDGs.
- 4 — The integration and management of the SDG data in the ICA data base which will include membership data as well as the cooperative sector in general.
- 5 — The elaboration of ICA positions and recommendations on specific SDGs.
- 6 — Short focused papers twice a year on some specific SDGs.
- 7 — Annual reports in 3 languages that can be delivered to the UN and its agencies, governments, etc., recapping the material developed in actions 3, 5 and 6 above.
- 8 — The development of a reporting methodology and related training material for members.
- 9 — The creation and management of an international advisory group of SDG experts within the cooperative movement.
- 10 — The development of a cooperative certification and labelling system, focusing on the cooperative identity and on the SDGs, which will reinforce the above-mentioned pledges (action 2).

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How **the initiative** will be evaluated

— UN statisticians have established several hundred indicators, which will make it possible to know whether and to what extent the SDGs have been met or not.

— Annual SDG reports are published and reviewed by the UN High Level Political Group, and a Global Sustainable Development Report will be published every four years. One of the first tasks of this project will be **to set benchmark markers by which we will evaluate the role of cooperatives in meeting the SDG targets** by using the UN indicators and adapting them to the reality of cooperatives.

— The cooperative movement should generate quantitative estimates and qualitative testimonials regarding its contributions to the SDGs, in order to effectively monitor, measure and assess such contributions over the 2015-2030 timespan. The SDGs themselves provide quantitatively measurable targets.

— The recent adoption of the first ever guidelines on cooperative statistics by the 20th International Conference of Labour Statisticians, under the aegis of the ILO, provides an important element for the elaboration of cooperatives statistics both nationally and internationally.

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Work plan for the period Sept. 2018 – Dec. 2019

Action	Sept/Dec 2018	Jan/March 2019	April/June 2019	July/Sept 2019	Oct/Dec 2019
1. Prepare, launch and manage communication campaign	Prepare	Launch	Manage	Manage	Manage
2. Launch and manage interactive website	Prepare	Prepare	Launch	Consolidate	Consolidate
3. Elaborate data and indicators	Prepare	Manage and develop	Manage and develop	Manage and develop	Manage and develop
4. Manage database	Prepare	Prepare	Validation and analysis	Management	Management
5. Elaborate ICA positions on specific SDGs		Elaborate first position		Elaborate second position	
6. Publish short focused reports		Publish by February		Publish by July	
7. Publish annual report in three languages			Prepare	Prepare	Elaborate and publish
8. Elaborate a reporting methodology and training material		Prepare	Prepare	Prepare	Prepare
9. Launch and manage an experts' advisory group	Prepare	Launch	Manage	Manage	Manage
10 Prepare a certification / labelling system	Gather information	Prepare	Prepare and define SDG criteria	Prepare	Prepare

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Budget for the period Sept 2018 – Dec 2019

Action	Item	Amount	Totals
1. Prepare, launch and manage communication campaign	Staff costs	7880	
	Sub-total		7880
2. Launch and manage interactive website	Website restructuring	13000	
	Website maintenance	2200	
	Translations	5000	
	Staff costs	19500	
	Sub-total		39700
3. Elaborate data and indicators	Work by sectoral organizations	64000	
	Travei	3000	
	Staff costs	15006	
	Sub-total		82006
4. Manage database	Staff costs	12522	
	Sub-total		12522
5. Elaborate ICA positions on specific SDGs	Staff costs	12455	
	Sub-total		12455
6. Publish short focused reports	Layout and printing	5500	
	Staff costs	13229	
	Sub-total		18729
7. Publish annual report in three languages	Layout, printing and translations	22000	
	Staff costs	18297	
	Sub-total		40297
8. Elaborate a reporting methodology and training material	Staff costs	5002	
	Sub-total		5002
9. Launch and manage an experts' advisory group	Staff costs	1115	
	Sub-total		1115
10. Prepare a certification / labelling system	Travel	9000	
	Staff costs	15036	
	Sub-total		24036
Preparation, planning, budgeting, financial management, administration	Staff costs	23678	
	Overheads	5000	
	Sub-total		28678
GRAND TOTAL			272,420

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How you can donate and how we **ensure accountability**

— You can make a donation on the bank account of the International Co-operative Alliance:

IBAN: BE70 7340 3713 3225

BIC: KREDBEBB

— All donors will be mentioned in the website dedicated to the campaign once it will be reformulated and with their prior consent.

— Any donor donating at least 10 000 € will be considered as a sponsor and its logo will appear on all documents related to this activity published during this period.

— Regular progress and financial reports will be available to donors.

ANNEX

What is at the origin of the UN Sustainable Development Goals (SDGs) and why are they so relevant to cooperatives?

At the root of the SDGs is the idea that development has three equally important components - economic, social and environmental. The gradual integration of the environmental component came in the wake of the 1987 Brundtland Report "Our Common Future" and the Rio Earth Summit in 1992. The expression "sustainable development" is linked to this triple dimension of development.

Cooperatives explicitly have economic and social bottom-lines, as spelt out in the Statement on the Cooperative Identity: they are both associations and enterprises, aimed at meeting the economic and social needs and aspiration of their members, governed by democratic control, supported by information, training and education, dedicating their results to common reserves reinvested towards the entity's long-term purpose and to returns to members based on their transactions with the entity (not on the capital invested), with concern for the surrounding community, and being inspired by values such as equality, equity, solidarity, social responsibility and caring for others.

Cooperatives concern for the environment appears as early as the ICA Moscow Congress in 1980, where a report entitled "Co-operatives in the Year 2000" was published, stating that "No matter what it is said about the century that is about to end, it will probably be remembered as the period in which the human race did more than ever before to poison and destroy its environment". The ICA 1992 Tokyo Congress discussed the issue of sustainable development as a main theme and passed a "Declaration on the Environment and Sustainable Development". The Statement on the Cooperative Identity, approved by the ICA Manchester Congress in 1995, introduces the 7th Cooperative Principle, Concern for Community, which states that "Cooperatives work for the sustainable development of their communities". The ICA statutory purpose,

also originating in the 1990s, has among its 5 pillars "Promote sustainable human development". The environmental dimension of development has also been strongly emphasized by the ICA's Blueprint for a Co-operative Decade (2012) and Guidance Notes to the Co-operative Principles (2015). It requires explaining that, amidst globalization, "community", as mentioned in the 7th cooperative principle, covers the environmental dimension as well.

Since cooperatives have the mission of meeting long-term human needs, and since the environmental needs are becoming increasingly pressing, cooperatives are bound to reinforce their environmental dimension and to integrate the three dimensions of development.

Secondly, the SDGs cover all components of economic activity (agriculture, industry, housing, health, education, production, consumption etc.), and address all key global concerns (poverty, equality, employment, gender, climate change, peace etc.). Cooperatives contribute to all SDGs, both because they are strongly involved in the economic sectors mentioned by the SDGs, and because their impact contributes substantially to the global concerns mentioned by the SDGs. The table below provides a synoptic view of cooperatives main contributions to SDGs (other ones being left aside here for lack of space):



ANNEX

SDG



1 No poverty

Type of cooperative

All
Credit
Insurance
Social

Some key contributions

- 10% of world employment
- Micro-credit to the poor
- Micro-insurance to the poor
- Employment for disadvantaged people



2 Zero hunger and food security

Agricultural
Fishery

- Estimated 32% of food products market share; providing food security; enhancing diversified agricultural production
- Providing quality foodstuff at lower prices



3 Good health and wellbeing

Consumer
Health

- Health services including HIV/AIDS to over 100 million patients



4 Quality education and lifelong learning

All
Student

Worker / social

Credit

Consumers

- Education as one of founding principles
- Providing practical training on how to run a cooperative for children and teenagers
- Imparting education (in particular through around 2700 cooperatives)
- Providing educational micro-lending and financial education
- Providing consumer education



5 Gender equality

All

Worker / producers'

- High ratio of women's inclusion in membership and elected positions as shown in several studies
- Important cooperative networks are exclusively dedicated to women



6 Clean water and sanitation

Water

- Safe water filtration and distribution



7 Affordable and clean energy

Energy

- Energy channelled to rural and remote areas; generation of renewable energy



8 Decent work and economic growth (including sustainable tourism)

All

Social
Worker / social
Producers' / freelancers

- 10% of world employment; decent, stable and resilient work; market access; more value in hands of members
- Providing employment to disadvantaged people
- Sustainable tourism, cultural heritage
- Providing shared services and social protection



9 Industry, innovation and infrastructure

Worker / social
Agricultural (agro-industries)
New types (multi-stakeholder, community, platform etc.)

Water, energy & telephone supply

- Virtually all industrial activities, maintaining enterprises in their communities
- Innovating in new business forms and democratizing online platforms
- Promoting energy, water and internet infrastructure in remote areas



10 Reduced inequalities

All

Credit

- Redistribution of surplus to members, reinvesting in communities, lower wage gap than average
- Financial inclusion



11 Sustainable cities and communities

Housing

All

- Upgrading slums and providing affordable housing for a significant part of the population in a number of countries, either through ownership or rental
- Resilience to disaster and contribution to after-disaster measures



12 Responsible consumption and production

Agricultural Consumer
New food coops

- Networks between agricultural and consumer cooperatives increasingly promote responsible consumption, including organic food, food chain and fair trade products, limiting food waste, promoting circular economy

ANNEX



SDG

13 Climate action,
14 Life below water and
15 Life on land



Type of cooperative

Worker / social
Fishery
Agricultural

Some key contributions

Green jobs, protecting natural spaces,
dealing with waste recycling



16 Peace, justice and strong institutions

All

Key role after several armed conflicts,
participation in reconciliation processes

Social / worker

Increasing involvement in welcoming refugees
and addressing their plights



17 partnerships

All

International development cooperation
developing within the cooperative movement and
with other actors, including South to South
cooperation

+ Cooperatives' role after disasters

The 17th SDG above is the one under which cooperatives are explicitly mentioned. The partnership dimension is, indeed, fundamental in order to promote cooperatives' contribution to sustainable development and to the SDGs. It is one of the key potential engines that could substantially improve cooperatives' contribution.

But cooperatives fullest contribution to the SDGs also requires an adequate policy environment, for which we need to create advocacy instruments.

ABOUT THE INTERNATIONAL COOPERATIVE ALLIANCE

The International Co-operative Alliance is the voice for cooperatives worldwide, representing more than 300 cooperative federations and organisations across 110 countries.

Cooperatives represent 12% of humanity. Around 10% of the employed population secure their livelihoods in the 3 million cooperatives worldwide, either through direct employment or by organizing through a cooperative.

The International Co-operative Alliance works with global and regional governments and organisations to create the legislative environments that allow cooperatives to form and grow. Towards the media and the public, the International Co-operative Alliance promotes the importance of people-centred cooperatives' values-based business model.

Operating from a global office in Brussels, Belgium, the International Co-operative Alliance is organised with four Regional Offices (Europe, Africa, Americas, and Asia-Pacific), and eight Sectoral Organisations (Banking, Agriculture, Fisheries, Insurance, Health, Housing, Consumer Cooperatives, and Service and Industry cooperatives).

The International Co-operative Alliance is a non-profit international association established in 1895 to advance the cooperative social enterprise model.

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