



## Cooperators' guide for #coopsday

---

Welcome cooperator!

At the international Co-operative Alliance we have created this **Cooperators' guide** to help you promote #coopsday around!

We have prepared 'ready to post' messages for the social media. The #coopsday logo is available for you in different languages and formats. The statement has been published for you to share its messaging and we are proposing cooperators divers actions to promote #coopsday. Just find the one that suits you and let us know if we can be of any help!

Under the slogan 'Sustainable societies through cooperation', we are going to show the world that it is possible to grow with democracy, equity and social justice.

And we are convinced that all together we can make **#coopsday** a big buzz. Last year we made our General Assembly trend #1 in the UK and Malaysia on Twitter. We have the power!

1 (extra) important thing: we strongly encourage you to use the hashtag **#CoopsDay** when communicating on the social media.

For more information visit [www.coopsday.coop](http://www.coopsday.coop)

Thanks for being on board!



## A recap on #coopsday

**When?** 7 July 2018

**What?** The theme and slogan of #coopsday 2018 are...

**Theme:** Sustainable consumption and production of goods and services

**Slogan:** Sustainable societies through cooperation

**Why?** The theme and slogan are aligned with that of the 2018 High-level Political Forum for Sustainable Development (HLPF): "Transformation towards sustainable and resilient societies". It reflects the United Nations Sustainable Development Goals – including number 12, 'Responsible Consumption and Production'. SDG 12 is being reviewed by the HLPF in July, and cooperatives have much to contribute to delivering this target.

**How?** We have prepared a 'ready to use' package of materials to support the cooperative movement making a big buzz on #coopsday. How can you help promote #coopsday?

- Use the hashtag **#coopsday**
- Display #coopsday **logo** on your comms channels (annex 1)
- Post #coopsday messages on the **social media** (annex 2)
- Publish #coopsday **statement** on your website and share it with your members (annex 3) and share the President's video to be published mid-June
- Send us **your plans** for #coopsday and we will include them in an interactive map (annex 4)
- Share **cooperative examples** showing how #coops build 'Sustainable societies through cooperation'



- Pledge your cooperative on to [www.Coopsfor2030.coop\\_campaign](http://www.Coopsfor2030.coop_campaign) to show the commitment of your cooperative to the SDG's

**Where?** [www.coopsdays.coop](http://www.coopsdays.coop)

**Editors' notes** Background information about #coopsday and the International Cooperative Alliance can be found in annex 5.



## ANNEX1

### Logo materials

It is available in EN, FR & ES and also in different formats: add it to your social media covers, display it on your website homepage, print it at your cooperative...

As you know, #coopsday is celebrated annually on the first Saturday of July – but would you be able to say when 2019 #coopsday will be held? Created by the cooperative Condiviso, the logo aims to transform this #coopsday “date flaw” into an opportunity. We are very much focusing our new logo on the date to promote it all year round and maintain a consistent style. This means you will receive the 2019 logo right after we close 2018 #coopsday. Isn't it beautiful? This is part of a long term strategy for the promotion of #coopsday to give cooperators around the globe enough time to promote it.

Send us your questions or requests to [luengo@ica.coop](mailto:luengo@ica.coop)

## ANNEX2

### Preformatted messages for the social media

You don't have much time to promote **#coopsday** but you definitely want to make #coopsday a big buzz? We have prepared some 'ready to post' messages for social media you can simply copy and paste or adapt them to your audience. The floor is yours:

#DYK We are 1.2 billion members of #coops and we are delivering the @UN #SDG. On #CoopsDay we are showing the world that it is possible to grow with democracy, equity and social justice!  
@SDGoals



On 7 July, the whole #coops movement will celebrate 2018 #CoopsDay under the slogan 'Sustainable societies through cooperation'. How will you mark it? Send your plans to [www.coopsday.coop](http://www.coopsday.coop)

What would a sustainable global economy which could meet the @UN @SDGoals look like? Ask the 1.2 billion members of #coops worldwide on #CoopsDay

If everybody in the world consumed as much as the average person in the average high-income country, we would need three planet Earths to sustain us. That's why we need sustainable production and consumption of goods and services @SDGoals #CoopsDay

As @ICACoop members we believe #coops consume, produce and use the resources that the planet gives us but in solidarity with the environment and with our communities. That's why the world's 1.2 billion #coops members are working with the @UN to make @SDGoals a reality. #CoopsDay

@UN calculates livelihood of 3 billion people, or half of world's population, is made secure by #coops. Today we are calling for sustainable consumption of all goods and services so we can continue to secure our livelihoods into the future. @SDGoals #CoopsDay

According to @UNEnvironment rising consumption has seen the planet's extraction of resources triple from 22 billion tons in 1970 to 70 billion tons today. That's why on #coopsday we are going to show the world it is necessary to defend nature at the same time that grow economy @SDGoals #CoopsDay

According to @WWF by 2050 humans will need at least two planets' worth of natural resources to live as they do now. That's why 1.2 billion #coops members believe we must make production and consumption of goods and services sustainable @SDGoals #CoopsDay

Any other message you want us to include in the list? Send us your proposals or request to [luengo@ica.coop](mailto:luengo@ica.coop)



## ANNEX3

### Statement for #coopsday

# 96TH INTERNATIONAL COOPERATIVE DAY 24TH UNITED NATIONS INTERNATIONAL DAY OF COOPERATIVES **Sustainable societies through cooperation**

On 7 July 2018, cooperators around the world will celebrate the International Day of Cooperatives. Through the slogan 'Sustainable societies through co-operation' we will show how, thanks to our values, principles and governance structures, cooperatives have sustainability and resilience at their core, with concern for community as the seventh of their guiding principles.

The International Cooperative Alliance is encouraging its members to use the hashtag **#CoopsDay** and the **Cooperators guide** [www.coopsday.coop](http://www.coopsday.coop) to spread the word.

"We represent 1.2 billion cooperative members. There is no other economic, social and political movement in the world that in less than 200 years has probably grown as much as we have. But growth is not the most important thing. We consume, produce and use the resources that the planet gives us but in solidarity with the environment and with our communities. That is why we are a key partner for the United Nations Sustainable Development Goals," says the President of the International Cooperative Alliance, Ariel Guarco.

Sustainable societies are ones that reflect the environmental, social and economic limits to growth.

By their very nature, cooperatives play a triple role:

- As economic actors they create opportunities for jobs, livelihoods and income generation
- As people-centered enterprises with social goals they contribute to social equity and justice
- As democratic institutions, they are controlled by their members, playing a leading role in society and local communities.



While a recent [report by PwC](#) showed that two in five firms are still either ignoring or having no meaningful engagement with SDGs, cooperatives are leading the way. Cooperatives have a unique contribution to make to delivering all the Sustainable Development Goals and their associated targets.

In 2016, the International Cooperative Alliance launched the campaign [www.Coopsfor2030.coop](http://www.Coopsfor2030.coop) to show cooperatives' commitment to the UN's Sustainable Development Goals and celebrate the cooperative contribution to making the world a better place.

Cooperatives have experience in building sustainable and resilient societies. For example, many agricultural cooperatives work to maintain the longevity of the land where they grow crops through sustainable farming practices. Consumer cooperatives increasingly support sustainable sourcing for their products and educate consumers about responsible consumption. Housing cooperatives help ensure safe and affordable dwellings.

Cooperative banks contribute to stability thanks to their proximity to their clients and provide access to finance at local level and are widespread even in remote areas. Utility cooperatives are engaged in rural access to energy and water, and many of them are engaged in leading the energy transition to energy democracy.

Worker and social cooperatives across diverse sectors (health, communications, tourism, etc) aim to provide goods and services in an efficient way, while creating long-term, sustainable jobs – and they increasingly do it in a planet-friendly way.

“On the International Day of Cooperatives, we are going to show the world that it is possible to grow with democracy, equity and social justice. That our societies cannot continue wasting resources and excluding people. That we must improve the present and preserve the future for the next generations. And that we are proud to be part of this movement. A movement with values and principles. A movement committed to social justice and environmental sustainability,” says Mr Guarco.

How can you celebrate **#coopsday**?

- Pledge your cooperative through the [www.Coopsfor2030.coop](http://www.Coopsfor2030.coop) campaign to show its commitment to the SDGs
- Use **#coopsday** hashtag, logo and related material you can find on the **Cooperators guide** to post videos and photos on social media and online



- Organise a celebration that showcases your cooperative's contributions to sustainability and send us your plans at [luengo@ica.coop](mailto:luengo@ica.coop), we will include it in an interactive map
- Share case studies showing how #coops build 'Sustainable societies through cooperation'

We will use this information to create a global map of the events that will take place on this special day.

#### High level event to mark #coopsday

"Sustainable societies through cooperation", the 2018 slogan and the theme "sustainable consumption of goods and services" reflects the United Nations Sustainable Development Goal number 12 which is 'Responsible Consumption and Production'. SDG 12 is being reviewed by the 2018 High-level Political Forum for Sustainable Development (HLPF): "Transformation towards sustainable and resilient societies", and cooperatives have much to contribute to delivering this target. In July, a high-level event will be organised by COPAC in New York to show how cooperatives build sustainable and resilient societies.

During the HLPF in July, UN Member States will review progress towards achieving the following Sustainable Development Goals: 6 (clean water and sanitation), 7 (clean and affordable energy), 11 (sustainable cities and communities), 12 (responsible consumption and production) and 15 (life on land).

#### **ANNEX4**

On 7 July, the whole cooperative movement will be celebrating the #CoopsDay under the slogan Sustainable societies through cooperation!

How will you mark this day? We want to know how cooperators all around the world are celebrating it. Please, send us your plans at [luengo@ica.coop](mailto:luengo@ica.coop)

In collaboration with DotCoop, the International Cooperative Alliance is producing an interactive global map of the events that will take place on this special day.



## ANNEX5: EDITORS' NOTES

### About the International Day of Cooperatives

The United Nations International Day of Cooperatives is celebrated annually on the first Saturday of July.

The aim of this celebration is to:

- increase awareness of cooperatives,
- highlight the complementary goals and objectives of the United Nations and the international cooperative movement
- underscore the contributions of the movement to the resolution of the major problems addressed by the United Nations
- and to strengthen and extend partnerships between the international cooperative movement and other actors.

In 1992, following a concerted lobbying effort by the International Co-operative Alliance (ICA) and the [Committee for the Promotion and Advancement of Cooperatives \(COPAC\)](#), the United Nations General Assembly [proclaimed the first Saturday of July 1995 to be International Day of Co-operatives](#), marking the centenary of the establishment of the Alliance.

Indeed, since 1995, the Alliance and the United Nations have been setting the theme for the the International Day through COPAC, a multi-stakeholder partnership of global public and private institutions. The Alliance is a founding member of this body which champions and supports people-centred and self-sustaining cooperative enterprises as leaders in sustainable development.

### About the International Cooperative Alliance

The International Cooperative Alliance is a non-profit international association established in 1895 to advance the cooperative social enterprise model. It is the voice for cooperatives worldwide, representing more than 300 cooperative federations and organisations across 109 countries.

One in every six people on the planet is a cooperator. Through its membership, the International Cooperative Alliance represents 1.2 billion cooperative members from any of the 3 million cooperatives worldwide. The largest 300 cooperatives in the world have combined annual revenues of \$2.16 trillion USD (2015) and 280 million people around the world (10% of the employed population) secure their livelihoods through cooperatives, either through direct employment or by organizing through a cooperative.



2018  
7 July  
#coopsday  
International Day of Cooperatives  
Sustainable societies  
through cooperation

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

Operating from its office Brussels, Belgium, the International Cooperative 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).