

World Cooperative Congress visual identity: call to designers

The International Cooperative Alliance (ICA) invites designers worldwide to bid to be the creators of our World Cooperative Congress visual identity.

More than 1.2 billion cooperative memberships worldwide will be sharing a historic moment, as the 2020 Congress will be the big gathering of cooperatives.

Who we are

The International Cooperative Alliance **unites, represents and serves** cooperatives worldwide. Founded in 1895, it is one of the oldest non-governmental organisations and one of the largest ones measured by the number of people represented: **1.2 billion cooperative memberships on the planet**. The International Cooperative Alliance works with global and regional governments and organisations to create the legislative environments that allow cooperatives to form and grow.

Cooperatives are **people-centred enterprises** owned, controlled and run by and for their members to realise their common economic, social, and cultural needs and aspirations. Cooperatives bring people together in a democratic and equal way. As businesses driven by values, not just profit, cooperatives share internationally agreed principles and act together to build a better world through cooperation.

The World Cooperative Congress in a nutshell

The World Cooperative Congresses are a historical moment for the movement and are convened only on very special occasions. It is the decade encounter of cooperatives from all around.

The 2020 Congress will be held in Seoul (Republic of Korea) from 11-16 December 2020. It will be the second Congress to be held outside Europe.

The general topic of the Congress is '[Cooperative identity](#)', which includes the universal cooperative definition, values and principles.

This Congress is particularly special, because the ICA is celebrating its 125th anniversary and the 25th anniversary of the Statement on the Cooperative Identity.

Design competition process

The selection process for our 2020 Congress visual identity will have 2 stages:

Stage 1: Credentials and written response

Designers interested in creating our 2020 Congress visual identity are invited to send a portfolio selection of their relevant work, plus a written response (up to 2 pages) explaining why they would be a good project partner, and responding to the creative brief. We are not asking for visuals at this stage.

Stage 2: Visual submissions

Five designers will be asked to submit creative ideas in visual form, in return for a 'pitch payment' of €500.

One of the five designers will then be chosen to partner us in the for full design project.

Your proposals can be written in English, Spanish or French.

Creative brief

Target audience

The worldwide cooperative movement, partners in other international organisations and the general public. The latter may be aware about cooperatives and our goal will be for all the targets to feel tied with the identity.

Objectives

Full awareness of the crucial role of cooperatives to build a better world and the historical roots of the ICA, while projecting a dynamic and young identity.

The tasks and outputs:

Primary*: a logo/lockup in 3 language versions (English, Spanish and French). Different formats for our channels (web, social media, Word templates, vector file).

Secondary: printed and online collateral such as flyers, online cards, signature emails, Word templates, PPT slide template, branding opportunities for the event onsite and others than can be discussed with the designer,

*The primary tasks would need to be delivered in February 2020 while the rest can be done by March 2020.

Possible Constraints

Diversity and worldwide language spectrum of the target audience, cultural diversity, use of the [Cooperative marque](#) where possible and relevant (this could be discussed)

Competition timeline

- 1) Stage 1: Submission of credentials and initial response to the brief phase: deadline 6th January 2020 COB.
- 2) Notification of 5 agencies for the second phase: 10th January 2020
- 3) Stage 2: Submission of creative visuals: deadline 1st February 2020
- 4) Design partner selection: 10th February 2020

Fees

The 5 designers or agencies selected to submit creative visuals will receive €500 each.

The project fee for the agency chosen as our full project partner will receive a fee of €5000.

Submission

Please, send your credentials and initial response to Leire Luengo, ICA Director of Communications at luengo@ica.coop