



International
Trade
Centre



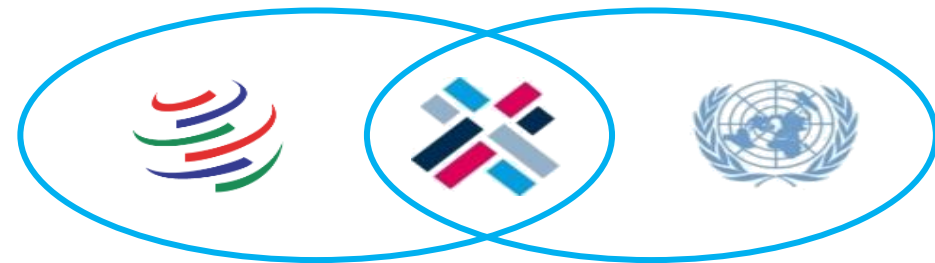
ITC and our work with co-operatives



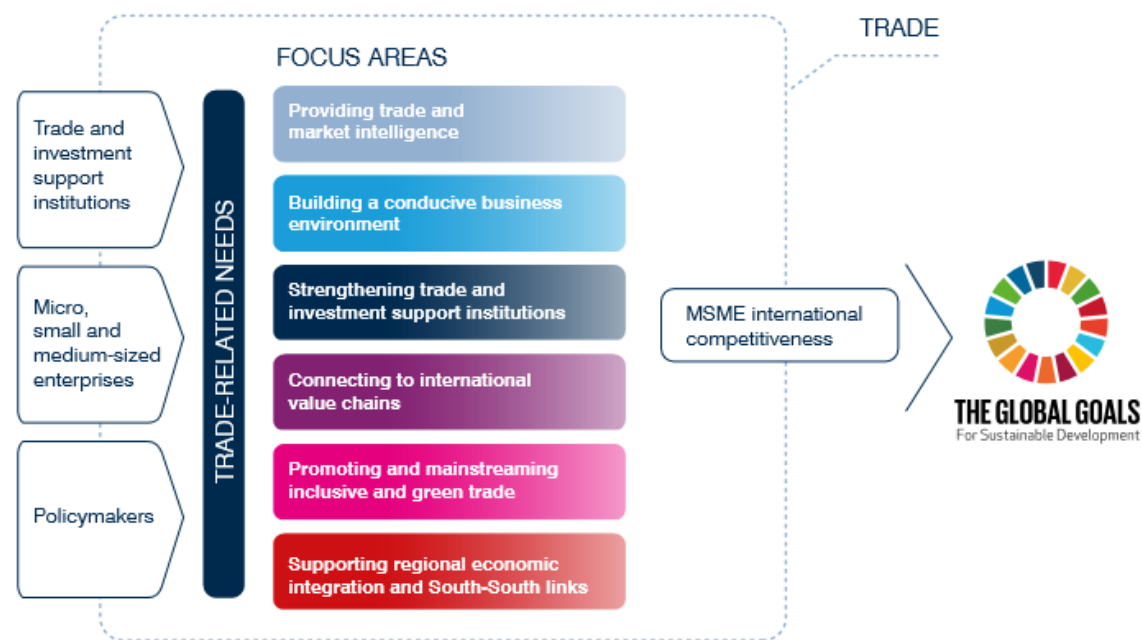
WORLD TRADE
ORGANIZATION



Introduction to ITC



- Established in 1964 in Geneva, Switzerland
- Joint agency of the United Nations (UN) and the World Trade Organization (WTO)
- Dedicated to helping value chain actors in developing countries improve their competitiveness and benefit from sustainable and inclusive trade
- An integrated approach for systemic change



How ITC projects link to individual SDGs





Relevance of cooperatives to ITC

- **Co-operative values**, of self-help, self-responsibility, democracy, equality, fairness and solidarity align with our value at ITC
- Cooperatives act as strong institutions as they are **resilient** to economic and financial crisis
- Cooperatives have an immense potential to create a **multiplier effect** by providing sustainable livelihood and associated benefits (education, health, gender mainstreaming, etc.) to the community

ITC's approach to cooperative capacity building

A “Business” as well as an “Institution”

- Market Linkages
- Branding
- Certification
- Packaging



- Bye Laws
- Decision Making
- Record Keeping
- Communication

Assessing and building cooperatives for institutional performance



Lessons learned

Common strengths

- Motivated members (especially women-led cooperatives)
- Basic governance mechanism exists (especially byelaws)
- Committed Leaders
- Recognition and credibility of the coop model

Common weaknesses

- Limited communication and membership management
- Lack of long term vision and planning
- Low confidence, negotiation ability, and presentation skills
- Weak Market Linkages

Strengthening partnerships among cooperatives through peer-to-peer learning





Summary

- Cooperatives are important to us!
- We are in an ambitious learning mode
- We are open to collaborating with partners. Please get in touch.

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