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### ICA'S COOP'ART COMPETITION LAUNCHED TO CAPTURE IMAGINATION OF CREATIVE YOUNG CO-OPERATORS

*The Coop'Art competition, which invites young people to express themselves co-operatively, is officially launched at the ICA's General Assembly.*

CANCUN, MEXICO – Thursday 17 November 2011 - A global artistic competition designed to encourage youth to creatively express their views on co-operative principles was launched today by the International Co-operative Alliance (ICA) at their General Assembly. A camera, an instrument or a voice is all entrants will need to be able to participate in the competition.

The competition has come out of recognition by the ICA that co-operatives provide young people with not just an opportunity to potentially run their own businesses, but also a values set which can make the world a better place. Co-operatives do already offer lots of opportunities for young people to be employed with enterprises that offer a democratic, responsible and ethical alternative to business operations.

Over the coming year the ICA wants to invite young people into the co-operative sector and Coop'Art is one of the ways that. The competition was conceived by José Antonio Chavez, the youth representative on the ICA Board.



At the launch Chavez said *“Young people throughout the world share many of the values of the co-operative movement, and they live by these on a daily basis. If co-operatives are able to deliver their messages in a way young people understand, using the communication tools that they use, it will be possible to get them more active and involved. Coop’Art is an opportunity for young people to be inspired to get more involved in the co-operative movement”*

Entrants in the global competition can submit their work through the ICA’s new dynamic website [www.2012.coop](http://www.2012.coop) which has been launched at the General Assembly today. Anyone can enter provided they are aged between 16 and 35. The competition has three categories for submissions - photography, video and music.

First prize for the winning entry in each of the three categories is USD 3000 and a trip to the World Co-operative Forum in Manchester, UK in November 2012, where there will be an award ceremony. Second prize is in each is USD 2000 and third prize is a tablet computer.

## **INTERVIEW OPPORTUNITIES**

Interviews can be arranged with some of the world’s leading authorities on co-operatives including:

- **Dame Pauline Green, President, ICA**
- **Charles Gould, Director-General, ICA**

**To arrange interviews, please contact the ICA’s Communications Team:**

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## **Notes to editor:**

1. The International Co-operative Alliance is the global voice for the values-based business model of the cooperative, uniting co-operatives worldwide and providing a forum for knowledge and concerted action. ICA was established by co-operatives in 1895. It has members in almost 100 countries representing one billion people worldwide.
2. Co-operatives are successful, values-based businesses owned by their members. Whether they are customers, employees or residents, the members get an equal say in the business and a share of the profits. Co-operative values & principles were first established in 1844 by the Rochdale Pioneers.

Employing 100 million people, co-operatives are significant economic actors in many different



sectors: agriculture/forestry, banking/credit unions, consumer, health, insurance, workers, fisheries, housing, transport and tourism

3. The United Nations has declared 2012 the International Year of Co-operatives. With its theme of 'co-operative enterprises build a better world', the Year is an opportunity to raise awareness of how co-operatives are successful values based businesses owned by their members.

4. Further information available at [www.2012.coop](http://www.2012.coop).

