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### **‘Exquisite Co-operative Body’ revealed as the Official Poster for the 2012 International Year of Co-operatives**

**International Co-operative Alliance Director-General, Charles Gould announces winners of poster competition on the second sitting of the General Assembly.**

Cancun, Mexico, November 17, 2011 — Collage-No, a co-operative design agency based in Valencia, Spain are the winning designers of the ICA’s IYC Poster Competition and walk away with USD 3500 prize money.

The winning design was produced in a co-operative way, with each artist designing a different section using different techniques on a piece of paper folded into three, without being able to see what each other had created. They had no idea what the form would look like until they unfolded the piece of paper at the end of the process to reveal their ‘exquisite body’.

The poster uses the theme of the International Year and that of the General Assembly event - “Co-operative enterprises build a better world”. The designers were keen to incorporate the three key messages that they were given in the competition brief - sustainability, enterprise and co-operation.

Launched on 31<sup>st</sup> October 2011 the International Year of Co-operatives offers the global co-operative community a platform to demonstrate that co-operatives offer a diverse, values-based business model to provide a sustainable source of revenue for communities and individuals.



The IYC posters will be available for sale at the ICA booth in the exhibition area of the General Assembly, Cancun, Mexico from 14 – 18 November and will be on sale on the ICA's new website for the International Year - [www.2012.coop](http://www.2012.coop) from 1 December 2011 onwards.

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## 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. The Cooperative 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 about the International Year of Co-operatives is available at [www.2012.coop](http://www.2012.coop).

5. Collage-No are a design agency based in Valencia, Spain For more information see [www.collage-no.com](http://www.collage-no.com)

