ICA
Housing

The London Symposium
2010

Dame Pauline Green
President
International Co-operative Alliance
The significance of this meeting of ICA Housing
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The challenge for our generation of co-operators

To build and grow the 21st century co-operative movement
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A moment in history:

- The collapse of the financial sector and the recession
- The flight to the co-operative model of business
- 2012 International Year of Co-operatives
- A serious opportunity to make a step change in our visibility, influence and size
global300
an ica initiative
The largest 300 co-ops in the world are worth USD1.3 trillion
Equivalent to the 10\textsuperscript{th} largest economy in the world
Co-ops are owned by nearly one billion people across the world and employ over 100 million people

‘over half the world’s population are served by co-operatives in one way or another’

Kofi Anan Former Secretary General of the United Nations
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2012 – UN International Year of Co-operatives:

The international year must be a multitude of local, regional, national and global events that have a clear common message and a unity of purpose.

A unity of purpose designed to achieve a single strategic goal:
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to raise the global visibility and awareness of our model of enterprise
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The ICA will:

- drive the logo and common message into the public domain
- provide the artwork/templates to members across the globe
- engage specialist advisers to support the advertising, marketing and media campaign
The impact of raising visibility

- Will enable us to build our influence in the UN, its institutions and national governments.
- Will allow us to make the arguments for a regulatory and funding regime to develop our model of business
Now is the time to think big.
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- We must continue to build our evidence base
- We must develop strong, clear messages about what co-operatives bring to the global economy
- We must find simple attractive ways of messaging our unique contribution – our USP
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A good time to be a Co-operator

For info on the Year see:
www.ica.coop/activities/iyc/

To view planned events as they appear see:
www.ica.coop/activities/iyc/calendar.html
ICA EXPO 2010
WORLD CO-OPERATIVE EXHIBITION
8–10 December 2010, Bangalore India
http://www.icaexpo.coop
Co-operation in practice

Thank you!

www.ica.coop