



# ICA Housing

## The London Symposium 2010

Dame Pauline Green  
President  
International Co-operative Alliance

# ICA Housing The London Symposium 2010



The significance of this  
meeting of  
ICA Housing

# ICA Housing The London Symposium 2010



The challenge for our generation of  
co-operators

To build and grow the 21<sup>st</sup> century  
co-operative movement

# ICA Housing The London Symposium 2010



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



# ICA Housing The London Symposium 2010



The largest 300 co-ops in the world are worth  
USD1.3 trillion

Equivalent to the 10<sup>th</sup> 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

# ICA Housing The London Symposium 2010



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:

# ICA Housing The London Symposium 2010



to raise the global visibility and  
awareness of our model of  
enterprise



# ICA Housing The London Symposium 2010



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

# ICA Housing The London Symposium 2010



## 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

# ICA Housing The London Symposium 2010



Now is the time to think big.

# ICA Housing The London Symposium 2010



- 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

# ICA Housing The London Symposium 2010



## A good time to be a Co-operator

*For info on the Year see:*

**[www.ica.coop/activities/iyc/](http://www.ica.coop/activities/iyc/)**

*To view planned events as they appear see:*

**[www.ica.coop/activities/iyc/calendar.html](http://www.ica.coop/activities/iyc/calendar.html)**



# ICA

## EXPO2010

WORLD CO-OPERATIVE EXHIBITION

8–10 December 2010, Bangalore India

<http://www.icaexpo.coop>



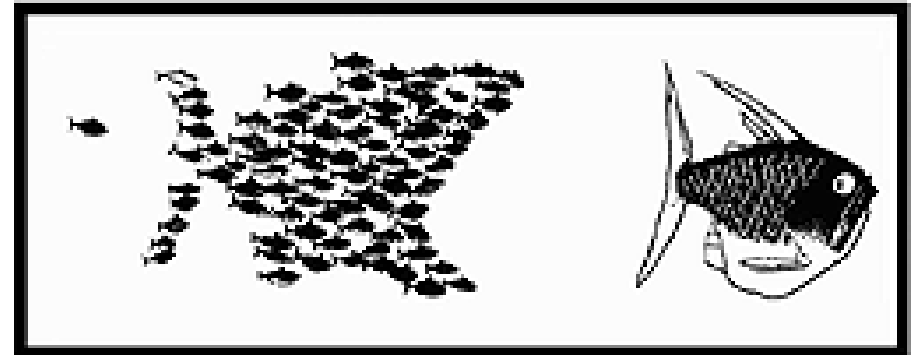
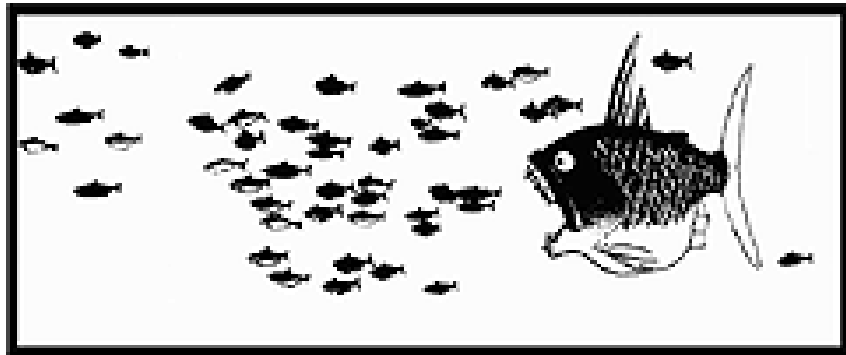
8 to 10 of December  
K. T. P. O.  
Trade Centre Bangalore  
Bangalore - India

**Where co-operative business starts**

ICA EXPO is the fair to promote co-operative business



# Co-operation in practice



Thank you!

[www.ica.coop](http://www.ica.coop)