

International Year of Co-operatives **Matters** 2012

CANADIAN
CO-OPERATIVE
ASSOCIATION



ASSOCIATION
DES COOPÉRATIVES
DU CANADA

Co-operative enterprises build a better world

Canadians launch the 2012 International Year of Co-operatives



CCA President Claude Gauthier and CCCM President Marthe Hamlin, cut the co-operative cake in Ottawa.

On January 12, 2012 co-operators and co-operative supporters from across Canada came together to launch the 2012 International Year of Co-operatives. Fourteen cities across the country hosted 14 events to celebrate this once-in-a-lifetime opportunity.

But it wasn't just the 14 host cities that took part in Thursday's festivities. Nearly 1,500 people logged in to view a live webcast from Ottawa - Canada's capital - in the afternoon. The level of online participation far

exceeded expectations. So much so that the server for www.canada2012.coop was shut down temporarily.

"We were victims of our own popularity," says Donna Balkan, communications manager for the Canadian Co-operative Association (CCA). CCA and the Conseil canadien de la coopération et de la mutualité co-hosted the event in Ottawa.

Happy International Year of Co-operatives!



As 2011 drew to a close, the [Co-operative News](#) asked co-operative organizations around the world to submit New Year's messages. About 30 messages were received from all over the world, including three from Canada.

[Click here](#) to read a message from Claude Gauthier, president of the Canadian Co-operative Association.

[Click here](#) to read a message from Monique Leroux, president and CEO of Desjardins.

[Click here](#) to read a message from Développement international Desjardins.

For a full list of messages, [click here](#).

In This Issue

To view an archive of the 30-minute webcast, visit s.coop/canada2012liveendirect. And visit www.canada2012.coop, where we will soon feature photos and videos from the 14 host cities.

For a list of the launch cities and their distinguished guests, [read the press release](#).



The Ottawa crowd makes co-operative music with Samajam.



Members of Samajam perform during the launch event in Ottawa.

19,000 people reached with social media campaign

[Canadians launch the 2012 International Year of Co-operatives](#)

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[Canadian PM praises co-ops in IYC launch message](#)

[Twitter helps Canadians celebrate and spread the co-operative message](#)

[Unique ways of celebrating the International Year](#)

[Alberta launches the International Year in 10 cities](#)

[Global news hub features IYC launches from around the world](#)

[Special 2012 coffee blend now available](#)

[Ontario billboard campaign draws attention to community co-ops](#)

[CANADA: Share your IYC event plans...post your IYC messages](#)

[ICA 2012 news](#)

[Happy International Year of Co-operatives!](#)

[Photo Contest: "Show Us Your Co-op"](#)

[IYC 2012 in the media](#)

[IYC around the world](#)

[IYC 2012: from social media to multimedia](#)

[CCA - a glance at the past and a look forward to 2012](#)

[Register for the ICA-Euricse conference in Venice](#)

JOIN us on TWITTER



12 JAN 2012
use #coop12jan

Twitter users were asked to join the Canadian Co-operative Association on Twitter for the January 12 launch of IYC.

Canada's January 12 launch of the International Year of Co-operatives did more than just bring together co-operators in 14 cities across Canada: it also marked a **high point for the Canadian co-operative movement's use of social media.**

Hundreds of people attending the 14 launch sites shared their experiences on Twitter, using the unique **#coop12jan** hashtag that was created for the event. At one point during the launch, the hashtag reached the top of the trends list in Canada.



Nearly 19,000 people were reached on the social media platform, by following **@CoopsCanada** and the other organizations and individuals sharing messages (according to TweetReach). Others participated in the day's events with **Facebook**. It was a tremendous success for the co-operative sector and a shining example of how co-operation makes things happen.

The Canadian launch was also streamed live by the **Co-operative News**, exposing our event to not only Canadians, but the world. A group **Flickr** account was created for international organizations to share their January 12 launch photos. **Click here** to see some of the photos that were shared.

UK launches EMPOWER forum

Tell your story or lend your support

[Join Our Mailing List!](#)

Please forward this newsletter throughout your contact list

Photo Contest: "Show Us Your Co-op"



The Rural and Co-operatives Secretariat, the Canadian Co-operative Association and the Conseil canadien de la coopération et de la mutualité are pleased to launch the first of a series of IYC contests. Display an IYC sticker and you could win two free registrations to the Annual Congress planned for June 2012 in Montreal. Deadline is April 30, 2012. **Click here** for more details.

IYC 2012 in the media

Canadian PM praises co-ops in IYC launch message



Prime Minister Stephen Harper wrote a special message for Canada's IYC 2012 launch that was read out during the live webcast on January 12. In it, he congratulated Canada's co-operative movement for its contribution to the country's "socio-economic strength":

"The existence of co-operatives across all sectors of the economy speaks to the influence and relevance of the co-operative movement. Over 18 million Canadians can count themselves as members of co-operatives -an impressive statistic with an impact on the nation's socio-economic strength."

[Click here](#) to read the full message, available in English and French.

Twitter helps Canadians celebrate and spread the co-operative message

Check out some of the messages people shared during the Canadian launch of the International Year on January 12.



For a full listing of IYC 2012 coverage in Canada, [click here](#).

IYC around the world



The International Year of Co-operatives is being celebrated in every corner of the globe. Read more about these international launches in the Co-operative News.

- [Read about the United Kingdom](#)
- [Read about Portugal](#)
- [Read about Ecuador](#)
- [Read about the cross-European launch](#)
- [Read about Brazil](#)

IYC 2012: from social media to multimedia



robinpuga Robin Puga
Loving the enthusiasm at the ichoose.coop presentation on Why Choose Co-ops at #coop12jan Go BC Co-ops!
12 Jan



CanadianCentral Canadian Central
Cooperatives and credit unions build a better world - indeed!
#coop12jan
12 Jan



ethicalcoffee Ethical Coffee Chain
The UN International Year of the Cooperatives kicking off now! Proud to be a coop! #coop12jan #coops2012 canada2012.coop
12 Jan



cgyfarmersmarkt CalgaryFarmersMarket
The Calgary launch site is filling up with people to celebrate the year of the cooperatives #coop12jan. twitpic.com/86ezjb
12 Jan



CTVOttMornLive CTVOttMornLive
We're celebrating co-operatives in Canada! That's coming up next!
#coop12jan
12 Jan

[Click here](#) to see all of the #coop12jan messages.

Unique ways of celebrating the International Year

Enthusiasm surrounding the International Year of Co-operatives inspired individuals and organizations to celebrate in creative ways. Take a look at some of the fun things people have done to promote IYC in their communities:

[Click here](#) to watch a video of the IYC flash mob at The Co-operators in Guelph, ON.

CO-OPERATIVE
ENTERPRISES
BUILD A
BETTER WORLD

The International Year has inspired co-operators to take the initiative to promote 2012 through film and video. Take a look at some of the projects being done around the world:

[Click here](#) to listen to The Co-op Song, created to honour the International Year of Co-operators.

[Click here](#) to listen to Build a Better World by The Disclosures

[Click here](#) to listen to the IYC 2012 Theme Song for St. Vincent and the Grenadines

[Click here](#) to see an IYC 2012 film trailer by [Ensemble.coop](#). Two young Quebec filmmakers are creating a video about the community impact of co-operatives, set to be released in March 2012.

CCA - a glance at the past and a look forward to 2012



The Canadian Co-operative Association is the oldest member of ICA-Americas.

This summer, we talked with the organization about initiatives for the International Year. Read the article in the



The flash mob dancers pose in Guelph.

Participants dressed up in the official IYC colours and recreated the IYC logo in Fredericton, NB:



Each person represents one of the seven co-op principles: Hon. Marie Claude Blais, minister of justice and consumer affairs for New Brunswick; Marcel Garvie, president of Co-op Atlantic; Brian McCullum, president of the Co-operative Enterprise Council of New Brunswick; Melvin Doiron, executive director of CDR-Acadie; Jack Christie, general manager of Northumberland Dairy; Brian Gaudet, vice president of The Co-operators; Kim Walker, Credit Union Central of New Brunswick.

ICA-America's Newsletter

Register for the ICA-Euricse conference in Venice



Registration is now open for the Euricse-ICA International Conference "Promoting the understanding of cooperatives for a better world" that will be held on March 15-16, 2012 in Venice, Italy. The conference commemorates the International Year of Co-operatives by creating a discussion forum that can promote a better understanding of the rationale, roles, potential, and impact of cooperatives. To view the program and register please [visit the website](http://www.euricse.eu).

UK launches EMPOWER forum

Commemorative IYC 2012 juice glasses were unveiled at the launch event in Yellowknife:



The IYC glasses are made from recycled coke bottles by Old Town Glassworks, workers co-operative based in Yellowknife. Handmade on the shores of Great Salve Lake, each piece is individually polished, stencilled and sandblasted by hand.

The Co-operators made special IYC 2012 balloons for the event in Guelph, ON and a co-operative flag was raised at City Hall:



The IYC flag flies high and proud at Guelph City Hall.



The EMPOWER forum encourages mutual-self-help amongst co-operators and community activists, in recognition of the 2012 International Year of Co-operatives. [Click here](#) to view the website.



Tell your story or
lend your support

Stories.coop is now live and ready to share your co-op stories with the world! [Register](#) to upload stories about your community co-operatives.

Check out [this video on YouTube](#) to learn more.



People celebrate at The Co-operators in Guelph. Check out the special IYC 2012 balloons in the background!

Chéticamp's launch in Nova Scotia was covered by four regional Acadian radio stations - three of which were co-operatives.

CKJM Radio Chéticamp broadcast the event live.

Your Credit Union in Ottawa sent an automated message to its members telling them about the International Year and the Canadian launch on January 12.

Tell us what you're doing for the International Year! Send a message to **iyc2012@coopscanada.coop**.

Alberta launches the International Year in 10 cities



Calgary was part of the cross-Canada launch of the International Year on January 12 - but there were **9 other communities**

celebrating that day in conjunction with the provincial and national launches:

- Red Deer
- Stony Plain
- Edmonton (Mountain Equipment Co-op)
- Edmonton (Alberta Seed Cleaning Plants AGM @ Westin Hotel)
- Strathcona County
- Lloydminster
- St. Isidore
- High River
- Priddis

The events in all of the ten communities were **streamed live**, including a province-wide simultaneous cake cutting. [Click here](#) to watch a video about the Alberta-wide launch.

Global news hub features IYC launches from around the world



On January 12, Canada joined seven other countries as they launched the 2012 International Year of Co-operatives. The Co-operative News followed events from Ecuador, the United Kingdom, Portugal and Canada - featuring live streams and photos of the events as they took place last Thursday. Co-operatives Europe also coordinated launches in Belgium, France, Italy and Bulgaria. To find out what happened across the world on January 12, read more at the [Co-operative News](#).

Special 2012 coffee blend now available



Planet Bean Coffee is now serving up a special 2012 Blend in honour of the International Year of Co-operatives. The coffee brings together beans from coffee farmer co-operatives in Ethiopia, Guatemala, and Nicaragua. Planet Bean is owned and operated by the **Sumac Community Worker Co-op** so the 2012 coffee blend is rooted in co-operation, from seed to cup. The coffee is also certified organic and purchased through certified Fair Trade channels.

To learn more, [watch a video about the 2012 Blend on YouTube](#).

For ordering information visit:
www.planetbeancoffee.com/coop-coffee-blend-2012

or call Planet Bean Coffee at 1-877-758-2326.

Ontario billboard campaign draws attention to community co-ops



In its first-ever provincial co-operative awareness campaign, the Ontario Co-operative Association (On Co-op) placed a series of billboards across the province highlighting the number of co-ops in Ontario communities.

The billboards are tailored to the region in which they're located and include messages such as, "Ottawa's 124 co-operatives build a better community." The signs include a QR code that, when scanned by a smart phone, provide more information on the province's co-operative movement.

For more information visit the [On Co-op website](#).

CANADA: Share your IYC event plans...

Community events

November 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

[Submit an event](#) [View more events](#)

There are tons of events taking place during the International Year of Co-operatives and we want you to share them. The community events calendar on www.canada2012.coop allows co-operatives and credit unions throughout Canada to post their IYC event plans. Any event - big or small - can be [shared on the website](#).

[Click here](#) to post your event today!

...post your IYC messages



Share your love of co-operatives and your hopes for 2012 with Canada's IYC message board at www.canada2012.coop/messages.

ICA 2012 news



Follow what is happening with IYC around the world. The International Co-operative Alliance (ICA) prepares a monthly eDigest.

The latest issue features:

- An article on extending the global footprint of co-operatives throughout 2012.
- Strategies for co-operative brand marketing in an increasingly competitive and globalized marketplace.
- Articles about the resilience of the co-operative movement during tough economic times.
- An article that talks about the co-operative advantage in fighting poverty.

Read the full [January issue here](#)

2012 Matters, an electronic newsletter published by the Canadian Co-operative Association, is distributed by e-mail. It is available free of charge to anyone with an e-mail address and an

interest in 2012 UN International Year of Co-operatives. 2012 Matters aims to provide news, updates, information and links about all things related to the International Year in Canada and around the world.

We welcome comments about the publication, about stories we have run, or suggestions for stories we should run. Send your correspondence to Tanya Gracie, Project Manager at tanya.gracie@coopscanada.coop or call her at 613-238-6711, ext. 243

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