

*Co-operative enterprises build a better  
world*

Introducing [canada2012.coop](http://canada2012.coop)



After months of development, the [Canadian Co-operative Association](http://canada2012.coop), the [Conseil canadien de la coopération et de la mutualité](http://canada2012.coop) and the federal government's [Rural and Co-operatives Secretariat](http://canada2012.coop) have officially launched [Canada's International Year of Co-operatives website](http://canada2012.coop). The site was launched to coincide with the joint CCA/CCCM national Congress in Halifax on July 27-29.

"The International Year of Co-operatives is a unique opportunity for all co-operatives to promote their achievements and to raise awareness of the co-operative model," said Agriculture Minister Gerry Ritz in a news release announcing the launch.

The bilingual site, [www.canada2012.coop](http://www.canada2012.coop), is now the Canadian source for all things IYC2012.

Currently in development is [Canada's IYC messages](http://canada2012.coop): an interactive, user-driven platform for sharing thoughts, ideas and

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## Tweets



Add the [#IYC2012](#)  
hashtag to your tweets  
to join the conversation  
world-wide on Twitter.  
Your tweet could end up  
in the 2012 Matters  
newsletter!

events. Here is the design rendering of how it is going to look:



CCA has created a section devoted to its plans for IYC2012, including an interactive section in *Change the World* where you can see where some of CCA's International Development volunteers have been and what projects they have been involved with. Other sections provide information on our legacy asks to the government and IYC ideas for individuals, co-ops, credit unions and communities throughout Canada.



Over the course of the summer, we will be adding a great deal to the [IYC Toolkit](#) including IYC talking points, web banners, print ads and much more. Please share this link -- [www.canada2012.coop](http://www.canada2012.coop) -- throughout your networks, and continue to check back regularly.

## IYC logos

@waitlaskos 12 Ideas for credit unions for the International Year of Cooperatives. #IYC2012 <http://t.co/ViOyDPT>

@AxiomNews Love the Co-op Week 2011 slogan, Co-operative Enterprises Build a Better World #IYC2012 #coops <http://conta.cc/iNQsMt>

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## Coming soon

### Your IYC Toolkit.

The toolkit will feature:

- items for download, such as PowerPoint templates, web banners and ads, etc
- promotional items for purchase, such as flags, banners, pins, and more

For more information on what you can expect from Your IYC Toolkit, [click here](#).





Have you used the logo in a publication? On your website? In your e-mail signature? These are just a few ways easy ways for you to begin your involvement in IYC2012.

We have three versions available for download (English with a hyphen, without a hyphen and French) on the [Canada 2012 website](#). Before using the logo, please ensure you read the [UN guidelines!](#)

[Download the logo here.](#)

## Congress 2011



At the joint 2011 CCA-CCCM Congress in Halifax, more than 200 co-operators participated in a session dedicated to planning for IYC2012. The session included presentations from the international, national, regional and youth perspectives, and group discussions on 11 themes, including such topics as employee engagement, co-operative education, provincial and municipal government relations, and social media and marketing. The ideas from these discussions will be posted on the [canada2012.coop](#) website in the near future.

**Co-op Week 2011: October 16 to 22**

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**2012 MATTERS** will now be distributed monthly. In the August issue, you can look forward to:

- the IYC Toolkit
- links to order your IYC products
- info on the UN, ICA & Canadian launches of IYC
- more info on what is happening and where

We also want to hear from **you**, so [email us](#) with a story on how you are preparing for IYC



Co-op Week 2011 comes on the eve of IYC2012, and as many organizations are using Co-op Week as a launching pad for their IYC2012 activities, the Co-op Week theme is the same as the IYC2012 theme, *Co-operative Enterprises Build a Better World*.

Check out the [Co-op Week order form](#), and get your orders for leaflets and posters in by **August 24, 2011**.

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## Common Thread Cooperative featuring special IYC tote bags

As part of the upcoming International Year of Co-operatives, [Common Thread Cooperative](#) is taking advance orders for **IYC 2012 Tote Bags**.

The bags are made from street banners and other fabric that is repurposed into colourful and durable products-- each one is unique!



To get order information or to find out more about the IYC Tote Bag project please see the [flyer](#) and contact Melanie Conn at [melanie@commonthreadcoop.ca](mailto:melanie@commonthreadcoop.ca)

Common Thread is a co-op based in Vancouver.

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## Alberta is preparing for IYC



The coordinators of the [Alberta Co-op Cafe](http://canadianworker.coop/projects/alberta-co-op-cafe) project held two special meetings July 5 in Calgary and July 7 in Edmonton. The objective of these meetings was to review, refine and gather additional IYC ideas coming out of the Cafe website. For more information visit: <http://canadianworker.coop/projects/alberta-co-op-cafe>

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## IYC at the Calgary Stampede

The [Rural and Co-operatives Secretariat](http://canada2012.coop) (Government of Canada) was recently at the Calgary Stampede showing off the newly launched [canada2012.coop](http://canada2012.coop) website!



[Click here](#) to see if this display is coming to an event near you.

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## ICA 2012 News

Follow what is happening with IYC around the world. The International Co-operative Alliance (ICA) prepares a monthly [eDigest](#), focusing on 2012.



The latest issue announces Coop'Art, a global artistic competition to encourage youth to creatively express their views on the co-operative principles. A camera, an instrument or a voice is all entrants will need to be able to participate in the Coop'Art competition. Watch for more information as the competition officially launches at the ICA General Assembly in Cancun Mexico, November 2011.

[Read the full July 2011 issue.](#)

*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](mailto:tanya.gracie@coopscanada.coop) or call her at 613-238-6711, ext. 243