



BLUEPRINT FOR A CO-OPERATIVE DECADE

Our storybook

What are 'messages' and what is a 'storybook'
and why do we need them?

It's important to the Blueprint and its future success!





THE BLUEPRINT'S
CORE MESSAGE IS

CO-OPERATIVES ARE A GROWING AND
SUSTAINABLE FORM OF ENTERPRISE
SERVING THE NEEDS OF PEOPLE




But we need supporting messages for this core message which are backed up by proof points and case studies.



Co-operatives put people first
and use their profits to serve
the needs of people




Economies with a greater
diversity of business models
are more stable: Co-operatives
add business diversity



Co-operatives are highly sustainable businesses, combining financial health, environmental concern and social purpose in a triple bottom line

Co-operatives are a proven
self-help model in good and
bad times



A large group of women, mostly of Asian descent, are seated in a conference hall. They are all wearing matching light pink polo shirts with a small rainbow logo on the left chest. Many of them have lanyards with ID badges around their necks. They are all cheering enthusiastically, with their hands raised in the air. Some are clapping, while others have their palms facing forward. The atmosphere is one of high energy and collective excitement. The background shows the interior of a large hall with other people and structural elements.

Co-operatives are a successful movement for today, developing a sustainable economy, social equity and democracy

Co-operatives need full promotion of their unique business model through appropriate legislation and public policy in order to thrive





By working together,
co-operatives will create a
powerful sense of shared identity

As people-centred businesses,
co-operatives will be the preferred
model of business by 2020

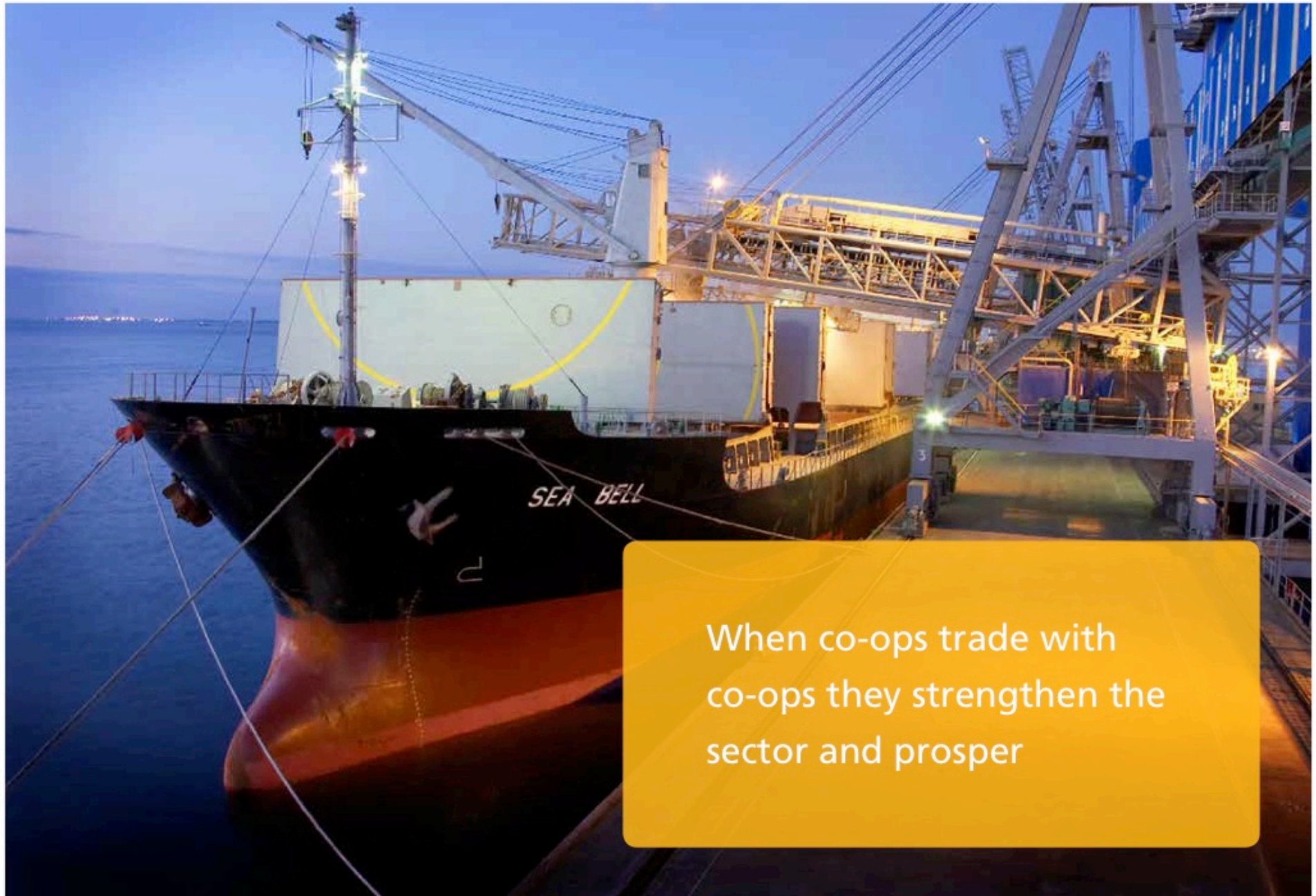




Co-operation is an integral part of the new digital age driving social innovation



Co-operatives need access
to adequate capital to reach
their full potential



When co-ops trade with
co-ops they strengthen the
sector and prosper

People together, are stronger



The Blueprint for the Co-operative Decade needs advocates. If we are to realise the ambitious aims of the Blueprint we must all play our part.

Thank you for being one of us.