

Protecting the Cooperative Identity
for a Global Cooperative Future



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In 2008, global credit markets began to collapse as a result of imprudent, self-destructive practices.



United Nations declared the year 2005 as the International Year of Micro-Credit and the year 2012 the International Year of Cooperatives.



In 2006, DESA together with UNCDF jointly published a book on "Building Inclusive Financial Sectors for Development"



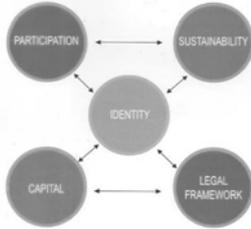
In this 2020 Cooperative Decade, the European Foreign Affair Council gives increased focus on support to cooperatives and social enterprises.



ACCU, united with cooperatives and cooperatives apexes is active in promoting the Blueprint Strategy.



It is the strategy of participation, sustainability, capital, legal framework with identity at its core interlinking the others.



Cooperative Identity is defined by the core values and principles of co-operation .

- The points on cooperation to be reflected upon are:
- Cooperation exists when people work together towards a common goal.
- Cooperation is governed by the principle of mutual respect.
- One who cooperates creates good wishes and pure feelings for others and the task.
- Courage, consideration, caring and sharing provide a foundation for cooperation.



Principle is something which is considered to be constant, an idea which is regarded as valid independent of time and circumstances, a generalization accepted as true after having been deduced from facts many times observed and verified by experience.



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A financial literacy membership of credit unions is vital to the success and fulfillment of its original mission - helping people help themselves.



Cooperative principles are defined as practices which are essential for the achievement of the purpose of the cooperative movement.

Are cooperatives living up to their role and identity and fulfilling their required duties?

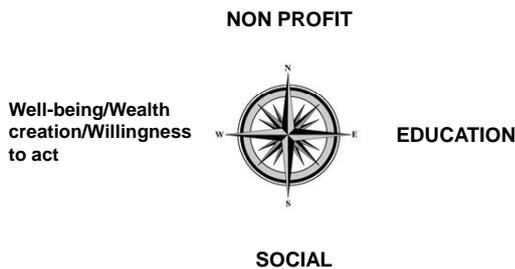


- Cooperative principles:
- Self-help,
- Democracy
- Economy
- Liberty
- Equity
- Altruism
- Social Advancement/Education



F.W. Raiffeisen (1818-1888): "Credit cooperatives must not confine themselves to granting loans. Their main objective should be to control the use of money, to improve the moral and physical values of people, and their will to act by themselves."

A compass to illustrate cooperative identity:



With united efforts, communicate the cooperative identity through a powerful and distinctive message to ensure that cooperatives are seen and understood by people.



It is a big task! Unity makes big tasks seem easy as unity is built from a share vision, hope, an altruistic aim or a cause for the common good.



IF YOU ARE NOT SATISFIED WITH OTHER BUSINESS MODEL, TRY COOPERATIVES!

