

**1 December**

**Parallel sessions: Examining Our Cooperative Identity Through...**

**1.1 – Through a Strong Cooperative Brand**

Good brand management has been shown to support business growth. In cooperatives, through the COOP marque and the dotcoop domain name, branding is also a reflection of the cooperative identity, with its values and principles, helping to build loyalty and increase the number of members. Cooperative branding can highlight cooperative identity and its components that most resonate with the public, like commitment to members and the community, while giving cooperatives a competitive edge. What is the best way to manage cooperative branding? What are the best examples? And how can we measure its impact?

**Facilitator:** Ben Reid, O.B.E, member of the Board of DotCooperation (DotCoop), retired CEO of Midcounties Cooperative, ICA Board Director, UK (Live from the UK)

**Panelists:** Roz Henry, CEO, Cooperative Business, New Zealand

Jen Horonjeff, Founder and CEO, Savvy Cooperative, USA

Phil Ponsonby, Group CEO, Midcounties Cooperative, UK

Isabelle Gagné, Director of Communications at Quebec Council for Cooperatives and Mutuals (CQCM), Canada Conseil québécois de la coopération et de la mutualité, Canada

Juan Pablo de Leon Murillo, Director of Communications at Caja Popular Mexicana, Mexico

Watch the recording of the session [here](#).

**1.2 – Through Inclusive Governance**

Participation and inclusion of cultural, gender and age diversity are fundamental for a sound cooperative governance, and they are at the heart of our cooperative identity. To keep these characteristics alive, we must continuously question ourselves: Are we inclusive enough? What can we do to keep the cooperative identity appealing to everyone? How do we make sure our governance practices are inclusive and welcoming to all?

**Facilitator:** Maria Eugenia Pérez Zea Chair of ICA Gender Equality Committee, President of ASCOOP, ICA Board Director, Colombia

**Panelists:** Woonjeong Baek, Vice Chairperson, iCOOP, Republic of Korea

Ruth Jelimo Kosgei, Treasurer, Lelechego Marketing Cooperative Society, Kenya

Luz Adriana Izquierdo Hincapié, Manager of Culture and Work Environment, Grupo COOMEVA, Colombia

Ann Hoyt, Board Chair, Group Health Cooperative of South Central Wisconsin, United States

Manuel Felipe Issa Abadia, Corporate Manager of Human Management, Grupo COOMEVA, Colombia

Watch the recording of the session [here](#).

### 1.3 – Through Educational Opportunities

Cooperative Principle #5 provides cooperatives with the basis to prioritise education, training and information for all. It's necessary to make cooperative curricula commonly and readily available at all levels of educational institutions, from elementary and secondary schools to college and university degree programs. What are the best emblematic examples? What have we learned from them? How can they be disseminated faster?

**Facilitator:** Onofre Souza, President of Organização das Cooperativas Brasileiras de Mato Grosso (OCB/MT), ICA Board Member, Brazil

**Panelists:** Karen Miner, Managing Director, International Centre for Co-operative Management of the Sobey School of Business, Saint Mary's University, Canada

Sonja Novkovic, Chair of the ICA Committee of Cooperative Research

Esther Gicheru, Deputy Vice Chancellor Finance Planning & Administration of The Co-operative University of Kenya

Akira Kurimoto, Senior Fellow, Japan Co-operative Alliance, Japan

Lidia Voynash, Director of the Department of Personnel Policy, Education and Science of COOP Ukraine (Ukrkoopspilka)

Federico Li Bonilla, Chair of UNED, Costa Rica

Peter Westall, Chief Values Officer Midcounties Cooperative, United Kingdom

Sarah Alldred, Head of International Partnerships, The Co-operative College, United Kingdom

Neil Calvert, Dean, The Co-operative College, United Kingdom

Raúl Colombetti, Chair of Sancor Seguros Foundation, Argentina

Abdul Rahman Abdul Razak Shaik, Associate Professor of ANGKASA, Malaysia

Daejoong Kang, President, National Institute for Lifelong Education(NILE), Republic of Korea

Ainara Udaondo, Director, LANKI Institute of Cooperative Research, Mondragón University

Watch the recording of the session [here](#).

#### 1.4 – Through Cooperative Culture and Safeguarding Cultural Heritage

In 2016, UNESCO, via the German cooperative movement, recognized cooperatives as an Intangible Cultural Heritage of Humanity. UNESCO's decision is an important acknowledgment of the dedication shown by millions of people working in cooperatives all over the world. What is the implication of this honour? How can we promote it to strengthen the pride in, and value of cooperative identity worldwide?

**Facilitator:** Stefania Marcone, Chief of the International Relations and European Policies Legacoop (Alliance of Italian Cooperatives), Italy

**Panelists:** Thomas Mende, Vice President and Head of Committees and Communication, DZ Bank, Germany (Seoul)

Thomas Knubben, Director Institute of Cultural Management, Ludwigsburg University of Education, Germany

Giovanna Barni, President, COOPCULTURE and Culturmedia, Italy

Ouim Aziz, Director, Cooperative Af Toudarte, Morocco (Live from Morocco)

Dinara Chochunbaeva, President, Kyrgyz handicraft association, Kyrgyz Republic (Online)

Hyunggeun Yoon, CEO, Hansalim, Republic of Korea

Christine M Merkek, Cologne/Germany International Expert, Senior Adviser Member, UNESCO\_EU Expert Facility Cultural Governance and Creative

Economy (2011-2022) Co-Chair, EU OMC Group Cultural dimension of Sustainable Development (2020-2022) – (Online)

David Smith, Board Member, Newport Credit Union; Trustee, Robert Owen Memorial Museum; Pro bono Secretary/Organiser Co-operatives & Mutuels, Wales, UK (Live from the UK)

Watch the recording of the session [here](#).

### 1.5 – Through Partnerships with Governments

Many cooperatives have been created through grassroots campaigns. Others have been promoted and supported by governments as part of a country's economic strategy. Others have successfully developed a partnership ecosystem with governments through public policy co-creation and co-management. It has been shown that such approaches can be effective in growing the cooperative movement, especially in rural and marginalised communities. What lessons can we learn from these approaches? How can we encourage more governments to consider these approaches as part of their strategy for a sustainable future for all?

**Facilitator:** Dr. Youngkon Koh President, Korea Institute for Cooperative Development (KICD), Republic of Korea

**Panelists:** Jae Ho Lee, NACF, Republic of Korea

Peter Hunt, Managing Partner, Mutuo, England

Ivan Asiimwe, General Secretary, UCA, Uganda

Patxi Olabarria, President, CSCE – EKGK, Spain

Danilo Gutierrez, Executive Director, INACOOOP, Uruguay

Tarun Bhargava, Deputy General Manager, Indian Farmers Fertilizer Cooperative Ltd., Chair of ICETT, India

Marie-Josée Paquette, CEO, Conseil québécois de la coopération et de la mutualité. Canada

Watch the recording of the session [here](#).