



International Co-operative Alliance



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PRESS RELEASE

Co-operative Youth competition announced - Coop'Art

A global artistic competition designed to encourage youth to creatively express their views on co-operative principles has been announced today by the ICA on the United Nations International Day of Co-operatives on July 2. The competition launches at the ICA General Assembly in Cancun, Mexico in November.

A camera, an instrument or a voice is all entrants will need to be able to participate in the Coop'Art competition.

The ICA wants to invite greater numbers of youth into the co-operative sector and Coop'Art is a galvanising project. It was conceived by José Antonio Chavez, ICA's Youth Representative to the ICA Board.

“Coop'Art is a great opportunity for co-operatives around the world to get in touch and promote their message to young adults. This competition will be one of several initiatives taken by ICA in the context of the International Year of Co-operatives and I hope it provides co-operative enterprises with a useful tool to make younger generations more involved,” said Rodrigo Gouveia, Secretary General of EURO COOP and Coop'Art organiser.

“I believe that young people today share many of the values of the co-operative movement. If co-operatives are able to send a message in a way they understand and use the communication tools that they use, it will be possible to get them more active and involved and probably set the basis to find the future co-operative leaders. Coop'Art is an excellent tool to do this.”

The theme of this year's international day is how co-operative enterprises empower youth.

It marks the approaching end of UN International Year of Youth which finishes in August. And it ushers in the International Year of Co-operatives 2012 which begins in with the formal UN Launch on 31 October followed by the launch by the co-operative movement in November at the ICA's General Assembly in Cancun, Mexico.

Entrants in the global competition can submit their work through a dedicated webpage for a six-month period beginning November 14 when the competition will be launched.

Anyone can enter provided they are aged between 16 and 35.

The competition has three different categories, photography, video and music.

An awards ceremony will be held at the World Co-operative Forum in Manchester, UK in November 2012.

Co-operatives provide young people opportunities that address their practical and strategic needs. The model offers youth a model of enterprise to create their own businesses.

It offers opportunities to be employed with enterprises that address concerns for more democratic, responsible and ethical business operations.

“On this International Day of Co-operatives, the ICA calls on co-operators throughout the world to engage young people in the co-operative movement and to invest in their future leadership,” is the ICA’s message on the 17th UN International Day of Co-operatives and the 89th ICA International Co-operative Day.

The ICA has an active Youth Network and in 2008 it formally elected its Youth Representative to the full ICA board at its general assembly.

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EDITOR’S NOTES

1. A co-operative is “an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise”.
2. This ethical business model puts people at the centre and values principles such as solidarity, equity, equality and care for the community and the environment. Co-operatives are significant economic actors in many different sectors: agriculture and fisheries, retail, banking and financial services, housing, production, transport and tourism
3. Almost one billion people are members of a co-operative worldwide. They provide 100 million jobs which is 20% more than multinational enterprises.



MUSIC PHOTOGRAPHY VIDEO

COOP Art

