The Role of ICTs in Promoting Cooperatives

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The Role of ICTs in Promoting Cooperatives - Topics

- Coop Background
- Coop Helping Cooperatives Improve Efficiency
- Coop’s Impact on Cooperatives
- Coop – What Needs to be Done?
- Coop & ICT Innovations
- Coop – Implementation Challenges
- Coop Serving Cooperatives
one member. one vote. one domain.
한 멤버. 한 표결. 한 도메인
un membre. un vote. un domaine.
ein mitglied. eine stimme. eine domäne.
один участник. один голос. общие ресурсы.
um só membro. um só voto. um só domínio.
un miembro. un voto. un dominio.
en medlem. en röst. en domän.
一人. 一票. 一ドメイン.
.Coop Background

- Awarded to NCBA in November 2000
- Went live on the Internet on January 30, 2002
- Supported by the International Co-operative Alliance and many co-ops around the world
Why .Coop?

• An existing global Community of 1 Billion

• The Cooperative Principles

• International representative organization (the ICA)

• The proven value of Cooperative Identity to Cooperatives
Where is .Coop today?

www.directory.coop
Helping Cooperatives Improve Efficiency

Makes it easy . . .

• To identify co-ops on the Internet
• To start conversations about the co-op business model
• To differentiate co-ops as values-based businesses
• To connect co-ops with potential customers
Impact on Cooperatives

IFFCO - India
What Needs to be Done?

• Promote .coop use

• Use IYC as a model

• Work together to make .coop available to cooperatives in your country
.Coop was . . . and **is** an innovation!

Get Ready for the Next Big .Thing

An Overview of New gTLDs

ICANN
Innovations

dotCoop Global Awards for Cooperative Excellence

Rung’eto Farmers - Kenya

ANGKAKASA - Malaysia

Rung’eto Farmers Co-operative Society

Farming is our Business!

Rung’eto Farmers Co-operative Society was registered in 1997 after the facilitation of the grant programme Farmers Co-operative Society.

The society is situated in Kimangati county, Kimangati East District, Nyeri area, location, Rung’eto town location. It is about 100km from the city of Nairobi.

The society has 3,557 members comprising of 1911 male and 1646 female members. The society has 2 coffee wet mills with the following membership:

- Kit 1508 members
- KIAMINU 112 members
- KIAMINU 982 members

The main activity of the society is coffee farming.
Implementation Challenges

Challenges

• Availability of Internet access
• Availability of website developers
• Understanding of website value
• Actual domain and website cost
Implementation Challenges

Solutions

- **First Year Free program**
- **Working with registrars to encourage low-cost programs for**
  - Website packages
  - Local website developers
  - Web services
- **YouTube videos for website value issues**
- **Programs with co-op organizations and governments for special pricing programs**
Serving Cooperatives

- BRAND
- VALUES
- IDENTITY
- TRUST
- coop
Thank You
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