



## Become a part of our Campaign: Tell the World What Cooperatives Are!

Cooperatives: What are they? Where are they? What makes them unique? These are the questions often presented when the topic of cooperatives is raised to non-cooperators. We want you, the co-operators to help us to answer these questions.

As part of the commemoration of the International Year of Cooperatives (IYC), the Division for Social Policy and Development in UNDESA is launching the “Cooperatives Are...” campaign, a push to increase awareness of cooperatives, what they are, where they are, and what they do. The campaign will build on the key messages of the IYC<sup>1</sup> through the use of interactive media spaces to inform about, and engage with the cooperative community.

### How will it work?

The “Cooperatives Are...” campaign will engage the cooperative community and the general public through a unique YouTube Platform, as well as through the Blog, Facebook and Twitter feeds of the United Nations International Year of Cooperatives. These will all be featured and hyperlinked from the Official website of the International Year of cooperatives [social.un.org/coopsyear](http://social.un.org/coopsyear). We encourage cooperative enterprises and organizations to submit and/or post photos, videos, informational blurbs, data and news highlights that help to promote a deeper understanding of the unique nature of their organizations in an engaging and accessible way. **Submitted material will be used to inform the social media posts, blog articles and promotional material within and beyond the International Year of Cooperatives.**

All submitted material must be the intellectual property of the submitting organization, and the organization must relieve the United Nations of any liability from use of the submitted material.

Your material will help us to promote you!

### How do You Participate?

#### **Send us your content**

The “Cooperatives Are...” campaign is scheduled to launch with the International year of Cooperatives on 31 October 2011. To make this happen, we need content from you.

Please send your photos, video clips (not to exceed 5 minutes) informational blurbs (no more than 300 words), data and news highlights (no more than 500 words), along with a signed, scanned copy of the attached waiver of liability to [coopsyear@un.org](mailto:coopsyear@un.org) with the subject line **Cooperatives Are...**

Together, we will help to increase awareness of how “Cooperative Enterprises Build A Better World”

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<sup>1</sup>For more information on the International Year of Cooperatives and its key messages, please visit [social.un.org/coopsyear](http://social.un.org/coopsyear).





**Waiver of Liability for Media Content, News and Other Information Submitted for use by  
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The undersigned shall hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the provided material by the United Nations.

**Signed:**

**Date (DD/MM/YYYY):**

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<sup>2</sup> When used for the production of promotional material, in all cases appropriate creative credit will be given to the holders of copyright for the information provided.

