


# Striving for

Innovative & Sustainable

# cooperative movement

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#coops4dev 

 International  
Co-operative  
Alliance

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# Striving for Innovative & Sustainable cooperative movement

Strategic Plan  
2020-2023



Co-operatives of the Americas  
A Region of the International  
Co-operative Alliance

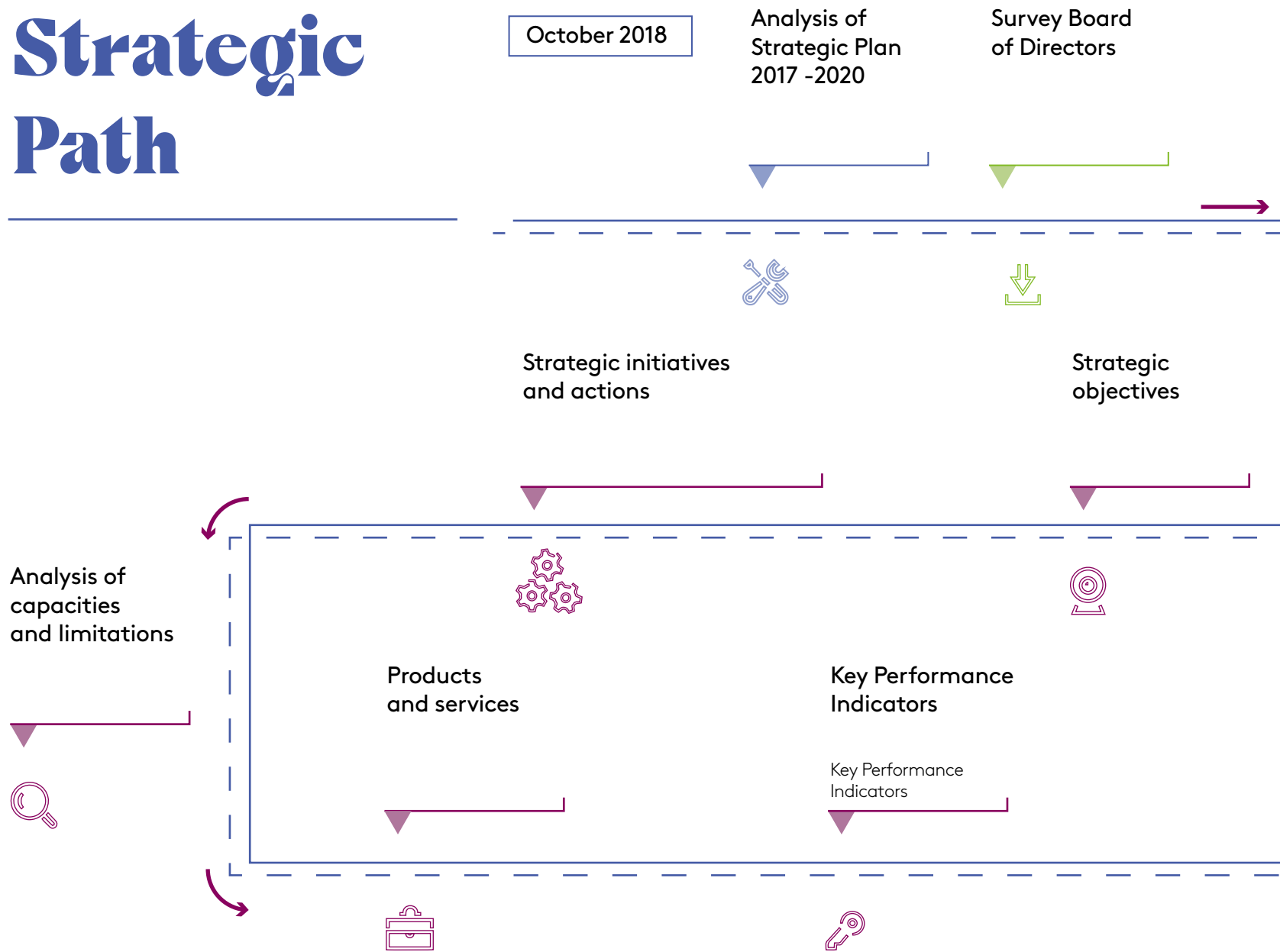
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The Strategic Plan 2020-2023 was prepared using a participatory approach in a synergy based on the knowledge, experience, and capabilities of the members of the Board of Directors of Co-operatives of the Americas, its sectoral and thematic organizations, and associates, all of which took part in three phases of diagnosis, formulation, and operational effectiveness.

It presents a roadmap to continually strengthen the sector based on cooperative principles and values in service of humanity and the associate organizations, committed to reducing inequalities in support of the youth, gender equality, innovation, and a more balanced planet.

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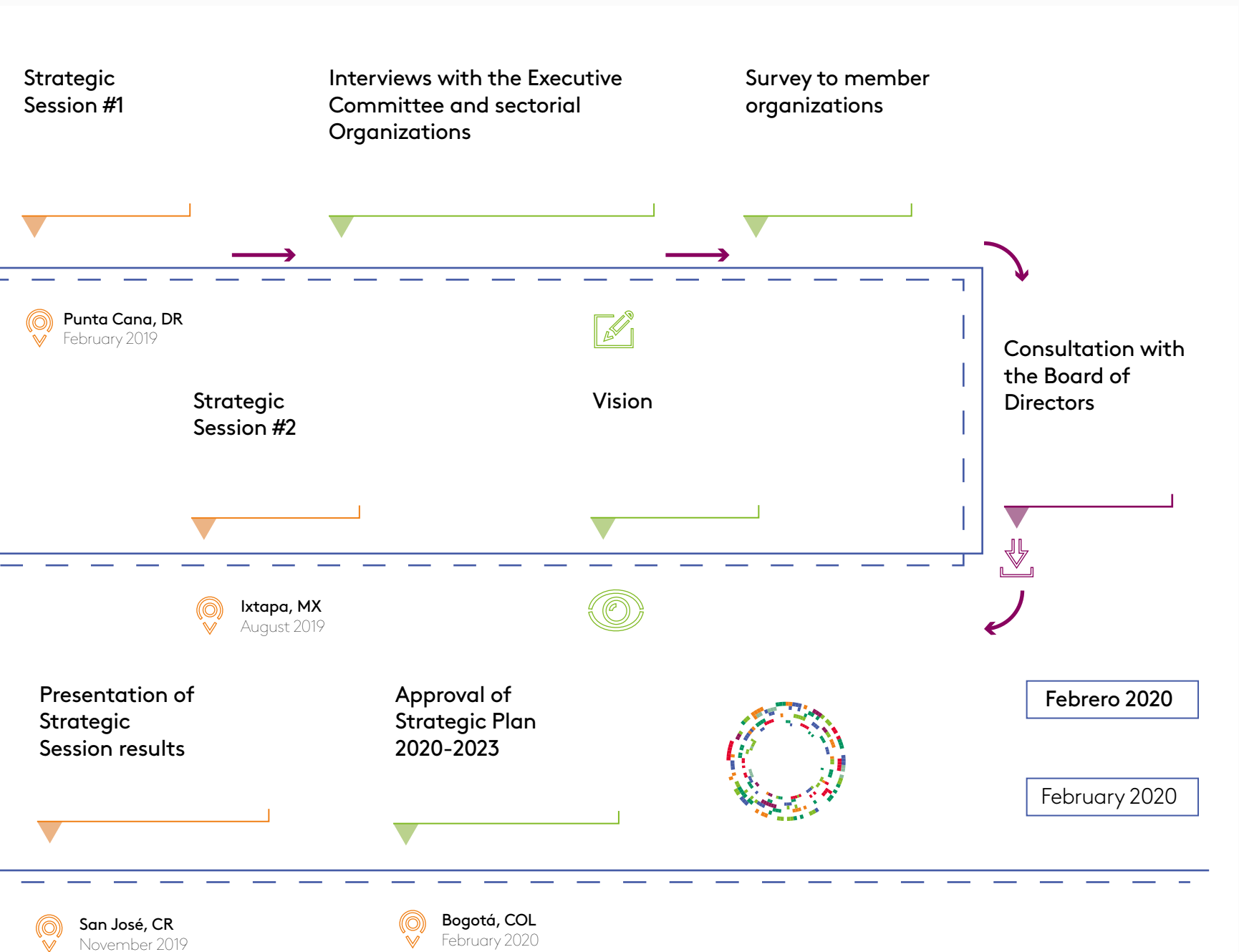
# Strategic Path



## Mission

“Cooperatives of the Americas is the Regional organization of the International Cooperative Alliance which, being consistan with its identity **integrates, represents, preserves and promotes the cooperative movement** for the construction of economic, social and environmental sustainability”





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## Value Proposal

“Cooperatives of the Americas contributes effectively to advocate towards the intergovernmental organizations as well as the national Governments of the Region. Cooperatives of the Americas **t**and drives cooperation among its organizations as well as with the global ones, improving and expanding the model into the region.”

# Strategic Objectives

## 1. Cooperative Identity

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Promote the cooperative sector as an economic and social model to address the needs and overcome the inequalities of the societies of the Region, through political advocacy and consolidating cooperative organizations.

## 2. Development and Governance of the Regional Cooperative Movement

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Enhance the cooperative representation within the Americas by strengthening, both institutionally and economically, the national apex organizations, the sectoral and thematic Committee of Cooperatives of the Americas (including the governance of its Administrative Units) to ensure a better impact from its action and ensure the true representation of its members' interests as well as the effective solution of their common needs.

### 3. Cooperation among cooperatives

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Promote the cooperative business model and encourage inter-cooperation in the region as a means to economic integration, market access, and sustainable investment attraction.

### 4. Sustainable Development

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Align the initiatives of Cooperatives of the Americas and its members with the United Nations' Sustainable Development Goals (SDGs) in order to turn the Organization a recognized regional leader in this field.

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## Strategic Objective #1 (Cooperative Identity)

Promote cooperativism as an economic and social model to help solve the needs and inequalities of society through political advocacy and consolidating cooperative organizations.

### Initiatives

Create strategic, regional alliances and agreements.

1.A)

Consolidate cooperative organizations.

1.B)

Systematize and report on the impact of the cooperative sector in the region.

1.C)

Create national and regional advocacy strategies.

1.D)



## Strategic Objective #2 (Development and Governance)

Enhance the cooperative representation within the Americas by strengthening, both institutionally and economically, the national apex organizations, the sectoral and thematic Committee of Cooperatives of the Americas (including the governance of its Administrative Units) to ensure a better impact from its action and ensure the true representation of its members' interests as well as the effective solution of their common needs.

### Initiatives

Develop a member-oriented products and services portfolio.

2.A)

Develop a system to understand the cooperative sector and the characteristics of associated organizations through data analytics.

2.B)

Develop an interactive, digital platform and promote its use to access products and services.

2.C)

Work to constantly improve the products and services portfolio.

2.D)

Promote a strategy to consolidate the COOP brand.

2.E)

Implement a strategy to increase membership in Co-operatives of the Americas.

2.F)

Identify opportunities for improvement in managing administrative units.

2.G)

Update/design roles and responsibilities.

2.H)

Develop a management protocol.

2.I)

Improve internal and associate communication systems.

2.J)

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## Strategic Objective #3 (Inter-cooperation)

Promote the cooperative business model and encourage inter-cooperation in the region as a means to economic integration, market access, and sustainable investment attraction.

### Initiatives

Create a system to compile information about market access, investment demand, requirements, trends, and possible strategic actors.

3.A)

Promote productive chains.

3.B)

Brainstorm mechanisms to improve the receipt and distribution of funds.

3.C)

Develop missions, summits, business forums, and exchanges.

3.D)

## Strategic Objective #4 (Sustainable Development)

Align the actions of Co-operatives of the Americas and its members with the United Nations' Sustainable Development Goals (SDGs) with the aim to receive the organization's recognition as a regional leader in building sustainability.

### Initiatives

Foster and encourage multisectoral support and tracking of associate organizations in contributing to the SDGs.

4.A)

Define indicators to measure contributions to the SDGs.

4.B)

Generate consistency within the cooperative sector regarding the importance of the SDGs and contributing to them.

Develop an agile system to measure and monitor members' contributions to the SDGs at both the national and international levels.

4.D)

Communicate the impact of the actions taken by the cooperative sector in contributing to the SDGs.

4.E)

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# Time Line

## 2020 -2023



**Cooperative Identity**



**Development and Governance**



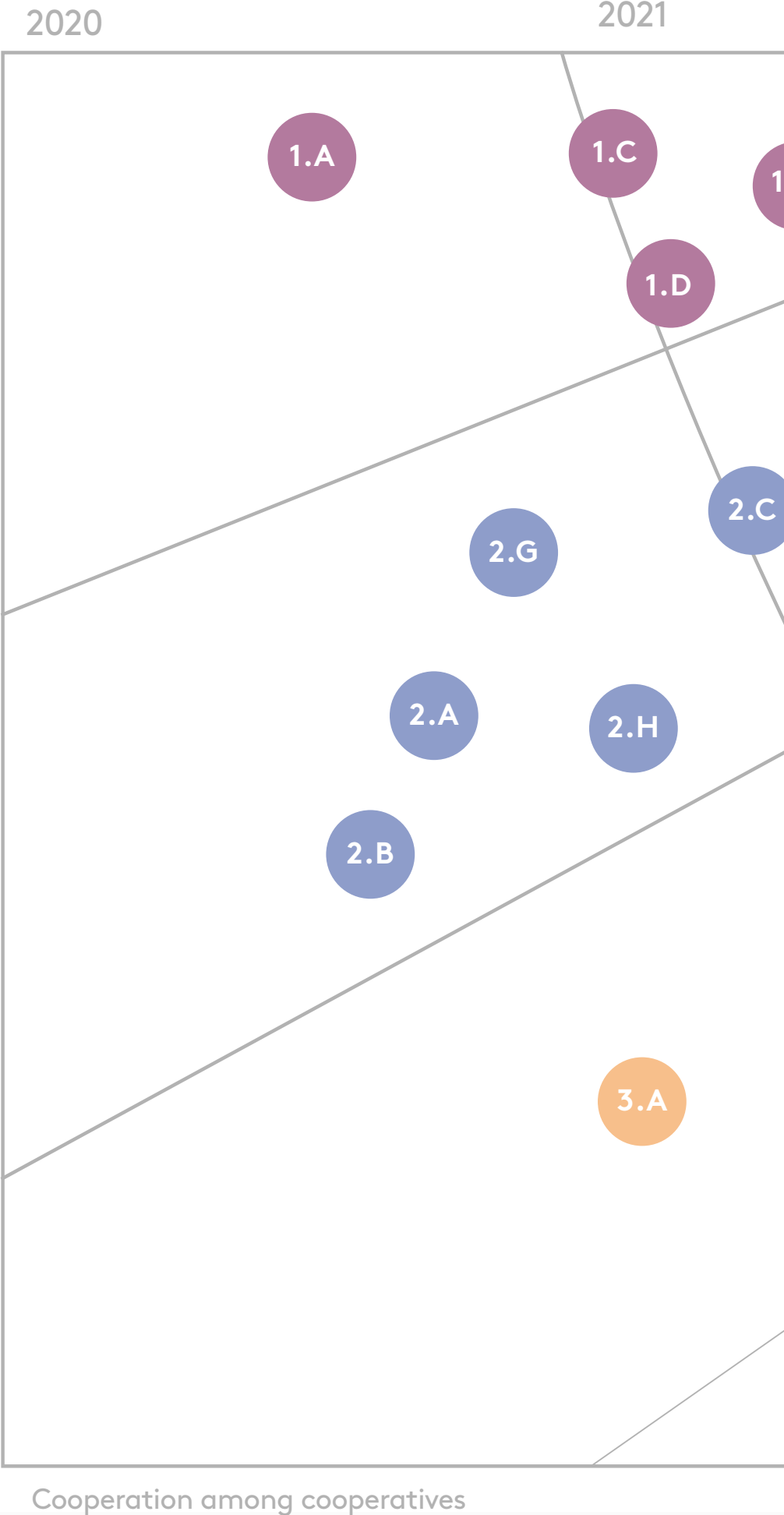
**Cooperation among cooperatives**

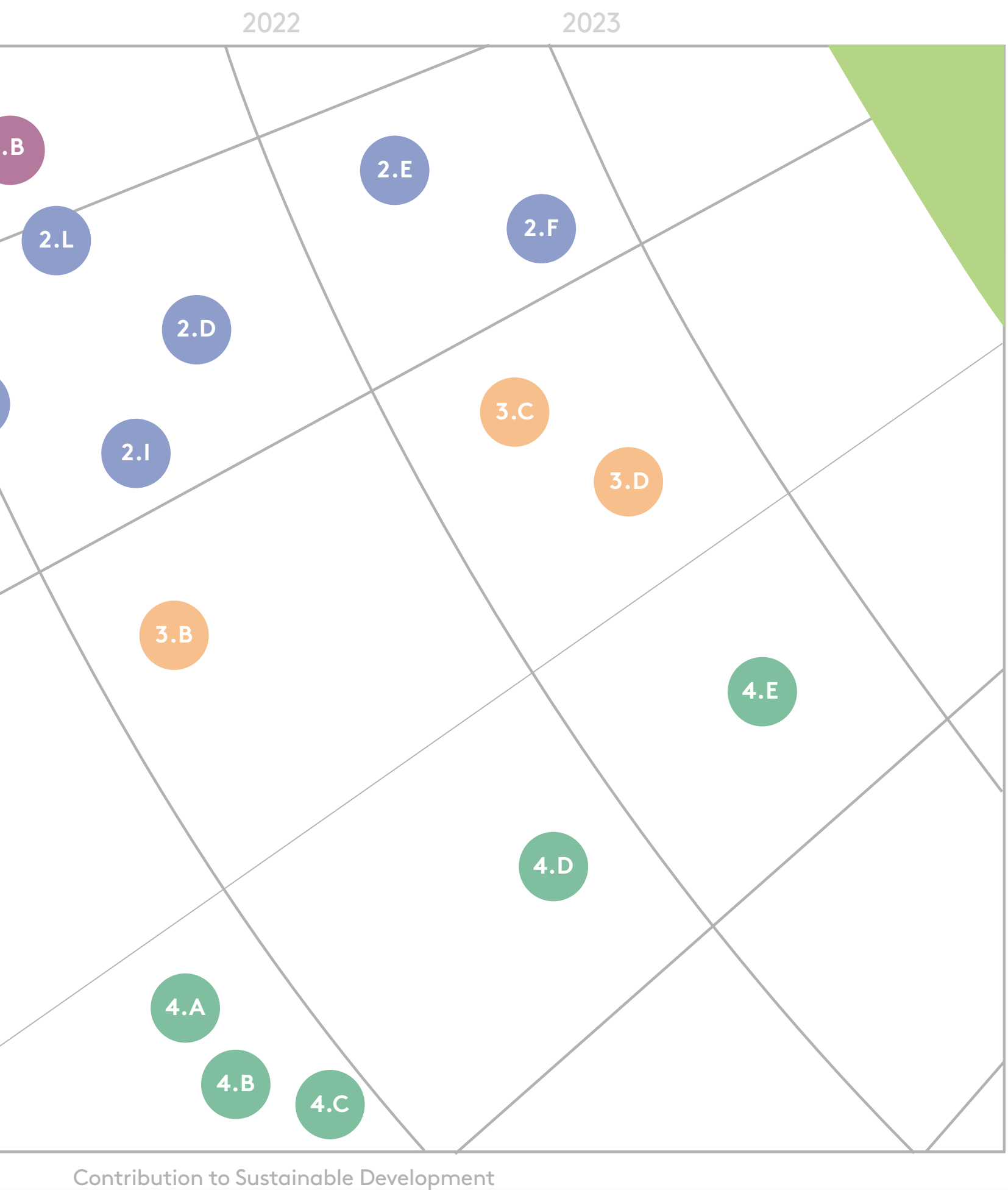


**Sustainable Development**

Cooperative Identity

Development and Governance of the Regional Cooperative Movement





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Contribution to Sustainable Development

# Time Line

## Operational Priorities 2020-2023

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**Cooperative Identity**

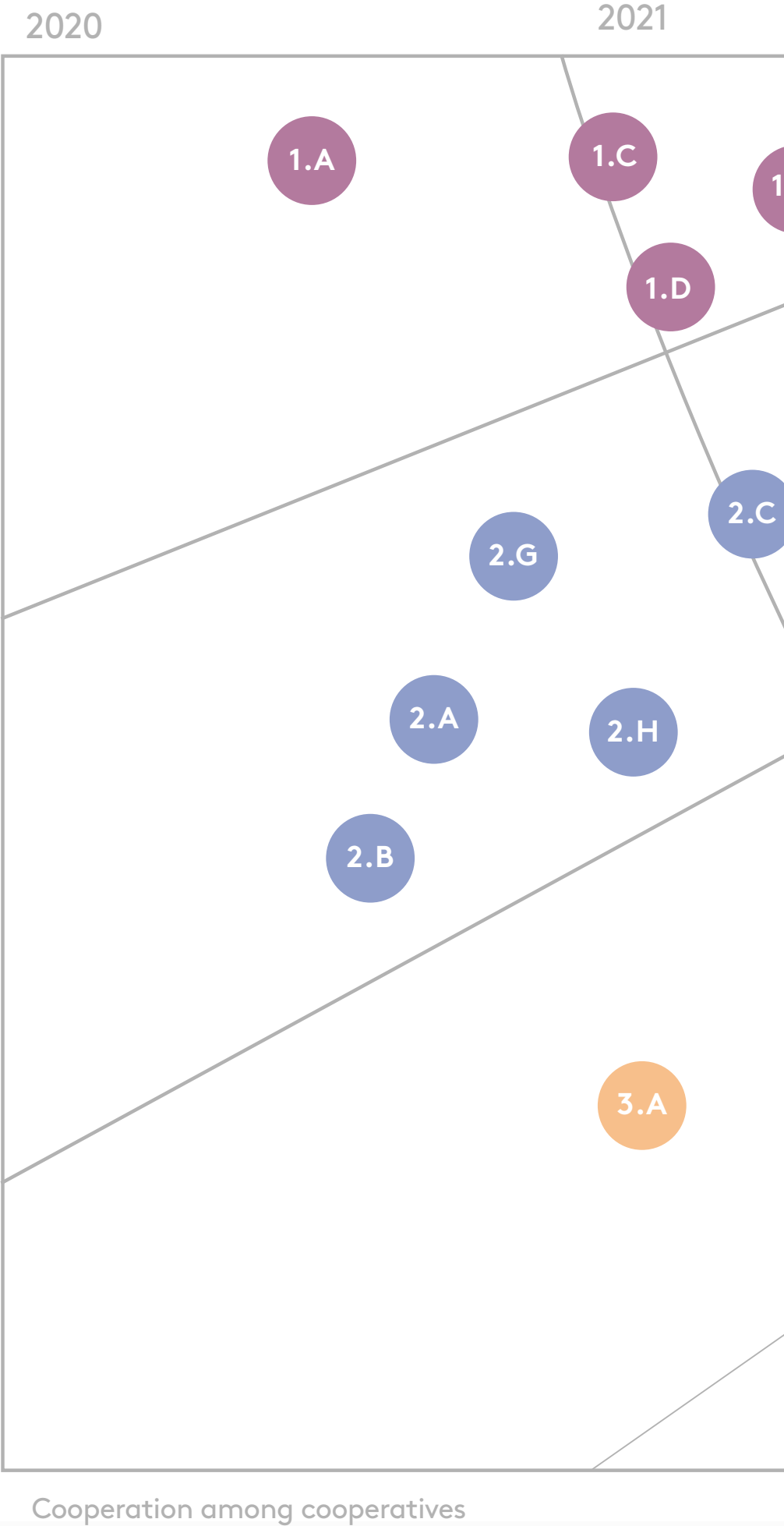
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**Development and Governance**

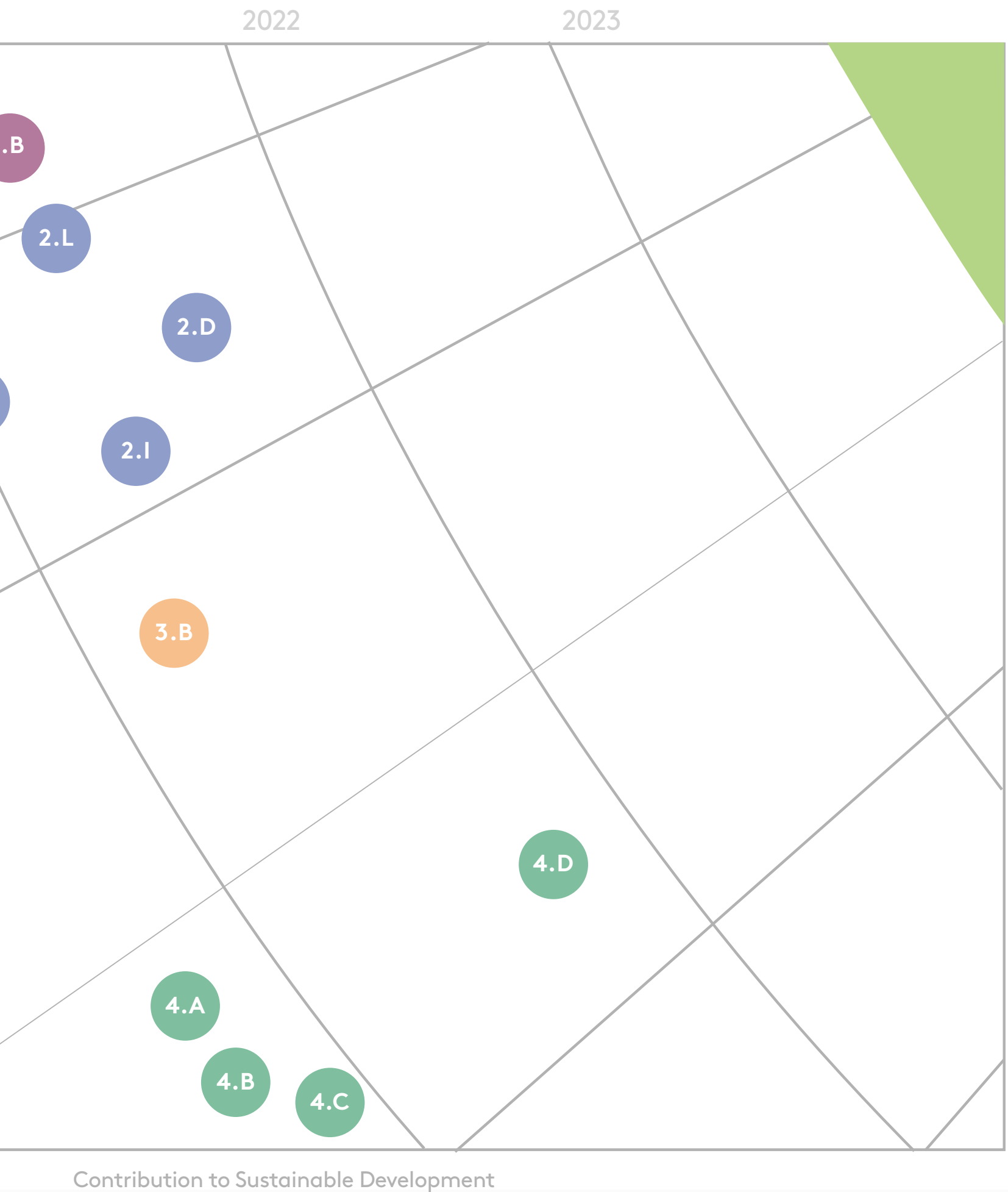
●  
**Cooperation among cooperatives**

●  
**Sustainable Development**

Cooperative Identity

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# Strategic Plan

## 2020-2023

