

Midcounties Co-operative – Marketing our Co-operative Difference



International Co-operative Alliance
**Global Conference
and General Assembly**

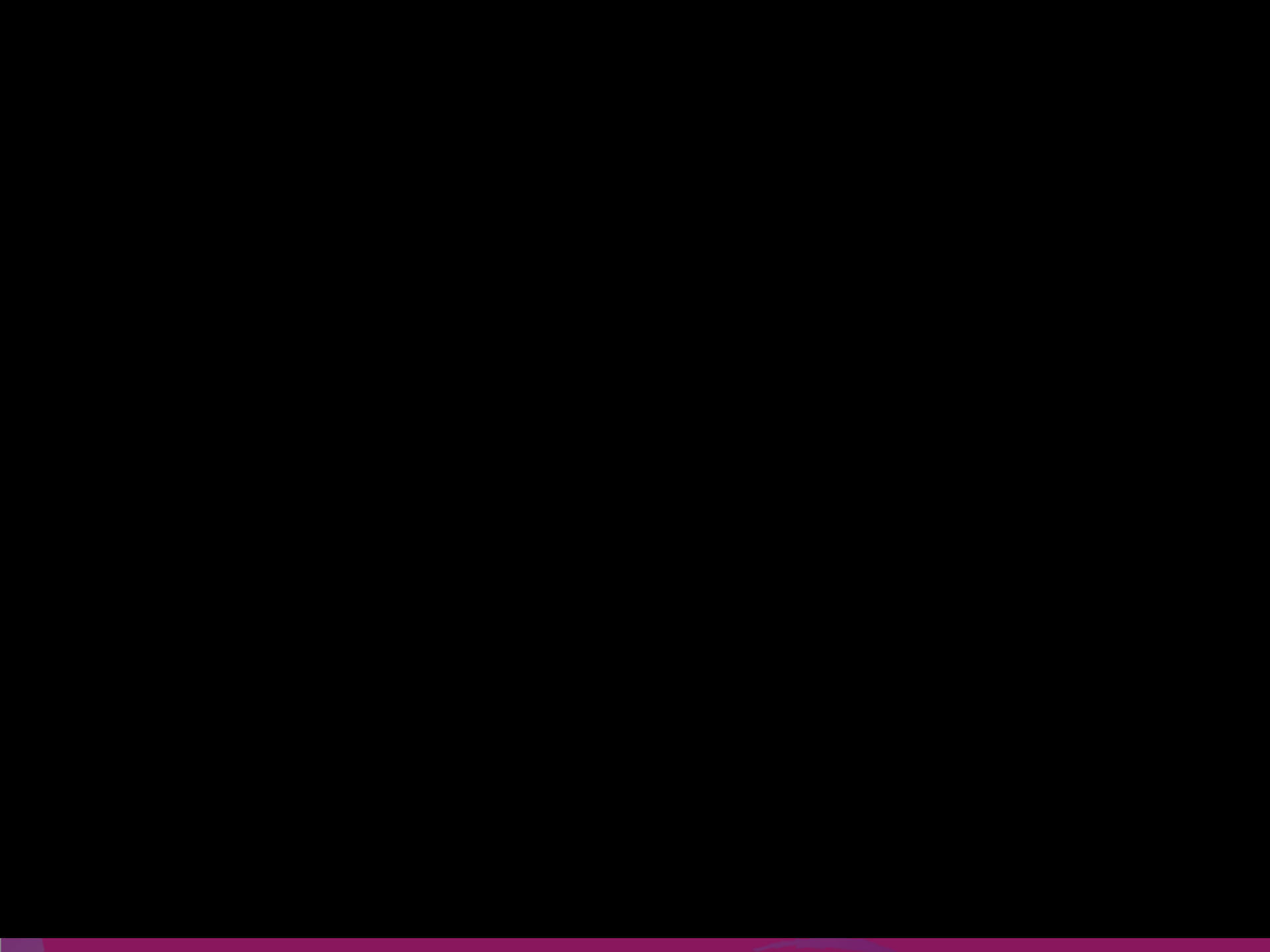
14-17 November 2017, Kuala Lumpur, Malaysia

Co-operatives: Putting People at the Centre Of Development

Presented by
Clare Downs and Gemma Allardyce



Clare Downs Midcounties Co-operative





Gemma Allardyce
Midcounties Co-operative

The **co-operative** childcare

Day Nursery & Pre-school



A MIDCOUNTRIES CO-OPERATIVE INNOVATION





Harmonious heritage & innovation

The **co-operative** childcare

Nurturing **welcoming**
 Passionate
 Equal Inspiring Down-to-earth
 passionate Empathetic
 Fair Expert/Informed Friendly
 Open and honest **supportive**
 Positive Trusting Modern
 Considerate Loving and caring Inclusive
creative and colourful
 Energetic Playful
Unified (in the right context)



Ping

Ebo

Alice

Charlie

Ela



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Bringing co-operative values to life

Books to teach co-operative values

- Support nursery experiences
- Rhyme to support literacy
- Developed by colleagues & children



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Bringing co-operative values to life



Dolls to help children express emotions

- Used in Children's Councils
- Tactile resources to bring characters to life





Bringing co-operative values to life



Mascots for events, promotion, awareness and fun!



A co-operative brand evolution



Part of Midcounties Co-operative



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Amplify the co-operative message



“Proud to be part of a thriving global co-operative movement spreading awareness through success and great communications”



- Midcounties exists to create a better, fairer world
- Midcounties amplifies the co-operative message globally
- Be inspired, Be creative

Thank you for inviting us to be part of **#coopconference17**



Thank you for listening