

MEDIA RELEASE

14 April 2021

Rebuild Better Together: 2021 International Day of Cooperatives announced

Next 3 July, the International Day of Cooperatives (#CoopsDay) will be celebrated as **“Rebuild better together”**. Cooperatives around the world will showcase how they are meeting the COVID-19 pandemic crisis with solidarity and resilience and offering communities a **people-centred and environmentally just recovery**.

“In the last year, we have witnessed how the cooperative model has been working towards the well-being of people and respect for the planet, underscoring what the cooperative movement stands for. We will indeed rebuild better together, and I'm confident that we will see many stories of how the cooperative movement can help communities become stronger in the post-pandemic world”, declared Bruno Roelants, Director General of the International Cooperative Alliance (ICA).

In the fields of health, agriculture, production, retail, finance, housing, employment, education, social services and many other spheres where cooperatives are found, the more than one billion cooperative members worldwide continue to prove that no one needs to face a crisis like the pandemic on their own. #CoopsDay will be the occasion to spread the word about how a human-centred business model, sustained by the cooperative values of self-help and solidarity and the ethical values of social responsibility and concern for community, can reduce inequality, create shared prosperity and respond to the immediate impacts of COVID-19.

The ICA calls on cooperators and partners around the world to get ready to celebrate #CoopsDay on 3 July and to show the world how we can Rebuild better together.

The **2021 #Coopsday actions' pack** including the logo, key messages and other digital resources will be available soon.

About the International Day of Cooperatives

Marked by cooperatives worldwide since 1923 and officially proclaimed by the United Nations General Assembly on the centenary of the ICA in 1995, the International Day of Cooperatives is celebrated annually on the first Saturday of July.

The aim of #CoopsDay is to increase awareness of cooperatives and promote the movement's ideas of international solidarity, economic efficiency, equality, and world peace. Since 1995, the

ICA and the United Nations through [Committee for the Promotion and Advancement of Cooperatives \(COPAC\)](#) have jointly set the theme for the celebration of #CoopsDay.

This year's celebration will be the 27th International Day of Cooperatives recognized by the United Nations and the 99th International Cooperative Day.

Through #CoopsDay, local, national and global policymakers, civil-society organisations and the public in general can learn about the **contribution of cooperatives to a just future for all**.

ENDS

For further information contact:

Leire Luengo
Director of Communications
International Co-operative Alliance
luengo@ica.coop
Tel: + 32 2 285 00 76

www.ica.coop

NOTES TO THE EDITOR

About the International Cooperative Alliance

The International Cooperative Alliance is a non-profit international association established in 1895 to advance the cooperative social enterprise model. The International Cooperative Alliance is a voice for cooperatives worldwide, representing more than 310 cooperative federations and organisations across 110 countries.

12 % of humanity are cooperators. Through its membership, the International Cooperative Alliance represents more than 1 billion people from 3 million cooperatives worldwide. The largest 300 cooperatives in the world have combined annual revenues of 2.16 trillion USD (2015) and 280 million people around the world (10% of the employed population) secure their livelihoods in cooperatives, either through direct employment or by organising themselves through a cooperative.

The International Cooperative Alliance works with global and regional governments and organisations to create legislative environments that allow cooperatives to form and grow. The International Cooperative Alliance also promotes the importance of a people-centred, co-operative, value-based business model to the media and the public.

Operating from a global office in Brussels, Belgium, the International Cooperative Alliance is organised into four Regional Offices (Europe, Africa, Americas, and Asia-Pacific), and eight Sectoral Organisations (Banking, Agriculture, Fisheries, Insurance, Health, Housing, Consumer Cooperatives, and Service and Industry