



- This is a great time to be a co-op! One reason is the option that co-ops have to use an internet domain name - .coop – to identify themselves on their websites and email addresses as cooperatives through the use of a .coop domain name.
- Last November, at its international conference in Manchester, UK, the International Cooperative Alliance announced their acquisition of Domains.Coop as part of their strategy of strengthening cooperative identity over the next 10 years as part of the ICA Cooperative Decade.
- .Coop provides a “Powerful sense of shared identity” for cooperatives – especially on the Internet
- It’s great that dotCoop can now work more closely with the ICA through Domains.Coop, our leading .coop registrar, so that we can make .coop available to more and more cooperatives through our partnership.



Seized the opportunity in 2000



Why .coop?

So the question that many cooperatives have is – Why .Coop?

The answer is pretty simple – the growing power of the Internet in reaching consumers and members.

Cooperatives seized the opportunity in 2000 to become 1 of 7 new domains – the first new ones since the Internet first started using the “legacy” domains such as .com, .net and .org – and 13 years after the first .com was used.



Explosive growth in domains



But we are still going strong almost 12 years later. Others learned from dotCoop and the other Internet “pioneers” or “guinea pigs” and hundreds of businesses and communities are now poised to add thousands of new domains starting in 2014.

That means that new attention will be focused on what’s at the end of a domain name and your .coop domain will become even more important in identifying the type of business or organization that it represents.

With .coop is already in the marketplace it will be a great time to focus on the added value that .coop provides to cooperatives in this new market where what’s to the “right of the dot” will not always be just .com or .ca.



Because being visible on the Internet is what people expect of today's businesses and in today's economy!

It is the marketplace today and where people expect to be able to find your business.

And although many people are using Social Media to find out about what is happening at your co-op today and even right this minute, it's your website and your domain name that are the place that people go to find a location to find out what is happening in their housing co-op or check their credit union balance or find out what the best price is for their insurance needs.

Your website is the front door for your business for many people and you need to make it one where they can know they are dealing with an ethical business.

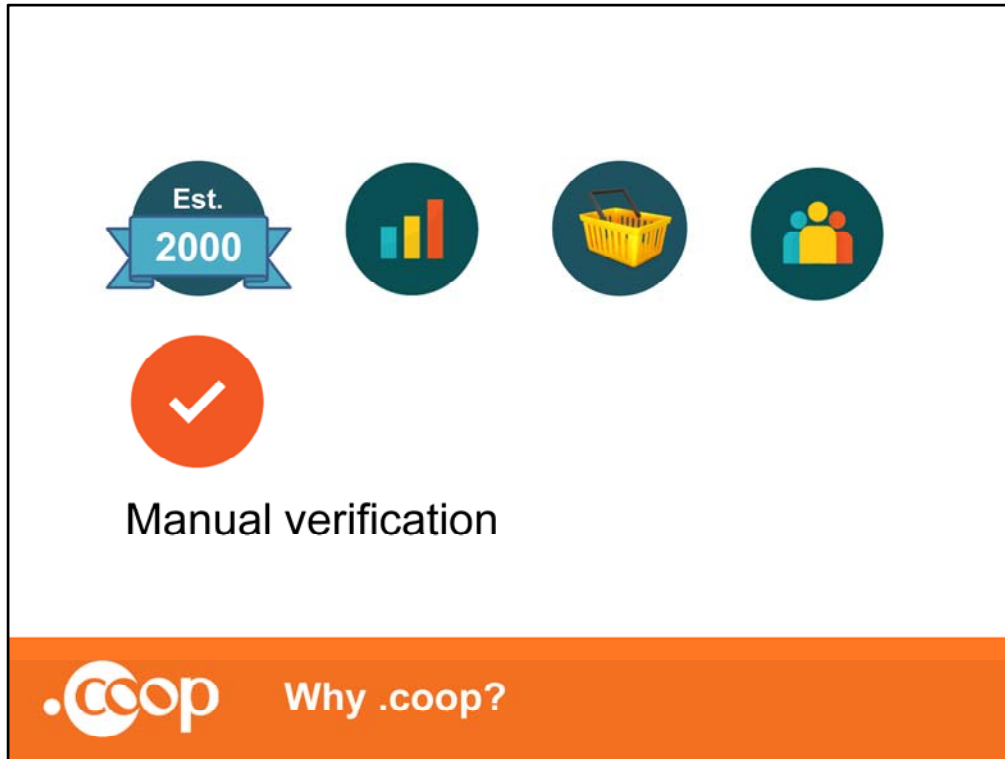


.Coop also is a way to help build connections not only with other local co-ops to help build a strong local community but also to make connections with cooperatives around the world.

Cooperatives around the world use .coop and use it for the same reasons that you use it.

dotCoop makes that easier because it is easier to know that you are dealing with a cooperative if they are using a .coop domain.

And we make it easier to find co-ops wherever you are with our www.directory.coop site. It's a pretty simple site that let's you see co-ops that actively use their .coop domain. It's built off of the data we have, so let the people that manage your domains know if the information there is out of date and we'll help them get it corrected.



Verification is another important value of .coop.

All co-ops that register for .coop domains are verified both when they register their first .coop domain and in random checks after the initial verification. We also respond to alerts from cooperatives on .coop sites that may have gotten “hacked” or are being used by businesses that are no longer operating as cooperatives.

The verification process is based on the 7 Cooperative Principles of the ICA that apply to all types of cooperatives.



This verification process helps to ensure the value of the domain to those that use it for .coop websites and emails AND to the members and consumers that look for it and use it.

We want to support the cooperatives who truly represent co-op values and principles in their day-to-day business operations.



Value for .coop users



Why .coop?

Est.
2000

Recognition for consumers & members

.coop Why .coop?

And we want to make your website and business one that is known to consumers and members for its values and principles – because it’s right there on the website every time they visit.



Besides the directory.coop, we have some other ways that we are promoting .coop and the co-ops that use it.

You can follow us on Twitter and Facebook at “dotCoop”.

In addition, dotCoop sponsors **the dotCoop Global Awards for Cooperative Excellence** every two years.

The awards recognize cooperatives that demonstrate that they can be successful businesses or organizations AND practice the cooperative principles in their business operations.

It was interesting to see that many of the aspects of good websites that Donna looked for are also part of the criteria for these awards.

 www.globalawards.coop
 [@dotCoopAwards](https://twitter.com/dotCoopAwards)


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Global Awards for Cooperative Excellence
 
 Global Awards Presentation Cape Town, South Africa November 2013

International Recognition for your Values-Based Business Starts Now!

The 2013 dotCoop Global Awards for Cooperative Excellence are now accepting entries through 31 July 2013. The awards will be presented in Cape Town, South Africa in November 2013.

The dotCoop Global Awards for Cooperative Excellence have been created to recognize the application of cooperative values and principles to drive cooperative and business success. dotCoop (www.dotCoop.coop), the sponsor of the .coop internet domain, is proud to reward these cooperative leaders.

The awards seek to encourage cooperatives from all sectors to examine their practices in order to compete for the award and will provide other cooperatives the opportunity to understand how cooperatives can best use their differences to positively impact their business and their communities.


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dotCoop Global Awards

Just so you know, the awards will be presented on November 4 to this year's 4 winners at the ICA General Assembly in Cape Town, South Africa.

If you want to be among the first to find out who the winners are, follow us on Twitter @dotCoop over the next few weeks!

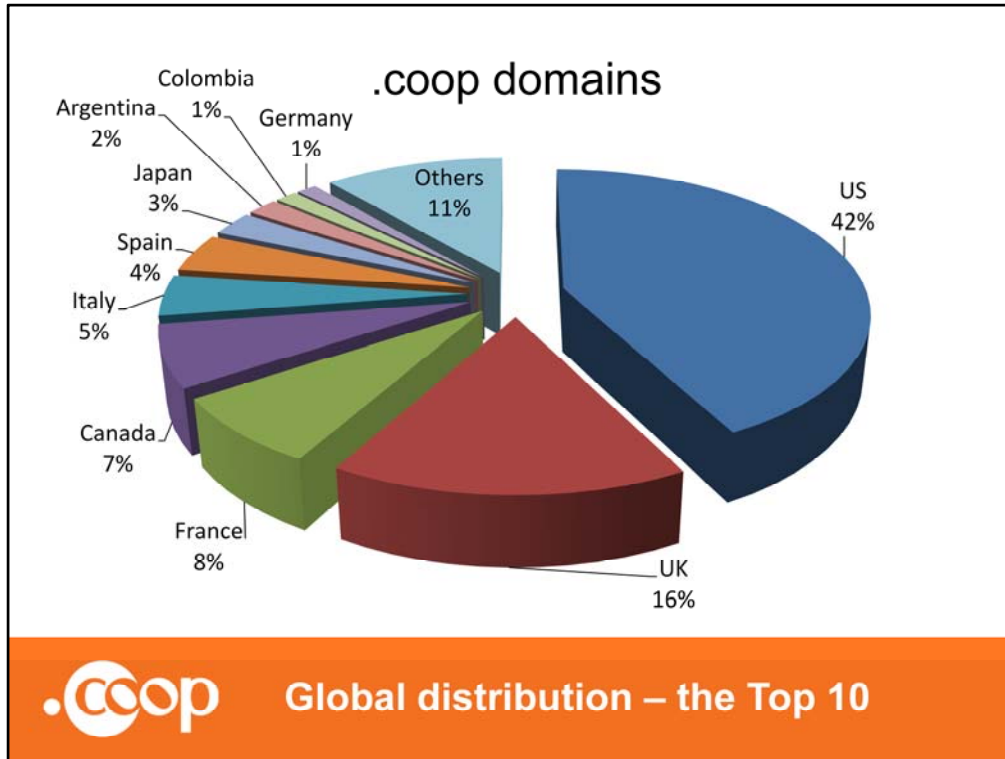


Since I was competing with people who have lots of interesting numbers, I wanted to share some .coop numbers with you as well.

As you can see, many co-ops around the world already see the value in having a .coop domain.

As this shows, more than 7,600 domains are currently registered by co-ops in more than 80 countries.

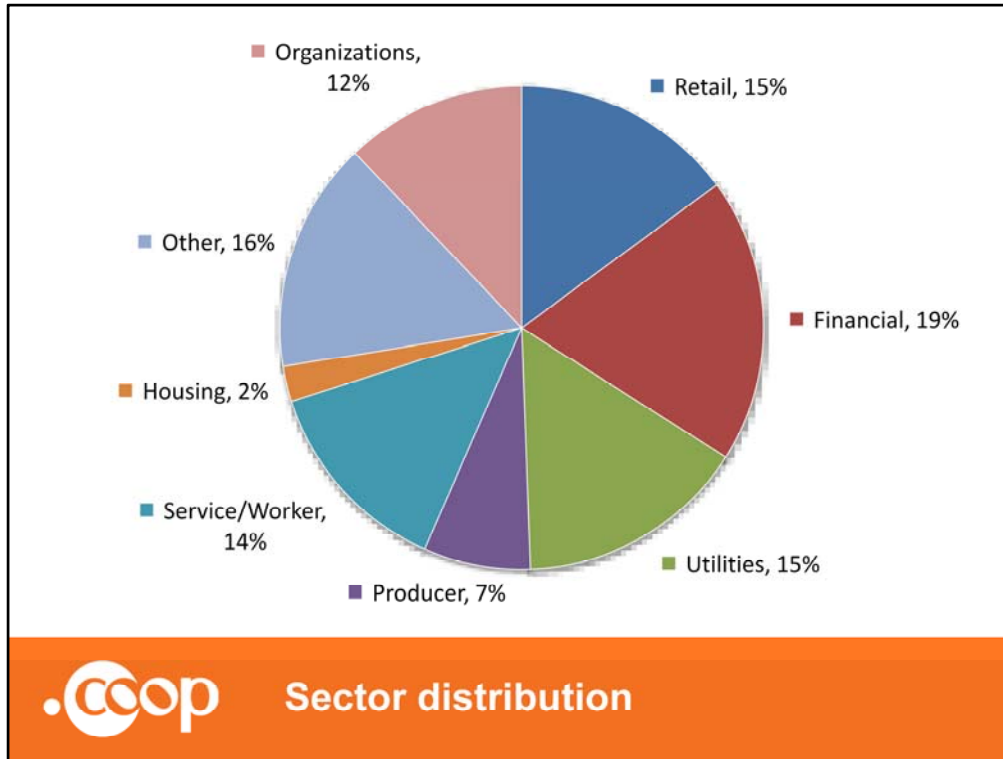
We continue to see an expansion of our markets in Africa, Asia and Latin America as well as a growing percentage of registrations coming from outside our original market areas in North America and Europe.



But the original registration areas are still dominant as you can see with this chart showing the top 10 markets for .coop domains - with the US and UK being the largest and France, Canada and Italy rounding out the top five.

But of course there is a room for growth – and that is our goal.

With the ICA becoming more directly involved with .coop as the owner of our largest registrar – domains.coop – we feel we are now even better positioned for global growth because of the inclusion of .coop in the Co-operative Blueprint and the contacts with co-ops at every level through ICA members.



Another valuable insight is to look at a breakdown of the sectors that use .coop domains.

You might notice that a fairly large group of users is categorized as “Other”. It turns out that people are using cooperatives for MANY types of businesses.

That’s the beauty of the cooperative model in that it is flexible for different types of businesses from Housing to Retail and from Credit Unions and Banks to Worker Co-ops.

And from Farmers to Football Players – co-ops provide a way to involve owners that makes them strong competitors in the marketplace – and certainly more valuable to their members!

Strengthen your cooperative difference



Benefits of a .coop domain

So – I want to reinforce the values that a .coop domain provides to you and that build off of the investigate work that Donna and Georgina have detailed.

First – it strengthens your cooperative difference to your members, staff and the general public.

Stand out from the crowd



Benefits of a .coop domain

It makes you stand out from the crowd

And in tomorrow's Internet, it clarifies that you are a specific type of business based on values and principles.

Connect with other cooperatives



Benefits of a .coop domain

It allows you to connect with other cooperatives through our directory.coop as well as on search engines and when you meet in sector marketplaces

Build trust in your co-operative identity



Benefits of a .coop domain

With a verification process that has stood the test of time, it provides a higher level of trust in your cooperative identity

Choose from a wide range of
available domain names



Benefits of a .coop domain

And even though we have been live since 2002, there are still many more options for the domain name you want with a .coop domain.

And you don't even have to add "co-op" to the name – because it is already there!

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.coop Questions?

- Every business including cooperative businesses need every edge they can in today's competitive marketplaces. .
- **Coop can give you that edge.**
- I'll now pass this back to Erin to see what questions we have