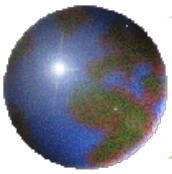


The Co-operative Brand and Its Value

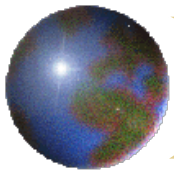
Global Co-operation Inc.



.COOP Our identity

The graphic is framed by a border of numerous brand logos, including: Castrol, Chevron, chili's, Cirrus, MSNBC, Colgate, Comfort, Coors LIGHT, Corona Extra, DQ, DAYTONA INTERNATIONAL SPEEDWAY, DELL, Denny's, DHL, DIRECTV, Domino's, ESPN, ESSO, FedEx, FINLANDIA VODKA, Firestone, FLOWMASTER, Fruit of the Loom, Hanes, JVC, Lipton, Nintendo, Pizza Hut, Red Lobster, Red Bull, SFP, SUBWAY, swissair, TACO BELL, TEXACO, tic tac, TORO, Tropicana, UNITED STATES POSTAL SERVICE, Volkswagen, WAL-MART, XEROX, Zellers, Zippo, and Zantac.

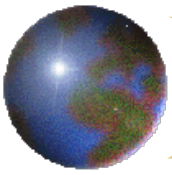
Which brand supports 100 million Workers?
Global Co-operation Inc.



If you are a co-operative or a credit union you wear the brand

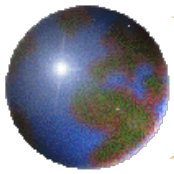


Global Co-operation Inc.



**And
worst
performance
can become
the brand**

Global Co-operation Inc.



Expectations are:



**Our
identity**

=

Purpose

+

Values

+

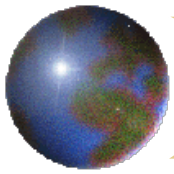
Principles



TRUST

**But only if we
deliver**

Global Co-operation Inc.

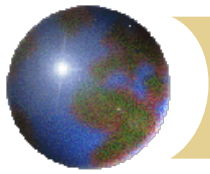


Co-operative Brand Gold Stars

Bio-responsibility reflecting co-operative purpose, values and principles
+ Mad Cow = Success




Global Co-operation Inc.



Co-operative Brand Gold Stars

**Vancity
Credit
Union**



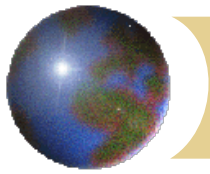
Good Money
works in your
account and your
neighbourhood.

[Read more](#)

Co-operative
purpose
Values
Principles

At Work

Global Co-operation Inc.



Co-operative Brand Gold Stars

US Food Co-
operatives

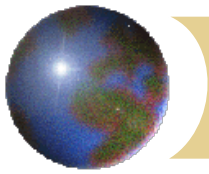
Weaver Street
Seward

Many others

- Co-operation
- Environment
- Local food
- Healthy food
- Fair Trade
- Worker engagement



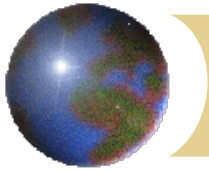
Global Co-operation Inc.



The Risk
One Brand
Many Actors
Low Control

The Promise
↑ **Trust**
↑ **Share of Economy**
A Much Better World

Global Co-operation Inc.



**Will co-operatives around
the world have the will
and determination to
enforce brand standards?**

Discussion

Global Co-operation Inc.