

THE NEW NORMAL FOR COOP

The opportunity to be innovative and reinvent the global economy



INSTRUCTIONS FOR YOUR VIDEO


COVID 19 gave us the opportunity to reinvent ourselves. We, from the Global Innovation Coop Summit, want to know your thoughts about the future post-COVID-19 new normal.

For that, we are asking for videos from the International Cooperative Movement, in a Talks Format, to address a series of topics related to the future of cooperatives into the new normal for this first virtual **GLOBAL INNOVATION COOP SUMMIT**.

You can cover all the topics or elaborate on one in particular:

- How has the COVID 19 pandemic affected the cooperative movement and the related economy? What do you think of the prospects for recovery and what are the forecasts for the years to come?
- What is your vision of the post-COVID-19 reality for your cooperatives and its capacity to innovate? What your coop has done, what remains to be done?
- How cooperative business model can reinvent a more efficient, agile, socially inclusive, and ecologically beneficial economy?

THE FORMAT

- 5 to 10-minute video
- Use the media of your choice, camera, phone, webcam, etc.
- **IMPORTANT:** You must record yourself in landscape mode 
- Use a microphone if you can, it can be the one on your phone's headset.
- Use good light
- Preferably record in English. If you want to do it in your native language, know that for this first event the video will not be translated.
- In a Microsoft Word document, enter your name, your title (s), the name of your cooperative (s) or mutual (s), a hyperlink to your cooperative (s) or mutual (s) website. We will make banners for your video. So, you don't need to introduce yourself at the start of the video.

DEADLINE TO RECEIVE THE VIDEOS: **OCTOBER 30, 2020**

Your video will be available for two months (From November 30th to January 30th) on the digital platform of the event, and after that, it will be available on Global Innovation Coop Summit's Website and YouTube channel. With that, we have the intention of not only to bring more information for the cooperative movement but to promote and give voice to the cooperatives and institutions partners of the Summit.

Sent it to: hello@globalinnovation.coop