



Request for Proposal

2025 U.S. Cooperative Impact Project

The National Cooperative Business Association, (NCBA CLUSA) is working with the U.S. cooperative community to amplify the United Nations (UN) 2025 International Year of Cooperatives (IYC).

Project Working Title: 2025 International Year of Cooperatives: Cooperative's Role in the 21st Century.

Project Objective: In the context of the United Nations 2025 International Year of Cooperatives (IYC), the purpose of this project is to show how cooperatives in the United States are the best strategy for addressing the challenges and opportunities of the 21st Century – including how cooperatives are a proven approach in advancing the U.N. Sustainable Development Goals. The project will feature exemplary content and compelling messages to support advocacy and public awareness efforts related to 2025 IYC.

Background and Context: The United Nations International Year of Cooperatives presents a unique opportunity for the cooperative community in the United States to highlight how cooperatives build a better future. Many cooperatives and cooperative associations have developed excellent resources on how cooperatives make an impact on the economy and society; such information is typically included in an annual report of the cooperative or a special report – such as a Sustainability Report or an ESG report. This moment provides an opportunity to gather this information together in one comprehensive document that creates a common narrative and serves as a resource for other stakeholder collateral during 2025.

Project Activities and Methodology: NCBA CLUSA will partner with a third-party firm to create the original report, assist in creating related collateral, and support the public messaging. The work will entail building on NCBA CLUSA's work that has already collected approximately 70 of annual/ESG/Sustainable reports from the largest 100 co-ops in the U.S. (based on the National Cooperative Bank's annual Co-op 100). In terms of primary resources, these reports from large co-ops will be supplemented with reports, examples and case studies from other co-ops – especially those from Historically Underserved Communities - and analyses and research from associations and firms supporting cooperatives.

The research and analysis will be used to create a comprehensive report that tells the story of cooperatives' impact on society and the economy. The report will also make clear how people can use the cooperative business model to capture new opportunities and tackle challenges in the 21st century. Once the report is complete, the third party will produce related collateral such as: one-pagers and infographics for advocacy purposes; social media tools; and draft op-eds for Washington DC and regional publications. This collateral will be packaged in a "toolkit" that will include the topline messaging and data points and will also provide a way for the co-op or association to plug in their own data to make the collateral specific to that co-op or sector. The use of the toolkit will create a drumbeat during 2025 International Year of Cooperatives.

Expected Deliverables and Impact: Here are some expected outcomes and impact of the project:

- A summary “one-pager” on topline messaging for the project by October 1, including the theme, key message, and very topline data.
- A set of communication collateral within a “toolkit” that co-ops and co-op associations can use to “plug and play” for their 2025 IYC strategies.
- Increased engagement and participation by the cooperative community in the U.S. during the 2025 International Year of Cooperatives because the project will provide these stakeholders with compelling data, stories, and collateral.
- Increased awareness and knowledge of how cooperatives positively impact the economy and society with policymakers and the public.
- Increased support and endorsement of cooperatives and messages by influential stakeholders, such as media, celebrities, experts, policymakers, and others.
- Increased pressure and accountability on policymakers to pass legislation that supports cooperatives.
- Increased support for cooperative development ecosystems from public and private funding entities.

Monitoring and Evaluation: To measure the project’s success, we will look to metrics that indicate how often people accessed the report and collateral, the number of engagements with key stakeholders and number of times the report was cited in earned media.

Timeline: The project will start in 2024 in the third quarter so that a one-pager summary will be available on Oct. 1 when NCBA CLUSA holds its Cooperative Impact conference in Washington DC. Then in the fourth quarter and beginning of 2025, other collateral would be released that could be used throughout 2025. The timeline of Phase one would be July 1, 2024, to January 31, 2025.

If interested, submit your response to:

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Subject Line: RFP - 2025 International Year of Cooperatives