



**Mitch
Oliver**

These are tough times, with the cost-of-living crisis, climate change, political instability, and inequality. Now, more than ever, our Co-operative Values are needed. These values resonate with my own of hard work, kindness, and equality, and make me passionate about representing you on the Co-op Board.

As your MND you can count on me to listen, be honest and be comfortable taking difficult issues into the boardroom. I would use my extensive board experiences across commercial and not-for-profit sectors to ensure that our Co-op is fit for the future.

In recent years, the Co-op has rightly prioritised financial stability, and those tough choices provide solid ground for the next chapter – growth.

1. **Growing our member-owners** - Studies show that two-thirds of people want to buy ethically, but higher prices stop them. Our Co-op provides affordable and ethical shopping - we have an opportunity to proudly communicate this to attract new owner-members, particularly the younger generation (70% of GenZ actively seek out ethical products). To support this, I bring my experience as the UK Marketing & Strategy Director at Mars, where we delivered innovation and award-winning advertising which attracted younger consumers and increased market share.
2. **Growing our commitment to our colleagues:** I would champion colleagues physical and mental well-being, continued investment in pay and conditions and ensure that all colleagues feel included. Colleague safety is non-negotiable to me, as is providing careers where colleagues can grow and thrive. Across different boards, I have advocated for employees and used technology to engage them in business decisions. At Mars, during Covid-19, I led communications to help our employees be well informed and to keep them safe. I have brought diverse voices into the boardroom, using digital tools to bring 10,000 women's voices directly to the global Mars Board, resulting in meaningful changes to our approach to gender equality. I've also served on the board of an LGBTQ+ organization and advised government on Disability Confident initiatives.
3. **Growing our Impact:** I would want to ensure continued action on the issues that matter most to you – cost-of-living crisis, tackling the climate emergency together and improving animal welfare. I believe my experience in achieving commercial success whilst delivering a positive social and environmental impact would be relevant to the Co-op Board. For example, during my tenure on the UK Mars Board we invested in healthier recipes, introduced Fairtrade chocolate, transitioned to 100% renewable energy, and stopped advertising to children, all while delivering our financial targets and outperforming the market. Also, in my global role on United Nations "Unstereotype Alliance" we have shown that socially responsible brands with inclusive advertising grow 25% ahead of others.

As your MND, I would work hard to advocate for you, using my diverse board-level experiences to support the Co-op to make "good decisions" that live the Co-operative Values. As a businesswoman and as a mother, I can't think of anything more important than co-operating for a fairer world for the next generation.

I welcome any questions, email me at MitchCoopMND@gmail.com
