

11

Motion from Council – People Power and our Co-op Difference

We ask the Board to work with Council to:

- Develop new and innovative approaches to communicating our unique member ownership model and Co-op Difference.
- Continue to develop and broaden opportunities to make membership meaningful and encourage members to be active participants in the decision-making process.

Our Co-op is owned by our members. We exist to create value for them, their communities and our planet by co-operating for a fairer world.

Our power comes from working together for common good. Our members buy our products and services and the more they trade with us, the greater our collective impact.

Member ownership, participation and democracy is a priority for Council and our ongoing success depends on continuing to inspire and promote our Co-op Difference. As part of being a modern co-operative business, Council believes we should continue to innovate and expand the ways our Members can access to exercise their rights to shape and participate in our Co-op's decision-making. These opportunities could include:

- Celebrating our Co-op Difference through our marketing and communications strategies to demonstrate what we achieve together and attract new members.
- Building on and broadening our successful Join In and Co-op Member, Education, Training and Information programme so that our members have the knowledge and awareness to influence how their Co-op is run.
- Developing our digital democratic participation tools and strategies including in-app voting and motions at AGM and elections combined with a year-round focus on democratic participation. Ensuring those without digital access have a range of opportunities to participate, including through local activity.
- Exploring further models of direct and indirect democracy and participation for a modern, dynamic and inclusive Co-op such as polls, referenda and surveys for more flexible and consistent opportunities to input into Co-op decision making.

More information on our Motion:

Our member ownership model is a real point of difference and one of the Board's priorities is to define and communicate our Co-op Difference for a modern world so we continue to remain relevant as member and societal needs evolve. Our difference will be central to how we communicate the benefits of our membership in future and will consistently inform how we show up in our markets and more broadly as an organisation and as a movement.

As part of this, we're committed to continuing to explore and develop ways to inspire and retain members' engagement and to support them to exercise their rights as owners of our Co-op to take part in our decision-making processes in ways that work for them.

Our Co-op Member Education Training and Information (CMETI), developed with our Members Council, has had some strong successes and we are continuing to develop ways to

create clear routes to deeper engagement with our Members and to bring our Co-op Difference to life locally through our network of 1000 Member Pioneers based in communities across the country.

Participation in our Join In activities continues to grow with a range of opportunities available to members for “everyday participation” through surveys, polls, workshops, discussions, videos and quizzes. In 2022, members participated over 774k times in this activity and we aim to increase that again in 2023. We are also this year using the Join In approach to hold two online events prior to the AGM, which are designed to enable members to discuss our AGM motions prior to voting.

The Board recognises that technology provides broader opportunities for debate and discussion to inform policy development and gather members’ views all year round, including via our Co-op App. We look forward to exploring different ways for members to shape and participate through digital as well as non-digital ways over the next year.