



Your Local Engagement Pack

Q1 2022



It's what we do



2022 Activity Pack

At Co-op, we're all about community and, at times like these, family, friends and neighbours are more important than ever.

Our 2022 activity pack includes lots of activities for some of the most exciting events in your calendar, as well as plenty of ideas on how you can get together and celebrate with the people you care about.

To get the wider community involved, there are a number of ways you can distribute the packs.

Local Schools/Community Groups

You could donate a few of the packs to schools and community groups near your store with hours of fun for the children to enjoy at school with their friends or take home and use with their families.

Local Care Homes

Our activities are for all ages, why not donate a few of the packs to your local care homes for them to use at their own leisure.

Local Libraries

You could ask your local library if they would like a few of the packs to give out to those visiting the library.

Member Pioneer

You could also get in touch with your Member Pioneer to help hand out the packs to the local causes.

It would be great if you could promote the packs across your own social channels as well as letting friends, family and customers know when they come into store.

**If you have any questions or need a helping hand,
just email helloneighbour@coop.co.uk**

Burns Night

Tuesday 25 January

Burns Night is all about celebrating with your community, indulging in Scottish pastimes, and remembering the late, great Robert Burns. Wherever you are in the world - Scotland or otherwise - you can help your local community get involved by encouraging customers to try something new and have a little fun. Both the activities for this occasion are perfect for teachers, families, and friends of all ages.



Chinese New Year

Tuesday 1 February

Chinese New Year starts when a new moon appears, so the celebrations start on a different date every year. This year, the year of the tiger, celebrations start on 1 February. Encourage your community to get involved by colouring in their very own tiger mask. You could even remind customers to cook some traditional Chinese food for tea or play traditional Chinese games like Drafts and Mahjong.



Winter Olympics

4 - 20 February

This is the year. The Winter Olympic Games are back! Every 4 years, millions of people around the world get together and cheer for their countries, favourite athletes, and sporting heroes. Get involved in all the drama and encourage locals in your community to add a little extra fun to the occasion by competing against each other at home; all while upcycling unwanted plastics. That's what we'd call a win-win.



Fairtrade Fortnight

27 February - 13 March

We've supported Fairtrade for over 25 years, and we're proud to sell their products in our stores. This year, let's show our customers how much we care about fairness, community, and doing the right thing by reminding them of our longstanding partnership with Fairtrade. You can help us do that by spreading the word about our free to download Fairtrade activity pack.

For more information visit coop.co.uk/our-suppliers/fairtrade/campaigning-tools



Saint David's Day

Tuesday 1 March

This Saint David's Day, encourage customers in your community to get crafty and celebrate with home-made decorations. When the decorations have been made, customers can hang them up inside their homes and celebrate Saint David's Day in style. Perfect for kids, families, nursery schools and more.



National Day of Reflection

Wednesday 23 March

Marie Curie's 'National Day of Reflection' is all about showing support for the millions of people who've been bereaved during the Coronavirus pandemic. You can play your part by encouraging your customers to make a yellow paper daffodil and putting it on display in their windows or gardens – a little bit like the rainbow for NHS staff. That way, neighbours in your community will know they're not alone, and they can show each other support. That's what community is all about! If your customers can't make a daffodil, they can put some yellow paper on display instead.



Saint Patrick's Day

Thursday - 17 March

In today's world, celebrating Saint Patrick's Day is all about letting off steam and having a good time. But Patrick was also a saint, and he did some wonderful things for his community. Help your customers spread some of Saint Patrick's good cheer by encouraging them to donate a pot of gold to a local cause. Alternatively, customers could use their pot of gold to do something nice for someone they know. It's totally up to them.



Mother's Day

Sunday 27 March

Mother's Day is a special day for lots of people. But for some, the occasion can be a difficult time of year. Whether people in your community want to reflect or celebrate, you can help them commemorate Mother's Day by making them aware of our one-of-a-kind fingerprint card and we've included a template of the Mother's Day remembrance tree tags. We're encouraging customers and clients who wish to write a message of remembrance to take the tag along to their local Co-op funeral homes, where they can be displayed on our memorial trees. Funeral homes can also order the tags, as they usually would and have these available for the community to come in and write a message of remembrance.

We encourage all colleagues to get involved, the tags can also be used at home too!



Ramadan and Eid-ul-Fitr

2 April - 3 May

On Eid-ul-Fitr, "the festival of the breaking of the fast", Muslims all over the world celebrate the completion of the Holy Month of Ramadan. To get involved in the celebrations encourage your community to try this deliciously simple recipe for a Red Lentil Dahl with Sweet Potato and use this opportunity to connect with those celebrating with "Eid Mubarak".

