Connecting our Co-operative Community Worldwide through .coop

What is .coop?
- a new suffix, or top-level domain, for Internet addresses
- a consistent Internet identity for co-operatives worldwide

Why .coop?
- To promote and protect co-operative values and principles on the Internet
- To facilitate the development of economic and other mutually beneficial relations between co-operative organizations;
- To further the economic and social progress of co-operative members and their communities.

Why use the .coop Internet address?
- To create an Internet identity for co-operatives worldwide
- To enhance consumer trust and competition in global e-commerce
- To give consumers a greater choice in the electronic marketplace
- To enhance business-to-business transactions among co-operatives
- To differentiate your business as a co-operative
- To make it easier for members and consumers to find co-operatives on the Internet
- To reclaim your name(s) that were not available under .com or .org
- To increase your Internet exposure - register multiple domain names for your co-operative and use them to increase your website traffic
- To contribute to the **Digital Divide Fund** to help limited resource co-operatives access and effectively use information and communication technology including helping co-operatives do business on-line.

Who is eligible for .coop?
- Only co-operatives and co-operative service organizations will be eligible to use the **.coop** domain name. Refer to principles on International Co-operative Alliance (ICA) web site: www.coop.org/ica/info/enprinciples.html.

When?
- Watch for announcement of the ICA pre-qualification start date on the ICA web site: www.coop.org
- Registration is anticipated in the third quarter of 2001 at USD 160 for two year period.

**For more information about .coop,
please visit the dotcoop web site
www.cooperative.org**

*** CALL TO ACTION ***

Create a Co-operative Community on the Internet

ICA International Co-operative Day – UN International Day of Co-operatives
7 July 2001

The Co-operative Movement has a historic opportunity. We have won our own top-level domain name[1] --- **.coop**. **.Coop** is one of the few authorised names for use on the Internet. These four letters will create a co-operative identity on the Internet that has revolutionised the world's communication and commerce.

.Coop will become as fundamental to our worldwide community as the International Co-operative Principles. We can use this Internet identity to further the economic and social progress of our 760 million co-operative members through instantaneous linkages between co-operatives and with consumers who prefer to do business with member-owned and controlled co-operatives.

A key objective of the International Co-operative Alliance (ICA) -- to promote and strengthen autonomous co-operatives throughout the world -- can be achieved on the Internet through these four letters --- **.coop**. In honour of International Co-operative Day 2001, please resolve to challenge all co-operatives around the world to use **.coop** and create a co-operative community on the Internet.

Actions needed to create our on-line co-operative community:

1. ICA members prepare for registration:
   - Identify the names you wish to reserve such as your co-operative name, abbreviations, events, services, products and fully-owned subsidiary enterprises.
   - Check the ICA web site www.coop.org on a weekly basis. Watch for announcement of the ICA pre-qualification start date.
   - Be ready to send out a press release to local media on the day you pre-qualify your co-operative. Send it by e-mail to other co-operatives. Send it to the www.cooperative.org webmaster and ask that it be posted.

   Co-operatives outside ICA's membership are expected to be able to register **.coop** names in the third quarter of 2001, but can already register their interest by going to dotcoop web site www.cooperative.org.

2. Commit to be a visionary and help create the co-operative Internet identity.
   - Challenge co-operatives around the world to do the same.
   - Send the following e-mail message on 7 July 2001, International Co-operative Day, to every co-operative:

   "Celebrate International Co-operative Day! Commit your co-operative to the new Internet address -- .coop. Go to the dotcoop web site -- www.cooperative.org -- and register your interest. Become part of our co-operative Internet community. Challenge other co-operatives to do the same by forwarding this message."

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[1] Top-level domain names are suffixes that appear at the end of Internet addresses. Existing names include .com, .org, .net, etc.