Co-Creating the Future of Cooperation

A Live Principle 6 Collaboration Experiment

THE
PRINCIPLE 6
.coop

Justin Hammons
Co-Founder, Chief
Creative Officer

Meredith Lobel
Co-Founder, Chief
Strategic Officer

Howard Brodksy
Co-Founder, CEO

THE
PRINCIPLE
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COOPERATIVE

The Session Agenda

1. **The Story and Potential**
2. **The Platform**
3. **The Live Experiment**
4. **Community Feedback**

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Part 1:
The Story and the Potential

How do we unlock the power of cooperatives worldwide?

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"Co-ops are masters at collaborating internally — but we've struggled to replicate that collaboration between cooperatives."

Howard Brodsky
Co-Founder and Rochdale Pioneer

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Part: **The Story and Potential**

A Global Powerhouse Hidden in Plain Sight.

A global movement waiting for shared infrastructure.

2.5 Million Cooperatives

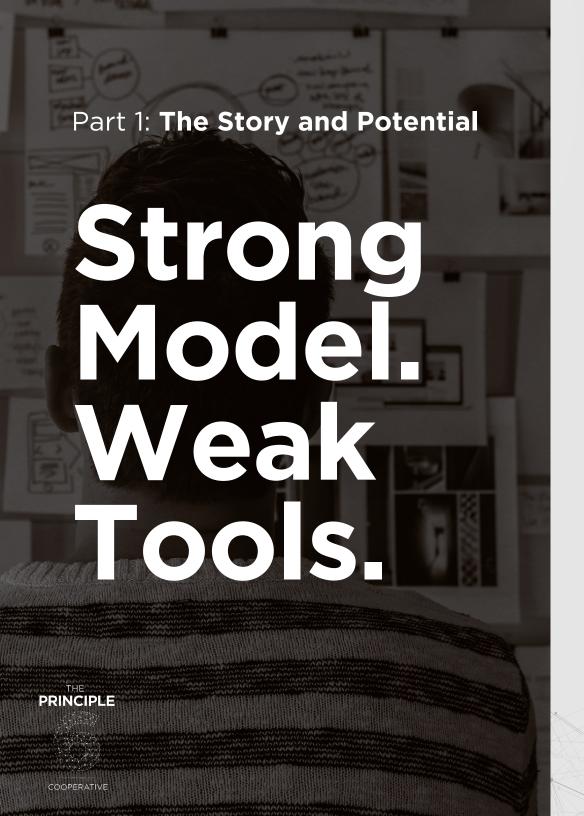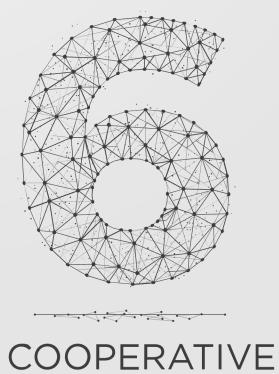**1 Billion Members**

280 Million Employees

10% of the Global Economy

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Part 1: **The Story and Potential**

Strong Model. Weak Tools.

Cooperatives are resilient, but fragmented and digitally underpowered.

- **Fragmented.** Co-ops operate in isolation.

- **Outdated Systems.** Built for corporations, not co-ops.

- **No Shared Infrastructure.** Limits scaling and collaboration.

- **Losing Ground.** Competitors move faster with AI + platforms.

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COOPERATIVE

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THE

COOPERATIVE

The digital backbone to unlock the power of 1 Billion cooperative members

The **Principle 6 Cooperative** is more than a platform — it's a **movement** powered by **democratic control** and **equitable ownership**.

Vision:
Connect **1 Billion Members** and **Empower 2.5 Million Cooperatives** through cooperative-owned intelligence and tools.

Mission:
Give coops the ability to act smarter, faster, and more effectively together.

Identity:
Rooted in Principle 6 — Cooperation Among Cooperatives, embedded in every coop's DNA.

Ownership:
Democratically controlled and equitably owned — keeping wealth and sovereignty local.

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Part 1: **The Story and Potential**

Register for the Live Experiment!

Join the **GICS Collaborative Community** on Principle 6. Now's the time so that you're ready to collaborate in this session!

Inscreva-se para o Experimento ao Vivo!

Junte-se à Comunidade Colaborativa GICS na Principle 6. Agora é a hora — assim você estará pronto para colaborar nesta sessão!

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Bit.ly/GICSP6

We're not a traditional tech startup.

We're building it... TOGETHER.

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Part 2:
The Platform

Four connected systems powering cooperation.

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Part 2: **The Platform**

Principle 6 Today

COOP AI SUITE

COOP GPT
Powered by ThePrinciple6.coop

STORY BUILDER
Powered by ThePrinciple6.coop

ENGAGEMENT PLAN BUILDER
Powered by ThePrinciple6.coop

COOPERATIVE DIFFERENCE
Powered by ThePrinciple6.coop

MEMBER RELATIONSHIP MANAGER
MRM Powered by **ThePrinciple6.coop**

THE **PRINCIPLE 6** .coop

MBS MEMBER BENEFIT STATEMENT
Powered by ThePrinciple6.coop

CIS CO-OP IMPACT STATEMENT
Powered by ThePrinciple6.coop

COLLABORATIVE COMMUNITIES
Powered by **ThePrinciple6.coop**

DYNAMIC KNOWLEDGE BANK

SURVEY PLATFORM

NETWORK NEXUS

BENCHMARK HUB

THE **PRINCIPLE 6** COOPERATIVE

Part 2: **The Platform**

COLLABORATIVE COMMUNITIES
Powered by ThePrinciple6.coop

Community is at the heart of P6

Adding Structure and Connection

They help co-ops:

- **Build** & **manage** their community

- **Share** ideas & resources

- Deepen **engagement**

- Contribute to **CoopAI**

NETWORK NEXUS

DYNAMIC KNOWLEDGE BANK

SURVEY PLATFORM

BENCHMARK HUB

Digital Transformation & Technology Adoption [P6]

Explore the tools and trends shaping the future of cooperative operations. From AI to digital onboarding, this community is for co-ops navigating and accelerating their digital evolution.

DISCUSSION

Discussions	Replies	Last Post
Implementing an AI Policy in Your Cooperative — Explore the tools and trends shaping the future of cooperative operations. From AI to digital onboarding, this community is for co-ops navigating and accelerating their digital evolution. Implementin...	0	No posts yet
Harnessing Artificial Intelligence for Cooperative Growth and Efficiency — Explore the tools and trends shaping the future of cooperative operations. From AI to digital onboarding, this community is for co-ops navigating and accelerating their digital evolution. Harnessing ...	0	No posts yet
Advancing Digital Transformation in Cooperatives — Explore the tools and trends shaping the future of cooperative operations. From AI to digital onboarding, this community is for co-ops navigating and accelerating their digital evolution. Advancing D...	0	No posts yet

SURVEYS

01	Digital Transformation & Technology Adoption — Tell us how your cooperative is doing from a members point of view and help...	Take Survey

RESOURCES

	Implementing an AI Policy in Your Cooperative	Created at May 8, 2025
	Harnessing Artificial Intelligence for Cooperative Growth and Efficiency	Created at May 8, 2025
	Advancing Digital Transformation in Cooperatives	Created at May 8, 2025

COMMUNITY OWNER

6

Principle 6

We are a global, member-owned cooperative of cooperatives investing in the challenges and opportunities we share.

Primary Role: Administrator
Country: US
Sector: Apex Or Multi Sector

Send Message

MEMBERS

- Justin Hammons
- Meredith Lobel
- Eva Goldber
- Christina Dyer
- Vinca Stear
- Howard Brodsky
- Justin Hammons
- Kevin Clegg
- Trebletree Dev
- Steve Seguin
- Therese Tuttle
- Kaushal Amin
- DR LYDIAH KIBURU
- Lance Rantala
- Learner Limbach
- Cara Schlarb
- INIGO ALBIZURI
- Saioa Arando Lasagabaster
- Justin Edward
- Leire Luengo Eslava
- Trisha Bhima
- William Warshauer
- Justin Hammons
- Jorge Benet
- Matthew Epperson
- Peter Dean
- adrian roman
- John Lehane
- C.J. Nord
- Gill Tiney
- Lyn Brooks
- John Luther
- Erik Straub
- Graham Mitchell
- Mark Grimes

Community Directory (left panel)

Hello, Justin

Arizmendiarrieta Social Economy Think Tank (ASETT) — PRIVATE
Group Owner: ASSETT Admin
Organization: Arizmendiarrieta Social Economy Think Tank (ASETT)
This space connects members of the Arizmendiarrieta Social Economy Think Tank (ASETT) and its global allies—cooperatives, researchers, policymakers, and innovators committed to building a fairer economy. Grounded in the legacy of Mondragon's founder and focused on action-oriented research, this community is a hub for dialogue, shared learning, and co-creation. Together, we explore new models of labor inclusion, sustainable development, and democratic enterprise. Whether you're advancing policy, piloting cooperative innovations, or shaping the next generation of social economy strategy, the ASETT community invites your voice, your vision, and your collaboration.
Number of Members: 4
Website: https://www.linkedin.com/company/asett-es/
Already Member   Learn More

CIC Group — PRIVATE
Group Owner: CIC Group
Organization: CIC Group
As the only cooperative insurance entity listed at the Nairobi Securities Exchange (NSE), we provide cutting-edge financial services to over 1 million customers through a robust system of 25 local branches, over 1000 financial advisors, and multiple online platforms.
Number of Members: 7
Website: https://www.cicinsurancegroup.com/
Sector: apex-or-multi-sector
Already Member   Learn More

Digital Transformation & Technology Adoption [P6] — PUBLIC
Group Owner: Principle 6
Explore the tools and trends shaping the future of cooperative operations. From AI to digital evolution.

Financial & Operational Strength [P6] — PUBLIC
Group Owner: Principle
For cooperatives focused on fiscal health, sustainable growth, and streamlined

General QA
Website: https://p6pri.../
Sector: agric

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MY DASHBOARD | Explore P6 | Discussions | Best Practices | Surveys | Networking | Communities

Global Innovation Coop Summit

A digital space where we turn ideas into action and cooperation into collective intelligence. This community was created to support and extend the session "Co-Creating the Future of Cooperation: A Live Principle 6 Experiment" at the 2025 International Cooperative Innovation Conference in Torres Vedras. During the session, participants will use this space to collaborate digitally, test new ways of working together, and co-create initiatives that demonstrate the power of shared intelligence across the cooperative movement.

DISCUSSION

Discussions	Replies	Last Post
Enabling Solutions Discussion What tools, systems, or partnerships would make cooperation easier and more scalable? Description: Strong cooperation depends on strong infrastructure — from financing and education to technology...	1	2 weeks ago
Business-to-Business Cooperation What shared markets or services could cooperatives build together? Description: Cooperation among cooperatives is our greatest competitive advantage — yet most co-ops still operate in isolation. ...	1	2 weeks ago
Advocacy Discussion How can we raise the cooperative voice on the global stage? Cooperatives have the values, scale, and impact to lead on the world's biggest challenges — but our voice is still too often unheard in...	1	2 weeks ago

COMMUNITY OWNER

Justin Hammons

Justin Hammons is a creative strategist and business builder with 25+ years of experience helping cooperatives grow through brand storytelling,... Read More

Primary Role: Group-admin
Country: CA
Sector: Purchasing Marketing

Send Message

MEMBERS

- Justin Hammons
- Megan Test
- CoopGPT Powered By P6

SURVEYS

01 **Cooperation in Practice**
To understand how ready cooperatives are to collaborate across borders, sectors, and systems — and...

Take Survey

RESOURCES

	Principle 6 Overview	Created at October 9, 2025

NETWORK NEXUS

SURVEY PLATFORM

DYNAMIC KNOWLEDGE BANK

THE PRINCIPLE 6 COOPERATIVE

Part 2: **The Platform**

NETWORK NEXUS

Collective Wisdom, Shared Solutions

Network Nexus-A Global Member Directory and Discussion Board that provides structured dialogue and shared Insight
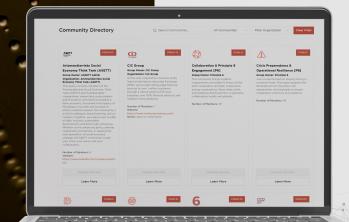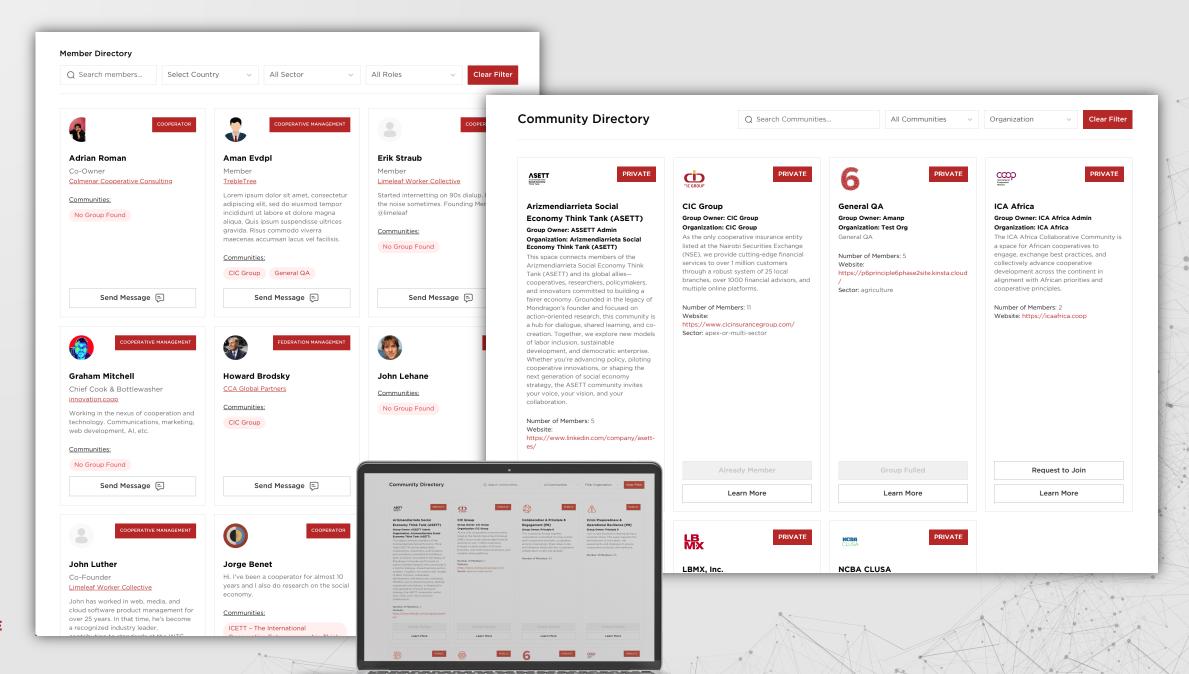
- **Connect** with Cooperatives around the world

- Turn ideas, questions, and experiences into **shared action**.

- Engage with other cooperatives through **focused discussion threads**.

- Collaborate on challenges that cross sectors, regions, and languages.

- Every post will contribute to the growing global **Coop AI Knowledge Base**.

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Member Directory

Search members...   Select Country   All Sector   All Roles   Clear Filter

Adrian Roman   COOPERATOR
Co-Owner
Colmenar Cooperative Consulting

Communities:
No Group Found

Send Message

Aman Evdpl   COOPERATIVE MANAGEMENT
Member
TrebleTree

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis quam suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Communities:
CIC Group   General QA

Send Message

Erik Straub   COOPER
Member
Limeleaf Worker Collective

Started internetting on 90s dialup. Like the noise sometimes. Founding Mer @limeleaf

Communities:
No Group Found

Send Message

Graham Mitchell   COOPERATIVE MANAGEMENT
Chief Cook & Bottlewasher
innovation.coop

Working in the nexus of cooperation and technology. Communications, marketing, web development, AI, etc.

Communities:
No Group Found

Send Message

Howard Brodsky   FEDERATION MANAGEMENT
CCA Global Partners

Communities:
CIC Group

Send Message

John Lehane

Communities:
No Group Found

John Luther   COOPERATIVE MANAGEMENT
Co-Founder
Limeleaf Worker Collective

John has worked in web, media, and cloud software product management for over 25 years. In that time, he's become a recognized industry leader, contributing to standards at the W3C

Jorge Benet   COOPERATOR

Hi. I've been a cooperator for almost 10 years and I also do research on the social economy.

Communities:
ICETT – The International

Community Directory

Search Communities...   All Communities   Organization   Clear Filter

Arizmendiarrieta Social Economy Think Tank (ASETT)   PRIVATE
Group Owner: ASETT Admin
Organization: Arizmendiarrieta Social Economy Think Tank (ASETT)

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Number of Members: 5
Website:
https://www.linkedin.com/company/asett-es/

CIC Group   PRIVATE
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Organization: CIC Group

As the only cooperative insurance entity listed at the Nairobi Securities Exchange (NSE), we provide cutting-edge financial services to over 1 million customers through a robust system of 25 local branches, over 1000 financial advisors, and multiple online platforms.

Number of Members: 11
Website:
https://www.cicinsurancegroup.com/
Sector: apex-or-multi-sector

Already Member

Learn More

General QA   PRIVATE
Group Owner: Amanp
Organization: Test Org
General QA

Number of Members: 5
Website:
https://p6principle6phase2site.kinsta.cloud/
Sector: agriculture

Group Fulled

Learn More

ICA Africa   PRIVATE
Group Owner: ICA Africa Admin
Organization: ICA Africa

The ICA Africa Collaborative Community is a space for African cooperatives to engage, exchange best practices, and collectively advance cooperative development across the continent in alignment with African priorities and cooperative principles.

Number of Members: 2
Website: https://icaafrica.coop

Request to Join

Learn More

LBMX, Inc.   PRIVATE

NCBA CLUSA   PRIVATE

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Digital Transformation & Technology Adoption [P6]

Explore the tools and trends shaping the future of cooperative operations. From AI to digital onboarding, this community is for co-ops navigating and accelerating their digital evolution.

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SURVEYS

01 **Digital Transformation & Technology Adoption**
Tell us how your cooperative is doing from a members point of view and help...

Take Survey

RESOURCES

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COMMUNITY OWNER

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Principle 6
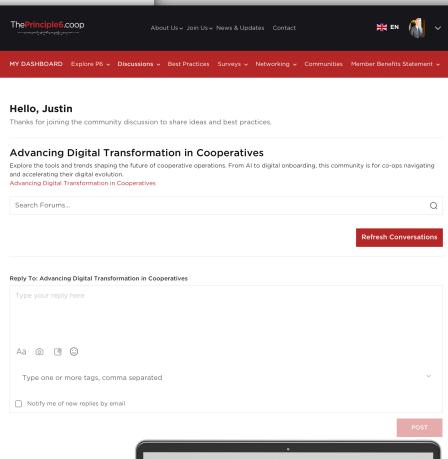We are a global, membe...
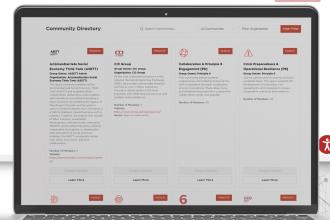cooperatives investing i...
we share.

Primary Role: Administra...
Country: US
Sector: Apex Or M...

Sen...
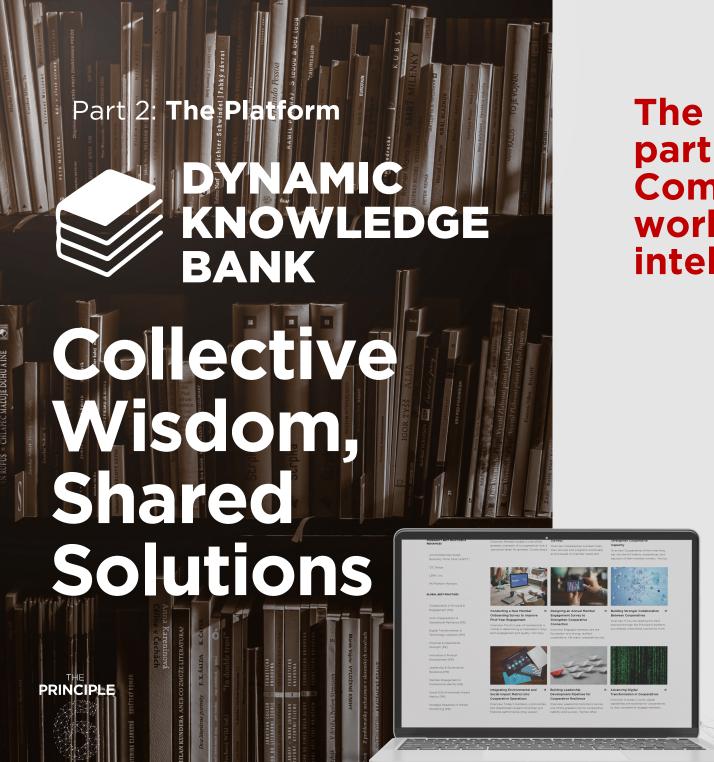
MEMBERS

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- DR LYDIAH KIBURU
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- Learner Limbach
- Cara Schlarb
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- Saioa Arando Lasag...
- Justin Edward
- Leire Luengo Eslava
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- William Warshauer
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- Matthew Epperson
- Peter Dean
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- Erik Straub
- Graham Mitchell
- Mark Grimes

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MY DASHBOARD · Explore P6 · Discussions · Best Practices · Surveys · Networking · Communities · Member Benefits Statement

Hello, Justin

Thanks for joining the community discussion to share ideas and best practices.

Advancing Digital Transformation in Cooperatives

Explore the tools and trends shaping the future of cooperative operations. From AI to digital onboarding, this community is for co-ops navigating and accelerating their digital evolution.
Advancing Digital Transformation in Cooperatives

Search Forums...

Refresh Conversations

Reply To: Advancing Digital Transformation in Cooperatives

Type your reply here

Type one or more tags, comma separated

☐ Notify me of new replies by email

POST

Community Directory

Search Communities · All Communities · Filter Organization · Clear Filter

ASETT PRIVATE	CIC PRIVATE	PUBLIC	PUBLIC
Arizmendiarrieta Social Economy Think Tank (ASETT)	**CIC Group**	**Collaboration & Principle 6 Engagement [P6]**	**Crisis Preparedness & Operational Resilience [P6]**

6

Part 2: **The Platform**

DYNAMIC KNOWLEDGE BANK

Collective Wisdom, Shared Solutions

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The Dynamic Knowledge Bank, part of Collaborative Communities, captures real-world solutions and shared intelligence.

- Co-ops share **real-world challenges and solutions**.

- CoopGPT turns patterns into **best practices**.

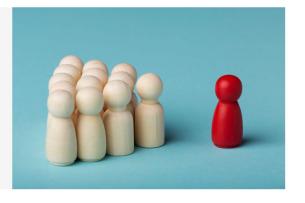- Knowledge flows back to the movement, powering **smarter action**.

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MY DASHBOARD · Explore P6 · Discussions · Best Practices · Surveys · Networking · Communities · Member Benefits Statement

Hello, Justin

Explore our growing library of best practices for ideas and insight just for cooperatives.

Conducting a Member Loyalty and Retention Risk Assessment

6 The Principle 6 Team
08 May 2025

Overview

Member loyalty is one of the greatest strengths of a cooperative—but it cannot be taken for granted. Conducting a Member Loyalty and Retention Risk Assessment allows cooperatives to proactively identify areas where member engagement may be weakening and take corrective action before dissatisfaction leads to attrition.

This best practice outlines how to systematically assess loyalty risk and build stronger, longer-lasting relationships with your member-owners.

Core Tactics:

- **Conduct an Annual Loyalty Risk Survey.**
  Use targeted questions to:
  - Measure member satisfaction and trust
  - Assess emotional connection to the cooperative
  - Identify early signs of disengagement or dissatisfaction
  - Understand factors influencing member renewal or attrition
- **Use Principle 6 Loyalty and Retention Templates.**
  The P6 platform provides a ready-to-customize survey template designed specifically for assessing loyalty and retention risks, including benchmark comparison options.

EXPLORE P6

Explore & Learn

Site Features & How To

What's New at P6

COMMUNITY BEST PRACTICES & RESOURCES

Arizmendiarrieta Social Economy Think Tank (ASETT)

CIC Group
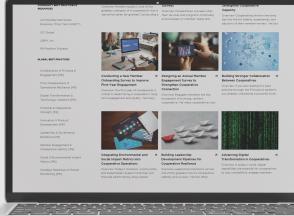
Global Innovation Coop Summit

LBMX, Inc.

P6 Platform Pioneers

GLOBAL BEST PRACTICES

THE PRINCIPLE 6 COOPERATIVE

Part 2: **The Platform**

SURVEY PLATFORM

Listen. Learn. Lead. Together

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Collect insights, benchmark progress, and turn feedback into shared intelligence.
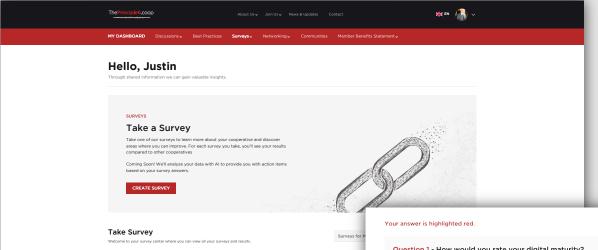
- **Build** and **deploy** surveys for your co-op, or federation.

- Choose from **pre-built cooperative templates** or **create your own**

- Utilize insights over time or across regions to guide **real cooperative action**.
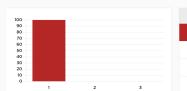
- Turn results into **Collective Intelligence**

MY DASHBOARD   Explore P6   Discussions   Best Practices   Surveys   Networking   Communities   Member Benefits Statement

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EN

MY DASHBOARD   Discussions   Best Practices   Surveys   Networking   Communities   Member Benefits Statement

Hello, Justin

Through shared information we can gain valuable insights.

SURVEYS

Take a Survey

Take one of our surveys to learn more about your cooperative and discover areas where you can improve. For each survey you take, you'll see your results compared to other cooperatives.

Coming Soon! We'll analyze your data with AI to provide you with action items based on your survey answers.

CREATE SURVEY

Take Survey

Welcome to your survey center where you can view all your surveys and results.

Surveys for M...

01	Member Engagement & Cooperative Identity	Share how your cooperative approaches innovation and unlock new opportunities for growth across our network...	Created Ju...
02	Member Engagement & Cooperative Identity	Share how your cooperative fosters a healthy workplace culture and supports its employees. Employees and...	Created M...
03	Digital Transformation & Technology Adoption	Tell us how your cooperative is doing from a members point of view and help...	Created M...
04	Collaboration and Principle 6 Engagement	Help cooperatives deliver better services by sharing what members truly need and expect. Members, program...	Created M...
05	Member Engagement & Cooperative Identity	Share your experience with AGMs and help us make cooperative democracy even stronger. Members who...	Created M...

© 2025 The Principle 6 C...

Hello, Justin

Learn more about your members with our easy survey builder.

CREATE A SURVEY

Surveying Members is Quick and Easy!

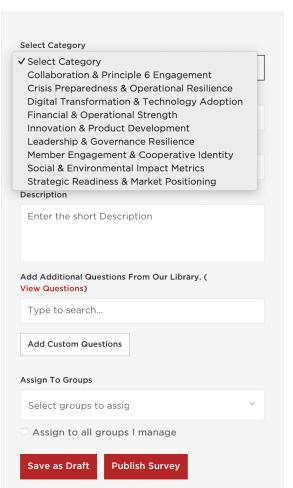Surveys help you understand more about your members – ... esses and ways that you can help ... eated templates and survey ... this process simple.

... of our templates makes deploying a ... an delete questions, add from our ... dd your own questions.

... to any associated members who ... h Principle 6. To get better feedback, ... ge all your members to register for

... to publish your survey, you can save ... h at a later date.

... as been published, you can review ... survey from your survey dashboard.

Your answer is highlighted red.

Question 1 - How would you rate your digital maturity?

NO.	ANSWER	RESPONSES	COUNT
1	Intermediate	100%	1
2	Basic	0%	0
3	Advanced	0%	0

Question 2 - Have you adopted cloud-based platforms?

NO.	ANSWER	RESPONSES	COUNT
1	Yes	100%	1
2	No	0%	0
3	In Progress	0%	0

... using or planning to use AI?

NO.	ANSWER	RESPONSES	COUNT
1	Yes	100%	1
2	No	0%	0
3	In Development	0%	0

... your barriers to digital transformation?

NO.	ANSWER	RESPONSES	COUNT
1	Cost	100%	1

Select Category

- ✓ Select Category
- Collaboration & Principle 6 Engagement
- Crisis Preparedness & Operational Resilience
- Digital Transformation & Technology Adoption
- Financial & Operational Strength
- Innovation & Product Development
- Leadership & Governance Resilience
- Member Engagement & Cooperative Identity
- Social & Environmental Impact Metrics
- Strategic Readiness & Market Positioning

Description

Enter the short Description

Add Additional Questions From Our Library. (
View Questions)

Type to search...

Add Custom Questions

Assign To Groups

Select groups to assig

☐ Assign to all groups I manage

Save as Draft   **Publish Survey**

Take Survey

Welcome to your survey center where you can view all your surveys and results.

CREATE SURVEY

Surveys for My Members   Surveys to Take   Surveys I've Taken

01	Member Engagement & Cooperative Identity	Created June 6, 2025	Submissions: 1	Take Survey
02	Member Engagement & Cooperative Identity	Created May 31, 2025	Submissions: 1	Take Survey
03	Digital Transformation & Technology Adoption	Created May 31, 2025	Submissions: 1	Take Survey
04	Collaboration and Principle 6 Engagement	Created May 9, 2025	Submissions: 1	Take Survey
05	Member Engagement & Cooperative Identity	Created May 9, 2025	Submissions: 1	Take Survey

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Part 2: **The Platform**
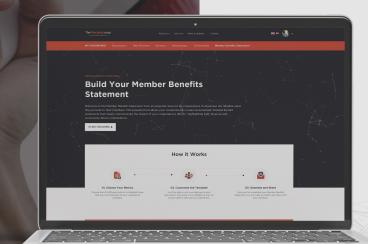
MBS
MEMBER BENEFIT STATEMENT
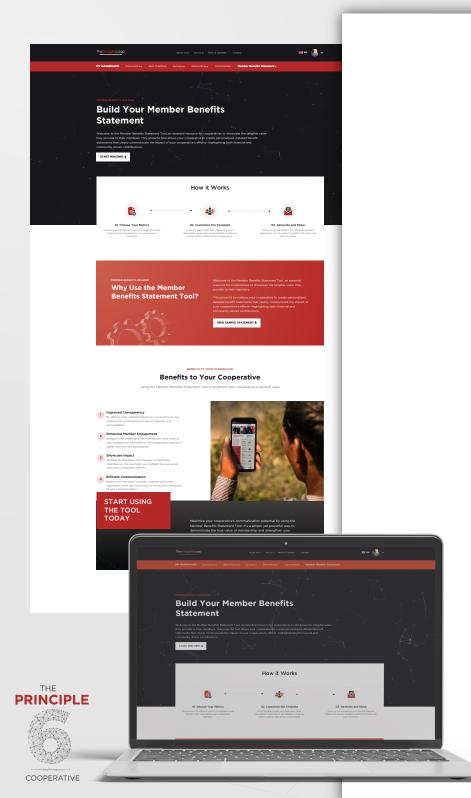
CIS
CO-OP IMPACT STATEMENT

Impact: The Proof of Power

The MBS and CIS platform translates cooperative impact into clear metrics that strengthen engagement and loyalty.

- **Member Benefit Statements:** tangible value to members.

- **Cooperative Impact Statements** extend the story outward to governments and partners.

- They demonstrate the **real output of the movement** in action.

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Build Your Member Benefits Statement

START BUILDING $

How it Works

01. Choose Your Metrics   02. Customize the Template   03. Generate and Share

Build Your Member Benefits Statement

Welcome to the Member Benefits Statement Tool, an essential resource for cooperatives to showcase the tangible value they provide to their members. This powerful tool allows your cooperative to create personalized, detailed benefit statements that clearly communicate the impact of your cooperative's efforts—highlighting both financial and community-driven contributions.

START BUILDING

How it Works

01. Choose Your Metrics
Choose from 30 different metrics to highlight those that are most important to your cooperative members.

02. Customize the Template
You'll be able to edit your data and a short description. Some text is not editable so that we ensure uniform data across cooperatives.

03. Generate and Share
Once you've completed your Member Benefits Statement, you are ready to publish and share with your members.

MEMBER BENEFITS BUILDER

Why Use the Member Benefits Statement Tool?

Welcome to the Member Benefits Statement Tool, an essential resource for cooperatives to showcase the tangible value they provide to their members.

This powerful tool allows your cooperative to create personalized, detailed benefit statements that clearly communicate the impact of your cooperative's efforts—highlighting both financial and community-driven contributions.

VIEW SAMPLE STATEMENT

BENEFITS TO YOUR COOPERATIVE

Benefits to Your Cooperative

Using the Member Benefits Statement Tool strengthens your cooperative in several ways

1. Improved Transparency
By offering clear, detailed statements, you build trust and reinforce the cooperative principle of openness and accountability.

2. Enhanced Member Engagement
Members who understand their benefits are more likely to stay engaged and committed to the cooperative, leading to higher retention and participation.

3. Showcase Impact
Whether it's dividends, cost savings, or community contributions, the tool helps you highlight the real-world value your cooperative delivers.

4. Efficient Communication
Reduce the time spent manually creating reports and statements, while also improving the clarity and consistency of your communications.

START USING THE TOOL TODAY

Maximize your cooperative's communication potential by using the Member Benefits Statement Tool. It's a simple yet powerful way to demonstrate the true value of membership and strengthen your

THE PRINCIPLE 6 COOPERATIVE

Welcome

Welcome to your Cooperative Benefit Statement, created just for you as a member of your cooperative. This page highlights the key ways your cooperative is working to deliver value-from strong financial performance to community contributions and sustainability efforts. By being part of the Principle 6 network, your cooperative is also contributing to a larger movement that empowers members like you. Take a moment to explore how your cooperative is driving positive change and supporting your interests as a valued member.

The Key Metrics

- Member Engagement and Participation
- Patronage Refunds/Rebate Distributions
- Cost Savings for Members
- Revenue Growth and Profitability
- Impact on Local Communities
- Cooperation Between Cooperatives
- Sustainability and Environmental Impact
- Member Retention and Growth
- Service or Product Quality Improvement
- Training and Development Opportunities
- Member Return on Investment (ROI)

Focused Metrics

- Educational Outreach
- Member Benefits
- Policy Influence
- Digital Platform Usage
- Data Sharing and Collaboration Metrics
- Voting Participation Rates
- Decision Implementation Speed

The Key Metrics

Member Engagement and Participation

Metrics around the number of active members, participation rates in voting, and involvement in cooperative governance or decision-making processes.

87%

Participation In Annual General Meeting

Our members are the foundation of our business and their participation makes our decision-making both democratic and strategically sound.

Patronage Refunds/Rebate Distributions

The percentage or amount of surplus profits returned to members based on their use of the cooperative's services or products.

110%

Rebate Rate For Fiscal Year 2023

Our supplementary businesses and our slim operation budgets have allows us to return more money to our members during Fiscal 2023.

Cost Savings for Members

How the cooperative helps members save money through group purchasing, shared resources, or other collective bargaining advantages.

$2,300,000

In Projected Cost Savings

Based on our calculations, our collective purchasing has helped save our member cooperatives a total of $2.3 Million in fiscal 2023.
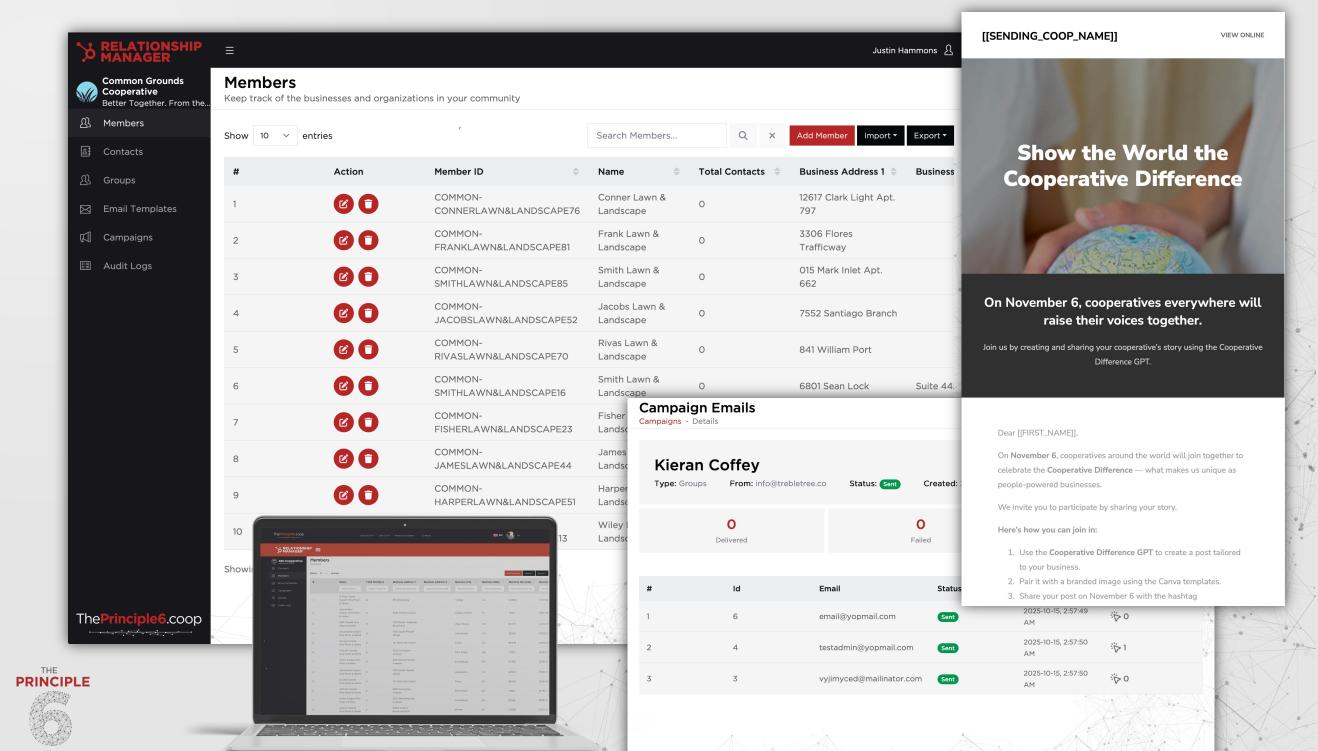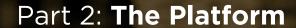
Revenue Growth and Profitability

Part 2: **The Platform**

![MEMBER RELATIONSHIP MANAGER — MRM Powered by ThePrinciple6.coop]

Managing Relationships with 1 Billion Members

The MRM makes it easy for co-ops to understand, engage and strengthen relationships.

- **Replaces Google Spreadsheets and Documents**— priced affordably so that small and medium coops can adopt with ease.

- **It's like Hubspot and Constant Contact built for Co-ops**— CRM and email campaign management.

- **A First Step**— A member database is the foundation for AI integration. With AI we can automate and deepen engagement.

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Part 2: **The Platform**

COOP AI SUITE

Practical Tools Today, Collective Intelligence Tomorrow

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Practical today. Transformational tomorrow.

Launch focus:

- **Storytelling** and **Engagement tools** that make coops stronger right now.

- **Automation + Synthesis through** practical AI to streamline operations and surface insights.

- **Dynamic problem-solving resources to** help cooperative leaders generate and refine new solutions.

Member-driven roadmap:

- **Future tools that** will be built based on what the cooperative movement needs.

- **Strategic scale-up as** CoopAI synthesizes insights into movement-wide intelligence for coops, federations, and apex organizations.

COOP GPT
Powered by ThePrinciple6.coop

COOPERATIVE DIFFERENCE
Powered by ThePrinciple6.coop

STORY BUILDER
Powered by ThePrinciple6.coop

ENGAGEMENT PLAN BUILDER
Powered by ThePrinciple6.coop

Part 2: **The Platform**

COOPERATIVE DIFFERENCE
Powered by ThePrinciple6.coop

The Co-op Difference Campaign: One Movement, Thousands of Voices

A global storytelling initiative powered by AI — helping cooperatives, federations, and members tell the world how we're different.

- **Launching here** at the GICS!

- Use **The Cooperative Difference GPT** to create a personalized social post that tells your cooperative difference.

- Join the movement during November, as cooperators everywhere **post their stories to close the International Year of Cooperatives** with one united voice.

- Every **co-op**, **federation**, **member** and **employee** add to the global story. It's a way to leverage the voices of a billion members.

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COOPERATIVE DIFFERENCE
Powered by ThePrinciple6.coop

COOPERATIVE DIFFERENCE
Powered by **ThePrinciple6.coop**

By community builder

A virtual writer that helps cooperatives tell their story through a conversational interview and guided writing. It generates bios, video scripts, and versions of the story tailored for different audiences.

- Help me tell the story of my cooperative!
- What are the strategic objectives that we use to...
- What makes a great cooperative story?
- Turn my story into a social awareness campaign?
- Can you give me a formatted copy of my full cooperative story that I can copy and paste?
- Can you give me a formatted copy of my full social media campaign?

Ask anything...

COOP-GPT
Tell Your Cooperative Story

Every cooperative has a story worth sharing — one that reflects how people working together create impact in their communities, industries, and beyond.

USE THE STORY BUILDER

The Principle 6 Story Builder is designed to help you capture that story. Whether you're a new cooperative finding your voice or an established one looking to share your impact, this GPT-powered tool will walk you through the process step by step.

Once your story is complete, you can submit it to be featured on the Principle 6 blog, helping other cooperatives learn from your experience. You can also use the tool to turn your story into a social media campaign, making it easy to spread your cooperative difference across your networks.

LinkedIn — Search | Home | My Network | Jobs | Messaging

PREMIUM
CCA Global Partners

Howard Brodsky in
Co-founder & Chairman, CCA Global Partners | Global Leader of Cooperatives | Speaker | Capitalism with a Conscience

Message

Howard Brodsky in · 1st
Co-founder & Chairman, CCA Global Partners | Global Leader of ...
3w · 🌐

What Makes a Cooperative Different? A Refresher for Some—A Primer for Others

We talk often about the cooperative difference—but it's worth coming back to the basics. Because even among people who've heard of co-ops, the distinction isn't always clear.

Let's zoom out.
Corporations are designed to extract value from people.
Cooperatives are designed to generate value with people.

Here's one way to picture that in today's world:
Imagine a ride-hailing platform.

In the corporate version, the platform connects drivers and riders—but the drivers don't own the app. They pay fees, follow algorithms, and keep just enough to stay on the road. The real profits? They flow up the chain to corporate headquarters and shareholders—not necessarily back into our community.

In a cooperative model, the drivers own the platform. They make decisions together, set fair policies, and share the profits. The value stays with the people who create it.

This isn't just a different business model—it's a different mission.

Co-ops use capital to serve the enterprise, not the other way around. Profits are reinvested, returned, and rooted in the communities that create them.

Corporations extract value from people.
Cooperatives generate value with people.

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Part 2: **The Platform**

STORY BUILDER
Powered by ThePrinciple6.coop

Build and Share Your Cooperative Story

An AI-powered storytelling tool for Principle 6 members — helping cooperatives, federations, and apex organizations craft and expand their unique story across multiple platforms.
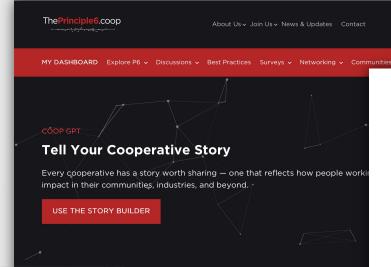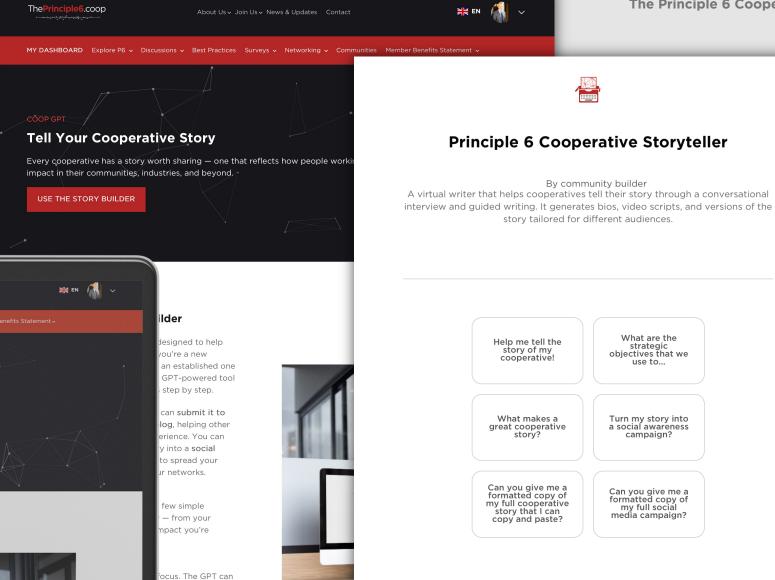
• Step-by-step guidance in crafting a compelling origin story.

• Creates **ready-to-share content** for social and web.

• Your feedback shapes the **next generation of cooperative storytelling tools**.

• Available exclusively to P6 Members

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STORY BUILDER
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STORY BUILDER

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MY DASHBOARD Explore P6 ⌄ Discussions ⌄ Best Practices Surveys ⌄ Networking ⌄ Communities Member Benefits Statement ⌄

CÓOP GPT

Tell Your Cooperative Story

Every cooperative has a story worth sharing — one that reflects how people work impact in their communities, industries, and beyond.

USE THE STORY BUILDER

Principle 6 Cooperative Storyteller

By community builder
A virtual writer that helps cooperatives tell their story through a conversational interview and guided writing. It generates bios, video scripts, and versions of the story tailored for different audiences.

Help me tell the story of my cooperative!	What are the strategic objectives that we use to...
What makes a great cooperative story?	Turn my story into a social awareness campaign?
Can you give me a formatted copy of my full cooperative story that I can copy and paste?	Can you give me a formatted copy of my full social media campaign?

Ask anything...

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MY DASHBOARD Explore P6 ⌄ Discussions ⌄ Best Practices Surveys ⌄ Networking ⌄ Communities Member Benefits Statement ⌄

COOP GPT

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USE THE STORY BUILDER

STORY BUILDER

Powered by **ThePrinciple6.coop**

The **Principle 6 Story Builder** is designed to help you capture that story. Whether you're a new cooperative finding your voice or an established one looking to share your impact, this GPT-powered tool will walk you through the process step by step.

Once your story is complete, you can **submit it to be featured on the Principle 6 blog**, helping other cooperatives learn from your experience. You can also use the tool to turn your story into a **social media campaign**, making it easy to spread your cooperative difference across your networks.

Part 3:

The Experiment

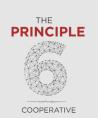Let's co-create cross-sector solutions that only cooperation can unlock.

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Part 2: **The Experiment**

Register for the Live Experiment!

Join the **GICS Collaborative Community** on Principle 6. Now's the time so that you're ready to collaborate in this session!

Inscreva-se para o Experimento ao Vivo!

Junte-se à Comunidade Colaborativa GICS na Principle 6. Agora é a hora — assim você estará pronto para colaborar nesta sessão!

Bit.ly/GICSP6

Enabling Solutions Discussion:

What tools, systems, or partnerships would make cooperation easier and more scalable?

Challenge: What barrier does this solution address?
Opportunity: What could it unlock for cooperatives worldwide?
Innovation: What new partnerships, technologies, or systems would make it possible?

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Business to Business Cooperation Discussion:

What shared markets or services could cooperatives build together?

Challenge: What barrier does this solution address?
Opportunity: What could it unlock for cooperatives worldwide?
Innovation: What new partnerships, technologies, or systems would make it possible?

Collective Advocacy Discussion:

How can we raise the cooperative voice on the global stage?
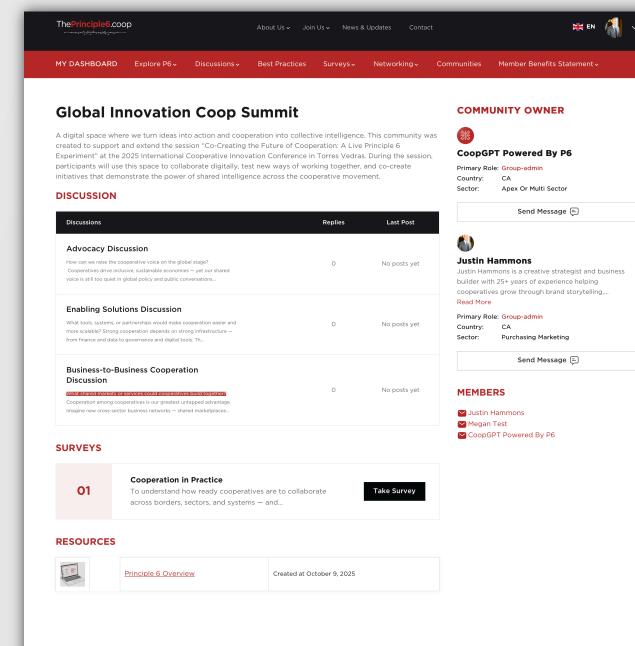
Challenge: What's keeping our voice from being heard?
Opportunity: Where could a united message have the biggest impact?
Innovation: What shared campaign, data effort, or partnership could make it happen?

Switch to GICS Collaborative Community

Our Results

What initiatives could we collectively pursue to strengthen both individual cooperatives and the global cooperative economy?

Enabling Solutions:

What we co-created...

Business to Business:

What we co-created...

Collective Advocacy:

What we co-created...

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The CM50 Results

What initiatives could we collectively pursue to strengthen both individual cooperatives and the global cooperative economy?

Enabling Solutions:

- Initiatives to bring capital into the cooperative ecosystem **(Exchange.coop)**
- A shared, co-op owned, digital platform for networking, data and intelligence sharing **(ThePrinciple6.coop)**

Business to Business:

- Creating an ethical Amazon/eBay populated by cooperative enterprise to encourage coop to coop business.
- A shared, co-op owned, digital platform for networking, data and intelligence sharing **(ThePrinciple6.coop)**
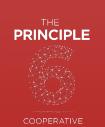
Collective Advocacy:

- **Post Crisis Rebuild Fund**
- Global Awareness Campaign
- Integrating the coop economic model into higher education curriculums
- **Cooperative Heritage Map and Journey** to build awareness and purposeful education

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Part 4:

Community Feedback

Our opportunity to learn from you.

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Principle 6 is how 1 Billion cooperative members become a connected, intelligent, and unstoppable force.

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Section 9: In Closing

It Takes Each of Us to Make a Difference for All of Us

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Join us in building the world's first cooperative-owned collective intelligence community.

1. **Register** yourself and your cooperative on the platform: Help build a decentralized AI and internet backbone.

2. Take the **Second Survey** for the GICS Collaborative Community

3. **Create** your Coop Difference Post, **Post** to your Social Media, and **share** with fellow cooperators, employees and cooperatives

4. Test Drive the **P6 Cooperative Storyteller**— the cooperative movement.

5. **Connect** with us to become a pilot

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