

#CoopsDay 2026 MEDIA KIT



International Day of Cooperatives

Cooperatives
for a peaceful world

4 July 2026

1. THEME PRESENTATION: "COOPERATIVES FOR A PEACEFUL WORLD"

Key Messages:

- **Peace is more than the absence of conflict.** It's the presence of **justice, inclusion, trust, and cooperation**: values cooperatives embody every day.
- **Cooperatives are schools of democracy:** Through **one member, one vote**, we teach participation, deliberation, and collective responsibility, strengthening the habits of open, resilient societies.
- **We bridge divides:** From Cyprus to Colombia, cooperatives bring together divided communities, reintegrate former combatants, and rebuild trust post-conflict.
- **We address root causes of conflict:** By **sharing ownership, creating livelihoods, and strengthening local institutions**, cooperatives tackle inequality and exclusion, key drivers of instability.
- **SDG 16 is at the heart of our 2026 campaign.** Cooperatives are 'local infrastructure for peace', advancing **justice, accountability, and inclusive institutions**.

2. INTRODUCTION TO THE SDG 16 BRIEF

"Cooperatives as Agents of Positive Peace"

Why SDG 16 Matters:

- The **2025 Global Progress Report on SDG 16** reveals a reality: **violence is rising, justice is uneven, and trust in institutions is eroding.**
 - **120 million people** are displaced (double 2015 levels).
 - **502 human rights defenders** were killed in 2024.
 - **Conflict-related deaths** are at their highest since WWII.
- **Positive peace** (Johan Galtung) = **absence of violence + presence of justice, inclusion, and cooperation**: the foundation of cooperative values.

How Cooperatives Advance SDG 16:

SDG 16 Target	Cooperative Contribution
16.1: Reduce violence	Cooperatives rebuild trust in post-conflict zones (e.g., Rwanda, Colombia, Cyprus).
16.3: Access to justice	Social cooperatives integrate marginalized groups, expanding economic and legal inclusion.
16.5: Reduce corruption	Democratic governance and transparency in cooperatives combat corruption.
16.6: Effective institutions	Cooperatives act as local infrastructure for peace , filling gaps where states struggle.
16.7: Inclusive decision-making	One member, one vote ensures equitable participation in economic and social life.

Deep Dive:

- **Cooperatives as Schools of Democracy:** Members practice **participation, deliberation, and collective responsibility**, strengthening civic culture.
- **Bridging Divides:** Bicomunal cooperatives in Cyprus and worker cooperatives in Colombia **reintegrate divided communities.**
- **Economic Inclusion:** Cooperatives address **root causes of conflict** (inequality, exclusion) by sharing ownership and creating livelihoods.
- **Cultural Heritage:** The **ICA Cooperative Cultural Heritage Programme** preserves democratic traditions that sustain **social trust and peaceful coexistence.**

>> The world needs positive peace and **cooperatives are uniquely positioned** to deliver it. **Join us in building a peaceful world, one cooperative at a time.**

3. HOW TO JOIN #CoopsDay 2026

Take Coordinated Action to Amplify Impact

1. Host a Local Event

- Organise a **'Peace Through Cooperation' workshop** or event and register it in the CoopsDay map
- Partner with **local peacebuilders** (NGOs, schools, governments)
- **Tell us how your cooperative is a school of democracy** (mechanisms, initiatives, etc.), send it to media@ica.coop

Example (from the SDG brief): In Rwanda, the **Umugenge Cooperative** used mushroom farming to **rebuild trust post-genocide**. Tell us your story

2. Amplify the Message

- **Social media storm:** On 4 July, flood platforms with **your stories** of how cooperatives build peace.
 - **Hashtags:** #CoopsDay #Coops4Peace #BuildingBridges
 - **Tag:** @ICAcoop: we'll reshare! **Let's trend together!**
- **Op-eds/letters:** Pitch to local media and share it with us!
- **Internal Campaigns:** Share the **SDG 16 brief** with members and host a discussion on cooperatives as **'local infrastructure for peace'**.

3. Advocate for Policy Change

- **Engage policymakers** with our **SDG 16 brief**. Ask: *'How can cooperatives be recognised as peacebuilders in national strategies?'*
- **Take a picture with the poster:** it is a call for peace from the cooperative movement. Share it on social media + tag @ICAcoop: we'll reshare!
- **Promote the ICA Cooperative Cultural Heritage (CCH) Programme** to preserve democratic traditions.

4. Join the ICA Global Conference in Panama

- **Register now** for the **ICA Global Conference, 'Building Bridges: Cooperative Contributions for a Peaceful World,'** happening this **September in Panama**. This is your chance to **deep dive into the theme**, share your experiences, and **connect with global leaders** in the cooperative movement. **Let's make #CoopsDay 2026 the starting point for a year of impactful action!**

4. MATERIALS FOR ICA MEMBERS

Ready-to-Use Resources

Material	Description	Link
CoopsDay website	Official 2026 website and archive from 2021	www.coopsday.coop
#CoopsDay 2026 Logo	Ready to use 2026 logo in EN ES FR (PNG/SVG).	Download here
SDG 16 Brief	Full brief on cooperatives as agents of positive peace.	Download here
Global #CoopsDay Map	Register your event and see what others are doing worldwide. Send us: 1) Name of organisation 2) address/location of event 3) 1 hi-res image 4) A block of text describing the event/occasion (max 400 words) 5) A link to website or event/social media page	media@ica.coop
ICA Social Media	Follow and tag @ICAcop on Twitter , LinkedIn , Facebook , Instagram .	
Case Studies	Real-world examples of cooperatives building peace (Rwanda, Colombia, Cyprus, etc.).	Download here
Declarations	ICA Kigali Declaration on Positive Peace (2019)	Access here

5. SOCIAL MEDIA MESSAGES

5 Ready-to-Post Messages for #CoopsDay 2026

Message 1: The Power of Cooperatives

Text: *"Peace isn't just the absence of war, it's the presence of justice, inclusion, and cooperation. 🕊️ Cooperatives embody these values every day. On #CoopsDay 2026, we celebrate how **#Coops4Peace** build a better world."*

#CoopsDay #BuildingBridges


Message 2: Schools of Democracy

Text: "One member, one vote isn't just governance, it's **practice for a fairer society**. Cooperatives are **schools of democracy**, teaching participation, trust, and collective responsibility. How does your cooperative build peace? Share your story! #CoopsDay #Coops4Peace"


Message 3: Bridging Divides

Text: "In Cyprus, bicomunal cooperatives bring Greek and Turkish Cypriots together. In Colombia, worker cooperatives reintegrate former combatants. Cooperatives **bridge divides** and rebuild trust. How is your cooperative fostering peace? #CoopsDay #Coops4Peace

Message 4: Addressing Root Causes

Text: "Inequality and exclusion fuel conflict. Cooperatives tackle both by **sharing ownership, creating livelihoods, and strengthening local institutions**.  This #CoopsDay, let's celebrate cooperatives as '**local infrastructure for peace**'. #SDG16 #Coops4Peace" **Visual:** Infographic on how cooperatives address SDG 16 targets.
Hashtags: #CoopsDay #SDG16 #Coops4Peace

Message 5: Call to Action

Text: "The world needs **positive peace** and #cooperatives are uniquely positioned to deliver it.  On 4 July, join the global #CoopsDay movement! Host an event, share your story, or advocate for policy change. **Together, we build peace.** #CoopsDay #BuildPeaceTogether"

Final Notes for ICA Members

- **Customize messages** with your cooperative's story, photos, or local examples.
- **Tag @ICAcop** and use the **official hashtags** to connect with the global movement.
- **Engage your community:** Encourage members, partners, and local leaders to share their own messages.
- **Track impact:** Use the **#CoopsDay map** to see how your actions contribute to the global campaign.

Let's Make #CoopsDay 2026 Unforgettable!

This #CoopsDay, let's show the world how cooperatives are **building a peaceful world, one community at a time**. **Need support?** Contact the ICA Communications Team at luengo@ica.coop

