


Working together to make a difference

May 15th-16th, 2007

**CCINC and
CoopZone Meetings
May 17th, 2007**

**Register by
April 30th**



A National Corporate
Social Responsibility
(CSR) and Community
Investment Forum for
co-operatives, credit
unions, community
investment organizations
and co-operative
developers.

University of Guelph
Guelph, Ontario
Canada

www.uoguelph.ca

community

Why you'll want to be there

This is an exciting opportunity to be part of a growing movement of credit unions, co-operatives, community investment organizations and co-op developers working together to make a difference in their communities. Network with your peers, learn from others and share your stories and leadership practices. Do not miss this opportunity to meet some of the leaders who provide inspiring solutions for a sustainable future. Let's explore ways to continue working together.

The registration fee is \$175 regardless of whether you attend the 2-day Forum or register for all 3 days. Participants are expected to pay their own travel and accommodation expenses. Alternatively, it is possible to register for any single day for \$100. Register now to learn more about the latest CSR and community investment initiatives and join us for two or three days of stimulating dialogue, shared learning, networking and lots of fun!

Who is this Forum for?

Join representatives from credit unions, co-operatives, community investment organizations, and co-op developers from across Canada to explore opportunities for collaboration to build stronger communities and a stronger co-operative movement. You must be part of the community investment, credit union, or co-operative sectors, or a member of CoopZone, to attend this Forum.

Accommodations

We have arranged special room rates for all participants in two locations. You will need to choose one of the following options and make your own room reservations and payment arrangements. Mention the National Community Investment & CSR Forum to get these rates.

- 1. On campus at the University of Guelph.**
To make a reservation, contact Amy Ridley at (519) 824-4120 extension 52353. There is a \$5.00 registration fee upon booking. You must reserve by April 23rd, 2007 to receive the early bird rate.
 - a. Dormitory type rooms with common facilities on each floor - \$48.50 per person per night + tax
 - b. Townhouse type with two bedrooms with individual bathrooms - \$81 per night per person + tax
- 2. Ramada Inn Hotel** (716 Gordon Street) located right across the street from the University of Guelph. Room rates are \$99 per room + tax. To make a reservation, contact (519) 836-1240. You must reserve by April 12, 2007 to get the special rate.

Travel

There are several co-operatively owned travel agencies, and the Forum Planning Committee encourages you to use one. Some examples are: Canadian Travel Co-op of Burlington (1-800-263-5241), Drum Travel Co-op of Toronto (1-800-418-3338), and Envoy Co-op of Gatineau, QC (1-877-963-3463).

Transportation from the Airports

Pearson International Airport is located 69 km from the University of Guelph. Hamilton International Airport is located 57 km from the University of Guelph.

Please make all ground travel arrangements by contacting Red Car: Phone: (519) 824-9344
Website: <http://www.redcarservice.com>

Rates Toronto – Guelph
\$62 - single

Rates Hamilton – Guelph
\$78 - single

Group rates available on request.

Sustainable Air Transportation

For those of you who would like to offset your travel emissions, please visit: www.offsetters.ca or www.zerofootprint.net

Simultaneous interpretation

All plenary sessions will be simultaneously translated in English or French. Some workshops may be simultaneously translated based on participants' language needs. To assist us with our planning, please indicate your working language needs on the registration form, and please register early.

Financial support

We have a limited pool of dollars available to support Forum participants who would not otherwise be able to attend. To assist us with our planning, please indicate on your registration form that you require financial support to cover part of your expenses. We'll contact you with further information on how to apply.

agenda

Agenda

MONDAY, MAY 14 - PRE FORUM

5:30 pm – 7:30 pm **Welcome Reception and Early Registration (cash bar)**
University Club
University Centre

TUESDAY, MAY 15

7:30 am- 5:00 pm **Registration**
Peter Clark Hall
University Centre

9:00 am – 9:30 am **Welcome**
Peter Clark Hall
University Centre

9:30 am – 10:30 am **CEO Panel**
Peter Clark Hall
University Centre

10:30 am – 11:00 am Networking Break

11:00 am - 12:30 pm **An Inconvenient Truth Presentation & Climate Change Discussion**
Peter Clark Hall
University Centre

12:30 pm – 1:30 pm Lunch

1:30 pm – 3:00 pm **Workshops**

All workshops will be held in the University Centre.

- 1 CSR 101
Room # 103
- 2 Partnering to Finance the Social Economy in Francophone Communities
Room # 442

3:00 pm – 3:30 pm Networking Break

3:30 pm – 5:00 pm **Workshops**

All workshops will be held in the University Centre.

- 3 Measuring and Reporting Corporate Social Responsibility
Room # 103
- 4 Investing in Social Enterprise & Co-operatives
Room # 442

6:00 pm – 9:00 pm **Cocktails & Networking Dinner**
Creelman Hall
University of Guelph

WEDNESDAY, MAY 16

| | |
|---------------------|---|
| 8:30 am – 10:30 am | Co-op & Credit Union CSR Network- Planning the Next Steps (Open to Co-op and Credit Union representatives only) Room # 103 University Centre |
| 8:30 am – 10:30 am | Effective Practices in Co-op Development (Presented by CoopZone; open to everyone) Room # 442 University Centre |
| 10:30 am – 11:00 am | Networking Break |
| 11:00 am – 12:30 pm | Workshops <i>All workshops will be held in the University Centre.</i> |
| | 5 Engaging Stakeholders to Create Value Room # 103 |
| | 6 Facilitating Aboriginal Enterprise Development Room # 442 |
| 12:30 pm – 1:30 pm | Lunch |
| 1:30 pm – 3:00 pm | Workshops <i>All workshops will be held in the University Centre.</i> |
| | 7 Branding and Marketing the Co-operative CSR Advantage Room # 103 |
| | 8 Working Together to Support Co-operative Development Room # 442 |
| 3:00 pm – 3:30 pm | CSR and Community Investment Forum Closing Peter Clark Hall University Centre |

Special Sessions

| | |
|-------------------|--|
| 4:00 pm - 5:30 pm | CoopZone Reporting Meeting Room # 442 University Centre |
| 5:30 pm | Joint CCINC & CoopZone Networking Event <i>Hors d'oeuvres and cash bar</i> University Club University Centre |

THURSDAY, MAY 17

Canadian Community Investment Network Cooperative (CCINC) & CoopZone Concurrent Meetings (at the University Centre).

Joint Registration, Networking Breaks and Lunch

| | |
|---------------------|------------------|
| 8:00 am – 8:30 am | Registration |
| 10:30 am – 11:00 am | Networking Break |
| 12:30 pm – 1:30 pm | Lunch (provided) |
| 3:00 pm – 3:30 pm | Networking Break |

CCINC Meetings

For members, allies and potential members of CCINC.

| | |
|---------------------|------------------------------------|
| 8:30 am – 10:30 am | CCINC Networking Meeting |
| 11:00 am – 12:30 pm | CCINC Annual General Meeting |
| 1:30 pm – 3:00 pm | Specialized Training and Workshops |
| 3:30 pm – 4:30 pm | Wrap-up |

CoopZone Meetings

All are welcome. Only CoopZone members will receive voting cards.

| | |
|---------------------|---|
| 8:30 am – 10:30 am | CoopZone Business Meeting |
| 11:00 am – 12:30 pm | CoopZone Workshops: 1 Co-op Development within Immigrant and Refugee Communities 2 Social Capital and Financing Co-op Start-Ups |
| 1:30 pm – 3:00 pm | CoopZone Workshops: 3 Good Governance: A Framework for Defining Good Governance 4 Report & Consultation, from CCA Strategy Council: A National Strategy for Co-op Development |
| 3:30 pm – 4:30 pm | Wrap-up |

CSR and Community Investment Forum

**DAY 1
TUESDAY, MAY 15**

CEO Panel

Hear from some of Canada's leading CSR pioneers on why they believe CSR is important to their organizations, to the co-operative and credit union systems, to communities and to the environment. Peter Robinson from Mountain Equipment Co-op, Willy Robinson from iNova Credit Union, Mike Tarr from Northern Savings Credit Union and Gord Houston from Envision Financial will share their stories as part of a lively moderated panel.

An Inconvenient Truth Presentation & Climate Change Discussion

Climate Walt, a local Guelph resident, is one of Al Gore's climate warriors. An Inconvenient Truth message, delivered by Climate Walt, will highlight some of the global warming issues and offer suggestions for adapting to meet the call to action. Following the presentation, Chad Park, Senior Consultant with The Natural Step Canada will facilitate a group-wide discussion on how co-ops and credit unions can adapt to the climate change realities. It is recommended that you view An Inconvenient Truth video which can be found at any video store, prior to the Forum.

1 CSR 101
This workshop will provide an introduction to corporate social responsibility (CSR), what it is, how you can do it, and the business case for why to do it. We'll profile some best practice examples that will challenge participants to think about how they can integrate CSR into business strategy and operations to make a difference and strengthen their organization.

2 Partnering to Finance the Social Economy in Francophone Communities

This workshop will explore the strengths and weaknesses of existing partnership models in place within Francophone communities from Québec, New Brunswick and Ontario, in order to identify best practices for possible inter-provincial collaborations.

3 Measuring and Reporting Corporate Social Responsibility

Enhancing reputation, meeting regulatory requirements, and building stronger relationships are all outcomes of strong Corporate Social Responsibility reporting. In this workshop, three leading co-ops and credit unions will outline how they have implemented CSR reporting in their businesses. Topics will include: why bother reporting? performance indicators; stakeholder engagement in the process; report assurance; and communicating your report.

4 Investing in Social Enterprise and Co-operatives

This workshop will showcase innovative approaches and tools for supporting social enterprise and co-operative development through investment.

**DAY 2
WEDNESDAY, MAY 16**

Co-ops & Credit Unions CSR Network- Planning the Next Steps *(Open to Co-ops and Credit Union representatives only)*

Join your credit union and co-operative colleagues to develop an action plan to foster information-sharing and collaboration through the CSR Network.

Effective Practices in Co-op Development: Overview, and the first three years

An overview of the recently completed Effective Practices in Co-op Development project will be presented. Then, the workshop will cover one of the topic areas in-depth, namely: "Blood and Oxygen; Navigating the Valley of Death". Surviving the first three years in the life of a co-op is a challenge; discuss ways to get beyond this difficult period. This workshop will consider the issues from the perspective of both co-operative developers and lenders.

5 Engaging Stakeholders to Create Value

Engaging stakeholders is a cornerstone of strong CSR programs and contributes to long-term business success. This workshop will provide leading examples of organizations that are deliberately seeking to deepen their relationship with key stakeholders. Learn what they are doing and why.

6 Facilitating Aboriginal Enterprise Development

This workshop will present two striking and contrasting Aboriginal enterprise development models. The focus will be on collaboration between business co-operatives, their management support arms, community development funds and credit unions.

7 Branding and Marketing the Co-operative CSR Advantage

Advantage

There is growing interest in understanding 'ethical consumers' and what they are looking for in the marketplace. This workshop will present some current research on this emerging market and provide examples of how organizations are marketing their co-operative and CSR commitments to build their brand and reach new markets.

8 Working Together to Support Co-operative Development

This workshop will showcase examples of co-ops and credit unions supporting co-operative development for mutual benefit. Find out what they did, why and how they benefited.

CoopZone Reporting Meeting (May 16th, 4- 5:30 pm)

- Reports
- Budget and Work Plan Projections
- Governance options
- Steering Committee Nominations and Election Process
- Brief presentation on our Forum partner, CCINC

CCINC Meetings

DAY 3
THURSDAY, MAY 17

Canadian Community Investment Network Co-operative (CCINC) Meetings

Open to all members, allies and potential members.

The Canadian Community Investment Network Co-operative (CCINC) is a pan-Canadian network of community loan funds, social enterprise funds, co-op funds, micro-loan funds and financial institutions with community investment programs.

CCINC's mission is to strengthen the capacity of its members to expand access to capital and support services for social economy enterprises and for economically and socially excluded individuals and communities across Canada.

CCINC will host its second annual general meeting in the morning and provide some specialized training and workshops in the afternoon.

- CCINC Networking Meeting
- CCINC Annual General Meeting
- Specialized Training and Workshops

CoopZone Forum

THURSDAY, MAY 17

All are welcome to attend. Only CoopZone members will receive voting cards.

This will be the third Forum held by CoopZone. CoopZone is a pan-Canadian network of co-operative developers, and it hosts a bilingual web site (www.coopzone.coop) which contains practical resources on starting and improving co-operatives. CoopZone helps to promote a more integrated co-op development system, helps fill the gaps in advisory services nation-wide, and provides easier access to co-op knowledge and tools for all Canadians who can benefit from its use.

The CoopZone Forum will feature a reporting meeting at the end of the afternoon on May 16th, followed by a business meeting in the morning of the 17th during which governance options for CoopZone will be discussed. On the 17th there will be three training workshops, and also one consultation workshop on CCA's process to develop a national co-op development strategy.

CoopZone Business Meeting

- Discussion of Reports from prior day
- Steering Committee Candidates' Speeches, and Elections

1 Co-op Development within Immigrant and Refugee Communities

An in-depth case study of Malalay – the Afghan Women's Sewing and Craft Co-operative in Burnaby, BC

2 Social Capital and Financing Co-op Start-Ups

Will explore the concepts of Social Capital, Financial Capital and Community Capital & Conflicting ideas about social capital. Where to use it? Where not to use it?

3 Good Governance: A Framework for Defining Good Governance

How to enhance participation and communication.

4 Report & Consultation from CCA Strategy Council: A National Strategy for Co-op Development

Registration

The deadline to register is **Monday, April 30th, 2007**. Register online at www.csrforum07.com (available March 31) or complete this registration form and return it by email, fax or regular post to:

Miruna Nichita
Event Co-ordinator
The Co-operators
130 Macdonell Street
Guelph, Ontario N1H 6P8
Fax: 519.824.0599
Email: miruna_nichita@cooperators.ca.

Please forward your payment by cheque (no cash or credit cards) within 10 days to secure your registration. The cheques should be payable to The Co-operators Group Ltd.

What sector are you from (primary affiliation)?

- Co-operative
- Credit Union
- Community Investment
- Co-operative Developer / CoopZone

First name

Last name

Position

Organization name

Street address

City/town

Province

Postal code

Email

Phone

Fax

Please check here if you **DO NOT** consent to placing your name and contact information in the participants' list, to be provided to other participants.

Language

Will you need translation services to be able to attend sessions/workshops in:

- English French

Financial support

Would you like us to contact you regarding financial support to attend the Forum?

- Yes No

Special Needs

If you have special needs (diet or otherwise), please let us know and we'll do our best to accommodate you.

Welcome Reception/ Early Registration

Will you be attending the Welcome Reception/ Early Registration on May 14th?

- Yes No

Cocktails and Networking Dinner

Will you be attending the Cocktails and Networking Dinner on May 15th?

- Yes No

CSR and Community Investment Forum

Will you be attending the CSR and Community Investment Forum on:

May 15th? Yes No

May 16th? Yes No

Co-op & Credit Union CSR Network – Planning the Next Steps

Will you be attending the Co-op & Credit Union CSR Network meeting on May 16th ?

- Yes No

CoopZone Reporting Meeting

Will you be attending the CoopZone Reporting Meeting on May 16th?

- Yes No

Joint CCINC & CoopZone Networking Event

Will you be attending the Joint CCINC & CoopZone Networking Event on May 16th?

Yes No

CCINC

Will you be attending the CCINC Meeting on May 17th?

Yes No

CoopZone

Will you be attending the CoopZone Meeting on May 17th?

Yes No

CoopZone

Thursday, May 17

11:00 am – 12:30 pm

- | | | |
|---|--|-----------------------|
| 1 | Co-op Development within Immigrant and Refugee Communities | <input type="radio"/> |
| 2 | Social Capital and Financing Co-op Start-Ups | <input type="radio"/> |

1:30 pm – 3:00 pm

- | | | |
|---|---|-----------------------|
| 3 | Good Governance: A Framework for Defining Good Governance | <input type="radio"/> |
| 4 | Report & Consultation, from CCA Strategy Council: A National Strategy for Co-op Development | <input type="radio"/> |

WORKSHOP SELECTION

Pick one workshop for each time period.

CSR and Community Investment Forum

Tuesday, May 15

1:30 pm – 3:00 pm

- | | | |
|---|---|-----------------------|
| 1 | CSR 101 | <input type="radio"/> |
| 2 | Partnering to Finance the Social Economy in Francophone Communities | <input type="radio"/> |

3:30 pm – 5:00 pm

- | | | |
|---|--|-----------------------|
| 3 | Measuring and Reporting CSR | <input type="radio"/> |
| 4 | Investing in Social Enterprise & Co-operatives | <input type="radio"/> |

Wednesday, May 16

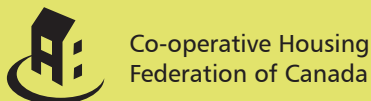
11:00 am – 12:30 pm

- | | | |
|---|--|-----------------------|
| 5 | Engaging Stakeholders to Create Value | <input type="radio"/> |
| 6 | Facilitating Aboriginal Enterprise Development | <input type="radio"/> |

1:30 pm – 3:00 pm

- | | | |
|---|---|-----------------------|
| 7 | Branding and Marketing the Co-operative CSR advantage | <input type="radio"/> |
| 8 | Working Together to Support Co-operative Development | <input type="radio"/> |

Working together to make a difference was made possible through the generous financial support of members of the Credit Union CSR/CED network, the Canadian Community Investment Network Cooperative, and the broader co-operative sector.



Questions?

For further information contact:

Miruna Nichita

Event Co-ordinator
The Co-operators Group Limited
Phone: 1-877-795-7272 ext 2907
E-mail: miruna_nichita@cooperators.ca

Amy Gruber

Project Lead
The Co-operators Group Limited
Phone: 1-877-795-7272 ext 2044
E-mail: amy_gruber@cooperators.ca

For questions on the CCINC portion of the event, contact:

Jocelyn Peifer Ross at peifross@mts.net
Phone: (204) 989-5959

For questions on the CoopZone portion of the event, contact:

Hazel Corcoran at
hazel@canadianworker.coop
Phone: (403) 287-2069 or
(403) 276-8250

National Steering Committee

Working together to make a difference was organized by a National Steering Committee. Our thanks for their valuable contributions go to:

Dennis Deters

Senior Vice-President,
Member & Corporate
Relations and Planning
The Co-operators Group
Limited

Barbara Turley-McIntyre

Manager, Corporate Citizenship
The Co-operators Group
Limited

Coro Strandberg

Principal/Owner
Strandberg Consulting

Willy Robinson

General Manager
iNova Credit Union

Rob Martin

Senior Policy Advisor
Credit Union Central of Canada

Carol Hunter

Executive Director
Canadian Co-operative
Association

Hazel Corcoran

Executive Director, CWCF
& CoopZone Coordinator

Priscilla Boucher

Vice-President, Corporate Social
Responsibility & Governance
Assiniboine Credit Union

Anne Kettenbeil

Board Member
Canadian Community
Investment Network
Cooperative

Jocelyn Peifer Ross

Principal/Owner
Peifer Ross Associates