

The Canadian Centre for the Study of Co-operatives presents

# CO-OP CONVERSATIONS

A casual online gathering for co-operative professionals to learn from others in the field and exchange information

## **THE POWER OF VISIBILITY: BUILDING RECOGNITION FOR CANADA'S CO-OPERATIVE ECONOMY FEATURING LISA ZENTNER**

**Date: Wednesday, October 7**

**Time: 12:00 - 1:00 PM CST**

**(Saskatchewan time)**

**Where: on Zoom (free to attend)**



Canada's co-operatives, credit unions, *caisses*, and mutuals contribute billions to the economy, support hundreds of thousands of jobs, and serve millions of Canadians, yet their public visibility remains disproportionately low. In this presentation, Lisa Zentner will share select findings from Co-operatives and Mutuals Canada's forthcoming Power the Economy: Canada's Co-operative Advantage report ahead of its public release and explore how the organization's new national co-branding initiative aims to make co-operatives more visible, recognizable, and understood across Canada. Attendees will learn how evidence-based storytelling, a shared identity, and collective action can help strengthen public awareness of the co-operative model and position co-operatives as a larger and more influential part of Canada's economy.

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