

branding.coop

Marketing | Communications | Events
Working for a Cooperative World



Branding.coop provides hands-on support and guidance to organisations wishing to promote their cooperative identity. It's managed and operated by Nicola Huckerby, Director.

An experienced communications and marketing professional with oodles of experience in the public and cooperative sectors, Nicola managed the development and launch of the global COOP Marque now being used by cooperatives in 105 countries. As Co-ordinator of the United Nations International Year of Cooperatives 2012 and Director of Communications for the International Co-operative Alliance Nicola developed a global network of cooperative organisations which she loves to share.

Nicola is passionate about coops and is a Director of Cooperatives South West, Bovey Futures and Vice Chair of Revolver Coffee Cooperative, she is also a member of several others. Nicola works closely with cooperatives across the country including Cooperatives UK, Cooperative News, the Confederation of Cooperative Housing, and the Cooperative Party. Nicola has excellent contacts within the UK worker co-op sector.

Nicola is on a mission to help coops become mainstream. She believes that if people can identify a cooperative when they walk along the high street, visit a website, or browse a publication, then choosing cooperatives above businesses owned by their shareholders will be more likely, this in turn will lead to a better and fairer world.

Since June 2016 Nicola has managed the communications, membership and events for the Co-operative Councils' Innovation Network, providing a centralised information point for CCIN Member Councils. In 2017/18 this support has included:

- Managing the CCIN website, print and social media platforms, acting as brand guardian
- Co-ordinating recruitment and retention of CCIN membership and management of the membership database and prospects
- Overseeing the launch and publication of the CCIN Housing Commission's report on Community Led-Housing
- Organising the CCIN's attendance at 25 events, exhibitions and meetings including a visit to meet the President and Director-General of the International Co-operative Alliance in Brussels
- Launching the CCIN's Associate and Affiliate membership schemes and recruitment to those schemes
- Collation and promotion of Case Studies (70 to 155) on the Councils.coop website giving CCIN members recognition with new audiences

Global cooperative sector: 2.8m coops | 258m employees | 1.2bn members
UK cooperative sector: 7,226 coops | 31.1m owner members | £36.1bn value of coop economy

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