

# 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.

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, including:

- 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 of CCIN publications
- Organising the CCIN's attendance at events, exhibitions and meetings
- CCIN Governance arrangements
- Collation and promotion of Case Studies on the [Councils.coop](http://Councils.coop) website giving CCIN members recognition with new audiences

Nicola is passionate about coops and is a Director of Cooperatives South West and Bovey Futures. In March 2020 she joined the Bovey Parish Coronavirus Action Group to help support the most vulnerable in her local community.

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.

**Global sector: 2.8m coops | Employ 280m people | 1.2bn members owners (10% of population) | Largest 300 coops generate 2.1 trillion USD**

**UK coop sector: 7,215 independent coops | 13.7m member owners | £37.7bn value of coop economy | Employ 233,733 people**

**Nicola Huckerby BA (Hons) Econ, MCMI – Director, Branding.coop**

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