Belize Credit Union League Ltd.

International Year of Credit Unions and Cooperatives 2012 Workplan:-

Introduction: On 24 October 2011 The National Assembly of Belize passed a Resolution, designating 2012 as the International Year of Credit Unions and Cooperatives. As there are separate laws in Belize governing credit unions and cooperatives, the government thought it more appropriate to designate the year as the **International Year of Credit Unions and Cooperatives,** and we concur. The Credit Union League has developed a schedule of activities for the coming year is coordinating with the Cooperatives Department to plan joint activities as well.

The Belize Credit Union League (BCUL) will launch its activities to commemorate the Year under the theme "Credit Unions Build a Better World". The occasion will coincide with the opening of its new Headquarters in early January. The three main objectives for the year are to increase awareness, promote credit union and cooperative enterprises, and work with stakeholders.

Our Message: We will expose the public consistently to three uniform messages in all facets of our campaigns, and feature them regularly throughout the Year to subliminally register with the public the breadth, scope, and geographical and sectoral diversity of credit unions. The 3 target messages are as follows:

1. Credit Unions are a serious business model

It is important that the general public and policy makers recognize that credit unions and cooperative enterprises implement a serious business model that is suitable for the macro level and not only their communities. It is a scalable model that works well at all levels across the globe.

2. Credit Unions are values-based businesses

During the IYC, the Cooperative principles and practices will be brought across more clearly to the public: Democracy (one member one vote, members having a voice and representation in the decision-making process at various levels, etc); the emphasis on service rather than profits, operational efficiency and fair pricing; the focus on financial inclusion and sustainability etc. The message will be that these are all values that are integral to credit unions and cooperatives; they are not conventions that have been adopted for CSR marketing purposes.

3. Members own the Credit Union

The message that being a credit union member means you are member/owner not just a number, 'you have a voice; you can make a difference' will be sent more forcefully to the public. Becoming a member of a credit union is a responsible way to find a solution to some of the economic and social problems that people face in their daily lives.

Activities: The following monthly activities will be conducted in collaboration with affiliated credit unions. The approach will be for the League to partner with credit unions to spearhead certain monthly activities. Some activities will also be conducted with the Cooperative Department.

January 2012: "Credit Unions are a Serious Business Model" Month

- Open BCUL's new Headquarters and Media launch of IYC 2012
- Distribute newsletter program of planned activities for upcoming months
- Education campaign promoting the cooperative principles

February 2012: Legacy Initiatives Month

- Press releases highlighting the Credit Union/Cooperative Difference
- Work with CUs to identify a school in their area to promote school credit union and saving initiatives

March 2012: Women in Credit Unions & Cooperative Development Month

• Identify women involved in Credit Unions and Cooperatives for many years (Board members, Committee members, Managers, etc.) and feature them in the media

April 2012: Environmental Awareness Month and Youth Conference

- Work with CU to identify an environmental cause in their district and support it by giving assistance or matching funds to raise awareness to their cause.
- Promote an eco-friendly office environment and showcase the initiative to other CUs and the public
- Adapt the idea of a "green office" by having a professional evaluate and recommend "environmentally friendly" ways to conserve in the workplace.
- Youth Conference in St Lucia

May 2012: Consolidation Strategies Month

• Media appearances to highlight CU accomplishments, provide updates on activities over the past months, and promote attendance at AGMS

June 2012: Networking and Building Partnerships Month

- AGMs
- CCCU International Convention/WOCCU Conference
- Develop local partnership to promote a health initiative (Diabetes, hypertension etc)

July 2012: Education Month

 Training workshops on members rights and responsibilities, credit union governance and financial literacy

August 2012: Youth Month

• Promote savings products for education and youths at Credit unions

September 2012: Research & Technology and National Celebration Month

- Facilitate IT Security workshop for Credit Unions and Cooperatives
- Participate with CUs in the National Parade with a float
- Organise CUs to participate in the Expo with a booth to highlight the CU difference and to recruit new members.
- Showcase ATM and other technologies being used by CUs.

October 2012: Promoting the Co-operative/Credit Union Difference Month

- Credit Union Week activities (include a forum to discuss Credit union and cooperatives contribution to the Belizean economy)
- Convention and Awards Banquet
- Press releases highlighting month's events

November 2012: Employment, Entrepreneurship and Rural Sector Development Month

Belize Rural Finance Programme activities to highlight programme accomplishments

December 2012: Beyond 2012

- Newsletter to recap years activities
- Make plans for future activities geared to maintain awareness of the contribution of credit unions and cooperatives to the wider economy