

## 2011 DotCoop Global Awards for Cooperative Excellence Criteria

---

Area	Criterion
Online	Do you use a .coop domain name for your web site?
Online	Do you use a .coop domain name for your email addresses?
Online	Do you clearly identify your enterprise as a cooperative where this can be easily seen on your site? Please provide the URL where this is located.
Online	Does your web site display or provide a link to the Cooperative Values and Principles? Please provide the URL where this information is located.
Online	Does your web site describe cooperatives and how they are different from other businesses? Please provide the URL where this information is located.
Online	Does your web site provide information about local, regional, national or international cooperative organizations where people can find more about the variety of co-op businesses? Please provide the URL where this information is located.
Membership	Does your cooperative do business with its members only or is it open to the public?
Membership	Do you encourage new membership through your web site? Please provide the URL where this information is located.
Membership	Does your website contain information about how to become a member of your cooperative? Please provide the URL where this information is located.
Membership	Does your cooperative publish reports or information on how it conforms to the cooperative principles and acts as a cooperative? Please provide the URL where this information is located or attach samples of the information such as RSE report, annual report or special report to the membership.
Membership	Does your cooperative have a strategy for increasing member participation in meetings and cooperative activities? Please summarize that strategy and identify any current goals.
Membership	Please provide the following information from your last report to your members: <ul style="list-style-type: none"> <li>• number of members in your co-op</li> <li>• the number or percentage of members that participated in the last annual meeting</li> </ul>
Membership	What percentage (%) of those eligible for membership that participate in your cooperative are members of the co-op? Is this level of participation high, normal or low in your sector and country?
Membership	How do you measure member satisfaction in your cooperative? If you provide a survey, please explain how that is used to improve member satisfaction in future cycles.
Communications	Does your web site support communications between members and cooperative management and Board?
Communications	Describe how you provide information to your members and to the general public about your co-op and cooperatives. This could include media such as: <ul style="list-style-type: none"> <li>• Radio, television, print</li> <li>• Social media such as Facebook and Twitter</li> <li>• Print and electronic newsletters</li> </ul>
Economic Benefits	Please present the economic benefits your cooperative has provided to members over the last three years. This could include: <ul style="list-style-type: none"> <li>• amount of patronage refunds to co-op members</li> </ul>

## 2011 DotCoop Global Awards for Cooperative Excellence Criteria

---

Area	Criterion
	<ul style="list-style-type: none"><li data-bbox="467 260 1354 327">• interest rates compared to business competitors (for credit unions and cooperative banks)</li></ul>
Events	Describe events your cooperative supports that demonstrate your commitment to the Seven Cooperative Principles.
Events	Provide examples of events or activities that encourage members to be involved in the cooperative governance.
Events	Provide examples of events or activities that encourage members to be involved in their communities.
Events	Describe your current plans for celebrating the 2012 Year of Cooperatives. Please identify both internal activities as well as activities planned to educate your community beyond the cooperative.