

# COOPATHON 3.0 EVENT REPORT



**coop** International  
Co-operative  
Alliance  
Asia and Pacific

**ICA DOMUS**  
T R U S T

**coop-athon 3.0**  
*Decoding from {I} to {We}*

**11-14  
Dec 20  
—  
20**

More details @ [www.coopathon.coop](http://www.coopathon.coop)

#coops4dev 

**coop** International  
Co-operative  
Alliance

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by the  
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# **COOPATHON 3.0 EVENT REPORT**



# Contents

<b>Introduction</b>	2
Background	2
Coopathon 3.0	2
Objective	3
Problem Statements	3
<b>Partners and Mentors</b>	3
<b>Judging Panel</b>	5
<b>Participants</b>	5
<b>Program and Speakers</b>	6
Day 1: Opening Ceremony	7
Day 1: Status Check Session 1	7
Day 1: Technical Session 1 - Tech Tools for Prototyping	8
Day 2: Training Session 2 - Business Plan – Cooperative Innovation Canvas (CIC) Model	9
Day 3: Training Session 3 - Making Pitch Video on Loom / Final pitch video Q&A	9
Day 4: Live Pitch Session	10
Day 4: Closing Ceremony	10
<b>Winners</b>	12
<b>Platforms &amp; Tools</b>	14
Airmeeet	14
Slack	14
Notion	14
Loom	14
<b>Outreach and Promotions</b>	15
Coopathon Website and Analytics	15
Media Coverage	17
<b>Feedback and Suggestions</b>	18
Participant Feedback	18
Mentors & SPOCs Feedback	21
<b>Key Takeaways</b>	21



## Introduction

### Background

COVID-19 pandemic severely affected the services sectors such as cleaning, health, education, hospitality, retail, security, tourism, and travel. These sectors saw closures, layoffs, and unemployment because of mobility restrictions and social distancing measures imposed for public health reasons. The economic fallout of COVID-19 resulted in declined revenues and increased vulnerability in the informal and services sector.

The pandemic highlighted glaring disparities among the socio-economic and demographic spectrum. The need to strengthen social protection systems including affordable health care, old-age social security, youth employment, was felt even more.

In times of hardship, uncertainty and fear, the **community is more important than ever**. The pandemic showed the need for empathy, solidarity, support, guidance, and information. As people-centred businesses, cooperatives have shown solidarity for their members and communities in this crisis. In India, SEWA Cooperative Federation adopted an immediate response strategy for its informal women workers by providing food, health kits and direct cash transfers to the families in lockdown. In Iran, women cooperators were at the forefront to provide online education services. In Sri Lanka, cooperative societies collaborated with supermarket chains for the supply, operation and coordination of essential services. In Korea, iCOOP initiated a COVID-19 Social Healing Project – a fund of KRW 4.9 million to support travel and service organisations. There are numerous such examples from across the region.

Cooperatives also adapted to the use of new technologies to continue working and providing services suiting the new normal. To tap into the newer opportunities arising due to the increasing use of tech International Cooperative Alliance Asia and Pacific (ICA-AP) organised the third edition of Coopathon (Coopathon 3.0), an online cooperative hackathon to seek tech-enabled solutions for COVID-19 pandemic induced problems.

### Coopathon 3.0

Coopathon is an initiative of ICA-AP started in 2018. ICA-AP organised the third edition in a series of similar events in collaboration with its partners, to identify and solve contemporary and pressing challenges in the social and services sectors that are in line with the cooperative values and principles. It aims to encourage technology infusion, innovative models of collective entrepreneurship and youth participation within the cooperative ecosystem. The earlier two events were: **Coopathon 1.0**, held at the Indian Institute of Management, Kozhikode (IIM-K) in 2018 and **Coopathon 2.0**, at the National Cooperative Union of India (NCUI), New Delhi in 2019.

**Coopathon 3.0** was a fully online 72-hour hackathon for participants from across the Asia and Pacific region. The theme of Coopathon 3.0 was “Technology and Cooperative Identity”, which envisaged the use of technology as a tool for digital transformation to establish people-centered business collectives (not limited to cooperatives alone) to solve local and global problems. Cooperatives across the globe are led by a common sense of identity which was imbibed in the **‘Statement of Cooperative Identity’**, adopted in the year 1995.

## Objective

To provide youth a platform to solve some of the pressing problems we face in the time of crisis, inculcate a culture of innovation and problem solving, and in the process, expose them to the values-based cooperative model.

## Problem Statements

The three problem statements for the teams were:

1. How can cooperatives support the social and services sectors that have been most impacted by the pandemic?
2. What are some of the ways in which cooperatives can provide solutions to address the needs of informal and migrant workers in the short and long term?
3. What are ways by which cooperatives can work towards incorporating technology and tele-healthcare services into existing healthcare systems?

## Partners and Mentors

Coopathon 3.0 was organized with the support of nine partner organisations from six countries – Australia, India, Indonesia, Korea, Malaysia, and Spain.

1. **Indonesian Consortium for Cooperatives Innovation (ICCI)** is an institution engaged in promoting cooperative innovation in Indonesia through regulatory advocacy, research and development, dissemination of ideas, a collaboration between multi parties: associations, government, cooperatives, campuses, media, and the private sector. ICCI was an outreach and design partner for the event.
2. **Indian Farmers Fertiliser Cooperative Limited (IFFCO)** is a Multi-state cooperative society engaged in the business of manufacturing and marketing of fertilisers headquartered in New Delhi, India. Started in 1967 with 57 member cooperatives it is today the biggest co-op in the world by turnover on GDP per capita. IFFCO was the prize sponsoring partner for the event.
3. **Indonesian Cooperative Management Institute (IKOPIN)** aims to organize an education system with a strong scientific and technological basis, synergizing between various disciplines in the developing cooperatives and globally oriented entrepreneurship. IKOPIN was the organising and outreach partner for the event.
4. **Incubator.coop:** Based in Australia, it is an incubator for member-owned enterprises and other innovative ideas that are cooperatives or companies with a cooperative constitution. It was the mentorship and promotional partner for the event.
5. **KODI:** It is a Fintech start-up in Indonesia enabling a digital cooperative movement to empower the grassroots economy by providing business opportunities to coops and communities. Kodi was the organising partner for the event.
6. **Mondragon Team Academy, Korea:** Based in Spain, is part of a global network of social innovation ecosystem labs that have adopted Finnish Educational methods. MTA was the mentorship and outreach partner for the event.



7. **The Malaysian National Cooperative Movement (ANGKASA)**, the apex cooperative body recognised by the government to represent the Malaysian cooperative movement at the national and international level, was one of the promotional partners for the event.
8. **TinkerHub Foundation:** An Indian non-profit initiative aimed at using 21st-century technologies & learning methods to foster a fresh breed of highly skilled young people empowered with technical and social skills. TinkerHub was the organising and technology partner for the event.
9. **Travelling University:** Based in Spain, it is an educational platform cooperative that designs creative, human, entrepreneurship and leadership international learning experiences. They were the mentorship and outreach partner for the event.

The event also featured 12 mentors from 10 countries, bringing onboard experience from diverse fields to add value to the prototype-building process.

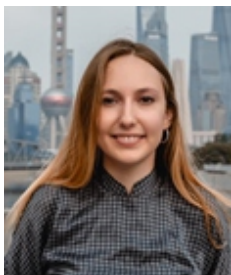
#	Name	Work Profile	Country
1	Ms. Revathi Sharma Kollegala	Entrepreneur; Product Strategist	India
2	Mr. Rohan Clarke	Chair, BCCM Platform Coop Taskforce Co-Founder, Incubator.Coop, Geddup And Fairbnb Australia	Australia
3	Mr. Iruma Tanaka	Seikatsu Club Kanagawa, A Consumer Cooperative	Japan
4	Ms. Isabella Ipollito	Project Manager Legacoop Liguria	Italy
5	Mr. Dingdong Comeros	Area Manager, VICTO National	Philippines
6	Mr. Moses Sam Paul	Technology and Public Policy Professional	India
7	Mr. Andreas Arnold	Co-Founder Platform Cooperatives Germany eG, Business Consultant and Community Builder	Germany
8	Mr. Greg Brodsky	Co-Director, Start.Coop	USA
9	Ms. Anna Agguire	Co-Founder and Worker Owner Of Tazebaez Cooperative	Spain
10	Ms. Novita Pusapari	Lecturer, Faculty of Economics and Business, Universitas Jenderal Soedirman	Indonesia
11	Ms. Naloh Sarang Heo	MTA Korea Manager & Leinn Seoul Team Coach	Korea
12	Mr. Sanjay Verma	Deputy Director, National Cooperative Union of India	India

The detailed profiles of all the mentors are available [here](#).

## Judging Panel

The 10 finalists were judged by a highly experienced and illustrious judging panel, comprising of **Ms. Amaia García Fernández, Mr. Jack Sim, and Mr. Tarun Bhargava.**

### **Ms. Amaia García Fernández, Mondragon Team Academy**



Amaia is Co-leader of MTA Mondragon Team Academy China & Asia; Co-founder of Ohana & S-there and a mentor at MIT Launch. She has a decade long professional experience as an entrepreneur, marketing expert, and business developer. Team management, innovation, and design thinking are her core competencies. Having worked in several countries like Finland, the United States, China, and India, she has led internationalization processes and developed new ventures, cross border.

### **Jack Sim, Bottom of the Pyramid (BoP) Hub**



Jack is the founder of the Restroom Association of Singapore, the World Toilet Organization, the World Toilet Day initiative. In 2007, Jack was elected a Fellow of Ashoka: Innovators for the Public. In 2001, he received the Schwab Foundation award for Social Entrepreneur of the Year. He also founded the BOP HUB, a series of social businesses, and start-ups. He is now constructing a 65,000 sq. ft. World Trade Center for the Poor in Singapore.

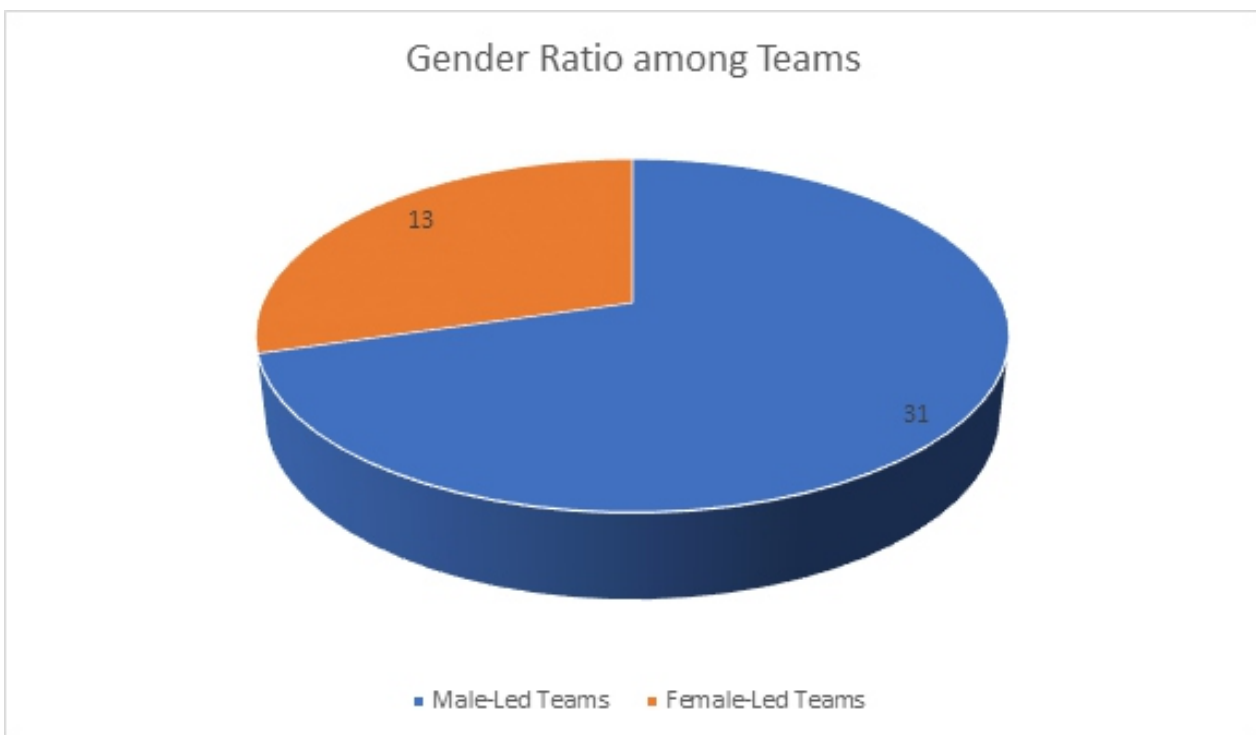
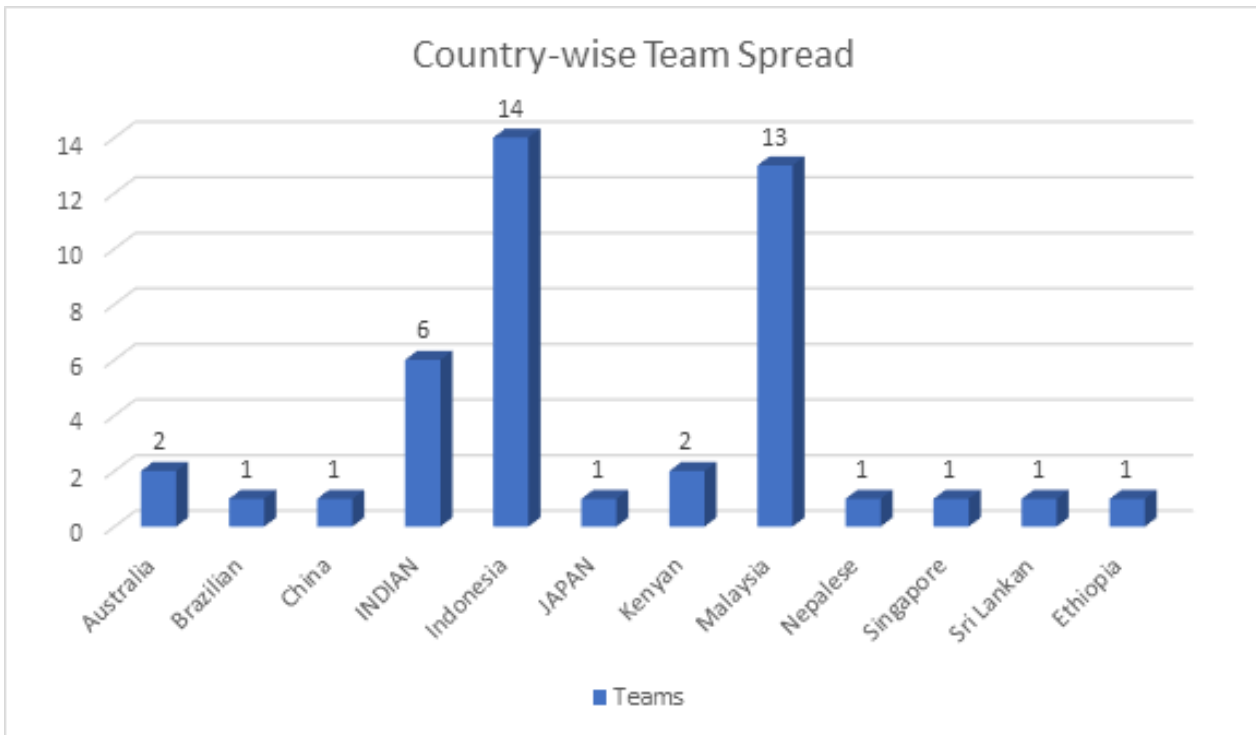
### **Mr. Tarun Bhargava, International Cooperative Entrepreneurship Think Tank**



Tarun is the Joint General Manager of Indian Farmers Fertilizer Cooperative Ltd. (IFFCO). He is elected as the first Chairperson of the International Cooperative Entrepreneurship Think Tank (ICETT). He is an executive committee member of ICAO (Agricultural sectoral wing of ICA and International Cooperative Development Platform (ICDP).

## Participants

More than 80 teams registered from 12 countries – Australia, Brazil, China, Ethiopia, India, Indonesia, Japan, Kenya, Malaysia, Nepal, and Sri Lanka. Out of which, 44 shortlisted teams with around 160 members comprising of school and college students, early-stage entrepreneurs, and start-ups participated in the coopathon.



## Program and Speakers

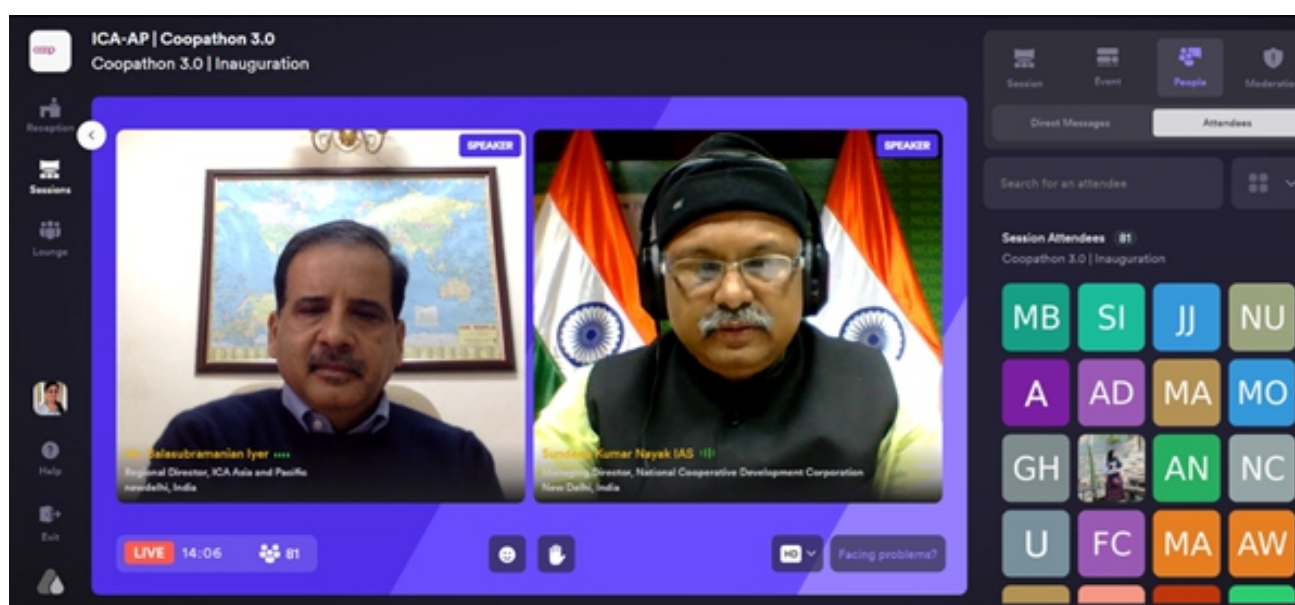
The 72-hour coopathon was held from 11<sup>th</sup> December 2020 (Friday) to 14<sup>th</sup> December 2020 (Monday). It received over 80+ entries, of which, 41 teams were shortlisted to participate in the coopathon. These teams worked rigorously for 72 hours, undertook training sessions, were supported by their mentors, and made their final submissions on the evening of 13<sup>th</sup> December 2020 (Sunday).

## Day 1: Opening Ceremony

### Speakers:

1. Balasubramanian Iyer, ICA-AP
2. Sundeep Nayak IAS, NCDC
3. Rohan Clarke, Incubator.coop
4. Ana Agguire, MTA
5. Isabella Ippolito, Legacoop
6. Firdaus Putra, ICCI
7. Heira Hardiyanti, IKOPIN
8. Mehar Moosa, TinkerHub Foundation

The session was attended by more than 110 participants who were welcomed by Mr. Balu Iyer, Regional Director, ICA-AP. In his welcome address, Mr. Iyer highlighted the key components of Coopathon 3.0 – the youth, technology, and the transition from “I” to “We”.



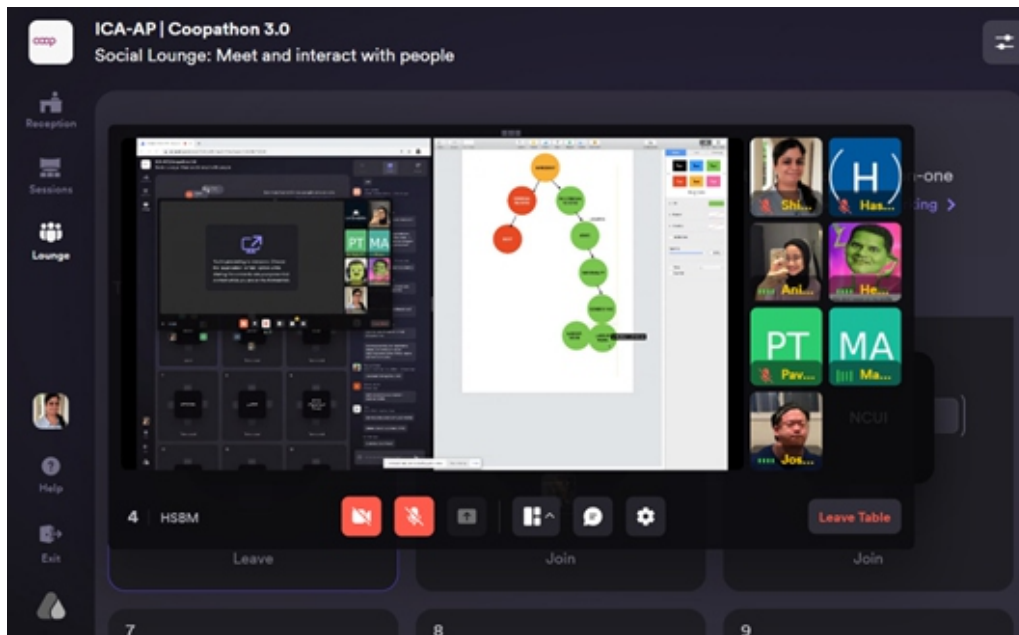
The keynote speaker for the inauguration ceremony was Mr. Sundeep Kumar Nayak, Managing Director, National Cooperative Development Corporation (NCDC). He said, NCDC is championing start-up cooperatives among youth, pioneering support for health cooperatives, and forming new cooperatives in line with the government’s vision to double farmers income. He was also keen to support the successful India-based projects emerging out of Coopathon 3.0.

The full session recording can be accessed here: [https://youtu.be/G\\_G7XpaAD1U](https://youtu.be/G_G7XpaAD1U).

## Day 1: Status Check Session 1

The status check sessions were designed to capture the updates from each team at regular intervals. This included,

- Problems faced by the team at a time
- Support needed the team at a time
- Progress from the previous check point
- Suggestions/inputs from mentor



Four such sessions were organised over 72 hours at regular intervals.

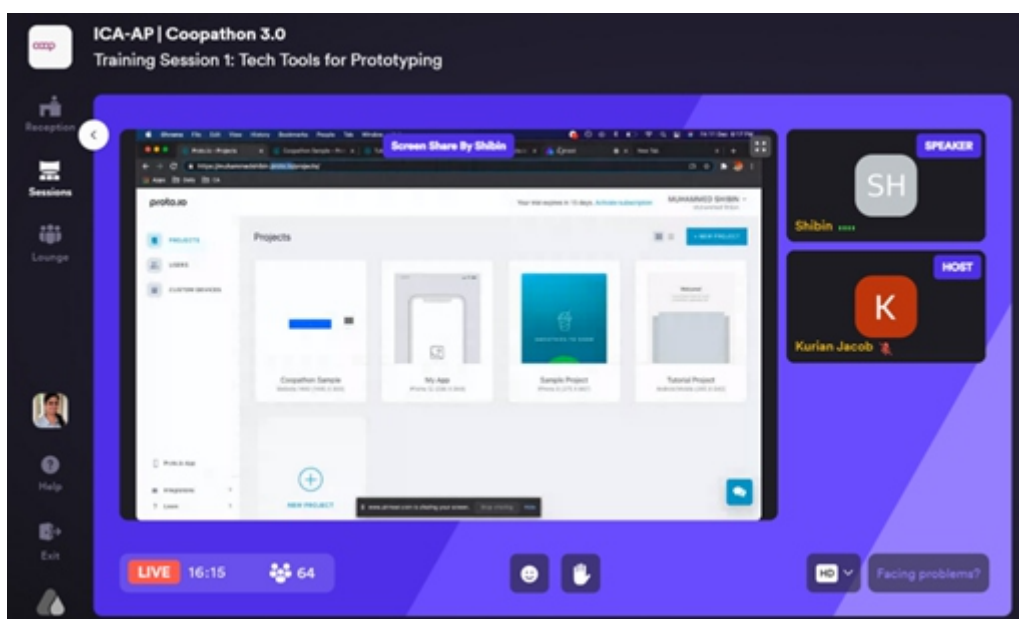
These sessions were facilitated by the single point of contacts (SPOCs) who were the key people of the organising team connecting the participants and the mentors. Their tasks included,

1. Understanding the requirements of the team and connecting with mentors
2. Acting as the point of contact between teams, organisers, and mentors
3. Keeping an updated dashboard about all aspects of their teams and share with organisers

### Day 1: Technical Session 1 - Tech Tools for Prototyping

**Speaker:** Shubin, Tinkerhub Foundation

The session was designed to impart knowledge of online prototyping tools to the participants. The tools taught were used by the participants to design their prototypes later.



The full session recording can be accessed here: <https://youtu.be/3OxgAHsdY1o>

## Day 2: Training Session 2 - Business Plan – Cooperative Innovation Canvas (CIC) Model

**Speaker:** Ganesh Gopal, ICA-AP

The session introduced the participants to Cooperative Innovation Canvas (CIC) Model that helped them prepare their cooperative business models.

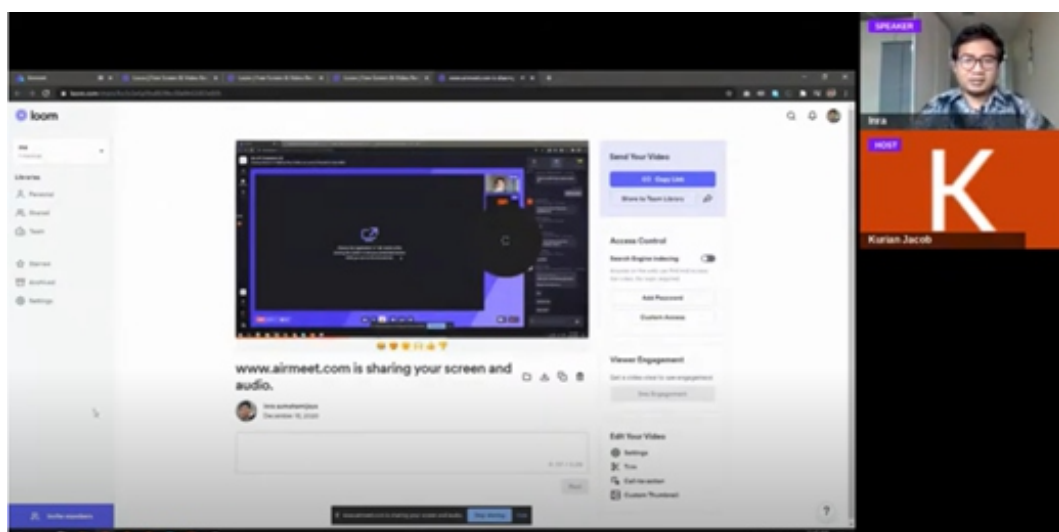


The full session recording can be accessed here: [https://youtu.be/\\_97pkWfx2QE](https://youtu.be/_97pkWfx2QE)

## Day 3: Training Session 3 - Making Pitch Video on Loom / Final pitch video Q&A

**Speaker:** Inra Sumahamijaya, Kodi

The session was useful for the participants as they learned the tool for making their final pitch videos.

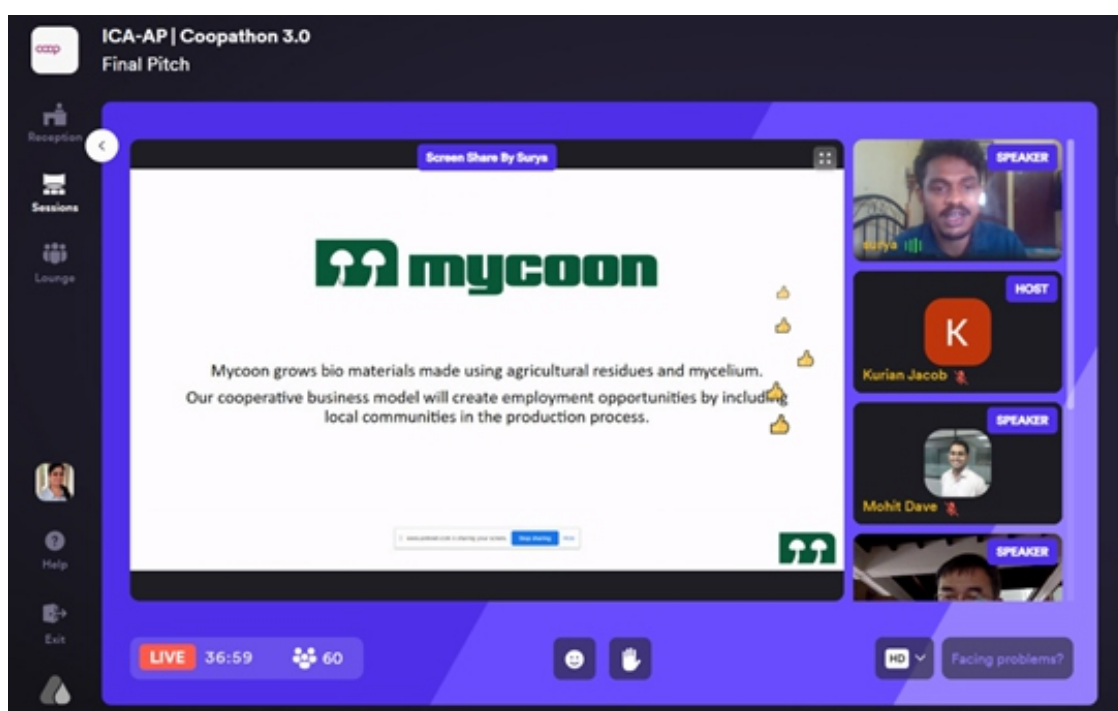


The full session recording can be accessed here: <https://youtu.be/0H9HiPCvDOc>

## Day 4: Live Pitch Session

**Facilitator:** Mohit Dave, ICA-AP

A total of 10 teams were selected as the finalists for the live pitch in front of the judging panel that took place on 14th December 2020 (Monday). All the finalists made a presentation and answered questions from the judges and were evaluated based on their live presentations, technology relevance, and cooperative/ collective models.



The full session recording can be accessed here: <https://youtu.be/8b2H1TBGDrE>

## Day 4: Closing Ceremony

**Speakers:**

1. Balu Iyer, ICA-AP
2. Rully Indrawan, Ministry of Cooperatives and SMEs, The Republic of Indonesia
3. Amaia García Fernández, Mondragon Team Academy
4. Jack Sim, Bottom of the Pyramid (BoP) Hub
5. Tarun Bhargava, ICETT & IFFCO

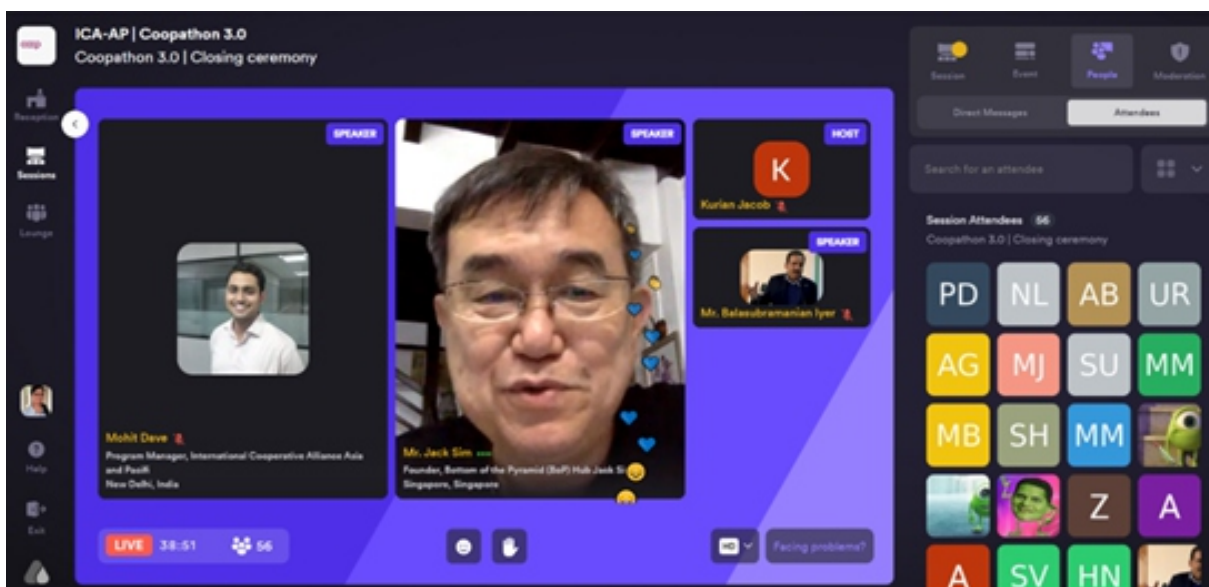
Mr. Balu Iyer, Regional Director, ICA-AP, said that for him Coopathon has meant addressing issues of today by leveraging technology, engaging youth, and using cooperatives as a vehicle. He was very impressed seeing all the presentations by the teams which have incorporated these elements. He also said that ICA-AP is keen to support these ideas as the real impact of Coopathon 3.0 will be to see these ideas being implemented and make a difference.

Mr. Rully Indrawan, Secretary to The Ministry of Cooperatives and SMEs, The Republic of Indonesia, was invited as the keynote speaker. He appreciated the organisers for successfully conducting Coopathon 3.0 virtually amidst the COVID 19 pandemic. He also expressed his happiness to see large participation from Indonesia. He

said, “For cooperatives, it is easy to build a legal entity with only nine people in Indonesia, so we believe that it gives a great opportunity for young people and millennials to choose a cooperative structure for their creative and innovative works.”

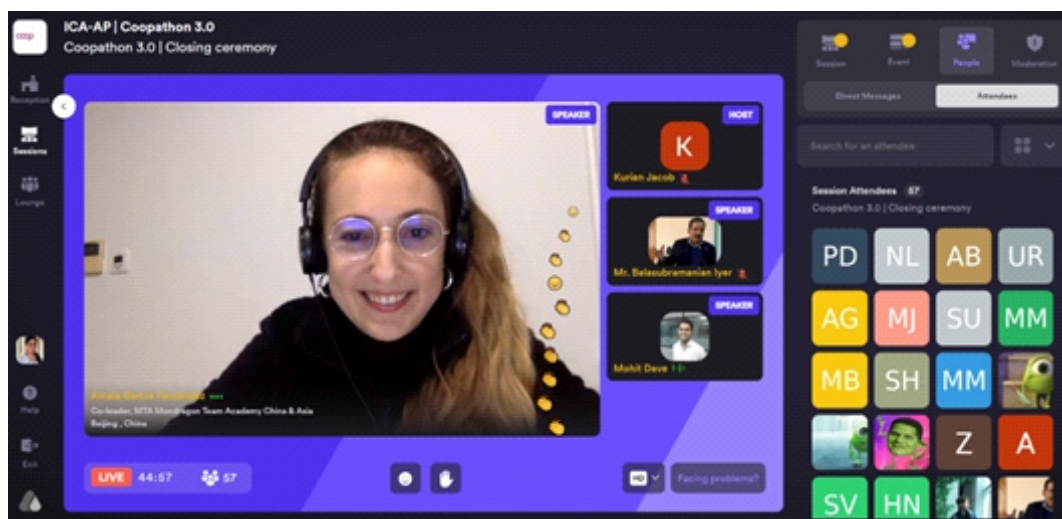


Mr. Jack Sim encouraged the participants and said, “If you want to dream, dream big; solve big problems by thinking big; when you think big, you can’t do it all yourself and have to bring other people with you as this is the cooperative spirit. In cooperatives, the true billionaire is the one who improves the lives of a billion people”.



Ms. Amaia was very delighted with the ideas presented by the finalists and appreciated them for their passion and sensitivity towards the problems. Announcing the winners, she encouraged them to keep working hard to realise their dreams and said that cooperatives connected to technology are the future.





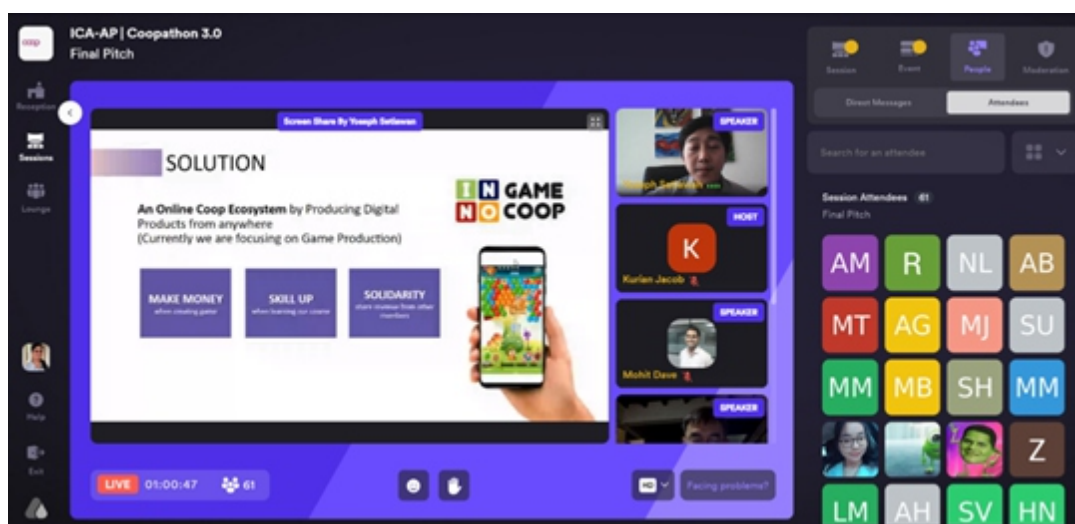
**Inno Games Coop from Indonesia** won the first position followed by **MYCOON** and **Design for Impact** from India winning the second and third positions, respectively. The winners were awarded three prizes (USD 3,000, USD 2,000, and USD 1,500) sponsored by IFFCO and the ICA Domus Trust.

The full session recording can be accessed here: <https://youtu.be/pc4WAzNFKrA>

## Winners

**Inno Game Coop** (now Pitoo Coop) from Indonesia is an online cooperative hub producing digital products like games. The team members have expertise in business development, software engineering, and designing. Their model enables anyone with digital and creative skills to join the platform, learn new courses, find teammates, collaborate, create games, and earn money.

“We found the mentorship during Coopathon 3.0 to be helpful as it led us to mould our business model into a cooperatives business model”, said Yoseph, one of the team members.

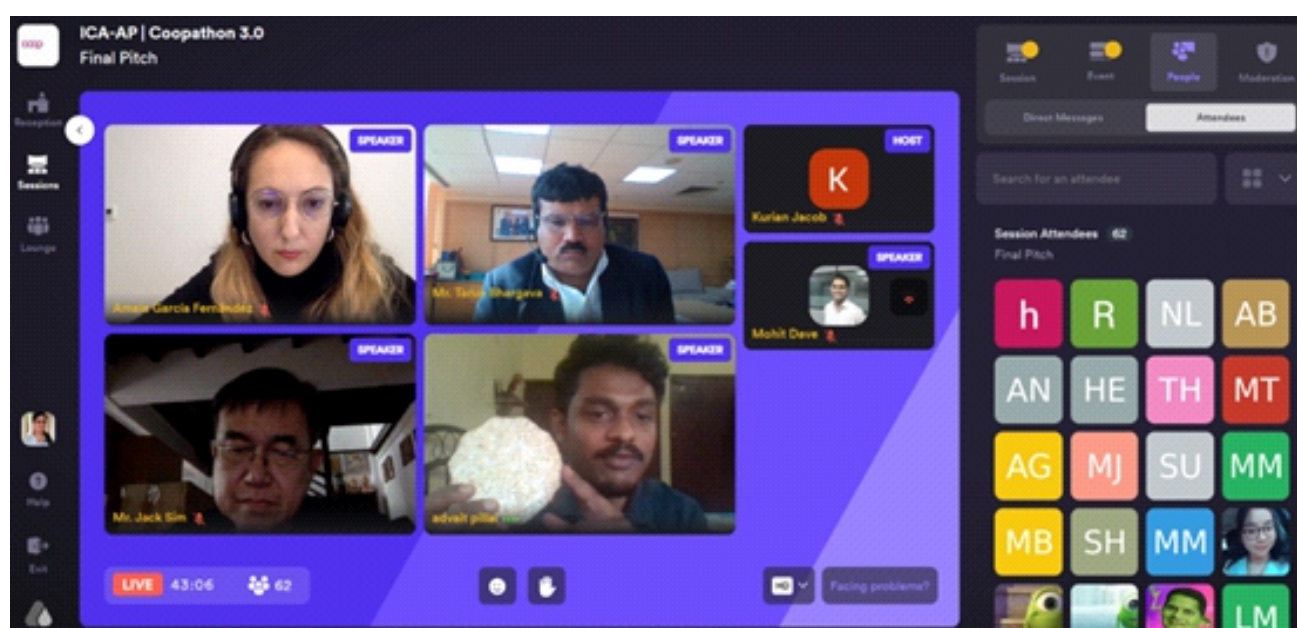


Support Required:

1. Funding to market their product, meet operational costs, and scale-up the project.
2. Mentorship to validate the core coop business idea and the solidarity mechanism for freelancers.

The next plan of action involved securing funding, marketing of prototype to get initial traction, registering the cooperative and increasing coop membership, establishing key partnerships, and developing and scaling up the platform. The pitch video of the team can be viewed [here](#).

**MYCOON** from India is led by three engineering graduates who have expertise in sustainable development, mechanical engineering, and business development. Their innovative model grows biomaterials using agriculture residues and fungal mycelium, creating employment for the local youth in the production process.



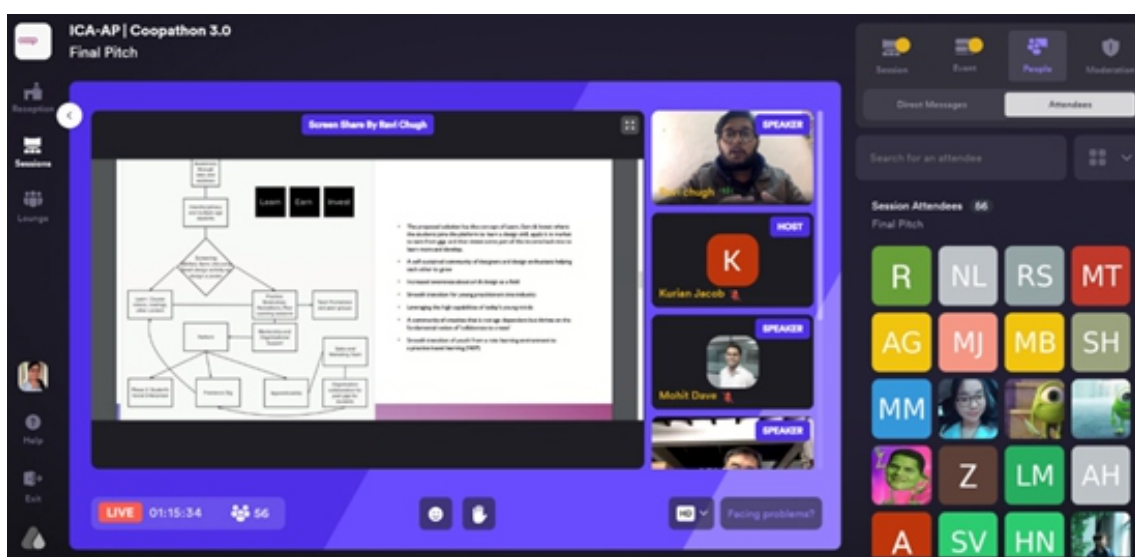
To create impact, they ventured into the manufacturing of biomaterials that are completely natural and biodegradable. The products can have a great potential in construction industries as a sustainable alternative to wall and ceiling panels and plywood; also, as a replacement for Styrofoam based packaging. “Coopathon came at a time when we were keenly looking for a platform to share our innovation”, said Advait, the team leader of Mycoon.

Support required: Mentorship and guidance for setting up a cooperative business.

They plan to utilise the prize money of US\$ 2,000 to pilot the project with farmers and create the minimum viable product. The pitch video of the team can be viewed [here](#).

**Design for Impact** from India is a group of five multidisciplinary designers studying human-centred design and visual communication. They also bring expertise in curriculum development, marketing, education, and programme management through their professional careers. To bring in design thinking and mindset in the contemporary education system, they have developed a concept of Learn, Earn, and Invest. Design for Impact is a platform for youngsters to learn design and creative skills. Further, utilise those skills to earn through gigs and invest a proportion of their income in learning further.

“The hackathon model helped us expedite the development process and was great international exposure for us”, said Ravi, the team leader.



Post coopathon, they seek mentorship and guidance to conduct a pilot 2.0 to validate their concept, refine their business model by testing, and develop the platform for scaling-up. The pitch video of the team can be viewed [here](#).

## Platforms & Tools

Coopathon 3.0 was a fully online event conducted primarily through Airmeeet, a virtual events platform and supported by Slack, Loom, and Notion among others for coordination and information sharing.

### Airmeeet

Airmeeet is a platform to host varied virtual events, from hackathons to icebreakers, panel discussions to workshops, and not just conferences. Events on Airmeeet take place in a virtual 'ballroom' which can be customised in appearance and seating arrangements to deliver specific experience and relevant interactions among the participants. A user guide for participants was developed and can be accessed [here](#).

### Slack

Slack is a collaboration hub that brings people, information, and tools together to get work done. This tool was used as a primary communication channel among participants, mentors, and organisers. A user guide for participants was developed and can be accessed [here](#).

### Notion

It is an all-in-one virtual workspace tool that provides components such as notes, databases, kanban boards, wikis, calendars, and reminders. Users can connect these components to create their systems for knowledge management, note-taking, data management, project management, among others. A [public wiki page](#) for the Coopathon 3.0 participants was developed providing detailed information for the day-to-day activities of Coopathon.

### Loom

It is a tool that facilitates video messaging for work and lets the user record and share video messages of their screen, camera, or both.

## Outreach and Promotions

The promotional campaign included a dedicated website, email marketing, social media marketing, and word of mouth marketing with the help of organising partners and influencers in the cooperative and technology space.

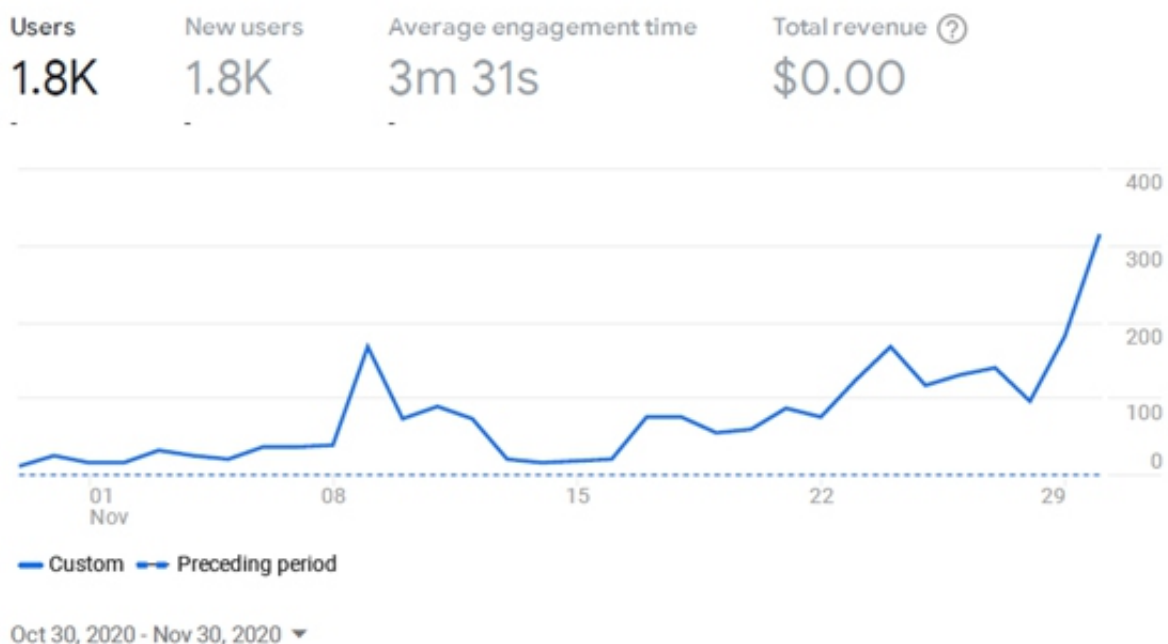
## Coopathon Website and Analytics



<https://www.coopathon.coop/>

## Website Visitors

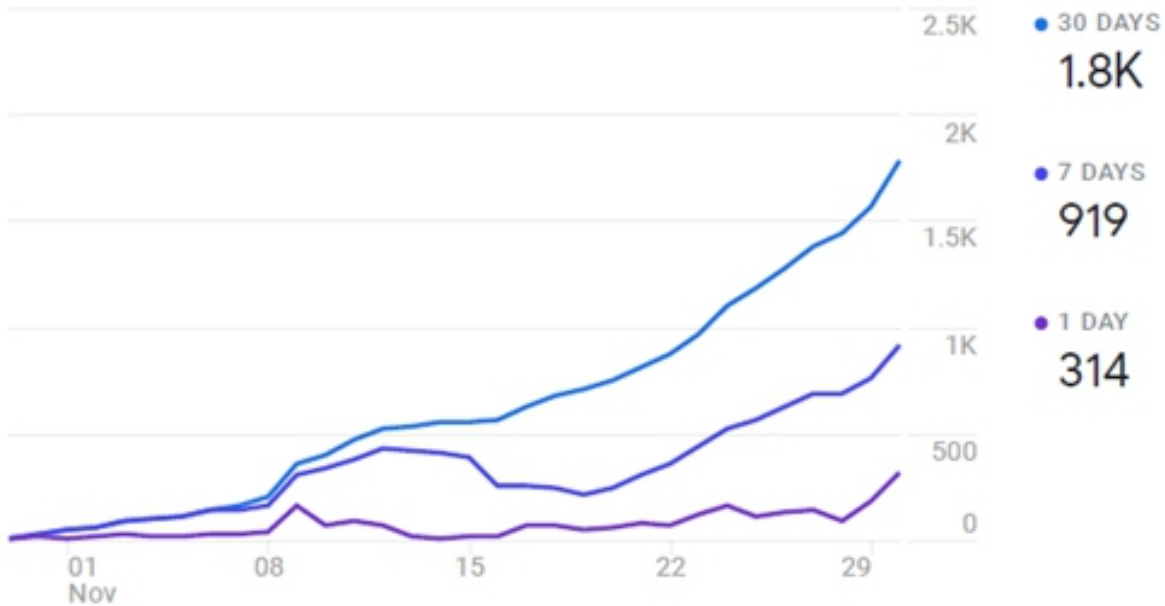
During the one-month of the campaign, a total of 1.8K users visited the website.



## Website Visitor Trends

The visits to the website increased significantly in the last two weeks of the campaign.

### User activity over time



Oct 30, 2020 - Nov 30, 2020 ▼

## Geographic Reach

The majority of website visitors were reported from Malaysia, Indonesia, and India.

### Users ▼ by Country



## Most Visited Pages

The landing and the registration pages were the most visited.

### Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS		VIEWES
Coopathon 3.0 – De...g From {I} to {we}	1.3K	↑ 97.4%
Registration – Coopathon 3.0	687	↑ 230.3%
Coopathon 1.0 and 2.0 – Coopathon 3.0	37	↑ 184.6%
Revathi Sharma – Coopathon 3.0	9	↑ 28.6%
Moses Sam Paul – Coopathon 3.0	7	↓ 12.5%
Isabella Ippolito – Coopathon 3.0	8	↑ 100.0%
Rohan Clarke – Coopathon 3.0	6	↑ 100.0%

## Media Coverage

The event received decent media coverage.

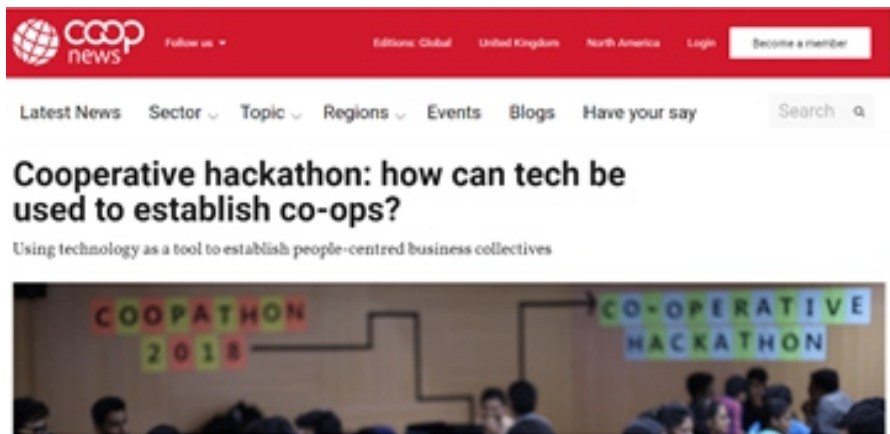
### The Indian Cooperative



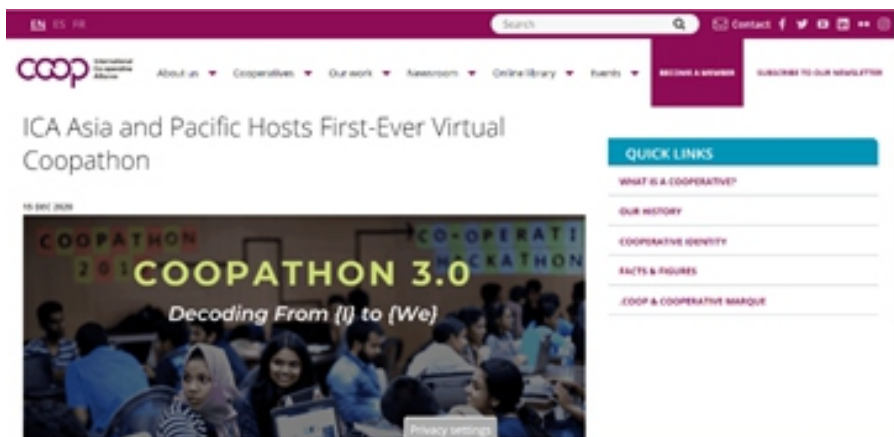
### The Malaysian Reserve



## Coop News



## ICA Global



## Feedback and Suggestions

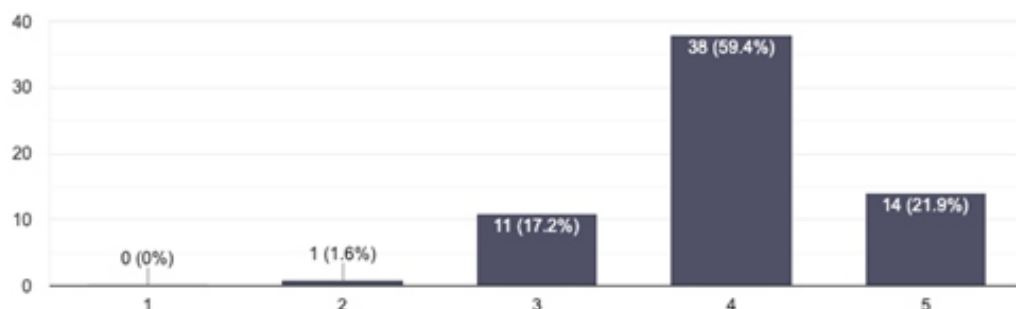
Feedback was collected from participants, mentors, and SPOCs on the learning outcomes and experience of a virtual event.

### Participant Feedback

Total number of participant responses received - 64

1. As a result of attending Coopathon 3.0 event, how much do you feel your knowledge and skills have been improved? (Scale: 1 lowest to 5 highest)

64 responses



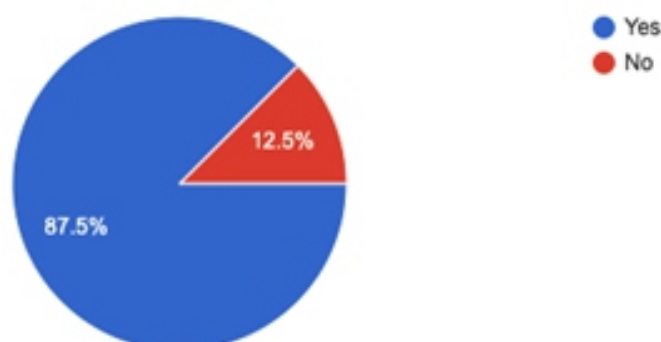
1) **98.5 % of participants felt that their knowledge and skills have been improved.**

Quite a few participants reported that the technical sessions helped them learn useful tools and they gained good knowledge about the cooperative business model. Natalie from the Smart and Furious team, Malaysia, said it was interesting to learn how to build a business model using Cooperative Innovation Canvas.

2) **93.8 % of participants felt the event met their needs for visibility and business networking.**

3) **87.5% of participants felt satisfied with event platforms and logistics.**

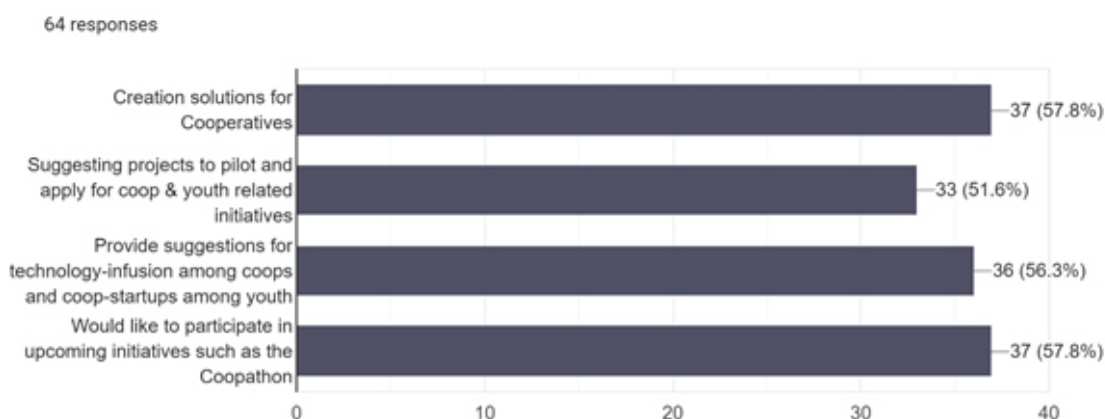
64 responses



Most of the participants were satisfied, one participant said “So far the organizers did a great job to help participants to migrate from the traditional coopathon towards the online coopathon. Well done!”

However, there were a few recommendations. Internet connectivity was a big problem in countries like Indonesia and Malaysia that had most of the participants, therefore, extra efforts were required at their end.

4) There has been a significant interest generated among participants for future collaboration with ICA-AP in the following activities and domains:



A few areas for improvement expressed by participants are:



## 1) Mentorship

### More and fixed time slots with the mentors

“Perhaps participants can obtain some time with mentors before the competition begins so newbies can learn more about Cooperatives and the need of cooperatives in a working society.”

“We would like a proper schedule for the mentors to mentor us on the lack of a schedule was hard for our team to plan with the mentors turning into lack of mentorship in the end. It’s a shame, we could have more sessions with the mentor, Ms Revathi honestly provided us great help in just a one-time one-hour session. I hope Coopathon could improve on this aspect.”

### Request for 24-hour mentor availability

“the mentors can be 24hours for the contact so that there are more time to be prepared and improve the prototype and the last is the invitation because that only limited time to be prepared for the prototype hope that can have few day to be finding teammate and idea thank you very much im glad to join again like this event coopathon!”

## 2) Networking and Ice-breaking

### Newer ice-breaking sessions can be explored

“better ice breaking session so we can meet new people better :D thank u for this great experience :)))”

### More mingling and networking

“It would have been good to have more detail on the expectations for the Coopathon in advance i.e. with the registration process, so that our team could have prepared more thoroughly for the development of our idea over the weekend. Perhaps if we'd been part of previous Coopathons it would have been more obvious, but the requirements were not fully understood by us going in - although we enjoyed the experience regardless! It would also be good to build in more time to "mingle" amongst the participants, e.g some socialising events using the AirMeet tables, just to get more information about the other participants, their organisations, their years of experience in the coop world etc.”

## 3) Platform related feedback

“Kuala Berang, Terengganu, Malaysia. In my place internet is always slow, i always join the live session but can’t hear anything because of the internet.”

“Platform needs a more user-friendly accessibility.”

## 4) Programme and Sessions

### Use similar format for coop-education for Coop-founders

“I think webinar about COOP startup success story is great for future event, the webinar should be designed to provide insight and education on the topics that matter most to the COOP founder community right now.”

## Mentors & SPOCs Feedback

### 1) Categorizing Coopathon Participants based on background in Cooperative journey

“I think the final result should be considered based on the coopathon journey, look deeper into how much the team developed at the end of coopathon compared to the beginning. An existing coop with ongoing operational model (or already famous with selfie with minister) should be separated (different league) with a team or community that have 0 knowledge at start but create a coop at end of coopathon.”

### 2) Presentation sharing time maybe divided into groups

“Propose that sharing time will be set group by group. (For example, 4 teams per one group)”

### 3) Creation of open-source knowledge base on coop-projects & methodologies

“An open-source knowledge base on projects and operating methodologies of various coops around the globe to refer for other aspirant coops.”

### 4) Time-zone constraints

We have a problem with time zone. Mentors and participants should be placed in almost the same time zone. Mentors had to be replaced by the second day late compared to other groups who had obtained mentors on the first day.

## Key Takeaways

The event was a good learning experience for the organising team as it was conducted online for the first time.

- 1) A good number of registrations were received. However, the majority of teams registered in the last two days. Though it is a participant behaviour, yet more planned outreach efforts would have resulted in timely registrations.
- 2) Programme planning should have been better and much in advance which could have given more time for outreach and promotions.
- 3) We had diverse mentors from across the world. The challenging part was the time-zone difference because of which a few teams couldn't interact much with their mentors.
- 4) Since it was a virtual event, we could have either chosen a familiar and simpler platform or should have organised more orientation sessions in advance.



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