



Co-op Data Club is helping to grow the co-operative economy via the careful management of data. Our aim is to link new and existing co-ops with the [1.2 billion co-op members](#) around the world.

A match made in heaven

Existing co-op members and customers make up a very specific niche of consumers. These 1.2 billion people are ethically-minded, conscientious consumers that have self-selected co-ops as some of their preferred suppliers, meaning that they are motivated by more than money. This niche, of cooperative consumers, should therefore be the primary target audience for any new startup co-op, community share offer, or existing co-op that is looking to expand its customer base.

How can co-ops access more cooperative consumers?

Despite Principle 6, which encourages cooperation among cooperatives, it's rare to find co-ops which cooperate with other co-ops. Co-op Data Club aims to change that, by providing a mechanism for co-ops to gain more exposure, more members, and ultimately more customers through targeted, cross-promotions between participating co-ops. Every co-op which completed our [initial survey](#) stated an interest in promoting other cooperatives.

Co-op data Club provides two ways to engage in cross-co-op promotions:

1. Reciprocal email promotions

- Co-ops join the Club and are listed in a Directory of participating co-ops
- Co-ops specify which sectors their newsletter covers, their list size and open rate
- Co-ops provide 200 words of copy and an image promoting their offer
- Co-ops specify which regions and sectors they would like to target their promotions to
- Co-op Data Club matches promotions with other co-ops newsletters and arranges sending
- Promotions can be placed for free by sending reciprocal promotions for other co-ops, or for a small payment to balance the varying sizes and open rates of different email lists

2. Shared email promotions

Co-op Data Club also provides a shared email newsletter, to which individuals can subscribe by specifying their interests. Co-op Members promote their offers to targeted segments of the newsletter in exchange for a fee, which is shared with Individual Members of the Club in the form of a data dividend. No data is sold, or shared, or passed on to anyone. Co-op Data Club acts as a Data Trust and manages access to individual Members' data, so people can unsubscribe at any time.

Flipping the data model to address the capital conundrum

By pooling our data as individuals, and licensing its use on our own terms, we can flip the standard data model and control how our data is used, what it's used for, and enjoy the benefits of the value this creates. By providing easy ways for co-ops to cooperate by promoting other co-ops we can address the 'capital conundrum' (lack of funds to spend on customer acquisition and marketing in order to reach scale and sustainability) which plagues cooperative ventures and help grow the cooperative economy.

Find out more at <https://coopdata.club/>