



USAID
DEL PUEBLO DE LOS ESTADOS
UNIDOS DE AMÉRICA

NCBA CLUSA

COOPERATIVE DEVELOPMENT PROGRAM

CREATING AN ENVIRONMENT FOR COOPERATIVE EXPANSION



Coop Business School

WHAT IS THE COOPERATIVE BUSINESS SCHOOL?

We are a nonacademic business school specializing in cooperative, associations and small rural businesses. We facilitate the development of practical capacities and knowledge exchange, contributing to the strengthening and expansion of the social and solidarity economy. We offer an e-learning platform, a virtual community and a team ready to learn and advance together. advance together.

How have we evolved?



During the COVID-19 pandemic, cooperatives - in agriculture and other sectors - faced serious disruptions to their markets and operations. At the same time, technical assistance was only possible virtually. The Co-op Business School launched in Peru in 2020 to help cooperatives adapt to this new context by unlocking the power of digital tools and social networks. Originally called the Co-op Marketing School, the goal of the platform was to strengthen co-ops during the pandemic. But responding to the program's success and interest from other sectors and countries, the School expanded to Guatemala in 2022 and to the United States in 2023.

Our objectives



Strengthen cooperatives' branding and market position.



Improve cooperative members' incomes and livelihoods.



Energize and inspire members, their communities and key stakeholders.



Reduce the digital gap within cooperatives.

What have we accomplished?



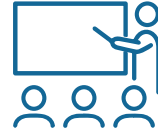
46

Courses



218

Webinars



52

In-person workshops



75

Group tutoring



4,730

Individual tutoring



174

Experts on marketing, taxation, accounting, finance, governance, legal aspects, cooperative business model, gender equality, farm costs, cupping and other topics.



5,266

People
Women: 44%
Youth: 55%



709

Cooperatives and associations



3,729

Other businesses and organizations

Participants from

12

countries and regions



Coop
Business
School

What can we do together?

If you are interested in participating in the Co-op Business School - whether as a student, expert or partner - be sure to contact us.

Join our
community!

businessschool.coop

- ▶ Youtube: [cbs.coopncbaclusa](https://www.youtube.com/cbs.coopncbaclusa)
- 📷 Instagram: [cbs.coopncbaclusa](https://www.instagram.com/cbs.coopncbaclusa)
- ✉ info@businessschool.coop

Carolina Torres
Campos del Valle



NCBA CLUSA

1775 I ST NW | 8th Floor | Washington, DC 20006
ncbaclusa.coop | 202.638.6222 | info@ncba.coop