

## **Motivation letter, ICA Youth Committee Executive**

Hello,

I am pleased to send you this motivation letter in order to demonstrate my interest in serving as a member of the Executive Committee for the Youth Committee of the International Cooperative Alliance (ICA).

Graduating with a Bachelor's Degree in History, a second degree in Business Administration and a Master's Degree in Business Administration, I have worked in the co-operative and mutualist sector throughout my entire career. I was able to learn about the various challenges of co-operatives within my professional and voluntary commitments. I know co-operative models very well, having worked as either an employee or a director in the following businesses: agricultural co-operative, financial co-operative, worker co-operative and a co-operative bookstore. I also had the chance to work in apex organizations representing co-operatives and mutuals in Quebec and Canada. These experiences have shown me that there is still a lot to learn from this sector and from co-operators themselves. As such, in 2017, I took a trip to Peru in order to discover its co-operative sector and visit Peruvian co-operatives with a team from various Quebec co-operatives bookstores. My volunteer-based and professional commitments within co-operatives have also been recognized by various awards and recognitions. Moreover, I have also volunteered at a global level, by organizing the Simulation of the European Parliament Canada-Quebec-Europe. This event brings together around 200 young people from all over the world to have a mock European Parliament. I am also bilingual English-French, French being my mother tongue.

My candidacy for the Youth Committee is intended as a strong sign of support for co-operatives from a global point of view and as well as a passion in promoting youth as the future of co-operatives. My knowledge of history and business administration allows me to better understand our roots and where we come from. Furthermore, these skills will enable me to use this knowledge in the present day in order to create a bright future for young people everywhere in around the world, all while using the co-operative model as the foundation of their economic, cultural, and personal development. That being said, I wish to put my time and energy in achieving the goals and objectives of the ICA's Youth Committee and the ICA itself, all while promoting its ongoing success. Youth across the world face several challenges and I truly believe that I can contribute towards the ICA's Youth Committee's major projects. I also admire the projects the ICA has set up in the past, in particular projects related to replicating co-operatives for young people.

It has often been mentioned to me that I have unifying leadership skills and that I listened to my peers and fellow collaborators. These are qualities that I wish to bring to this position if elected. Democratic debate and a diversity of opinion are at the heart of our co-operative model. This is why I want to be able to collaborate with each member of the Youth Network to allow them to exchange, develop, share ideas and experiences. My goal is to be at service of this cause and to be able to work actively towards its development.

With me, I bring my experience on the Youth Committees of the Conseil Québécois de la coopération et de la mutualité and the Youth Committee of Co-operatives and Mutuals Canada. Indeed, these two groups have similar goals to those of the ICA Youth Committee and I believe I will be able to bring useful strategic suggestions for the coming years. As a matter of fact, we live in an unprecedented time filled with challenges and my experience with similar issues could be useful to the entire ICA Youth Network. For example: How can young people be informed and made aware of the issues that the Youth Committee wants to raise

when few people on the ground know about the committee or even the ICA? How do we reach young people who are already inundated with information about various organizations and causes on social networks and newsletters? How do we energize a network made up of young professionals, students, and people with different backgrounds? How do we create spaces for high-level reflection with young people whose resources are limited in terms of time, energy, and access to financial resources? How do we ensure a fair and equitable representation of different languages and cultures around a table? These are all challenges and questions that we had to deal with in my past involvements. To meet these challenges, I will propose to use the power education of young co-operators, in particular with simple and fun capsules on co-operative principles, but also on the ICA Youth Network and similar opportunities for youth in the co-operative world. We must also ensure that we better communicate the benefits of a youth filled global network to co-operatives so that they are able to invest more resources and see the long-term benefits that young people can have for them. The Youth Committee has already proven the value of sharing best practices and successes between continents, so we must continue and accelerate this communication.

However, this vision I cannot achieve it alone. I commit to working with my fellow peers at the Youth Committee and the ICA Youth Network if I am chosen. This will help us bring these ideas to life and adapt them to the needs of each of its members.

Looking forward to co-operating with you,

Jason Rivest