Power the Economy

Canada's Co-operative Advantage

Co-op Week Toolkit 2026

CANADA CO-OPERATIVE BUSINESS ASSOCIATION

Contents

About this toolkit

This year's Co-op Week theme, **Power the Economy**, celebrates the vital role that co-operatives, credit unions, *caisses*, and mutuals play in building a stronger, more resilient Canada. In this toolkit, you will find stats, stories, and resources drawn directly from the landmark national report *Power the Economy Report 2026: Canada's Co-operative Advantage* set to release on October 11.

Use the resources in this toolkit to support your Co-op Week communications, including speeches, newsletters, board updates, social media content, and member or stakeholder outreach. It includes:

- **Report Highlights —** the key stats, messages and case studies from Power the Economy 2026, organized by theme.
- **Social Media Content —** 10 ready-to-post captions (LinkedIn + Facebook) depending on your channel and audience, including hashtags.
- **Infographics —** shareable infographics sized for LinkedIn and Facebook, using report data and Canada Co-op branding.
- **Visuals —** photos for each theme and case study (*please keep photo credit on each photo intact*).

Make it your own

- Replace any generic references with your co-op's name, location and your stories.
- Trim or extend captions to match how your page normally sounds.
- Post on the days/times that work best for your audience.

A note on audience

LinkedIn tends to reach a broader, more general audience, while Facebook tends to reach more co-op leaders and engaged members. The LinkedIn captions below lean into plain-language framing that resonates with everyday Canadians; the Facebook captions lean into those already familiar with the co-operative sector. Adjust the balance if your own audience looks different.

Why this moment matters

Canada is in the middle of a stability challenge — and it's shaping how Canadians think about the institutions they rely on.

- 91% are concerned about cost of living and affordability; 83% about housing affordability
- 90% agree essentials like jobs, healthcare and housing feel harder to secure; 86% say systems and institutions feel less stable
- 65% agree “the economic system is rigged against people like me”
- In response: 92% say stability comes from a secure home in a strong community; 88% say stability requires rethinking how power and control are shared; 79% say local self-reliance matters more than large institutions

Co-operatives were built around exactly this: one member/one vote, local accountability, and profits that are reinvested or shared with members rather than extracted by outside shareholders.

Lines worth borrowing

Short, quotable lines from Canada Co-op leadership — useful for speeches, captions or newsletter pull-quotes.

- “It's business, but better.”
- “Co-operatives work where other businesses can't or won't.”
- “Real power is with people: the choices we make as consumers, investors, entrepreneurs and owners.”
- “The evidence is clear: a stronger Canadian economy is a more co-operative one.”

Top 10 headlines

1. **Canada's economy is already more co-operative than many people realize**
    - More than 6,100 co-operatives, credit unions, caisses, and mutuals operate across Canada in virtually every sector of the economy
2. **Co-operatives are a major economic force**
    - The sector contributes $61.1 billion in GDP and supports 745,946 jobs.
3. **14 million Canadians – one-third of the country - already belong to a co-operative**
    - Another one-third say they are interested in joining one.
4. **Canadians are looking for stability, and co-operatives deliver it**
    - Canadians associate co-ops with affordability, trust, local ownership, and resilience.
5. **Co-operatives are not a niche business model**
    - They operate in more than 20 sectors, from housing and finance to agriculture, insurance, retail, healthcare, and energy.
6. **Co-operatives help communities keep more value local**
    - Surpluses are reinvested locally or returned to members rather than extracted by outside shareholders.
7. **Co-operatives are built to last**
    - Nearly three-quarters have been operating for more than 20 years.
8. **Canadians trust co-operatives**
    - 86% see co-operatives as accountable and 84% as trustworthy.
9. **Co-operatives strengthen rural and regional Canada**
    - They often provide essential services where other businesses won’t.
10. **More Canadians want more co-operatives**
    - More than 7 in 10 Canadians want to see more co-operatives operating in Canada.

"Did you know?" statistics

Economic impact

- $61.1 billion contributed to Canada's GDP
- 745,946 jobs supported — 3.6% of Canadian employment
- $12.3 billion in tax contribution
- 6,173 co-operatives, credit unions, caisses and mutuals, operating in every province and territory, across 20+ sectors
- 14+ million Canadians are members of a co-operative, mutual, *caisse* or credit union

Trust and public perception

- 86% view co-operatives as accountable
- 84% view co-operatives as trustworthy
- 83% say co-operatives stabilize communities
- 83% say co-operatives survive tough times better
- 84% believe collective ownership helps build stability and security

Growth and resilience

- Between 2019 and 2023, co-ops' GDP contribution grew 17.5% — more than double the 7.7% growth of the overall Canadian economy
- Over the same period: revenues +21%, assets +26%, salaries +24%, supported employment +26%
- 74.1% of co-ops have operated for more than 20 years, vs. 32.1% of other SMEs; 81% have no plans to sell, transfer or close within 5 years, vs. 53% of SMEs
- Co-ops are more likely than other SMEs to be women-owned (27.3% vs. 17.8%) and Indigenous-owned (3.3% vs. 1.5%)

Reach across every community

- Quebec is home to 45% of Canada's co-op and mutual headquarters (2,764); Ontario follows with 19% (1,185)
- Prince Edward Island has the highest density of co-ops and mutuals per capita (4.67 per 10,000 residents), followed by Saskatchewan (3.66) and the Territories (3.47)
- Canada Co-op's Find a Co-op directory maps 6,798 head offices and 3,520 branches — 10,318 locations in total — searchable at canada.coop/FindaCo-op

Global impact

- 3 million co-operatives operate worldwide
- 1+ billion members — at least 12% of humanity
- US$2.79 trillion in annual turnover from the world's 300 largest co-operatives and mutuals
- 280 million people have jobs or work opportunities through co-operatives — 10% of the world's employed population

Case studies to share

Banking where others won't go
When Scotiabank closed its 100+ year-old Fogo Island, NL branch, residents faced an 8-hour round trip for basic banking. Atlantic Edge Credit Union opened a new branch and restored the service

Housing that stays affordable
More than 250,000 Canadians live in 2,212 non-profit, member-governed housing co-ops, at $400–$500/month below market rent for comparable units.

Keeping local services affordable
The Fédération des coopératives funéraires du Québec supports 19 funeral co-ops serving 270,000+ members; co-op members pay roughly half the average Canadian funeral cost.

Local ownership in the energy transition
Community energy co-ops generate more than $2 in economic activity for every $1 spent, and create twice as many jobs as commercially developed equivalents.

Building a local economy
The Cape Breton Food Hub Co-operative connected 59 local producers to consumers and institutions, generating $863,897 in sales and 14 new jobs in 2024 alone.

Social media content themes

Theme 1: Co-ops Power Canada's Economy

FACEBOOK

This Co-op Week, let's celebrate something worth being proud of.

Canada's co-operatives, credit unions, caisses, and mutuals aren't a niche part of the economy. Together, they contribute $61.1 billion to Canada's GDP, support 745,946 jobs, and generate $12.3 billion in tax revenue. They operate in every province and territory and across more than 20 sectors.

As co-op leaders, members, and advocates, we see this impact every day. The *new Power the Economy: Canada's Co-operative Advantage* report brings together the strongest evidence yet showing the scale and value of our sector.

▶️ Watch the video: xx
📖 Read the report: https://canada.coop/power-the-economy

Share both with your board, members, staff, and community, and tell us in the comments how your co-op is contributing to your community.

#CoopWeek2026 #CanadaCoop #PowerTheEconomy #ItsBusinessButBetter #CoopsBuildCanada

LINKEDIN

What if one-third of Canadians were already part of a different way of doing business?

They are.

More than 14 million Canadians from coast to coast to coast belong to a co-operative, mutual, *caisse* or credit union. Together they contribute $61.1 billion to GDP while supporting nearly 746,000 jobs.

From housing and groceries to banking, insurance, agriculture and renewable energy, co-operatives are helping build stronger communities and a stronger economy.

This Co-op Week, discover the businesses that put people at the centre of the economy.

📖 Read Canada's new Power the Economy report: https://canada.coop/power-the-economy and 🎥 watch the video: xx

#CoopWeek2026 #PowerTheEconomy #CanadaCoop #BuyCanadian #CommunityEconomy

Suggested infographic:

Suggested visual:

United Farmers of Alberta Co-operative Limited

Theme 2: Trust and Accountability

FACEBOOK

Trust matters.

The *Power the Economy* report found that:
✅ 86% of Canadians view co-operatives as accountable ✅ 84% view co-operatives as trustworthy ✅ 83% say co-operatives help stabilize communities ✅ 83% say co-operatives survive difficult times better than other businesses.

These aren't perceptions built through advertising. They're built through member ownership, local accountability, and democratic governance.

This Co-op Week, let's celebrate the trust our members place in us every day.

📖 Read the report: *[insert hyperlink]*
▶️ Watch the video: *[insert hyperlink]*

Tell us in the comments how your co-op is contributing to your community.

#CoopWeek2026 #CanadaCoop #PowerTheEconomy #TrustedBusiness

LINKEDIN

A growing number of Canadians are looking for businesses they can trust.
According to new national research, **86% of Canadians see co-operatives as accountable and 84% see them as trustworthy.**

Why?

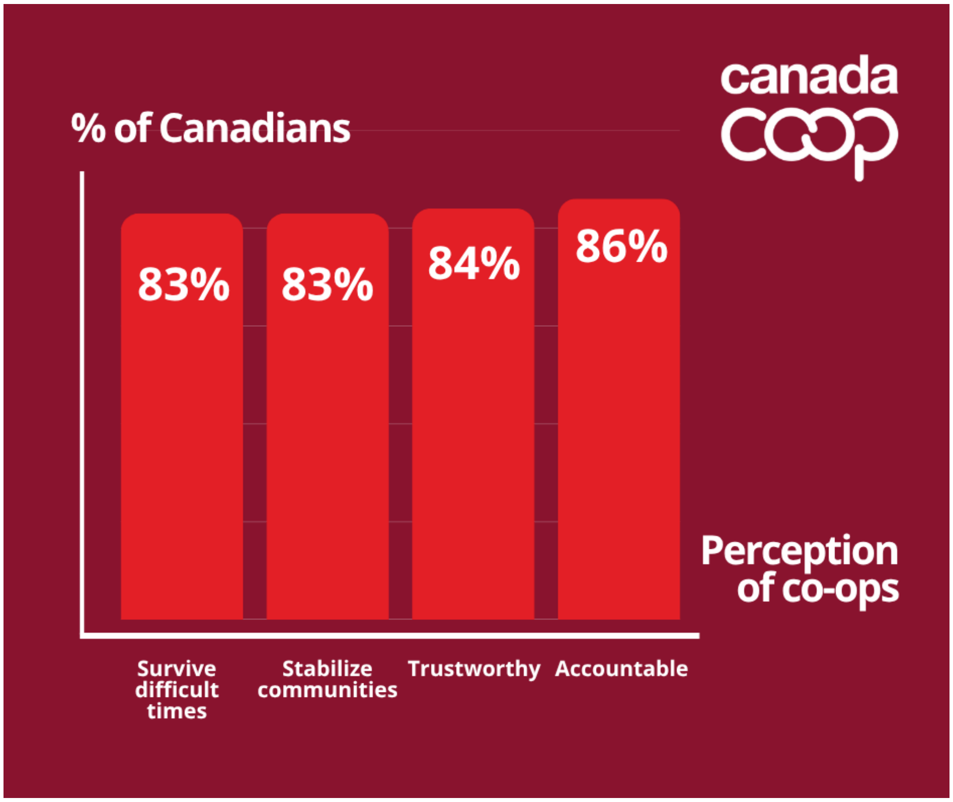
Because co-operatives are owned by the people who use them. Decisions stay local. Benefits stay local. Members have a voice.

That's not just good business. That's business designed by and for the people who use it.

Learn more: *[insert hyperlink]*; video: *[insert hyperlink]*

#CoopWeek2026 #PowerTheEconomy #CommunityOwnership #CanadaCoop

Suggested infographic:



Suggested visual:

Theme 3: Housing and Affordability

FACEBOOK

Housing affordability is one of the biggest challenges facing Canadians today.

That's why the findings in the *Power the Economy* report are so important:

🏠 72% of Canadians believe housing co-operatives should be part of the affordability solution. 🏠 More than 250,000 Canadians already live in housing co-operatives. 🏠 Canada has 2,212 housing co-operatives across the country.

Co-operatives have been helping Canadians access affordable housing for generations.

This Co-op Week, let's tell those stories – share in the comments how your co-op is contributing to your community.

Read the report: 🔗 *[insert hyperlink]*; ▶️ Watch the video: *[insert hyperlink]*

#CoopWeek2026 #Housing #CooperativeHousing #CanadaCoop #PowerTheEconomy

LINKEDIN

Imagine having more stability in your housing costs and a say in how your community operates. That's exactly why housing co-operatives matter.

The new *Power the Economy* report found:

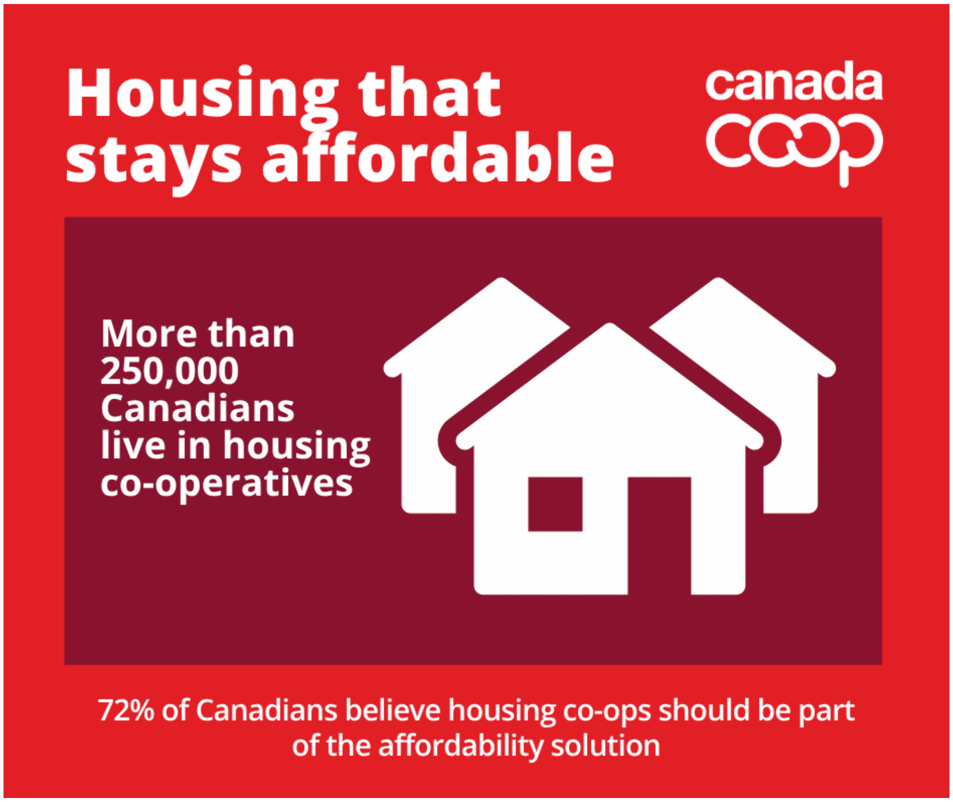
🏠 72% of Canadians support housing co-ops as part of the affordability solution. 🏠 More than 250,000 Canadians live in housing co-operatives today.

Housing affordability doesn't need one solution. But co-operatives are proving they can be part of the answer.

📖 Read the report: *[insert hyperlink]* ▶️ Watch the video: *[insert hyperlink]*

#CoopWeek2026 #HousingAffordability #PowerTheEconomy #CanadaCoop

Suggested infographic:



Suggested visual:

Theme 4: Community ownership

FACEBOOK

One of the most powerful ideas at the heart of the co-operative model is simple:

Ownership matters.

The *Power the Economy* report found:
✅ 84% of Canadians believe collective ownership helps build stability and security. ✅ 79% believe local self-reliance is critical to long-term stability.

Every day, co-operatives keep ownership, decision-making, and investment rooted in communities across Canada.

That is the co-operative advantage.

Read the report: 🔗 *[insert hyperlink]*; ▶️ Watch the video: *[insert hyperlink]*

#CoopWeek2026 #CommunityOwnership #CanadaCoop #PowerTheEconomy

LINKEDIN

What would happen if more businesses were owned by the people who use them?

Many Canadians think we'd have more stability, stronger communities, and better outcomes.

The *Power the Economy* report found that:

✔️ 84% believe collective ownership helps build stability and security ✔️ 79% believe local self-reliance helps create long-term stability.

That's the idea behind co-operatives: people coming together to meet shared needs and build stronger communities.

📖 Read the report: *[insert hyperlink]* ▶️ Watch the video: *[insert hyperlink]*

#CoopWeek2026 #CommunityOwnership #PowerTheEconomy #CanadaCoop

Suggested infographic:

Suggested visual:

Coopérative funéraire de l'Estrie

Theme 5: Built to last

FACEBOOK

Co-operatives aren't built for short-term gain. They're built to last.

Between 2019 and 2023:

📈 GDP contribution from Canada's co-operative sector grew by 17.5% 📈 Supported employment grew by 26% 📈 74.1% of co-operatives had been operating for more than 20 years 📈 81% reported no plans to sell, transfer, or close within the next five years.

These numbers reflect something co-op leaders already know: member ownership creates resilience.

That's a story worth sharing during Co-op Week – let us know in the comments section!

📖 Read the report: *[insert hyperlink]*; ▶️ Watch the video: *[insert hyperlink]*

#CoopWeek2026 #CanadaCoop #PowerTheEconomy #BuiltToLast

LINKEDIN

Some businesses are built to be sold.

Co-operatives are built to serve their communities.

The *Power the Economy* report found that:

✅ Nearly three-quarters of co-operatives have been operating for more than 20 years. ✅ 81% have no plans to sell, transfer, or close. ✅ Their GDP contribution has grown more than twice as fast as the overall Canadian economy since 2019.

In a world that often feels uncertain, Canadians are looking for stability. Co-operatives are showing what's possible when businesses are built for the long term.

📖 Read the report: *[insert hyperlink]*
▶️ Watch the video: *[insert hyperlink]*

#CoopWeek2026 #PowerTheEconomy #CanadaCoop #BusinessButBetter

Suggested infographic:

Suggested visual:

(613) 238-6712
info@canada.coop
canada.coop

123 Slater Street, Suite 610
Ottawa (ON) K1P 5H2
Canada