Is the cooperative movement (and my cooperative) ready to embrace the future?
THIS IS THE #CITIZENSHIFT
Supporters not customers
In democratic nations it’s becoming obvious that voting every 2 years only grants just a bunch of bytes of input per citizen.
ACCOMMODATION

**Hilton**

- **93 YEARS TO BUILD**
- **610,000 ROOMS, 88 COUNTRIES**

**Airbnb**

- **4 YEARS TO AMASS**
- **650,000 ROOMS, 192 COUNTRIES**
1 MILLION LEARNERS
Net importance of participating

- To participate actively in society:
  - Consumer: 35%
  - Control: 40%
  - Citizen: 46%

- To be involved in your local community:
  - Consumer: 21%
  - Control: 34%
  - Citizen: 37%
<table>
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<tr>
<th>SUBJECT</th>
<th>CONSUMER</th>
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<td>DELIBERATIVE</td>
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Are you stuck in thinking of people as consumers?
Panic Button

Ready

Panic Button is set-up and ready. Click Disguise to exit and hide the application.

Disguise

Settings

About

Help
Are you opening up new modes of participation?
Advertising drives people to visit

Properties recruit visitors as members

Member comms drive donation & volunteering

Money from membership and fundraising pays for conservation
People

NT

Special Places
50 THINGS TO DO BEFORE YOU'RE 11 3/4
Your entrance fee refunded when you join us today

Membership: Join in
Enjoy free entry all year round with free entry to hundreds of beautiful houses, gardens and outdoor spaces, giving you the freedom to create unlimited memories.

- Individual: £55.50
- Two adults: £92.00
- Family with two adults: £87.00
- Family with one adult: £60.50
- Young person 13-25: £26.00

Ask at these visitor centres: membership, 9-17 April and 5-8 May 2016

Simply ask one of our team
Get to know 500 special places inside out

Members help keep special places special
Are you inviting people into your cause?
How can membership organisations involve members as participants in their causes, not just consumers of their products?
How can the cooperative movement claim its rightful place at the heart of society by maximising new means of participation?
THIS IS THE #CITIZENSHIFT

@ info@newcitizenship.org.uk

@NewCitProj