

Campaign strategy on a slide

Our Campaigns team will help to build future fair communities and deliver on Co-op's vision by:

Building partnerships and adding value to campaigns that are led by those who have the most at stake and tackle issues that put our vision at risk

We will focus on adding demonstrable value to **bold and innovative** campaigns looking to make lasting change across three of our strategic priorities:

Safety	Prosperity	Health and wellbeing
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Campaigns we support will have to incorporate two 'golden threads': Diversity, Equity and Inclusion and Youth Activism.

Our decision-making on who to fund and how we support them will be informed by **nine co-operatively developed campaign principles** alongside a group of young advisors who'll support us to:

Fund, influence and amplify national campaigns	Fund and offer expertise to local campaigns	Build our campaign function so we can increasingly influence others
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