



# COOPERATIVE MODEL SCHOOL MASCOT DESIGN CHALLENGE

## 1 CAN YOU THINK OF ANY KEY WORDS YOU CAN ASSOCIATE WITH COOPERATIVES?

Knowledge

Future

Guidance

Friendly

- We are looking for a Primary School pupil from Grade 5 or Grade 6 to design a fun and creative **MASCOT** for our 'Building a Junior/Youth Cooperative Sub-Sector Initiative' under the theme *Alé Douvan (Going Forward)*.
- The **MASCOT** should represent the exciting opportunities that the cooperative business model presents.



## 2



### WHAT IS A BRAND MASCOT?

- A **mascot** is the personification of a brand. It is a live model of all the great things that the business is known for.
- A **mascot** should be a source of pride!
- A **mascot** will often be based on people, an animal or a personified object, and should convey a unique identity that becomes the "face" of the business.
- Having a **mascot** can help to build the **brand identity** of the business. In this case, we are building the cooperative brand.

## 3 HINTS AND TIPS

To help you get started:

- Think about the term 'Cooperate' - from which the word 'Cooperatives' is derived.
- What do Cooperatives mean to you, your family and our island Saint Lucia?
- Remember that the Cooperative Business Model is about:
  - 1) people helping people;
  - 2) building a better world; and
  - 3) helping families gain stability.

Here are some popular **mascots** you may already be familiar with:

- **Ronald McDonald** (the McDonald's clown)
- **Tony the Tiger** (the cartoon tiger that features on the Kellogg's Frosted Flakes box)
- **Chester Cheetah** (fictional character and official mascot for Frito-Lay's Cheetos brand snacks)



## 4

### THINK IT THROUGH

Work with your family. Yes, make it a family activity! Get your parents and other family members to help you. They may know about cooperatives.

1. Think of your favourite brands and what makes them stand out. What makes you like them?
2. Pick the idea that stood out most in your mind. Remember your **mascot** can be a person, animal or object.
3. Your mascot should have a name. *Alé Douvan* means *Going Forward* or *Moving Ahead*.
4. Create a design on the sheet attached. You can use pens, pencils, felt tips, or even computer design. Be as creative as you like, but remember it will be copied 2D and made into a costume for an adult-sized person.
5. Create a slogan, line or catchphrase for your **mascot**, if you like.

WIN AWESOME PRIZES!

## 5 IN THE TEXT BOX PROVIDED, BRIEFLY DESCRIBE YOUR MASCOT.

1. Explain key features, skills, attributes, and personality traits.
2. Why did you choose this design? Shape, colour etc.
3. How does this link to the Cooperative model and shaping the lives of young Saint Lucians in the future?

## 6

### SUBMIT YOUR APPLICATION FORM AT:

Department of Cooperatives  
#5 Colony House,  
John Compton Highway,  
Castries

Jannou Credit Union  
Corner of Jeremie Street and  
Chaussee Road, Castries

Laborie Cooperative Credit  
Union Ltd (all locations)

- Bridge Street, Castries
- Allan Louisy Street, Laborie
- New Dock Road, Vieux Fort

Or Email:  
co-opdepartment@gosl.gov.lc

Deadline for submissions:  
Friday 30th June, 2023

# DESIGN YOUR COOPERATIVE MASCOT HERE

NAME: \_\_\_\_\_

AGE: \_\_\_\_\_

SCHOOL: \_\_\_\_\_

**BRIEFLY DESCRIBE YOUR MASCOT.**

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