Managing the implementation of a ‘Marketing our Co-operative Advantage’ (MOCA) Strategy at Co-operators Group Limited. NOTE to WRITER: The PDF article attached “MOCA - Marketing Our Co-operative Advantage” written by Georgina Whyatt, is the professor of this master’s course. And thus, anything used from that article please cite clearly. The word document "End of Term Paper - Instructions" has much more detail on this term paper. Please read the document. There are also some thoughts from me in “Co-creation and Calibration at Co-operators Group” and “Commitment at Co-operators Group” – feel free to use them or not at all. The marketplace interest in societal contribution and social responsibility continues to expand; therefore, the reasons for investing in the implementation of a ‘Marketing our Co-operative Advantage’ (MOCA) strategy are strengthening for co-operatives. This essay asks you to consider the activities that ensure the implementation of a ‘Marketing our Co-operative Advantage’ (MOCA) strategy is successful in Co-operators Group Limited. This requires you: (i) to explain what Co-operators Group Limited does in this area, (ii) to critically evaluate their practice, and (iii) to make recommendations to Co-operators Group Limited. Use the literature to justify your comments and claims. In the Bhattacharya (2016) article, Figure 4 is titled ‘4Cs for Making CSR Activities Successful’. According to Bhattachrya (2016), these 4Cs are: 1. Co-creation 2. Commitment 3. Calibration 4. Communication Please use the 4Cs Model as a framework for your report and consider the actions of Co-operators Group Limited under each of the 4Cs headings. Co-operators Group Limited is a large Canadian co-operative offering insurance and financial services to Canada. Co-operators Group Limited it is owned by 46 Canadian co-operatives, who are true to the co-operative character by upholding the co-operative values and principles as defined by the International Co-operative Alliance. A NOTE about Cooperatives, which are VERY different then shareholder owned businesses: Cooperatives allow people to take control of their economic future and, because they are NOT owned by shareholders. Cooperatives are peoplecentred enterprises owned, controlled and run by and for their members to realise their common economic, social, and cultural needs and aspirations. Whether the members are the customers, employees, users or residents, cooperatives are democratically managed by the 'one member, one vote' rule. Members share equal voting rights regardless of the amount of capital they put into the enterprise. As businesses driven by values, not just profit, cooperatives share internationally agreed principles and act together to build a better world through cooperation. Putting fairness, equality and social justice at the heart of the enterprise, cooperatives around the world are allowing people to work together to create sustainable enterprises that generate long-term jobs and prosperity.