

# **.coop** *your questions* *answered*

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## **What is DotCoop?**

**.Coop** is the new top-level Internet domain, or extension, that will join *.com*, *.org* and *.net* at the end of Internet and Web address . It was launched on 30 January 2002 and over 4000 **.coop** domain names had been registered. The future of the Internet will be characterised by an increasing number of specialised web extensions as the *.com* field becomes more crowded. The first seven new top-level domains were approved last year; **.coop** was one of them.

## **Why DotCoop?**

Location matters as much on the Internet as it does on the High Street. Online, your address, or URL, is your location. How valuable it is depends on how well it helps you stand out from the crowd. The problem is, there are now some 26 million names registered under *.com*, and the best names are long gone. So it's hard to stand out, and it's easy to get lost.

With **.coop**, co-operatives have reserved some of the most highly prized online real estate. Not only will co-operatives finally be able to get the addresses they need for a strong web presence and promote themselves online, they'll have a domain that consumers can trust, setting them apart and above investor-owned businesses. Marketing studies show that consumers trust co-ops more than investor-owned businesses. Currently there are around 1 million co-operatives with 750 million members around the world so there is a lot of potential. With **.coop**, co-operatives can remind their current and future members that they're not just another *.com*.

## **Who can register?**

Co-operative businesses, their subsidiaries, co-operative development organisations, consultancies, associations, educational organisations and other bodies that follow the seven International Co-operative Alliance (ICA) principles are eligible to register under the **.coop** domain.

## **Who manages the DotCoop domain?**

The new domain is managed by DotCooperation llc, (DotCoop) a limited liability company set up by the US National Co-operative Business Association working in partnership with the International Co-operative Alliance and the UK Internet services co-operative Poptel.

## **How is registration done?**

Since **.coop** can only be used by bona fide co-operatives and associated organisations the most difficult issue has been agreeing a common system of verification. This is the first time that this has been done for a global top level domain. DotCoop is enlisting the support of co-operative federations around the world to help with the verification process.

There are plans to pay a proportion of any surplus made from **.coop** registrations into a digital divide fund to assist co-ops in underdeveloped areas make use of the Internet

## **Who to contact for further information**

For further information contact Poptel [www.poptel.coop](http://www.poptel.coop)  
or the Co-operative Union at [www.coop](http://www.coop)

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