



COOPERATION WEEK

Desjardins continues to seek the opinions and participation of *Youth!*

Across Canada, from **October 12 to 18**,
Cooperation Week will be celebrated.

At Desjardins Group, this special week is an opportunity for members, elected officers and employees to remember the deep-rooted values that bring them together and give meaning to their involvement.

Democracy and participation have an important place among these values. Members' involvement in the life of their caisses and the possibility they are given to express their expectations and their needs are essential to a group like ours. It is a significant way of adapting our services and our ways of doing business so we can best meet our members' needs.

GIVING YOUTH THE OPPORTUNITY TO BUILD THEIR FUTURE WITH DESJARDINS

Cooperation Week will be an opportunity for us to listen to members so that they can help us, in particular, to define the Desjardins that young people want and to ensure that it always successfully meets their expectations.

On our Web site, throughout the month of October, there will be an online consultation. Participants will be invited to define how we can best guide youth in the various stages of their financial life and how to create conditions that will encourage their involvement in the caisses and Desjardins Group.

In November, there will also be a discussion group, which I will participate in, where youth from various backgrounds will meet to share their ideas with Desjardins employees and leaders. We will discuss issues that are of particular relevance to them. Our business practices with respect to young people, their place in associative life and the governance of our Group, as well as strategies to increase Desjardins Group's

ability to attract young talent to its ranks, are among the topics that will be discussed.

On October 17, I will also participate in an online chat session to connect directly with young people to hear their concerns and answer their questions.

Through these new opportunities for communication and open dialogue, Desjardins intends to continue strengthening the relationship it has built with young people over the last few years and to invite them to help define the future.

DRIVING OUR REFLECTIONS ON OUR STRATEGIC DIRECTION

Desjardins is currently in the midst of a strategic thinking exercise which will come to an end in 2009 at the Orientation Congress where the major ambitions of the Group for the coming years will be elaborated. This will also be an opportunity for all its builders, in particular young people, to gather together around the strong values that today set Desjardins apart and that bind it together as an integrated cooperative financial group.

Because they will be the ones using Desjardins services in the decades to come, because it will be up to them to bring out the full potential of the collective wealth that is Desjardins, the contributions of young people have proven to be absolutely essential.

For this reason, I am personally inviting all young members—and the slightly older ones too—to participate in a consultation which will take place over the next few weeks on the Desjardins Web site (www.desjardins.com). Beyond this opportunity, I hope that the new generation will not hesitate to take its place within our cooperative movement by participating actively in its forums for dialogue, discussion and power. Young people must be involved in making Desjardins a financial group that is well-informed of the needs of its members and capable of meeting the aspirations of every generation. **D**