



CREDIT UNION DEVELOPMENT EDUCATION EUROPE

4-10 September 2024

**The ultimate
Credit Union
training course!**



**Holiday Inn Edinburgh,
132 Corstorphine Road,
Edinburgh, EH12 6UA**



Members@abcul.org

What will you learn?

The Credit Union Development Education (DE Europe) training course has been specifically designed to provide individuals with insight into the cooperative principles, the credit union movement philosophy, and international development issues that challenge credit unions today.

This is a unique opportunity to gain valuable knowledge and play a vital role in the development and sustainability of credit unions across the globe - the credit union movement.

The DE Europe training course is a 6-day residential event held at the Holiday Inn Edinburgh and facilitated by Marlene Shiels (UK) and Lois Kitsch (USA). You will meet and connect with peers from all parts of the world within the credit union sector, including frontline staff, volunteers, chief executive officers, and directors.

This unique experience is filled with an invigorating mixture of group work, individual tasks, influential speakers, and presentations designed to prepare you for the future. Upon completion, you will join an alumni community where you can stay in contact with other credit union peers.

What to expect...



Networking & relationship building



Outlining international issues, projects and practices



Group work, discussing and researching topics



Delivering solutions to problems

The course will be completed with a graduation ceremony

Meet Marlene

Capital Credit Union is recognised as being one of the most successful, innovative, and visionary credit unions in the Britain today. The Credit Union is the 3rd largest in Scotland and has a membership of over 26,000 with assets over £45m under management. CCU is open to anyone who lives or works in the East of Scotland.

The Credit Union is particularly proud of its financial inclusion agenda with over 4,000 members, who are unbanked, using the Credit Union as their primary financial institute.

Marlene Shiels, Chief Executive, was one of the founder members of the Credit Union, which was established in 1989. Marlene was on the Board of Directors for 9 years before joining the staff team in 1998 and has held the position of Chief Executive since 2001. She has seen the Credit Union grow through some great times but also some exceptionally challenging times.



MARLENE SHIELS OBE, ICUDE

Chief Executive
Capital Credit Union

Key Career Highlights:

- In December 2016 Marlene was awarded an OBE in the Queen's New Year Honours List for services to financial services and financial inclusion.
- In 2017 Marlene received the NCUF Lifetime achievement award from her DE Peers.
- Marlene is a founder of the Credit Union Development Education Programme in the UK and Europe. Since 2014 she has also played a key role in the African DE programme as mentor, facilitator and graduation speaker.
- In 2013 Marlene became Advisor to HRH the Duchess of Cornwall in matters relating to Credit Unions and financial inclusion, a post she still holds.
- From May 2012 to 2015 Marlene served on the Board of Stepchange. The Debt Charity Stepchange is the biggest debt charity in the UK with over 1,200 staff and supporting over half a million people annually.
- In 2009 Marlene was elected to serve for a three-year term on the Board of Directors of the World Council of Credit Unions. She is the only British Person to hold a Board seat on WOCCU.
- In 2009 Marlene joined the Council of the Chartered Bankers in Scotland, a position she held for 6 years. In 2016 Marlene was awarded an Honorary Fellowship from the Institute for services to Credit Unions and financial services. To date she is the only Credit Union professional to hold this position.

Meet Lois

For American credit unions, which operate in one of the world's most competitive, and metrics-driven industries, Lois Kitsch is the cooperative conscience. With 40 plus years of credit union leadership, she inspires credit union leaders to live the values of the credit union movement to best optimise our cooperative structure to create and enhance business opportunities.

For many years she served as the national program director of the National Credit Union Foundation's Development Education program, which helps credit union leaders experience a transformational learning experience and maintain cooperative principles as the foundation of their cooperative business model. Beyond her years working for the Foundation, Lois is the Co-Founder of CU Difference aimed to work directly with credit union teams to heighten their awareness and passion for credit unions.



LOIS I. KITSCH, ICUDE

Co-Founder
CUdifference

Lois has worked with credit union leaders from six continents and more than 40 countries to help their movement leaders maximize the relationship between the credit union and its members. She motivates people to change the way they operate their businesses and think about serving marginal markets. Lois is a natural facilitator, mentor and consensus builder, a well-known public speaker and a successful program leader.

Lois has received many national and international awards including the Herb Wegner Award for Individual Achievement and Best Project, the Athena Award from the World Council of Credit Unions, the Life-Time Service award from both the Credit Union Development Education Program and the CUTE Foundation (Mindanao, Philippines), and the distinguished service award for ACCOSCA (continental trade association for Africa). Recently, Lois was added to the Women's Hall of Fame for the American Credit Union Museum and the AACUC Hall of Fame. Lois also serves as the Chairperson of the African Cooperative Development Foundation. In this role, she is collaborating with ACCOSCA to build the first ever state of the art training academy for African Credit Unions.

How will your staff benefit?

- ◆ Learn new skills to add value to your credit union. This course covers credit union outreach, problem-solving, technical support, teamwork, and public speaking.
- ◆ Understand how local and global issues are interconnected and recognise why cooperation is essential for credit unions to thrive.
- ◆ Learn how the cooperative principles and credit union values help credit unions stay competitive in today's financial market.
- ◆ After finishing the course, you'll become a certified Credit Union Development Educator (DE Europe) and earn a prestigious DE badge, recognised within the Credit Union community.
- ◆ Gain access to a network of over 4,500 graduates from Asia, Africa, the Americas, Canada, the Caribbean, Europe, and the Philippines.

After completing the course, attendees will feel motivated to champion the spirit of the Credit Union movement. Together, we'll continue advancing the *'People Helping People'* philosophy for the future of credit unions.

Credit Unions are *'In Your Heart and in Your Soul'* and once a DE *'You'll Never Walk Alone!'*

Who qualifies?

To qualify for this course, you must:

- ◆ Be an employee or volunteer of a credit union, trade association, and/or Credit Union service organisation.

- ◆ Be willing to dedicate a reasonable amount of work and personal time to development-related activities of your choosing.

- ◆ If attending from overseas, you must have graduated from your home country's DE course.

The DE Europe training course will run from September 4-10th, 2024, costing £1920. You can opt to pay in monthly instalments before the course starts to help manage the cost. The training is self-financed and sponsored by various organisations. This support is made possible by committed and knowledgeable volunteers dedicated to advancing the credit union movement, aiding both credit unions and individuals in promoting our core philosophy.

There are Scholarships available to applicants including full and partial, please indicate when submitting your application if you wish to apply for a scholarship place. The DE Europe committee will review all applications and a decision will be made by the 15th July 2024.

Visiting Edinburgh

We are confident that we'll have yet another amazing residential course for you all and what's more it's in Edinburgh, which was recently named the best city in the world to visit – yes THE WORLD!

The venue is the stylish newly refurbished Holiday Inn Edinburgh next to Edinburgh Zoo, with indoor pool and fitness centre. You can enjoy the morning wakeup call from the resident monkeys! The Holiday Inn is situated in the lovely town of Corstorphine with its vibrant cafes, local shopping and beautiful walks there is plenty to do close by. Less than 20 minutes from the city centre, you are only a stone's throw away from the sights and sounds of the city.



Apart from attending the great DE Europe course, why not take a few days before or after the course to venture into the city and explore Edinburgh. Steeped in history, Edinburgh seamlessly blends old and new, providing locals with the perfect destination to experience the sights, sounds and tastes of a diverse and vibrant city. Edinburgh has a strong banking history and was the home to the first Scottish bank, from the formation of Bank of Scotland in Edinburgh in 1695.

Take a walk-up Arthurs Seat to get a birds eye view of the city or a walk along Princess Street Gardens. Visit the shops along Princess Street and then enjoy a break at one of the lovely places to eat on George Street. Enjoy a visit to Edinburgh Castle learning about Edinburgh's magnificent past or visit one of our many museums or art galleries including The National Museum of Scotland, The National Portrait Gallery and The Scottish National Gallery.

Are you interested?

For more information or to request an application form please contact ABCUL at the email address below.

 Members@abcul.org