



PRESS Release

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Friedrich Wilhelm Raiffeisen. The Power of an Idea **The great TV-documentary in 7 minutes**

On March 14, 2018, the IRU - International Raiffeisen Union is publishing the 7-minute version of the forthcoming documentary film "Friedrich Wilhelm Raiffeisen. The Power of an Idea". On the occasion of the Raiffeisen year 2018, the film takes a look at Raiffeisen - not only as a social reformer and as one of the founders of the cooperative idea in Germany, but also as mayor, father and person.

March 30, 2018, marks the 200th birthday of Raiffeisen's. On the same day, IRU - International Raiffeisen Union celebrates its 50th anniversary. On this occasion, a documentary film about Friedrich Wilhelm Raiffeisen was realized in cooperation with the Austrian Raiffeisen Association and DGRV - German Cooperative and Raiffeisen Confederation and was supported by other IRU member organizations.

His story is told from the perspective of his eldest daughter Amalie, who was also his employee and lifelong support. Without her, he would not have been able to carry out his life's work - but at a high price: At Raiffeisen's request, Amalie devoted her life entirely to her father's work and had to renounce her own marriage and children.

A contemporary view of cooperatives is given amongst others by interview partners from the historical field as well as from the cooperative organizations in the German-speaking area.

This short film of seven minutes provides an overview of the 45-minute Raiffeisen documentary, which soon will be published. The film was produced by the Inspiris Haschek Film GmbH from Vienna. It is directed by Mena Scheuba-Tempfer. In addition to the IRU, who is co-producer of the film, the broadcasters ORF III, SRF and Rai Südtirol are also involved in the production.

The short film is available in German and English. If you are interested, please contact us under the data below.

About IRU – International Raiffeisen Union

The IRU – International Raiffeisen Union is a worldwide voluntary association of national co-operative organizations whose work and ideas are based on Friedrich Wilhelm Raiffeisen's principles – self-help, self-responsibility and self-administration. IRU was founded in 1968 as a registered association in Neuwied/Germany on the occasion of the 150th anniversary of Friedrich Wilhelm Raiffeisen. Today, the organization has 52 members in 33 countries and is headquartered in Bonn/Germany.

Contact

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