



# WIN - WIN CO-OP KIT

## INTRODUCTION & INDEX

**This kit introduces young people to use co-operative values and the co-operative approach as a winning strategy in business, recreation and community life.**

What is the role of co-operation in business, in our personal relations, our decisions as consumers, and our connection to community? Over 12,000 co-operative enterprises in Canada show that co-operation is a winning strategy that unites social values with economic practice.

**WIN - WIN** encourages young people to be co-operators in their own lives as citizens, as consumers, as workers, and as socially conscious entrepreneurs.

**WIN-WIN** helps teachers and other leaders to introduce the concepts of co-operation and the study of co-operatives in business and community environments. **WIN-WIN** expands young people's options in career planning, and provides a new perspective in understanding social studies, First Nations studies, global trade, market forces and the ethics of business.

Click here  for **WIN-WIN GAMES**

These **GAMES** can stand alone as a quick introduction to co-operation and co-operatives.

Scroll down for some basic information about co-ops, and to check out the whole **WIN-WIN CO-OP KIT** including more detailed “content” modules.

### THIS INTRODUCTION INCLUDES:

<b>WHAT IS A CO-OP?</b>	<b>2</b>
<b>CO-OPERATIVE PRINCIPLES</b>	<b>4</b>
<b>CO-OP ESSENTIALS</b>	<b>5</b>
<b>HOW TO USE THIS WIN-WIN CO-OP RESOURCE KIT</b>	<b>5</b>
<b>WIN-WIN OVERVIEW</b>	<b>6</b>
<b>WIN-WIN INDEX</b>	<b>7</b>
<b>ACKNOWLEDGEMENTS AND REQUEST FOR FEED-BACK</b>	<b>8</b>

## WHAT IS A CO-OP?

*Think about a group of people making a meal. If you all either buy some of the ingredients, or provide the place to prepare the food, or cook the meal, or clean up, you are working co-operatively.*

*If you do this in a way that will earn money, and you have worked out how to make decisions, and everyone has equal rights and responsibilities to influence the way you run the group, then you have an **informal co-op**.*

*If you decided to register a business in which these rights and responsibilities are formally recognized by following the instructions of the registration process designed by the Province, then you have formed a **co-operative**.*

## DIFFERENCES BETWEEN A CO-OP AND OTHERS TYPE OF BUSINESS, NOT-FOR-PROFIT OR CHARITY

Co-operative Businesses	Other Businesses
<p><b>Benefits</b> The purpose of a co-operative is to create <b>benefits for all its members</b>. Every member has an equal vote rather than the number of votes being related to the investment made.</p>	<p><b>Benefits</b> Businesses are organized in many, many ways, everything from home businesses to giant trans-national corporations. In almost every case the aim is for the business to provide <b>benefits to the person or persons who invest</b> in it. In the case of home-based businesses, partnerships and many small businesses there are usually other aims as well, more closely related to the values of the founders, but the link between investment and profits is clear.</p>
<p><b>Control</b> One <b>member</b> - one vote, regardless of the number of shares purchased.</p>	<p><b>Control</b> Those who make the largest investment have the greatest influence on decisions and stand to gain the greatest profits. One <b>share</b> - one vote.</p>
<p><b>Investment in the community</b> The founding Board of co-operatives, and then the wider membership, is usually motivated by a wish to bring fairness, equity and justice to the marketplace. Increasingly, co-operatives are formed to ensure that decision-making and financial strength are retained in a community, rather than leaking out of the community in the form of profits for business with no interest in the long-term health of the community and its residents.</p>	<p><b>Investment in the community</b> Other organizations can be sold to investors with no interest in the community. The decision is made with the purpose of creating <b>profit for the investors</b>.</p>
<p><b>Guiding Values</b> Every co-op follows the <b>7 International Co-operative Principles</b>.</p>	<p><b>Guiding Values</b> Each organization sets its own values.</p>

A co-operative business is owned by members who use its services. Co-ops can provide virtually any product or service. Examples include housing, employment, entertainment, consumer products, social services, travel, financial services, insurance, travel. The members can be the people who work in the co-op or those who purchase goods or services from it. A not-for-profit or a charity can also be formed as a co-operative.

Membership in a co-op is always voluntary - members chose to join. The co-op sets its conditions for membership which could be based on where you live, the work you do, your age, and then people can join it if they wish. Every member is entitled to one vote in selecting the members of the Board of Directors, who then manage the co-op on behalf of its members - sometimes as volunteers, sometimes by employing a manager.

Any business that can be legally operated, can be a co-operative. An airline, a farm, a day-care, a publisher, a high fashion design company, a chocolate processor, an art gallery, a ferry operator, a credit union, an adventure tourism company and hundreds of other businesses and community services can be co-operatives.

For more information about some co-ops in British Columbia and around the world, see **WIN-WIN CO-OP WORLD**, and **WIN-WIN CASE FOR CO-OPS**.

**WIN-WIN CASE FOR CO-OPS** click here 

For **WIN-WIN CO-OP WORLD**, click here. 

- Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. Co-op members believe in the ethical values of honesty, openness, social responsibility and caring for others.
- To be a formal co-op, and to have the right to use the word “Co-op”, the organization must be legally registered according to the legislation covering co-ops. In British Columbia this is the **Cooperative Associations Act** which was passed by the provincial legislature in 1999.  
[http://www.qp.gov.bc.ca/statreg/stat/C/99028\\_01.htm](http://www.qp.gov.bc.ca/statreg/stat/C/99028_01.htm) and <http://web.uvic.ca/bcics/FActs/>

#### **YOUR WORK ON THE DEFINITION OF A CO-OP**

*There are many additional definitions of a co-op through all the modules of **WIN-WIN**. Chose the one that makes most sense to you or, better, write your own definition as a group and see if you can make it easy for others to understand. (Throughout **WIN-WIN** this italic print indicates activities for you to try.)*

## CO-OPERATIVE PRINCIPLES

Co-ops around the world follow 7 International Co-op Principles. Various versions of these principles are given throughout all the modules of **WIN-WIN**.

### THE 7 INTERNATIONAL CO-OPERATIVE PRINCIPLES

This version of the 7 International Principles is adapted from the wording in the International Co-operative Alliance ICA News, No. 5/6, 1995. <http://www.coop.org/>

- **Voluntary and Open Membership.** Co-operatives are open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.
- **Democratic Member Control.** Co-operatives are democratically controlled by their members, who actively participate in setting their policies and making decisions. Representatives are accountable to the membership and have equal voting rights..
- **Member Economic Participation.** Members contribute to, and democratically control, the finances of their co-operative. Members decide how to use surpluses. They can chose to: develop their co-operative, set up reserves, support other activities approved by the membership.
- **Autonomy and Independence.** Co-operatives cannot be sold to other businesses. They make their own decisions.
- **Education, Training and Information.** Co-operatives provide education and training for their members and staff, and for the general public - particularly young people and opinion leaders - about the nature and benefits of co-operation.
- **Co-operation among Co-operatives.** Co-operatives serve their members most effectively and strengthen the co-operative movement by working together through local, national, regional and international structures.
- **Concern for Community.** Co-operatives work for the sustainable development of their communities.

*Many co-ops take these principles very seriously, ensuring that all members are aware of the principles and that the co-op's policies and daily activities reflect the principles. This careful thought and planning contributes to the long-term health of the co-op and the community.*

*If you start a co-operative project or design a co-operative game, what principles would you want to follow? How would you and the others in your group decide on those principles? How you make decisions is an important part of working co-operatively.*

## CO-OP ESSENTIALS

A Co-op needs **MEMBERS** and connections within its geographic community, its sector, and the co-op community. It needs **WORK**, and it needs to do that work well so that its members and the market feel they are getting good value. It needs to be **LEGALLY** incorporated (unless it is an informal co-op set up within another organization or institution.)

## HOW TO USE THIS WIN-WIN CO-OP RESOURCE KIT


To get the feel of the strength of co-operation, try some games. Check how much you already know about co-ops by trying the mini quiz.

For **WIN-WIN GAMES**, click here 

Find out about the history of co-ops around the globe and in Canada.

For **WIN-WIN CO-OP WORLD** click here 

Read mini-Case Studies about co-ops run or started by young people and others in Canada and other countries.

For the **WIN-WIN CASE FOR CO-OPS** click here 

Decide how you would do a co-operative project or start an informal co-op. Learn the steps in setting up and running a real co-op.

For **BUILDING A WIN-WIN CO-OP** click here 

Think about co-ops in your daily life and your future as you spend money, work, live and influence your community.

For **MY WIN-WIN CO-OP FUTURE** click here 

Find how to get help in doing your work by using the Decision-making Activities, Glossary, Resource List, templates for your work-plan and evaluation. Teachers may want to use the sample lesson plans.

For **WIN-WIN TOOLS**, click here 

Throughout the modules, come back to this introduction at any time.



Click here for




**WIN-WIN INTRODUCTION**




## WIN-WIN OVERVIEW


Click here  for **BUILDING A WIN-WIN CO-OP**


The development of a co-op, including membership, the business and the legal aspects. This can be a 1 period discussion, the development of an informal co-op, or a full business project.

Click here  for **WIN-WIN CO-OP WORLD**  
1 - 6 periods to give students a perspective on co-ops globally and in British Columbia. The strong and stabilizing role of co-ops in British Columbia, their importance in creating long-term employment, and their positive impact in retaining investment and earnings in our local economy.

Click here  for **WIN-WIN GAMES**  
These **GAMES** can stand alone as a quick introduction to co-operation and co-operatives.







Click here  for **WIN-WIN CASE FOR CO-OPS**  
1 - 6 periods. Case studies to help students understand the motivation, successes, failures and aspirations of some British Columbia co-operatives in different sectors. How co-ops operate and how they interact with the rest of the community.

Click here  for **MY WIN-WIN CO-OP FUTURE**  
1 - 6 periods for students to see membership in co-ops as a way of fulfilling their own dreams and contributing to their community. Students can investigate the contribution of co-ops to their community. Students think about the role of co-ops in global trade and how they can contribute to the growth of ethical, responsible business in British Columbia and around the world.

Click here  for **WIN-WIN TOOLS**. Includes a section on Decision Making, a Glossary and Resource List. Also includes Sample Lesson Plans, and Work-Plan and Evaluation Templates for each module. These can be used by a teacher or directly by the student groups.

To move ahead, return to activities you have not done in this introduction, or click on any module.

## WIN-WIN INDEX

<b>WIN-WIN GAMES &amp; WIN-WIN TOOLS</b>	Click here  for <b>WIN-WIN CO-OP WORLD</b>	Click here  for <b>WIN-WIN CASE FOR CO-OPS</b>	Click here  for <b>BUILDING A WIN-WIN CO-OP</b>	Click here  for <b>MY WIN-WIN CO-OP FUTURE</b>
Click here  for <b>WIN-WIN GAMES</b> <ul style="list-style-type: none"> <li>- Starter games</li> <li>- Co-op Quiz</li> <li>- Cell Net</li> <li>- Peak Performance</li> <li>- Decision making games</li> </ul>	What is a Co-op? <ul style="list-style-type: none"> <li>- Definitions</li> <li>- Values</li> <li>- Principles</li> </ul> Co-operation around the world: <ul style="list-style-type: none"> <li>- A short history</li> <li>- The Co-op community today</li> <li>- Association and government support</li> </ul>	Some Co-op basics <ul style="list-style-type: none"> <li>- Definitions</li> <li>- Principles</li> </ul> Comparison with other forms of incorporation  The Co-op sector in Canada and British Columbia <ul style="list-style-type: none"> <li>- Aboriginal Co-ops</li> <li>- Credit Unions and Caisse Populaires</li> <li>- Co-ops in BC today</li> <li>- A Co-op rich community</li> </ul>	Co-op essentials Membership <ul style="list-style-type: none"> <li>- Building membership</li> <li>- Connections with the geographic community, its sector, and the co-op community</li> <li>- Being part of the Co-op movement</li> <li>- Integrating the 7 Principles</li> </ul>	Why a Co-op future? <ul style="list-style-type: none"> <li>- Values and Principles</li> <li>- The rewards</li> </ul> Consumer co-ops: <ul style="list-style-type: none"> <li>- You as a purchaser</li> <li>- You as a member/owner</li> </ul> Worker co-ops: <ul style="list-style-type: none"> <li>- You as member/owner/worker/employer</li> <li>- Connecting with other worker co-ops</li> </ul>
Click here  for <b>WIN-WIN TOOLS</b> <ul style="list-style-type: none"> <li>- Decision-making activities</li> <li>- Glossary</li> <li>- Resources</li> <li>- Work-plan and evaluation templates</li> <li>- Sample Lesson Plans</li> </ul>	Co-ops in Canada <ul style="list-style-type: none"> <li>- Early days</li> <li>- Canada today</li> <li>- British Columbia Co-op community</li> <li>- Incorporation in BC</li> </ul> Types of Co-ops <ul style="list-style-type: none"> <li>- Work</li> <li>- Organization</li> <li>- A "Co-op rich" sector</li> </ul>	BC Case studies: <ul style="list-style-type: none"> <li>- Adrenalin Motorcycle Co-op</li> <li>- Nelson &amp; District Credit Union</li> <li>- North Coast Artists' Co-op</li> </ul> Impact of Co-ops on the economy  Keys to Co-op success and failure	The legal process <ul style="list-style-type: none"> <li>- Incorporation</li> <li>- Dissolution</li> <li>- "Rules, Policy and Practice"</li> </ul> The business aspects <ul style="list-style-type: none"> <li>- Planning</li> <li>- Plans into action</li> <li>- Keeping a Co-op healthy</li> </ul> Watching for dangers, minimizing risk	The bigger picture: <ul style="list-style-type: none"> <li>- Other types of co-ops</li> <li>- Community impact and connections</li> <li>- Community Economic Development, "Buying Local" and corporate ethics</li> </ul> Further Education Opportunities <ul style="list-style-type: none"> <li>- Associations and the Co-op Sector</li> <li>- Post-secondary and adult education</li> </ul>

## ACKNOWLEDGEMENTS AND REQUEST FOR FEED-BACK

### HAVE FUN CO-OPERATING, IT'S GOOD BUSINESS !

We encourage you to contact us with any comments or questions.

In the spirit of co-operation, we encourage you to make as many copies as you wish.

Please contact [co-op@canadac.com](mailto:co-op@canadac.com) if you would like to order a CD version.

Please note that an editable Word "doc" version is also available on this site.

Have you developed a game, created an interesting Case Study, carried out some unique co-op research, or developed materials to introduce co-operation and co-ops to young people? We encourage you to share your ideas with us, and submit them for inclusion on the site.

The development of these materials has been **guided** by the British Columbia Co-operative Association, and **funded** by the Greater Victoria Credit Union, Coast Capital Savings, and the Nelson and District Credit Union, and has **received in-kind support** from the BCCA, RYES, Canadac Services, teachers and others working with young people.



Canadac  
Services



[www.canadac.com](http://www.canadac.com)

[www.ryes.org/about.htm](http://www.ryes.org/about.htm)

<http://www.gvscu.com/>

<http://www.nelsoncu.com/index.php>

<http://www.coastcapitalsavings.com/>

<http://www.zippitydodog.com/>

[www.bcca.coop/](http://www.bcca.coop/)

*Please email your comments, suggestions and enquiries to  
Vanessa Hammond at [co-op@canadac.com](mailto:co-op@canadac.com) or  
the British Columbia Co-operative Association at [youth@bcca.coop](mailto:youth@bcca.coop) attention Brian Smith.  
D:\00 Schools\2005 08\00 Intro\WinWin Intro.doc December 2005*