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# CCW Connection

Official newsletter of Consumer Co-operatives Worldwide (CCW)  
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## Participation

### ICA launches website for Cape Town event

The build-up to the International Co-operative Alliance's Global Conference and General Assembly, which will be held in Cape Town, South Africa, between 1 – 5 November, continues with the launch of its official website. Along with the official programme, the website contains information of how to sign up and details for booking hotels. The theme of this year's event, "Co-operative Decade: Growing the Co-operative Movement," will play out over a series of meetings between ICA committees and sectoral organisations as well as the main conference itself. To find out more, visit: [www.capetown2013.coop/](http://www.capetown2013.coop/)

### Japanese Consumers' Co-operative Union holds its 63rd GA



On June 14th, the JCCU held its 63rd General Assembly in Tokyo, Japan. Among the 668 participants were representatives from the Japanese Ministry of Health, Labour and Welfare and from the Central Union of Agricultural Co-operatives. On the agenda was the passing of the Co-operative nationwide 12th three-year plan, the 2012 business report and the 2013 business plan.

Messages from dignitaries such as President of the ICA, Dame Pauline Green were read out and Asada Katsumi, the President of JCCU, offered some words of condolence for the victims of the Great East Japan Earthquake. There were discussions on reconstruction aid, peace efforts, activities to strengthen business management, and the strengthening of business solidarity.

### Consum reaches the two million members mark

In June 2013, it was announced that Consum, one of Spain's biggest retail co-operatives had reached two million members. Manuel García, Consum's Director of Operations and Marketing, stressed that "two million people are two million reasons to continue to improve." As a cooperative, Consum takes its social commitment to customers very seriously and allocates 10% of its profits each year to training members. At the announcement, Consum awarded Carmen Martínez, the two millionth member, a gift certificate worth one thousand euros.



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## Sustainability

### World Fair Trade Day – celebrated by co-operatives around the world

On 11th May 2013, World Fair Trade Day was celebrated. An initiative of the World Fair Trade Organisation, it is a worldwide event that celebrates fair trade as a tangible contribution to the fight against poverty, climate change and the economic crisis. Consumer co-operatives have long supported fair trade as it raises awareness among consumers of the relations between developed and developing countries. In South Korea, a festival was held at Gwanghwamun Square in Seoul, with iCoop Korea as one of the co-hosts. At its stall, the co-operative

presented its fair trade-certified South African Thandi Wine and exhibited photos of fair trade producers around the world. In Spain, a total of 172 towns took part in activities to commemorate the day – with the focus being on fair trade coffee and the working conditions of its producers. The aim was to increase awareness of the exploitation of labour that takes place around the world.



### Coop Norway to collaborate with Olympic athlete



Coop Norway has signed an agreement with Petter Northung Jr., a Norwegian cross country skier, to help them promote their commitment to sports and healthy eating. One of Norway's most popular athletes, the double Olympic champion will lend his expertise to the co-operative as it develops its new line of products relating to sports, healthy food, exercise and health. Svein Fanebust, Director of Trade in Coop Norway said of the deal: "this will inspire our

employees and members and with the tough competition we face today in the grocery industry, it is important for the Coop to promote a winning culture."

### Brazilian consumer co-operative joins the e-commerce industry

Coop Brazil has entered the e-commerce industry with the launch of its new website ([www.coopemcasa.com.br](http://www.coopemcasa.com.br)). With its implementation due to happen in successive waves, initially customers will be able to purchase appliances and electronics online, with food coming afterwards. The location of the 28 distribution units mean that members living in the areas around Greater São Paulo, São José dos Campos, Sorocaba, Piracicaba and Tatura will be served by this new service. It is hoped that within five years, Coop Brazil will be positioned within the top three chains in terms of revenue for e-commerce.

# Identity

## International Co-operative Day celebrated on 6 July



This year's International Co-operative Day, the 19th since it was adopted by the United Nations in 1994, had the theme of "Co-operative enterprises remain strong in times of crisis." Ban Ki-moon, UN Secretary-General, released a message where he called on governments to support and strengthen the co-operative business model. He also said that the day was "an annual opportunity to highlight how co-operatives can contribute to building resilience in all regions and all economic sectors." Celebrations took place around the world with volunteers in the US, for example, coming together from various co-operatives to prepare a meal for residents of the Orr Compassionate Care Centre in Pennsylvania.

## ICA President visits Japan and India and discusses Blueprint



Indian and Japanese co-operative representatives have met with the ICA's President, Dame Pauline Green, to discuss how best to implement the ICA's Blueprint for a Co-operative Decade. Having first gone to India in April, Dame Green said that there was a real need to lobby for co-operatives at G-20 level so that world economic forums acknowledge the strength of the co-operatives. Speaking in front of the National Co-operative Union of India, she further called for Indian co-operators to energise their co-operatives through active membership policy with good technology. The President then went to Japan in June where she attended a lecture organised by the Japanese Co-operative Insurance Association. She discussed with representatives of local co-ops what they can do to address the issues in the Blueprint over the next ten years.

## ICA Board meeting in Seoul

On 27/28 June, the ICA's Board of Directors met in Seoul, South Korea. On the first of the two days, a Strategic Session was held whereby the new Co-operative Identity Marque and ICA Logo were discussed and finally agreed upon. Designed to provide a new co-operative visual identity, they will be unveiled at the ICA's General Assembly in Cape Town this November. On the second day, the Board Meeting itself was held. Among the issues discussed was the progress made in implementing the Blueprint for a Co-operative Decade in the five different areas (participation, identity, sustainability, capital and legal framework).



# Supportive legal framework

## Co-operative Development Bill introduced in the US House of Representatives

On 20th June, the “Creating Jobs through Co-operatives Act of 2013” was introduced in the US House of Representatives by Congressman Chaka Fattah. It is hoped that this Bill will spur job creation and the development of co-operatives. “Co-ops bring communities tighter by encouraging residents to pool their skills and resources,” said Fattah. This legislation will create a national programme within the US Department of Housing and Urban Development to provide capital, training and other resources to foster member owned businesses. When establishing cooperatives, communities will be provided with guidance, best practices, and technical assistance. Furthermore, the legislation will create a revolving loan fund, providing seed capital to groups forming cooperatives. There are 29,000 U.S. cooperatives that account for more than \$3 trillion in assets, totalling over \$500 billion in revenue, \$25 billion in wages and benefits, and providing nearly two million jobs.

## JCCU plays important role in passing of new Japanese food labelling bill

A new act which will merge all existing provisions on food labelling was decided upon by the Japanese Government in April 2013. If approved by parliament, it will be enforced from 2015 onwards. There are currently three laws related to food labelling – the Food Sanitation Act, the Japan Agricultural Standard and the Health Promotion Act – between which, there is often a lot of overlap and even some discrepancies. Since the 1980s, JCCU has been engaged in activities relating to food safety and food quality and has been heavily involved in revising national legislation in this area. Whilst nutrition labelling is voluntary in Japan, JCCU has long been offering nutrition information on labels such as energy value and amounts of core nutrients. Another priority for JCCU is the compulsory declaration of the country of origin for meat and agricultural products and is committed to calling on the government to review its current principles in this area.

## Capital

### Brazilian consumer cooperative to distribute surplus of \$8 million to members

Between 6th May and 31st October, Coop Brazil will redistribute \$8 million to its members as a result of the surplus profit made in 2012. The amount received by members will be in proportion to their acquisitions made at the co-operative throughout the year.

### SOK and Tapiola Bank merge to form a new bank

S Bank and Tapiola Bank have decided to merge to form a new S Bank – with the former owning 75% of the bank, and the latter 25%. The banks’ merger will provide members with more versatile banking services which will extend to secured loans. The two groups have also signed a letter of intent in order to start cooperation on insurance provision. Despite its increased resources, the new S Bank intends to pursue controlled, moderate and profitable growth as regards housing loans and other secured credit granting. In contrast, stronger growth is the target in basic banking services, consumer credit, mutual fund operations and asset management.

Please do not hesitate to contact us for further information on any of the issues mentioned in this publication.

**SAVE THE DATE!**

ICA Global Conference and  
General Assembly  
1-5 November 2013