

# CCW

A sectoral organisation of:



Contact us c/o:



Avenue de Tervuren 12, bte3  
B-1040 Brussels  
Tel: +32 2 285 00 70  
Fax: +32 2 231 07 57  
rgouveia@ccw.coop

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



Celebrating the United Nations  
International Year of  
Cooperatives 2012  
[www.2012.coop](http://www.2012.coop)

COOPERATIVE ENTERPRISES BUILD A BETTER WORLD

## Inside this issue

IYC 2012	1 - 2
Member Activities	3 - 4
Issue Spotlight: Obesity	5
Co-operative History	6

# CCW Connection

Official newsletter of Consumer Co-operatives Worldwide (CCW)  
JANUARY 2012

## IYC 2012

### Co-operatives kick off IYC 2012

On 12 January co-operatives around the world celebrated the official start of the International Year of Co-operatives 2012, uniting to spread the co-operative message.

In Europe, Euro Coop, the representative for European consumer co-operatives, held a press conference co-organised with the other European level co-operative organisations.

In the Americas, Canada received a special message from Prime Minister Stephen Harper and the Ecuadorian Committee for the Promotion of the International Year of Cooperatives organised an event with state ministers.

The National Cooperative Business Association in the United States called on American co-operatives to upload their stories to [www.stories.coop](http://www.stories.coop).

South Korea commemorated the enactment of the Korean Co-operative Fundamental Law.

More information about future events can be found at the [IYC 2012 website](#).

### ICA seeking sponsors for Coop'Art project



The ICA is currently seeking sponsors for Coop'Art, its global art competition for youth.

The contest is part of ICA's IYC 2012 strategy and specifically aims to identify future leaders of the co-operative movement.

Of the five current sponsors, three are consumer co-operatives, both European.

The ICA has been seeking sponsors to fund the cash prizes and the first place winners' trips to the world co-operative festival in Manchester in November 2012 for the closing event.

Aside from showing their commitment to youth engagement in the co-operative movement, sponsors receive prominent logo placement on the 2012 website ([www.2012.coop](http://www.2012.coop)) and in all other communications related to Coop'Art.

For more information about Coop'Art or to sponsor or promote the contest, please contact [Fran McCrae](#) at Euro Coop.

## NCGA premieres IYC 2012 video series

On 21 January, the National Cooperative Grocers Association (NCGA) of the United States officially kicked off IYC 2012 with the premiere of an online video series that shows the unique and important role co-operative food retailers play in their communities.

The series depicts the journeys of celebrity chef Kevin Gillespie through farm fields and grocery aisles.

The 21 January premiere saw the release of the first three episodes, with new episodes of

the 13-part series airing every two weeks beginning 6 February.

Check out the premiere [here](#).



## CCU announces IYC 2012 projects

The Central Cooperative Union (Bulgaria) announced in a 12 January press release its initiatives to commemorate IYC 2012.

The co-operative plans to expand and modernise the National Co-operative Museum, publish Volume IV of "History of the Co-operative Movement in Bulgaria",

distribute all four issues of this publication to the public and organise with Euro Coop the second European Co-operative Youth Forum in Sofia.



## The Co-operative Group recreates story of Rochdale pioneers on big screen

The Co-operative Group (UK) is currently producing a major new film marking the birth of co-operation.

The film will be distributed internationally and screened at the co-operative festival and expo at Manchester Central in autumn 2012.

Named the "The Rochdale Pioneers", the movie depicts 28 working men whose vision for a better social order inspired them to form the Rochdale Equitable Pioneers Society in 1844, recognised as the birth of the co-operative movement.



Part of The Co-operative's activities to highlight IYC 2012, the 52-minute long film is inspired by the 1944 film "Men of Rochdale" and is a project of The Co-operative British Youth Film Academy (BYFA).

## CCW welcomes four new members

Since the publication of our last newsletter in November, the ranks of CCW members have grown by four.

Cooperativa Obrera of Argentina, COOP Brazil, the National Cooperative Consumers' Federation of India (NCCF) and the Consumer Co-operative Societies Federation of Sri Lanka (Coopfed) have all joined CCW. Welcome!



# Member Activities

## Cooperativa Obrera releases Co-operative Social Balance report

Cooperativa Obrera (Argentina) recently released its "Balance Social Cooperativo" report covering the period from March 2010 to February 2011.

The report highlights Cooperativa Obrera's compliance with the co-operative values and principles and demonstrates their initiatives relating to community concern, the environment, education, health and culture.

Nearing its 100<sup>th</sup> birthday, Cooperativa Obrera is working hard to show how their work is building a more cohesive society and a better Argentina.

For more information about the report, please visit the [Cooperative Obrera website](#).



## Coop Brazil embraces reusable shopping bags

Beginning 25 January, single-use plastic bags will no longer be free of charge in Coop Brazil stores, as part of the co-operative's partnership with the Sao Paulo Association of Supermarkets, the Department of Environment and the Sao Paulo government.

"We will continue intensifying the use of reusable bags and when the action comes into force, offer the option of purchasing biodegradable compostable bags at the cost of \$0.19 per bag. It is noteworthy that the bag also produces biodegradable compostable waste", said Luciana Benedict, head of the Planet Coop Social and Environmental Department of the co-operative.



## The Co-operative Group products pass WWF sourcing test



The Co-operative Food recently became the first UK retailer to graduate from WWF's Global Forest and Trade Network (GFTN).

An independent audit demonstrated that The Co-operative Food's wood and paper-based products were made up of more than 95% of sustainable materials, qualifying the retailer for the distinction.

Sean Toal, Acting Chief Executive at The Co-operative Food, said: "As the first retailer to graduate from WWF's UK Global Forest and Trade Network, we're leading the way in sourcing wood and paper-based products in a responsible and sustainable way.

"The environment is important to our customers and members, and our efforts to transform our supply chains are helping to protect the world's forests and reduce levels of deforestation."

More information about The Co-operative's work on wood and paper sourcing can be found [here](#).

## FDB launches Coop Mobile

On 21 December FDB (Denmark) announced the launch of "Coop Mobile", a mobile operator that will allow members to earn Coop points every time they talk on their phones.

The points that members collect can be used in the Plus Square digital shop, in the supermarkets or to purchase more talk time, and points earned through grocery shopping can be applied to the phone bill.

Three phone plans are available, with prices and packages competitive with other market offers.

## Coop Estense shares public water quality with customers

On 13 January, Coop Estense (Italy) began posting information sheets about local water quality in its stores in order for consumers to make informed decisions on whether or not to buy bottled water.

The posters contain the chemical and microbiological contents of local tap water and are a follow-up to Coop Estense's promotion of the public consumption of tap water or mineral water from nearby sources.

Isa Hall, Coop Estense's Director of

Members and Consumers, said, "To reveal the quality of tap water in our stores is a strong choice, and entirely consistent with the principles of environmental protection and promotion of responsible consumption, which are typical of our company.

"For us it is a duty to put consumers in a position to choose responsibly...In the absence of complete information on water quality, we know that people can get a bad perception in terms of reliability and are still inclined to decide con-



sumption based mostly on taste".

41 outlets are currently involved in the project, with 13 retail points in the Apulia and Basilicata regions to follow.

## Ukrainian consumer co-operatives make local products more visible



The State Inspectorate for the Protection of Consumers' Rights in Ukraine and consumer co-operative Ukoopspilka have developed a special, informational label for domestic food products.

Since 18 January products are carrying a special emblem marked "Caring for Ukraine" guaranteeing that they meet all quality standards and were manufactured in Ukraine from domestic raw materials.

The 10,000 stores that have joined the project are also displaying information about the benefits of local food in effort to inform their customers about the origin of goods and allow consumers to better choose what they buy.

## JCCU celebrates first year of Foodbank programme

The Japanese Consumers' Co-operative Union (JCCU) recently marked the first year of its Foodbank programme launched in December 2010.

Foodbank gathers products that Coop Japan is unable to sell due to packaging or other problems and sends them to people or welfare organisations in need.

JCCU partners with NGO Second Harvest Japan to collect the goods and donated more than 65,000 items during Foodbank's inaugural year.

## Coop Atlantique reopens stores under new name



Loïc Pelletier

On 5 January, after three days of closure, the former Carrefour and Carrefour Markets of Coop Atlantique (France) opened as Hyper U, Super U and U Express stores.

According to Loïc Pelletier, President of Coop Atlantique's Board of Directors, more than 700 people all over France pitched in to open the stores.

The newest affiliate of co-operative System U West, Coop Atlantique hopes to reduce the gap between the turnover/store size ratios of their supermarkets and the Super U stores.

The co-operative now has 7 Hyper U, 23 Super U and 16 U Express, with plans to convert a dozen more stores to the U Express brand in the coming year.

# Issue Spotlight: Obesity

## Obesity and consumer co-operatives

Obesity, particularly among children, has reached epidemic proportions across the world as unhealthy diets become more prevalent. The World Health Organization estimates that more than 1 billion people are currently overweight, with 500 million considered obese.

As advocates of consumer informa-

tion and choice, consumer co-operatives have long been engaged in the fight against obesity, working to improve access to nutritional food and inform consumers about nutritional content.

These regional descriptions tell of the state of obesity in the world today.

## Americas

In North America, obesity has reached alarming rates, with over 35% of American adults and nearly 17% of youths classified as obese in 2009-2010. Canada found that one in four of its adults and 8.6% of children were obese in a June 2011 report. In both countries, school districts are working to improve food offerings to children and ban unhealthy foods from vending machines. Additionally, US First Lady Michelle Obama is leading an initiative against childhood obesity called "Let's Move".



Chile is the South American nation with the highest rate of obesity, which has been rising ever since the end of its dictatorship in the late 1990s and the prevalence of fast food restaurants. Mexico is not far behind its American neighbours in terms of weight and faces a similar health crisis as more and more overweight individuals are diagnosed with diabetes.

## Asia/Pacific

Bangladesh and several countries in east and south Asia are among the few to remain untouched by the obesity epidemic.

That said, China, Japan, Singapore, Australia and Taiwan have seen surges in weight gain among citizens.

The Pacific island of Nauru is considered the heaviest nation in the world, with 94.5% of people being overweight or obese.

## Europe

The latest survey of Eurostat, the statistical office of the European Union, showed that between 8% and 25% of Europeans were obese across the member states in 2008-2009.

In 2005, the European Commission founded the EU Platform for Action on Diet, Physical Activity and Health to work with European level actors to contain or reverse current trends.



## Africa

The 2010 Healthy Active Kids South African report card showed that teenagers have put on the pounds between 2002 and 2008, with 20% of adolescents overweight and 5% obese.



A panel of government officials, health experts, academic institutions and NGOs met in February 2011 to discuss the findings and explore links between eating habits and time spent watching television and tobacco use.

A September 2011 World Bank report showed that obesity is contributing to more widespread non-communicable diseases (like heart disease and diabetes) among women and teens in North Africa.

## How do consumer co-operatives help?

Consumer co-operatives are committed to providing high-quality, safe and affordable products to their customers. By endeavouring to make information about food and nutrition more available to consumers, consumer co-operatives also encourage people to eat healthy and make better informed choices. Many co-operatives even engage with youth to spark in them a passion for health and food.

As part of the co-operative principle of concern for community, it is also important to serve as an example to other retailers and to urge local and national authorities to take action on related issues, such as food labelling and quality.

## Co-operative History

---

The co-operative movement in India began in 1904 with the passing of the Co-operative Societies Act.

It gained a second wave of popularity in 1912 when the government passed a legislative act expanding the role of co-operatives.

In 1919, a reforms act was passed, giving more responsibility to provincial governments to develop co-operatives.

After the worldwide depression struck businesses in 1929, Indian co-operatives began to recover in 1939 and have flourished ever since.

Today, over 239 million Indians are members of co-operatives.

---

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

# CCW

Consumer Co-operatives Worldwide (CCW)

c/o Euro Coop

Avenue de Tervueren 12, bte3

B-1040 Brussels

Tel: +32 2 285 00 75

Fax: +32 2 231 07 57

rgouveia@ccw.coop

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