



Creating & Maintaining a Successful Co-operative

Robby Tulus



CO-OPS AND THE ASIAN PERSPECTIVES



- ☑ **In Asia, Co-operatives were created amidst rich multicultural realities and complex socio-economic conditions;**
- ☑ **Co-operatives in Asia are distinguishable in their creation from Western model and origins**



FOUR CO-OP PILLARS: DISTINCT ATTRIBUTES



- 1) EDUCATION & TRAINING
- 2) SELF-HELP & SELF RELIANCE
- 3) SOLIDARITY
- 4) INNOVATION

Within the Context of
The Co-operative Identity





1. EDUCATION & TRAINING

- ⌚ Education is vital to creating social understanding and social contract
- ⌚ Social understanding leads to moral motivation (Piaget & Kohlberg)



METHODOLOGY



- ⊙ **PARTICIPATIVE TRAINING through :**
 - ⊙ **Modeling: showing that economic benefits in co-ops underlines a social contract among members**
 - ⊙ **Reinforcing: breaking rules means deceiving fellow members**
 - ⊙ **Continuing Education: steer ethical decisions by way of case studies, simulative exercises, group work**

Social Contract



As members understand the possibilities and conditions of cooperation, they come to appreciate **VALUES AND PRINCIPLES OF CO-OPERATIVES**





VITAL SOCIAL CONTRACT:

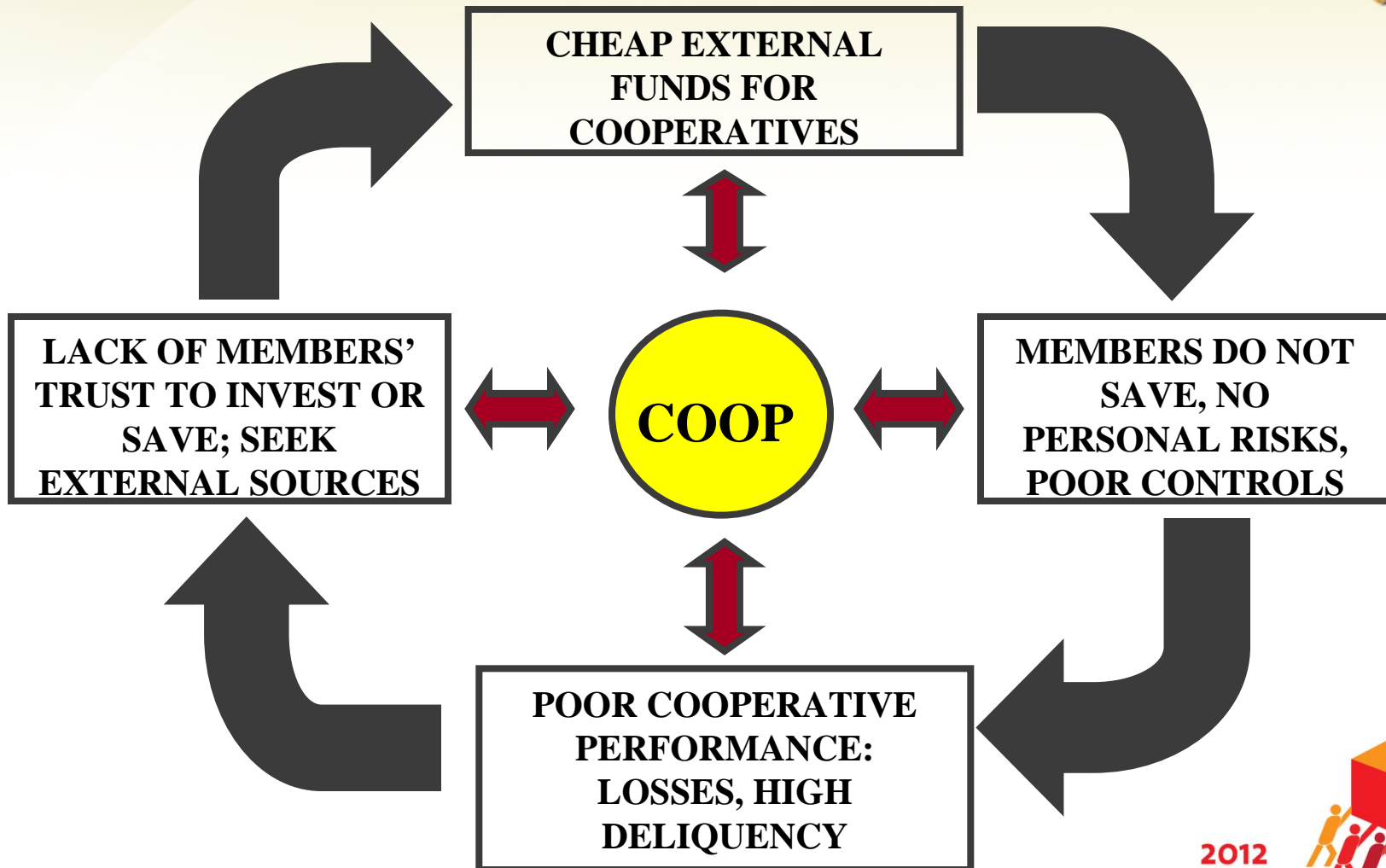
- ⌚ **There must be democratic decision and agreement among members that they will be governed by their 'home-made' by-laws.**
- ⌚ **Members agree that each must give up some personal freedom in order to achieve collective benefits .**

2. SELF-HELP & SELF RELIANCE

- **Self-help:** *the act of helping or improving oneself, and controlling own destiny: 'Save-save-save.'*
- **Self-Reliance:** *a moral stance of being institutionally independent*



VICIOUS CYCLE OF DEPENDENCE

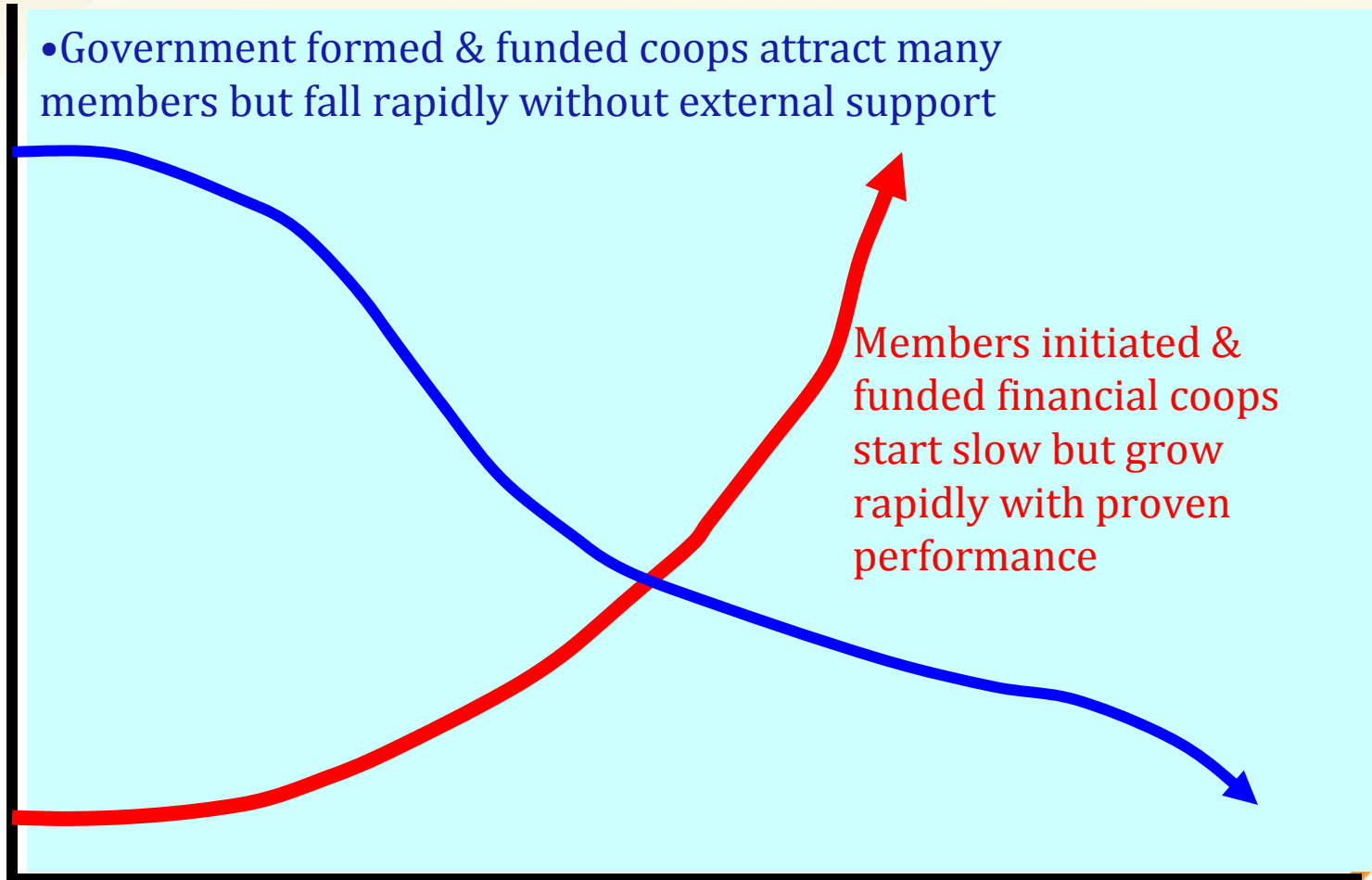


TYPICAL GROWTH PATTERNS



• Government formed & funded coops attract many members but fall rapidly without external support

MEMBERS / RESOURCES



Members initiated & funded financial coops start slow but grow rapidly with proven performance

TIME

3. SOLIDARITY



**Readiness and willingness to cooperate
and integrate based on shared values**



3. SOLIDARITY



- ☑ **Co-ops locally and globally supported rehabilitation and reconstruction programs through ICA following disasters: Co-op Kobe, Aceh & Sri Lanka Tsunami, Bhuj Earthquake, Haiti Earthquake, Japan Tsunami;**
- ☑ **Sectoral programs such as liquidity pooling in financial co-ops, joint buying in consumer co-ops, shared services in small industrial co-ops, joint marketing in agricultural co-ops, joint management in workers' co-ops**

Spirit of Solidarity



JOINT EFFORTS IN CREATING RESERVE FUNDS IN COOP TO SUPPORT EMERGENCIES BOTH WITHIN AND AMONG COOPS LOCALLY, NATIONALLY, GLOBALLY.



THE TSUNAMI!



Solidarity towards reconstruction and peace



Cooperatives



Distribution Co-op



Agricultural Co-operative



Solidarity of ICA Members & COOP UK Members



FISHERY CO-OPERATIVE



CHALLENGE



**INTER-SECTORAL INSTITUTIONAL
SOLIDARITY**

**CO-OPERATION
AMONG
CO-OPERATIVES**

**IYC 2012 CREATES
THE RIGHT MOMENTUM**



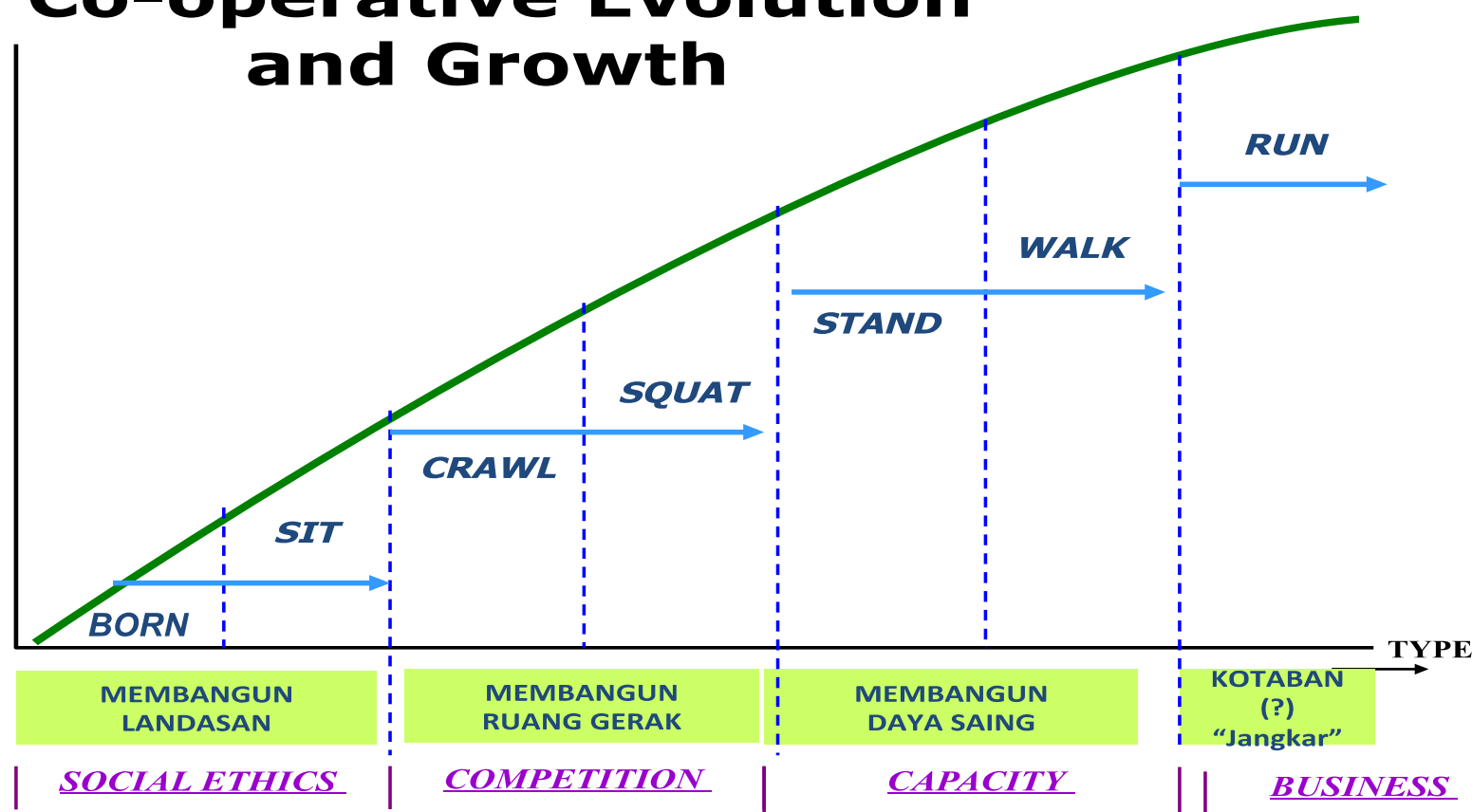
4. INNOVATION



Time
Period

Co-operative Evolution and Growth

CO-OP FORTRESS:
ETHICS & MORALITY



INNOVATION

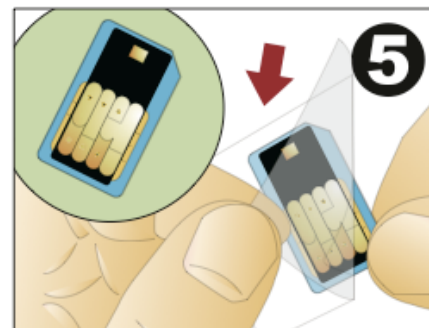
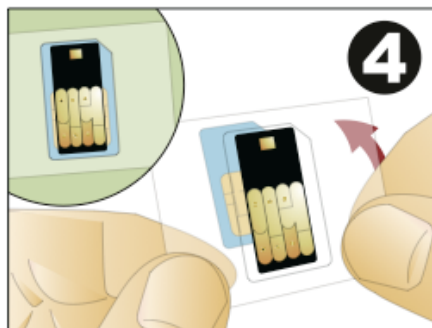
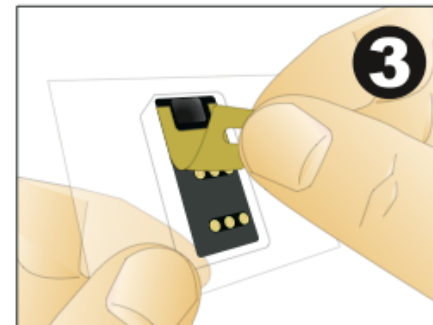


**Combining Canadian with Local
Technology**

GLOCALIZATION



SMART MEMBRANE



iNetVu 1210 Airline Checkable



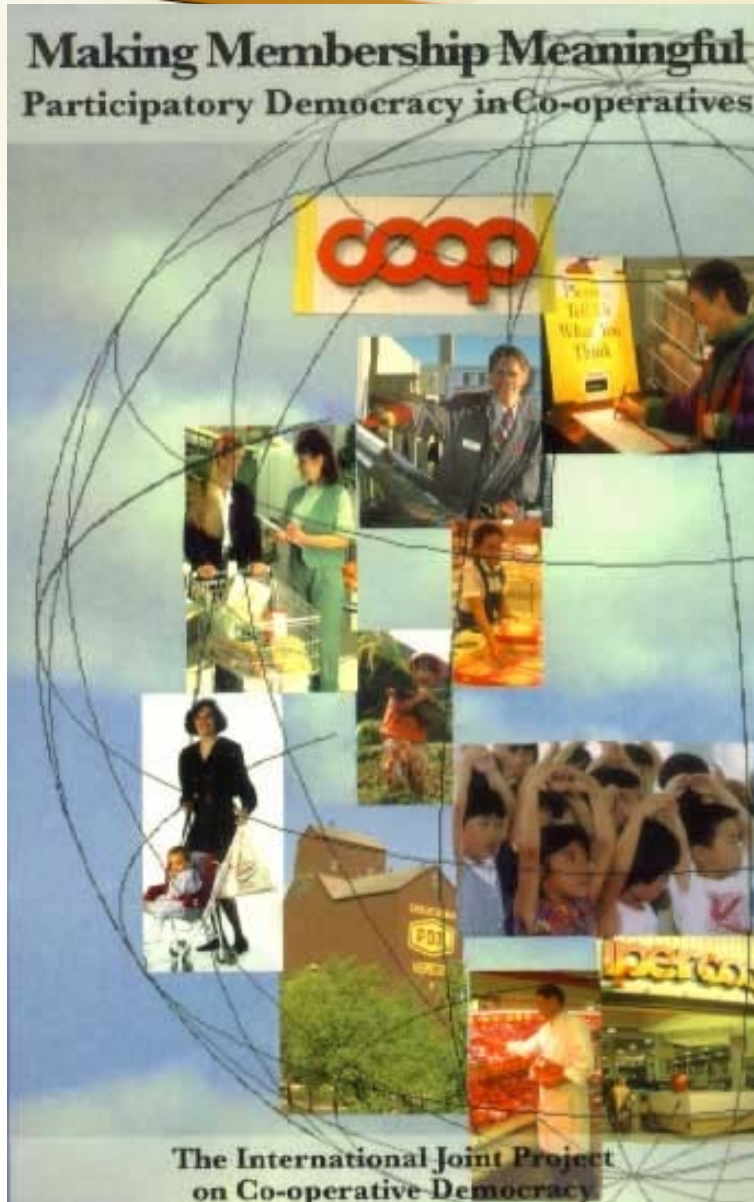
The iNetVu® 1210 Airline Checkable System is a highly portable unit with a 6-piece carbon fibre reflector that can fit in a suitcase. It includes the auto-pointing 7000B controller, cables and another electronic device such as a modem, beacon receiver or Power-Smart that come in a second case.

MOBILE SATELLITE SYSTEM





Making Membership Meaningful
Participatory Democracy in Co-operatives



Always Innovate
With Members





THANK YOU

