Creating & Maintaining a Successful Co-operative

Robby Tulus
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)
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
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
CHEAP EXTERNAL FUNDS FOR COOPERATIVES

LACK OF MEMBERS’ TRUST TO INVEST OR SAVE; SEEK EXTERNAL SOURCES

MEMBERS DO NOT SAVE, NO PERSONAL RISKS, POOR CONTROLS

POOR COOPERATIVE PERFORMANCE: LOSSES, HIGH DELIQUENCY

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

Members initiated & funded financial coops start slow but grow rapidly with proven performance
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
JOINT EFFORTS IN CREATING RESERVE FUNDS IN COOP TO SUPPORT EMERGENCIES BOTH WITHIN AND AMONG COOPS LOCALLY, NATIONALLY, GLOBALLY.
Solidarity towards reconstruction and peace
Distribution Co-op

Solidarity of ICA Members & COOP UK Members

Agricultural Co-operative

FISHERY CO-OPERATIVE
INTER-SECTORAL INSTITUTIONAL SOLIDARITY

CO-OPERATION AMONG CO-OPERATIVES

IYC 2012 CREATES THE RIGHT MOMENTUM
4. INNOVATION

Co-operative Evolution and Growth

Time Period

CO-OP FORTRESS: ETHICS & MORALITY

INNOVATION

TYPE

INNOVATION

BORN

SIT

CRAWL

SQUAT

STAND

WALK

RUN

MEMBANGUN LANDASAN

MEMBANGUN RUANG GERAK

MEMBANGUN DAYA SAING

KOTABAN (?) “Jangkar”

SOCIAL ETHICS

COMPETITION

CAPACITY

BUSINESS

2012 International Year of Cooperatives
Combining Canadian with Local Technology

GLOBALIZATION
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
Always Innovate With Members
THANK YOU