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CO2 Emission

On May 27, Japanese Consumers' Co-operative Union (JCCU) announced they are to cut CO₂ emission from stores and other facilities by 30% from 2005 levels by 2020. This mid-term target is in response to the Government's 25% reduction plan from 1990 levels. Co-op's energy saving measures including replacement of light-emitting diode lights (LED) at the stores will reduce the emission down to 550 thousand tons from 2005 levels (790 thousand tons). Emissions trading will be considered in case the target falls short. As a substitute for the currently used Co-op's own label, external certifications such as ECO-Mark will be introduced to characterize eco-friendly goods.

Eco Solutions

Eco solutions are part of our effort to reduce global warming. We emphasize on CO₂ reduction in all our operations

Co-op delegation for the review conference of NPT

2010 is an important year for those who wish for peace and the abolition of nuclear weapons. The Review Conference of the Parties to the Treaty on the Non-Proliferation of Nuclear Weapons was held at the UN Headquarters in New York from April 30 to May 6. The Japanese Co-ops sent a delegation consisting 106 members to take a concerted action with about 60 members of the Japan Confederation of A-and H-Bomb Sufferers Organization (Nihon Hidankyo).

The delegation made various appeals, including a panel exhibition on the reality of A and H bombs at the entrance lobby of the UN Headquarters, appeals to governments, gave lectures at some local schools and cooperated with other NGOs and local volunteers.

NPT is a global treaty purposing to reduce nuclear weapons and the number of nuclear powers. It took effect in 1970, and currently has 189 affiliated countries. The NPT Review Conference, which is to review implementation of the treaty, is held in every 5 years since 1995.

2010 must be a milestone year to mark a first step toward a concrete process for the 'world without nuclear weapons' which is to spread all over the world.

On its foundation in 1951, JCCU declared 'peace and better life'. The declaration reflected a strong resolution of the first chairman Kagawa Toyohiko, who even was a candidate of the Nobel Peace Prize. Since then, Japanese Co-ops have taken many actions dealing with peace and nuclear weapons by connecting member's wishes for peace in regard to their family and children.

Japanese Co-ops value each member's yearning for peace in one's daily life. 'Peace Actions', including workshops, photo exhibitions, battle site visitations, lectures from bomb-sufferers, hearing of war stories, and publication of narratives, is now widely expanding throughout the country. These actions had 400 thousand participants in total in 2009. Formation of the Co-op's delegation is a result of accumulation of these grass-rooted Peace Actions.

General Outline of Japanese Consumers' Co-operative Union

The Japanese Consumers' Co-operative Union (JCCU) was founded in 1951 as a national organization of the consumer co-operatives in Japan. We serve 603 consumer co-ops throughout Japan encompassing retail, medical, insurance and housing sectors, and had a business turnover of about 341 billion yen (US\$3.8 billion) for the fiscal year of 2009.

As the sole national consumer co-op organization, JCCU fulfils the following functions:

- Formulation of co-op national policies
- Representation of co-op's views at national and international levels
- Planning, development and supply of CO-OP brand products
- Other business operations including catalog and internet sales
- Coordination of member activities at the national level
- Guidance of member co-op management and staff education through correspondence courses and seminars

JCCU Launches Environmental Campaign Web Site

The Japanese Consumers' Co-operative Union (JCCU) with the support of Co-ops nationwide has launched an environmental campaign named 'Co-op Lets ECO! 2010' from June to the end of August 2010.

The campaign aims at promoting various energy-saving activities which individual members could practice in their homes. On May 6, JCCU set up a web site to prompt people to participate in the "one day eco-life" campaign which will lead to the reduction of carbon dioxide.

The main purpose of the site is to encourage people to switch off the television when not in use, to set the air-conditioning temperature above 28 degrees and to help people adhere to the 10 items that lead to the reduction of carbon dioxide in their daily lives.

The site also introduces "eco recipe", which provides answers to doubts associated with eco conservation given by Mr. Shiroishi Masanori of Tokyo Inter College Co-op and teaches eco-ideas in practical life.

JCCU Carbon Footprint Products

The Japanese Consumers' Co-operative Union will launch its first laundry detergent "Sefta E" with carbon footprint indication at end of June 2010.

With the adoption of the carbon footprint, the amount of CO₂ evolved in all processes from the procurement of the product raw material, production process, the supply chain, preservation to the final disposal and recycle will be indicated on the product package.

This will help raise members awareness to reducing CO₂ at home.

NEWS from the member Co-ops Eco-friendly store with 6% less CO₂ emission

Co-op Sapporo, Hokkaido

On May 31, Co-op Sapporo announced its environmental policy for 2010.

A new 'Eco-store' with wooden structures will open in Teine, Sapporo, in the middle of October 2010.

Forest thinning from the Hokkaido larch forests will construct the Eco-store.

Part of the store's electrical power will

come from solar photovoltaic power.

Its toilets and storages will use LED light bulbs. These measures will contribute to a reduction of CO₂ emission as much as 50%, compared to the normal reinforced-concrete buildings.

The Co-op is targeting to reduce total CO₂ emission by approximately 6% from the end of 2009.

Processing fertilizer from store vegetable wastes

Miyagi Co-op, Sendai

On June 1, Miyagi Co-op (Sendai) made a-day sale of 'local foodshed rice', cultivated from the use of compost made from vegetable scrapes from its stores. A limited quantity of four thousand 5kg packages of rice were sold. Even though the selling price was relatively high, with members who are environmentally-conscious still look forward to more sales.

To reduce wastes, Co-op Miyagi segregates spoiled vegetables and vegetable scrapes from stores and sends them to its recycle center to produce compost.

160 tons of this compost mixed with rice culls is used as fertilizers to grow the foodshed rice.

Miyagi Co-op Recycle Center, the first facility owned by the Co-op to make compost, started its operation in 2006. The amount of recycled vegetable scrapes is increasing year by year, resulting in 601 tons in 2007, 807 tons in 2008 and 811 tons in 2009. After some pilot cultivation of some vegetables, rice production started in 2009.

Moving Store "a new business model" is becoming popular among Japanese consumer Co-ops

A moving store business was launched in October, 2009 by Fukui Citizen Co-op as a new service to members living in areas with inconvenient shopping. Due to the decrease in population in the rural areas most super markets operating in those areas have been closed down making it inconvenient for daily shopping. In order to arrest the situation some co-ops have decided to run moving stores to deliver commodities in trucks to members in the form of home delivery.

The shopping truck is equipped with all necessary facilities to maintain the freshness of the commodities and ensure food quality and safety.

Apart from providing shopping convenience to members, co-op also hopes that the new business will help foster communication and interaction among members in the local area.



Co-op's support for UNICEF

Wide-spread after 30 years - Total amount of fund-raising reached 68 billion yen

JCCU has been calling for the Japanese Co-ops to be engaged in the support for UNICEF since 1979, the International Year of the Child.

2009 was the 30th anniversary of UNICEF support. That year Co-ops (308 Japanese Co-ops) collected 376,810 thousand yen.

The national sum data has been gathered since 1983, and the total figure was 68,640 million yen by 2009.

Co-op's UNICEF support is not merely raising funds, its long-term support results from Co-op's originality and ingenuity.

In addition to the normal fund-raising campaign in the stores and in the delivery service, Co-op also practices the followings:

- distribution of small money collection boxes to each member's house,
- 'New Year's money donation' asking children to donate some money from their New Year's gift,
- workshops and interactions,
- 'designated fund-raising' donating to specified areas or organizations,
- and publication of newspaper by volunteers.

Since the UNICEF support started in 1979 as the 'giving a bucket of water' fund-raising, it has kept spreading to the Co-op members while dealing with support for natural disasters.

Together with the Japanese Co-ops, JCCU keeps promoting this activity for further enhancement of the UNICEF support.

Vancouver 2010 Paralympic Winter Games

Co-op products and JCCU's support for the cross-country ski team

In the Vancouver 2010 Paralympic Winter Games, JCCU offered Japanese food selected from Co-op products to the national team, wishing to demonstrate the skills they'd cultivated.

Co-op staff sent a group signature to the delegation, too.

On March 30, after achieving a satisfactory performance in the Paralympic, the team visited JCCU. They returned the favor and expressed their determination for the future.

JCCU has sponsored the Paralympic cross-country ski team since 2008, with embodied 'CO-OP' logo on the team's training wear.



Left Picture:

From the front row second left, Kubo Kouzo (sixth in biathlon long-distance), Nagata Hiroyuki (eighteenth in biathlon pursuit)

From the back row second left, Yamashita Toshifumi, JCCU President, Ota Kyoko (silver medalist in sprint), Haga Takeshi JCCU executive director, Nitta Takahiro (Gold medalist in 10km and sprint), team director Arai Hideki

Co-op announced its new strategic private brand

Sequential release of new series 'Co-op Basic' started on March 1

Japanese Consumers' Co-operative Union expands its existing low-price private brand by launching a "new low price" series under the theme 'Co-op Basic'. The new series covers about 120 items and was released nationwide on March 1.

Since 2008, JCCU has been addressing its restructuring plan for Co-op products and has put in place a new quality assurance system.

The new 'Co-op Basic' series is a strategic brand to provide low-price products of high quality that will serve members' daily needs.

Co-op product management ensures safety and quality through the whole process of material procurement, production and delivery. JCCU is to release 200 'Co-op Basic' products by the end of 2010.



International Front

Our international policies extend training programs and exchanges between Japanese consumer co-operatives and co-operatives in the Asia Pacific.

The activity is aimed to deepen international mutual understanding and foster a sense of global citizenship among Japanese co-operators.

Also as a member of ICA, JCCU participates in Codex Alimentarius Commission as an observer in the area of food safety. JCCU has been dispatching staff to ICA-ROAP since 1994. The 6th representative from JCCU is now working at the branch office of ICA-ROAP, the Singapore Business Office.

Activities promoted with JCCU financial aid is as follows:

- Staff dispatching: Continuous detachment of secretariat
- Promotion of Co-op development projects
- Promotion of gender equality
- Promotion of activities for youth
- Promotion of activities in medical Co-ops

JCCU-ILO Training Program

Japanese Consumers' Co-operative Union (JCCU) in collaboration with ILO is organizing for the first time a training program for African Cooperative Leaders in Tokyo from August 1 to August 8, 2010.



News in Brief

● Iran delegation visit

A nine man delegation from the Iran Central Chamber of Co-operatives (ICC) led by Dr. Hossein Rahmaninia, Secretary General, paid a courtesy call to the Japanese Consumers' Co-operative Union (JCCU) on May 14 2010. During the visit the delegates were briefed on the consumer activities in Japan.

● Nepal delegation visit

Two government staff members from the Nepal cooperative paid a day visit to JCCU on May 21, for international exchange. Topics discussed included the system of management being practiced at JCCU, especially in the areas of governance and compliance.

● Internship program at JCCU

Co-op Tokyo and Co-op Kanagawa in collaboration with JCCU are currently hosting the International Cooperative Education (ICE) summer internship program started from June 24 and ending August 20.

This year participants are three young students from American universities.

Students will be exposed to co-op business especially in store operation and the health care areas.

Since 1993, Co-op Tokyo and Co-op Net have received 56 interns for this summer program.

Upcoming Events

● Training program for Managers of Consumer Co-operatives

The 2010 training program for managers of consumer co-operatives organized every year by ICA-AP in collaboration with JCCU will be held at three consumer co-ops in Japan starting October 1, 2010. The in-plant training program will focus on store operation and management.

● International Cooperative Day

Every first Saturday of July is International Day of Co-operatives. Its aim is to reaffirm further expansion of co-operative movement supporting peace and good life.

To mark this occasion for 2010, the Japanese Joint Committee of Co-operatives (JJC) in collaboration with JCCU and its member co-ops are organizing a commemoration assembly on July 6.

The theme for this year is "Co-operative Enterprise Empowers Women".

Also as part of the agenda for the day a lecture will be given by Prof. Uchiyama Takeshi of Rikkyo University under the title "Creation of gender equality society with co-operatives".

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