

Development of TOT Manual



Ms. Savitri (M), Ms. Salome (L) and Ms. Divina (R) pose for a picture

Ms. Savitri Singh, Secretary General of Women's Committee of ICA-AP introduced the resource guide for TOT. She mentioned that TOT was first jointly developed by ILO (the International Labor Organization) and ICA and was launched in 2001.

Thereafter, workshop test trials were carried out in four continents, Asia, Africa, Europe and the Americas and finally the manual was completed in 2005. Since then, the manual was translated into many Asian languages, Thai, Irani, Sri Lankan, Nepalese, Indonesian, Laotian and Cambodian and used for the training of women leaders for the past 10 years.

In addition, the TOT manual was revised as "Resource Guide for Advanced Training of Co-operatives on Entrepreneurship Development of Women and Gender Equality" in accordance with the changes in the political environment and socio-economic conditions.

Another test trial is scheduled in Malaysia somewhere this year and the manual will be revised based on the feedback from the co-operative members.



JCCU organizes workshop on gender equality

Taking advantage of the International Year of Cooperatives, IYC2012, "Trainers of Training manual" (TOT manual) was revised by ICA-AP Committee on Women.

On February 14, 2013, at a participatory workshop with the theme "Leadership in Co-operative – Let's get connected Asian Women", three guests from India and the Philippines namely, Ms. Savitri Singh, Secretary of ICA-AP Committee on Women, Ms. Salome Ganibe, Executive Director of AWCF and Ms. Divina Quemi Vice Chair of Women's Committee ICA-AP were invited to attend.

Ms. Salome Ganibe was the facilitator for the occasion and she conducted gender workshop by using the revised manual.

The workshop, which aimed at promoting women's leadership in co-operatives and the community as well as testing the running of the manual, attracted 83 participants including the 3 foreign guests.

The three guests were welcomed to the meeting room by a song followed by a welcome address given by Ms. Kawamoto Akiko, Saitama Co-op, on behalf of the Organizing Committee.

The Chairperson of the ICA-AP Women's Committee Ms. Tanaka Hitomi, also Board Member of Saitama Co-op and JCCU gave a report, on the activities of the committee in the Asia Pacific region.

She shared long-year gender initiative of the committee with the Japanese participants and stressed on gender sensitive co-operative.

Quiz was organized during lunchtime session, which created an atmosphere for direct interactions among participants.



Ms. Tanaka reporting on activities of the committee in the AP region



Quiz time



Lunch session

this issue

Workshop on gender equality **P.1**

Sanchoku Research Exchanges **P.2**

JCCU launches First Fairtrade product **P.3**

Report on Co-op Staff study tour **P.4**

BCP Plan for Co-ops nationwide broadcasted on TV

On February 27, the Japan Broadcasting Corporation (NHK) introduced the JCCU Business Continuity Plan (BCP) initiatives for Co-ops nationwide on their broadcasting television.

The broadcast focused on Miyagi Co-op, and the impact it had on its business during the Great East Japan Earthquake.

When the Great East Japan Earthquake of March 11, 2011, stroke, hundreds of people stood in long queue at Co-op store in the affected areas in quest of food and other necessities of life. It became evidenced that food shortage was an overwhelming problem.

Learning from this impact, JCCU has developed a comprehensive BCP together with the regional co-ops and suppliers putting in place certain mechanisms for priority shipping in the event of a large-scale disaster. This initiative, which serves as best practice, was aired by NHK.



Scene at the coverage

JCCU held Nationwide "Sanchoku" Research Exchange

The 29th Nationwide *Sanchoku** Research Exchange was held on February 8 and 9 in Tokyo on the theme "Redefining the value of *Sanchoku*".

Sanchoku is a Co-op business, which continues to evolve in response to changes in society and the lifestyle of consumers while ensuring consistent supply of food quality and safe products.

This exchange meeting has been held annually since 1985.

The seminar had 310 participants from 135 organizations nationwide including producer organizations and distributors.

Mr. Haga Tadashi, Managing Director of JCCU, in his opening speech commented that *sanchoku* business which the consumer co-ops have built so far, is a pillar of strength behind the organization and that JCCU's 12th third-year plan which is now under consideration emphasizes the importance of *sanchoku* and the need to strengthen tie-up between producers and consumers.

Thereafter, Professor Wakabayashi Yasunaga, Graduate School of Management, Kyoto University gave a lecture emphasizing on "Co-op marketing and *Sanchoku*" based on the results of the consumer behavior analysis conducted by JCCU using co-op members nationwide.

He used concrete examples in relation to ethical consumption and stressed the need to redefine the issues and the value of co-op *Sanchoku* towards a sustainable society while also addressing food and agricultural problems arising under urbanization, related to the widening distance between "farm" and "table".

The proceedings of the meeting also gave two practical reports under the titles, "Treasure hunting of the community and participatory product development" and "recycling loop and regional contribution" by Ms. Hakuta Noriko of "Ryohin koobo", and Mr. Nawa Hideto of Izumi Citizen Co-op respectively.

Both reports emphasized the need for every farmer/producer to continue to protect the rich nature of the environment and the agriculture for the sake of the next generation.

Sectional meetings were held on the 9th under different topics such as:

- Co-op *Sanchoku* as seen from management side
- Sustainable agriculture, livestock industry and community regeneration
- Member participation and local product development

The *sanchoku* movement has reared a new form of agriculture. The ties between Co-op and its members as well as producers have made this possible.

In the areas affected by the Great East Japan Earthquake *sanchoku* is being championed and challenged to help quicken the pace of recovery and rebuilding.

The next meeting of the exchanges will be held in Fukushima on February 2014.



Opening address by Mr. Haga Tadashi



The scene of the meeting



Scene at the sectional meeting

**Sanchoku* is a Japanese word translated as direct transaction or direct buying routes from producers to consumers.

Study Meeting on use of Electricity

On February 15, 2012, Akita Prefectural Consumer Co-operative Union organized a study meeting under the theme "Electricity – an Indispensable Part of Our Lives".

The study meeting attracted 83 participants including representatives from the union's member co-ops within the prefecture, executives and regular employees.

After an opening address given by Mr. Ookawa Isao, chairman of the Prefectural Consumer Co-operative Union, Mr. Ito Akira from the Tohoku Electric Power Akita branch gave a lecture entitled "Energy saving mechanism and Electricity Bill".

In a background of his lecture he touched on Tohoku Electric Power's motion on power rate increase reported on the previous day and asked the audience for their understanding.

He gave detail information about various classifications of electrical contract and their associated charges and the kind of contract that enables one gain or save money from the use of electricity.

He also explained about the structure of the electricity bill in terms of basic and fixed charges.

After the lectures a workshop was organized where participants were divided into 8 groups of 9 to share ideas about energy conservation and power saving.

At the end of it all, there was a strong feeling expressed by the participants that the study meeting had helped broadened their scope about the use of electricity and power savings which will be useful in their daily life.



Group discussion

JCCU launches its first Fairtrade product

Using only fragrant and high quality coffee beans sourced from Brazil, Japanese Consumers' Co-operative Union (JCCU) launched its first certified Fairtrade product "CO-OP charcoal roasted coffee" on March 1, 2013.

Until now, through the handling of goods such as sanchoku and Co-op products, JCCU and member co-ops have valued the cooperation between local producers and business partners.

The basic aim of JCCU Fairtrade coffee production is to contribute towards poverty alleviation and sustainable development.

JCCU purposes to create opportunities for producers in developing countries who have been economically disadvantaged or marginalized by the conventional trading system.

The product source is limited to Brazil because of its stable production volume, quality of the coffee beans, varieties, as well as its low acidity. Overall, the flavor is sweet and soft.

"Co-ops Vision 2020" describes the aspirations of Co-op in ten years; the development of this Fairtrade product is an effort to demonstrate co-ops social role through its business.



New release of "CO-OP charcoal coffee fair trade coffee bag"

JCCU develops new Co-op Product

New Release of 'Oil immersion Co-op light tuna flakes'

JCCU continues to develop easy to use products for senior citizens.

Taking advantage of the voice from the senior generation that "although can food is convenient, the lid of the can is hard and it is difficult to open", JCCU has developed new tuna flakes products packed in pouch bags which was released on March 1, 2013.

The product is easy to open and in addition can be stored at room temperature for two years.

The product is produced to the highest standard of quality and flavor and could be eaten after warming it in hot water for about 3mins.

It can also be used as a main cooking material and topping ingredient for different types of menus.

By adopting plastic bag, opening is easy and can be stored in a refrigerator as well as having convenience in re-cycling.



Tuna flakes in pouch bags. Very easy to open and easy to take out contents.

It has been on sale at the nationwide Co-op stores and the home delivery outlets from March 1, 2013.

Upcoming Events

1. On behalf of Mr. Amano Haruyoshi, Chairman of ICA Committee on Consumer Cooperation for Asia and the Pacific, we are pleased to inform you that an ICA/NCCF Work-shop on Development of Consumer Cooperatives in Asia will be held in Goa, India on 3rd to 4th April 2012.

The Workshop will be hosted by NCCF (National Co-operative Consumers Federation Ltd.).

The goal of the Workshop is expected 1) to strengthen the network of consumer cooperatives in India, 2) to study about retail chain store management, 3) to make discussions on the problems on management of consumer cooperatives.

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2. International Co-operative Alliance Asia Pacific (ICA-AP) Committee on University/Campus Co-operatives will hold its 5th Meeting on July 4-8, 2013 at the Dongguk University in Seoul, South Korea.

This will be in conjunction with the ICA-AP Workshop on University/Campus Co-operatives in Seoul, South Korea in cooperation with the Korea University Co-operative Federation (KUCF).

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News in Brief

Japanese Young Co-operators visit Consumer Co-operatives in Singapore and Vietnam

The Japanese Consumers' Co-operative Union organized 8-day group study tour for 14 young Japanese Co-operators to NTUC FairPrice Singapore and Saigon Co-op Vietnam.

This year's tour, the sixth in succession since its commencement in 2008, was held from January 12 to 19.

The purpose of the study tour was to promote exchanges between the Japanese young co-operators and their foreign counterparts to build a network that would allow information exchange between the two sides aiming at finding solutions to the growing competitive environment facing co-op retail business in the Asia Pacific Region.

Prior to leaving Japan, an inauguration ceremony was held to brief participants on the business atmosphere and the consumer trend in Singapore and Viet Nam. They also set targets regarding their expectations from the trip. It was also a chance for the members to get to know each other since they were all from different co-operative organizations.

In Singapore

At the FairPrice training center, participants were briefed on the marketing strategy that emphasizes price competitiveness, the loyalty program for members, especially senior citizens, and store personnel education.

Store visit was organized that took the participants to a FairPrice store bustling in preparation for Chinese New Year. Participants were impressed about the warm relationship that existed between staff and customers as well as the energetic mood in which women staff were working.



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In Vietnam

Participants were briefed on the business outline and the meaning of the design of the new logo for the Coop Mart supermarket chain, which was launched in 2012 as joint venture between Singapore NTUC FairPrice and Saigon Co-op.

In order to understand the retail market of Vietnam, the traditional market (wet market) and the Co-op Mart were inspected.

The construction site of Co-op Xtra, a new concept of hyper-cash business, which is a joint-venture between FairPrice and Saigon Co-op, scheduled to be opened in spring was also inspected and the features of the new store was explained to the participants.



The study visit enabled the participants to explore new territories, way of work, cultures, and people.

The host co-ops also provided a variety of resources to help make the study tour enjoyable and rewarding.

*JCCUNews is published by the International Department.
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