

November/  
December  
2013

## JCCU delegates visit ILO-IPEC sites in Ghana

The ILO Office in Japan in collaboration with JCCU has been organizing study tour to Japan for African Co-operative Leaders since 2010 for knowledge and practical enrichment in cooperative business.

In this relation, JCCU visited ILO-IPEC communities in Suhum (Ghana) after the ICA General Assembly in Cape Town to learn from the activities being carried out at the communities.

The ILO-IPEC project seeks to eliminate child labor by providing assistance for children to go to school as well as promoting decent work for the community members.

JCCU delegates visited two communities in the Suhum region under the coordination of ILO officer to interact with the community people who are receiving assistance through the project and listened to their voices regarding how the project is benefiting their lives.



JCCU delegates also met with the leaders of the co-operative movement in Ghana and engaged in exchanges with them together with ILO Ghana representatives and paid a visit to the Japanese Embassy and the UNICEF office in Ghana.



## 2013 ICA Global Conference & General Assembly held in Cape Town

ICA's Global Conference and General Assembly was held at the Cape Town International Convention Centre, Cape Town, South Africa from 1-5 November 2013. This was the first time ICA had held its meeting in Africa.

About 1,100 participants from 88 countries participated in the conference under the theme "A Co-operative Decade in Action".

The GA offered the first opportunity for Co-operatives worldwide to discuss how specifically the Blueprint which emphasizes on five strategies namely participation, sustainability, identity, capital and legal framework could be put into practice towards 2020.

Re-election of ICA directors once in every four years was held. On behalf of the Japanese Co-operatives Mr. BANZAI Akira chairperson of the Central Union of Agricultural Co-operatives (JA ZENCHU) stood as a candidate and won to become ICA Director.

Another development was the launch of a global image (new logo) for Cooperatives, which emphasize the character of cooperatives.



Series of themed workshops were organized under the following topics; food security and sustainable supply chains, access to community services, the power of communication etc.

Many reports were presented and followed by exchange of opinions.

At the opening ceremony, Dr. Rob Davies the Trade and Industry Minister of the Republic of South Africa offered greetings, and stressed that cooperatives are clue to poverty and employment opportunities.

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In the keynote speech Mrs. Sithenbiso Nyoni Minister of Small-and-Medium-sized-Enterprises Development of the Republic of Zimbabwe, stressed that cooperative loves people and its role is to promote democratization and sustainable business development for the happiness of the people and not by way of enriching one's self.

In the afternoon of November 2, Global Co-op Committee (CCW = Consumer Co-operatives Worldwide) held its general meeting, followed by election of the new executive committee members including ASADA Katsumi, President of JCCU.



Greeting, ICA President Pauline Green



Mr. ASADA, WADA & Ms. URAGO pose for a group picture with student volunteers at the GA

## Three Consumer Co-ops agree on Wind Power Project

The Consumer Co-ops of three prefectures, Miyagi, Iwate and Akita in the Northeastern part of Japan has announced on the 10<sup>th</sup> November that it will cooperate to embark on a wind power project.

All the three co-ops who are members of the Japanese Consumers' Co-operative Union (JCCU) aim at electric power supply to homes in the future following the nuclear power phase out campaign by the co-ops.

In addition to Miyagi Co-op, Iwate Co-op and Co-op Akita, a wind generation company in Akita (Venti-Japan) has agreed to establish a subsidiary company "Co-op Tohoku Green Energy; Tentative" in January 2014.

Other organizations such as the "Hokuto Bank" which is a regional bank in Akita are to join this business venture.

It is planned to invest 2.5 billion JPY to prepare three sets of power generation equipments in the Sea of Japan coast over Akita and Akita Yuri Honjo, and to run from the 2015 fiscal year.

It is estimated that a total output of about 7,490 kW would be realized out of which 16.5 million kWh corresponding to annual consumption of about 4500 households would be sold to the Tohoku Electric Power Company. The Japanese Consumers' Co-operative Union is examining the retailing of electricity made from renewable energy such as solar and wind. JCCU is expected to promote consumer co-ops to enter into power generation in Japan.

The consumer co-ops of the three prefectures, Miyagi, Iwate and Akita have already begun wind power generation of 2,000 kW in Akita Nikaho in Akita prefecture.

## "CO-OP core non Smile School Project" held the third phase of fund-raising ceremony (fund from toilet papers)

The Japanese Consumers' Co-operative Union (JCCU) and its member Co-ops in co-operation with the Japan Committee for UNICEF had launched a UNICEF donation campaign under the theme "CO-OP core non smile school project" to raise funds to help improve the education environment for school kids in the Republic of Angola since 2010.

One yen from the sale of each pack of CO-OP brand toilet paper "core non roll" from any of the co-op stores and home delivery channels was donated to UNICEF for the project.

The third phase of the project was executed from November 1, 2012 to October 31, 2013.

During this one year period, a total of 10.7 million packs were sold yielding an amount of 10.7 million JPY.

The total amount of donation to date (November 1, 2010 to October 31, 2013) is 29.45 million JPY.

On December 17, 2013, the third donation presentation ceremony was held at the UNICEF House in Tokyo, where the amount was presented to the Japan Committee for UNICEF to support the "children-friendly" school project for the Angola children.

Present at the ceremony included Mr. HAYAMI Ken, Executive Director Japan Committee for UNICEF, Mr. SHIMADA Hiroyuki, Managing Director/CEO JCCU, the project committee members and representatives from the core non-roll manufacturing company (Kasuga).

At the opening address, Mr. Shimada stated that this type of fundraising is typical of co-op since it involves members and the cooperation of suppliers. He mentioned that JCCU would further promote the spread of CO-OP products for fundraising.

Mr. Hayami reported that the environment surrounding the children of Angola is tough still and that he requests JCCU and all stakeholders to continue to support the project for the school kids until graduation.

Mr. Miguel Bombarda Da Cruz, the Minister Counselor from the Embassy of the Republic of Angola gave a vote of thanks.

He mentioned that it is important to provide education to young people in order to develop a country and he would like to thank all stakeholders for assisting to provide sound school environment for kids of his country.

JCCU and Japan Committee for UNICEF have agreed to continue the project for another three years from November 2013 to October 2016, aiming at 1) Installation of water supply facilities to the school, 2) Implementation of teacher training on education with a focus on children,

- 3) Strengthening school management and promotion of community participation,
- 4) Support health and hygiene education to make the entire schools in Angola child-friendly.



CO-OP Brand toilet paper (core non roll)



Shimada presents the fund to Hayami



Vote of thanks: Minister-Counselor



Stakeholders at the ceremony

## Co-op detergent environmental donation campaign

In 2011, "Co-op Environment Campaign Fund" was established by Japanese Cooperatives to support domestic and international environmental activities. Since its establishment funds have been collected every year through the sale of co-op detergent for the intended purpose. This year the campaign was executed from April 21, 2013 to October 20, where for every purchase of a particular laundry detergent (12 target items) one yen was donated to the fund.

113 Co-ops nationwide joined in this campaign and an amount of 4.89 million JPY was raised during the six-month-long campaign. The amount would be donated to environmental groups in and outside Japan.

The Borneo Conservation Trust (BCT) Japan, an NPO would receive funding from this campaign to purchase about 2.5 hectares of land in Borneo for wildlife conservation.

Part of the last year's donation went to BCT, which was used to secure 4 hectares of land in Borneo to support the conservation project. This brings to total 8.5 hectares of land, which has been purchased through the Co-op's environmental donation campaign for wildlife conservation in Borneo since 2011.

JCCU has adopted an environmental policy, which expresses concern about the state of the environment; typical example being the positive spread of eco-mark goods, and called upon its member organizations to join in local, national, regional and international efforts to address the issues of environment and development.



## When University and Local Community Work Together on Environmental Activities

Some of the National Federation of University Co-op Association's (NFUCA) member co-ops have been continuously promoting environmental efforts. One of them is the University of Toyama Co-op. University of Toyama Co-op promotes the use of eco-friendly chopsticks in its dining halls, recommends the students to bring their own cups and collects paper cups, empty cans and bento boxes.

Since 1991, the University of Toyama Co-op has been implementing the clean campus initiative. The coop has also been working together with the local community in a cleanup activity under a project named Saihakken! Watashitachi no Machi! (Rediscover Our City!).

"Before the project was started, cigarette butts and other rubbish scattered everywhere in the campus. The university didn't like this situation. That's how we came up with this idea," explained Mr. Kunimi, the Managing Director of the University of Toyama Co-op.

Around 30-40 students participate in the clean campus initiative. The number falls significantly in the examination period, but usually, especially when the weather is clear, everybody loves to participate in this program, said Mr. Ogimura, a third-year student who is also a member of Student Committee.

The clean campus initiative is currently done under the leadership of Student Committee

and provides the opportunity for the students to mingle with the local community.



Clean Campus Initiative



Students participated in a session of a seminar about environment

## Miyagi Co-op introduces electronic receipt for smartphone users

Co-op Tohoku Sunnet Business Federation (Sendai) has announced that starting from January 22 2014 it would experiment what is going to be the nation's first "electronic receipt". In place of paper receipt the system will send the customer shopping data to his/her multi-function smartphone.

The shopping data has a merit of making household account management easy.

Hakuhodo Inc. and Tokyo Toshiba TEC developed the system. Miyagi Co-op, which is affiliated to Sunnet, will run the system at its 21 stores by March 25 next year.

When the cashier scans the membership card of customers who had completed pre-registration, receipt information is transmitted as electronic data. The history that is stored in the data center can be viewed at any time, and can also perform household account management easily with commercially available software.

Co-op Sunnet aims at a user penetration of 5%.

The electronic receipt has a function, which incorporates campaign information, and a user can subscribe by a smartphone. To align with this experiment, three companies, including Asahi Breweries would make a special campaign.

In Miyagi Co-op Akaishidai store the system was published in a news media on Dec 10<sup>th</sup>. Mr. KONO Toshihiko, executive director of Sunnet, said "effect on environmental impact can be reduced if we use less printed receipts". A full-scale introduction of the system would be made after verification of the experiment.



## Power Generation at the home delivery facility of Co-op Mirai

Solar power generation is being advanced by many consumer co-ops in Japan following JCCU's call on co-ops nationwide to generate about 20% of its electricity by 2020.

The decision to go into energy business follows the accident of the TEPCO Fukushima Daiichi Power Plant Accident that brought a huge damage to co-ops operation.

Co-op Mirai (Chiba HQ) on November 11 commissioned solar power generation facilities installed on the roof of Co-op Deli Kasama center. It becomes the 2nd plant following Hitachinaka that started operation in March 2013 under the co-ops effort to expand the renewable energy that does not rely on nuclear power.

The electricity generated in this facility per year is estimated to be about 203,000 kWh, which is equivalent to the power consumption per year of about 40 households.

In addition, a reduction of about 78,233 kg CO2 would be achieved.

Part of the generated electricity will be used by the co-op and the remaining will be sold to a utility company.

This measure is in line with Co-op Mirai's continuing goal of changing the energy policy leading to the realization of a sustainable society.



Above : Installation of solar panel on the roof of home delivery building.

In 2012, a total of 10,000 kilowatts was generated from unused space of co-op facilities. JCCU and member co-ops aim at increasing this to 20,000 kilowatts by 2015.

## News in Brief

### ICA-AP Training Program for Managers of Consumer Co-ops

A seventeen-day (November 22 - December 8) training program for managers of consumer co-operatives was organized by ICA-AP in collaboration with JCCU for five cooperative staff from NTUC FairPrice Singapore (Mr. CHUA Kok Guan, Mr. CHUA Soon Hock & Mr. FOO Sei Kim), Saigon Coop (Mr. NGUYEN Cuong Quyet & Mr. NGUYEN Van Diep).

Co-op Kobe and the Co-op Net Business Association provided the training grounds, the facilities and resource persons.

The program consisted of different training modules that together covered all the training proposals requested by the trainees such as, store operation, customer service, human resource management, using technology to improve productivity and inventory.

The participants arrived in Japan on November 22 and having gone through a two-day orientation at JCCU headquarters spent two and a half days at Co-op Net to receive lectures on structure of business solidarity, social and environmental initiatives to mention a few.

One of the highlights of the program at Co-op Kobe was a store visit to offer the trainees the chance to see and experience store operational activities, attending conventional meeting between the store manager and the chiefs of various divisions leaving them with memorable experience.

The trainees having watched a video ("new generation Co-op Kobe") were also impressed about Co-op Kobe's human resource development program that instills co-operative spirit in employees.

At the end of the training, an action plan was drawn by the trainees to address what they intend achieving upon returning to their home countries.

They returned home on December 8.



Experiencing store operational activities



Co-op Kobe executives and trainees pose for a group picture after action plan presentation

## Season's Greetings to all our readers

As this is the final newsletter before the New Year, it seems a good opportunity to thank you all for your interest and reading of JCCU News over the past years.

In this season of gratitude, we are thankful for your friendship and support.

All of us at JCCU especially the International Department join in saying "Thank you" and wish you all a Happy Holiday and Fruitful New Year.

Co-op Plaza  
3-29-8, Shibuya, Shibuya-ku  
Tokyo, Japan 150-8913  
+81(3)5778-8103 tel  
+81(3)5778-8104 fax  
<http://jccu.coop/eng/>  
email:kokusai@jccu.coop

JCCU News is published by the International Department.  
For inquiries contact the address on the left:

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<http://jccu.coop/eng/jccu/news/index.phd>