

JCCU receives commendation award

JCCU received the Minister of Education, Culture, Sports, Science and Technology commendation award as an organization rendering distinguished service to the sports community especially the Paralympic games.

JCCU has been supporting the Japanese handicapped team for the cross-country skiing since November 2005 and the Olympic Winter Games in Sochi this year. Since the Vancouver 2010 Paralympic Winter Games, JCCU offered Japanese food selected from Co-op products to the national team as a moral boosting with the training wear embodying 'CO-OP' logo.

The Ministry recognized this support service in a special "Celebration and commendation ceremony held in Tokyo on July 16, 2014 where JCCU and the athletes who excelled during the games received commendation award.

The commendation ceremony was attended by Mr. ARAI Hideki, Head Coach of the "Japanese handicapped cross-country-skiing team" and five players.

This support service reflects the strong alignment of values between JCCU and the Japan Paralympic organization.



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International Day of Co-operatives held in Tokyo

The International Day of Co-operative is an anniversary which the UN has authorized for the co-operative movement worldwide, observed on the first Saturday of July each year. Some of the day's goals are to promote peace and to increase awareness on co-operatives, as well as strengthen and extend partnerships between the international co-operative movement and other related organizations.

To celebrate this international anniversary, Japan Joint Committee of Co-operatives (JJC) and Cooperatives Japan (National Co-operative Alliance replacing the National Planning Committee for IYC 2012) held the 92nd International Day of Co-operative Forum on July 8 in Tokyo.

The theme of the Forum was "Co-operative enterprises achieve sustainable development for all". About 400 participants consisting of co-operative staff and members nationwide, academics, and the press attended the event.

At the beginning of the meeting, Mr. BANZAI Akira, Chairperson, JA-ZENCHU (Central Union of Agricultural Co-operatives) and Cooperatives Japan representative gave an opening remarks, followed by greeting from Mr. NAKASEKO Hiroshi (JJC committee member and President, National Federation of Workers and Consumers Insurance Co-operatives (ZENROSAI)).

Thereafter, Ms. WATANABE Maiko introduced the ICA's message for the 2014 International Day on the theme "cooperative achieves sustainable development for all".

It was followed by a lecture from Professor TAKEDA Haruhito, Graduate School of Economics, Tokyo University, touching on the topic "what co-operatives can do in the changing society".



Professor TAKEDA giving his lecture

Professor TAKEDA mentioned that creating a sustainable society is not just the pursuit of economic growth as have been the thought by many people.

He therefore emphasized on the expectations from co-op in respect of their positive role and potential to provide goods and services as well as high quality employment opportunities.

In the second part of the event, the current situation in Fukushima was appealed through dancing by a dance company that is engaged in activities to support Fukushima Prefecture. The message expressed in the dancing reaffirmed continuous measures without being weathered, for the reconstruction assistance at the affected areas of the Great East Japan Earthquake. The dancing also reminded us not to forget about the incident but rather contribute to make the affected areas sustainable for the children of the next generation.

The occasion was also an opportunity to strengthen cooperation between cooperatives nationwide, and to share a common view towards contributing to the sustainability of the region.

2014 UNICEF Angola Study Tour

Since 2010, JCCU and its member Co-ops in co-operation with the Japan Committee for UNICEF had launched a UNICEF donation campaign where one yen from the sale of each pack of CO-OP brand toilet paper "core non roll" is donated to UNICEF to help improve the education environment for school kids in the Republic of Angola.

From June 28 to July 5, 2014, JCCU conducted a study tour of Angola, the third time following the 2010 and 2012, to get familiarize with the progress of the school project.

Donations received through the "CO-OP core-non Smile School Project" is utilized for the development of water supply facilities of primary schools in Angola, as well as the training of teachers.

In this study tour, projects at the Kunene province were inspected. Below are photos of some of the projects that have been established with the support of UNICEF.



Washroom



School building



Report on Fukushima Children's Recreation Project



Report by NISHIZAKI Nobuko, Associate Professor of Fukushima University

After the Great East Japan Earthquake and the following accident of the Fukushima Daiichi Nuclear Power Plant, those who live close to the plant have been facing the risk and fear of radioactive pollution.

Although the Japanese government defined restricted area and guaranteed the security of life for those who keep away from the area, the residents, especially with small children, still have fear and anxiety of radioactive contamination and feel uneasy when their children stay outside too long.

In order to reduce the anxiety of those parents, JCCU in collaboration with its member co-ops, organized the Children Recreation Project.

Under the Co-op Action Campaign, JCCU called on its member co-ops to organize fund raising for specific issues concerning the reconstruction of the stricken areas. The life support funding is one of them, which is being used for supporting the Children's Recreation Project.

In the fiscal 2013 (April 1 2013 to March 31 2014), the amount of funding from JCCU and member co-ops was 51.1 million JPY and 18.9 million JPY from UNICEF totaling approximately 70 million JPY.

The Fukushima Consumers' Co-operative Union, the Fukushima Committee for UNICEF and the Disaster Recovery Research Institute of Fukushima University launched the "Fukushima Children's Recreation Project" in 2012, with the aim of providing rest and recuperation support for the Fukushima children and parents, helping them spend weekends and school vacations in areas remote from the Fukushima Nuclear Power Plant.

The project has four main programs for children of different age groups.

- ✓ Weekends program for children from birth to preschool age.
- ✓ Long vacation program for school-age children.
- ✓ Special weekends course for school-age children.
- ✓ Refreshment program for nursery school and kindergarten.

The largest program among them, which is the program for children from birth to preschool age, allows them to spend weekends with their parents in hotels in hot spring areas in Fukushima, Yamagata and Miyagi prefectures, thus offering them the much needed rest both physically and mentally.

The program offers participants a place to interact and share their difficulties and stories after March 11 catastrophe.

By encouraging the sharing of difficulties, concerns over ones' children's future health, and also the happiness and pride that comes with parenthood, the program helps facilitate the formation of strong bonds between participants.

Below is an introduction of a special summer vacation program that is being held at 12 locations nationwide between July 19 and August 20 2014, by the support of co-ops nationwide with the Fukushima Consumers' Co-operative Union playing the secretarial role.

Since the start of this program 64,205 people including children and their parents have participated in the Fukushima Children's Recreation Program (until March 2014).



Summer program held on July 13 and 14 at Ibaraki Prefecture. (34 people, 10 families)



JCCU and Co-op Kobe organizes Caravan Mate training program

Towards the dementia supporter training been promoted by the Ministry of Health, Labor and Welfare, JCCU in collaboration with Co-op Kobe has been sponsoring caravan mate training lectures for co-op staff. One of such programs was organized on July 24 2014 and was attended by 150 staff members. The aim of the training is to empower staff to deliver high standard help to dementia members. Mr. KONDO Makoto, elderly care manager of the Department of Health and Welfare, Saijo City, Ehime Prefecture, gave lectures in the morning, introducing the basic knowledge and symptoms of dementia, to help participants deepen their knowledge and understanding of the symptoms and the progression of dementia.

In the afternoon, case study about a situation which is likely to happen with people with dementia was tackled such as "if he/she begins to eat the products behind the counter" and "if he/she no longer knows how to pay for the goods at the cash register".

After watching a video of an undesirable attendance given to a person with dementia, a group discussion was organized to point out what was "not good", "and how the situation should be handled". After completion of the training, staff members were certified as "Caravan mate" who is to train other staff members to properly understand the disease and support patients and their families, thereby promoting the development of communities in which those who have been diagnosed with the disease can live with some peace of mind.



Co-op's Internet circle "e Friends" expands in membership

e Friends is a centralized online shopping service developed by JCCU in 2000 for co-op nationwide as a common online shopping service for the home delivery business.

As at now six regional business federations and one-community based consumer co-op are using the service.

e Friends membership now stands 1.87 million (117% year-on-year), with turnover of 93 billion JPY (107% year-on-year). The growth is due to the increase in the use of smart phone ordering.

Continuing from 2012 fiscal year, orders from smartphone have expanded. The utilization ratio of overall e Friends users at the end of the fiscal 2013 stood at approximately 23.3%, (approximately 14.4% in fiscal 2012).

In addition, there is also rapid expansion of utilization rate from tablet PC in the range 7-9% (depending on the region), making the total utilization rate of the use of mobile device 30%.

From March 2014, JCCU started to provide WEB catalog for tablets and smartphones users

which can be viewed at any iOS and Android devices.

In addition, by narrowing down the necessary functions, a comfortable operation is assured which since its start the number of users has been increasing steadily.

There are 11.17 million registered members of co-op nationwide using the home delivery business (fiscal 2012), and the business total turnover is 1.67 trillion JPY.

In addition to the centralized online shopping service provided by JCCU, there are also some consumer co-ops operating their own online shopping service.

The total registration number of co-op members nationwide ordering through these sites is 3.32 million, with a total turnover of 223.7 billion JPY.

JCCU and co-ops nationwide are making online ordering for the home delivery business more attractive through the expansion of community features, and the provision of services to help members live more comfortable.

Okayama Co-op Submit signature seeking early realization of Nuclear Disarmament Treaty

On July 15th, Okayama Co-op submitted to the president of the Mayors for Peace Mr. MATSUI Kazumi at Hiroshima City Hall, signature of 30,930 persons asking countries to start immediate negotiations on a nuclear weapons convention.

The petition drive will be delivered to the United Nations Headquarters in New York next spring.

In response to the call of the conference, Okayama Co-op organized learning session with peace-related themes from July 2013 to May 2014 for co-op members and their families.

Seeking approval from the family members signatures were collected during the meetings.

Mr. HIRATA Shozo, Chairperson of Okayama Co-op together with 10 representatives handed over the list of the signature to Mr. Matsui, Mayor of Hiroshima.

Mr. Hirata said "we want back-up the activity as little as we can as citizens of neighboring prefecture".

The mayor was pleased to receive the voice of the people expressing hope and at the same time demanding the abolition of nuclear weapons."

The Mayors for Peace meeting is in the process, aiming at eliminating all nuclear weapons by 2020. It is calling for a nuclear weapons convention by 2015.

It started calling for signatures in 2010, and so far about 970,000 signatures have been received.



(L-R) Mr. HIRATA, Chairperson of Okayama Co-op handing the list of signature to Mr. MATSUI, Mayor of Hiroshima.

JCCU submits opinion to MHLW

On July 9, 2014, along with the Japanese Health and Welfare Co-operative Federation (HeW Co-op Japan), JCCU submitted an opinion on the guideline development of the "New Community Support Project" to the Health and Welfare Bureau for the Elderly, at the Ministry of Health, Labor and Welfare (MHLW).

In the elderly care insurance system revision in 2015, the home help service and the day care prevention benefit will be undertaken by the newly formed "community support project" in which cities, wards, towns, and villages will serve as the implementing bodies.

The guideline which was originally developed by MHLW based on the Long-Term Care Insurance Act was opened to public opinion and comments to gather views to help municipalities achieve appropriate and effective implementation of the project.

JCCU and HeW Co-op played a major role by collecting members views and reflecting them on the guideline development of the new community support project. The final draft was submitted to the MHLW at a meeting held on July 28.

Kamiina medical co-op opens a care center

A Comprehensive regional Care Center being run by Kamiina medical co-op, in the Nagano Prefecture, was opened on July 1. The facility is a 3-story steel frame building with a total floor area approximately 2,500 sq. m. It is equipped with a small multi-function home care facilities and day service center on the first floor. The second floor has facilities that offers rehabilitation and support services while the third floor caters for the elderly with dementia problems.

The whole facility is barrier-free, designed and equipped with furniture that makes patients feel comfortable.

News in Brief

14th ICA-AP Regional Workshop held in Singapore

The 14th ICA Asia-Pacific Regional Workshop on "Management of Consumer Co-operatives" was held by ICA-AP Consumer Committee, in Singapore from 23rd- 26th June 2014.

NTUC Fairprice (Singapore) hosted the workshop, which was attended by 15 cooperators from Vietnam, Philippines, Sri Lanka, Malaysia, Singapore, and Indonesia.

The objectives of the 4-day training workshop were to promote understanding of socio-economic role of consumer cooperatives, to study the successful cases of international business collaboration between consumer cooperatives and to establish an international network of consumer cooperative leaders and managers.

The workshop program started with welcome address by Mr. AMANO Haruyoshi, Chairman of ICA-AP Consumer Committee, followed by a lecture on the "Overview of National Trades Union Congress" by Ms. Jean Chew, Principal Consultant Corporate Communications, NTUC, and a group discussion under the themes "What do you want to learn from the workshop?", and "What are the strengths, weaknesses, threats, and opportunities of your coop?"

On the second and third days, participants received lectures with resource persons from NTUC Fairprice and Saigon Co.op respectively.

On the fourth day, a group discussion and presentation session on "What they learnt from the workshop" was held followed by a debriefing on the presentation by Mr. AMANO, and Ms. Juliana Tan, Training & Development Manager, NTUC Fairprice.

The meeting was brought to an end with one participant saying; "I have gotten much knowledge through this workshop. I would like to do the little I can to apply on my coop upon returning home".



Co-op members interact with producers from New Zealand

Three producers of organically grown kiwi fruit from New Zealand paid a visit to Co-op Gifu and interacted with 16 members of the Co-op at Kakamigahara branch office. Kiwi from New Zealand is being sold in the stores and home delivery outlets of Co-op Gifu.

The exchanges started with a learning session where the producers briefed members about the stages of kiwi production from the initial stages to the time it arrives in the hands of consumers.

Members were briefed that New Zealand's soil contains volcanic ashes, together with the balance of rainfall and sunshine that makes it suitable for the growing of kiwi fruit. The fruit is said to have abundant dietary fiber and vitamin C. Through satisfying the strict standards of New Zealand, the organically grown fruit has also received Japan's JAS certification. The days event also included kiwi fruit tasting with members passing on their opinion and comments to the producers.



Co-op Plaza
3-29-8, Shibuya,
Shibuya-ku
Tokyo, Japan 150-8913
<http://jccu.coop/eng/>
email:kokusai@jccu.coop

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