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### Contd:

The study tour consisted of lectures, visits to co-operatives, institutions and discussion sessions. At the last day of the visit a public seminar was held in Co-op Plaza, JCCU Headquarters in Tokyo on September 7 which was attended by 35 people. Participants gave a brief report about the status of co-operatives in their respective countries, and what they had learned through visits and training of this tour especially how the experience got would lead to the improvement of their organizational management and development of the business after returning home.

#### Program Evaluation:

With reference to the impact assessment of the tours organized jointly by ILO and JCCU during December 2012 and January 2013 under the supervision of Mr. Sam Mshiu revealed some impressive comments from the former participants of which a few have been introduced below.

1. The training changed my attitude and perception of cooperatives and cooperative development.
2. I found my participation in the study tour a very useful learning experience and a most rewarding one.
3. There comes a time in one's life when a brief but unique experience can result in a dramatic change of attitude and a paradigm shift.

For assisting the human resource development of co-operatives in Africa, JCCU will continue to offer support for this study tour program, since participants have evaluated the program to be useful and an eye opener that has gone a long way in changing their mindset and broadening their horizon.

## JCCU Collaborates with ILO office in Japan for a training program for African Co-operative Leaders

For the past six years, the Japanese Consumers' Co-operative Union (JCCU) has been cooperating with the International Labour Office (ILO), especially the Regional Office for Africa (ROAF), the Co-operative Facility for Africa (ILO/COOP Africa), and ILO Office for Japan (ILO Tokyo), in organizing study tour to Japan for African Co-operative leaders with the aim to assist the human resource development of co-operatives in Africa.

JCCU is a member of the International Co-operative Alliance (ICA) with which ILO has a partnership agreement. ILO is the only institution under the United Nations (UN) that promotes co-operatives as models to address the economic and social needs of communities. In that relationship, JCCU in collaboration with ILO have been working closely on the formulation of a program to assist the African co-operative movement to strengthen its capacity by introducing the good lessons learnt by the Japanese co-operatives.

The first joint training program was in August 2010 that exposed selected African co-operative leaders to learn about the Japanese co-operative movement and its strongly membership-based approach through lectures and study visits in Japan. The program has since been ongoing (7 study tours) with 33 co-operative leaders including ILO coordinators from 9 African countries having had the opportunity to attend.

Participants visit various Japanese co-operatives in Tokyo and the surrounding prefectures including consumers', financial, agricultural, university, health and worker cooperatives, among others.

The program has always been concluded with a public seminar by the African participants in

which people from the Japanese co-operative movement, research institutes, media and African embassies in Tokyo participate.

In one of such occasions the Ambassadors of Kenya and Uganda, and the Minister-counselor of Tanzania attended and gave speeches.

A follow-up workshop program was organized by JCCU and attended by the manager of the international department in Tanzania in 2015 to understand more about the environment in which the cooperatives operate in Africa.

This year, three senior co-operative leaders from two African countries, the Republics of Tanzania and Niger took part in the study tour for ten days from August 29 to September 7, 2016.

The participants were Mr. Athumani Lali Mahadhi, from the Tanga Dairies Cooperative Union, Tanzania, Ms. Elizabeth Christopher Makwabe, from Kilimanjaro Co-operative Bank Ltd., Tanzania and Mr. Amza Tahirou, from the Federation of Vegetable Grower Cooperatives, Niger.



## Consumer Co-ops "Social Activities Report 2016"

JCCU has issued 2016 Social Activities report summarizing the social initiatives of JCCU and its member co-ops across the country in the area of business and member activities.

The report gives an overview of the present state of co-op, highlighting on issues that topped 2015 business agenda such as the disaster reconstruction exercise and the elderly watch-over activities.

On food issues, the report highlights on CO-OP Product business and co-ops effort towards a healthy eating lifestyle through information dissemination and catering services supporting the dining time of parents with children and senior citizens.

On environment, the report highlights on co-op's commitment in promoting enlightening activities to shift to alternative energy, while reducing environmental load from co-op operations.

On social issues, the report emphasizes on co-ops contribution towards improving local communities where any person can live comfortably. More than 30,000 co-op staff have been trained and certified with dementia supporters license. The report also put emphasis on the elderly watch-over program which covers about 50% of total municipalities nationwide and the moving van sales to areas of inconvenience shopping.

Updates of disaster prevention and mitigation activities by co-op and local residence in preparation for large-scale disasters and activities of mutual aid and nutrition education activities for health promotion are also mentioned.

On child support, the report highlights on co-ops childcare support program such as salon for parents and children, daycare nursery facilities provided by some consumer co-ops.

## Consumer Co-operatives Worldwide (CCW) Global Youth Forum Held in Bulgaria

The CCW Global Youth Forum under the theme "Co-operatives and Youth: Empowerment, Employment, Engagement" was held in Nesebar Bulgaria from September 22 to 23, 2016.

The forum was organized under the aegis of the Consumer Co-operatives Worldwide (CCW), and hosted by Bulgaria Central Co-operative Union (CCU).

The 2-day forum was attended by 31 co-operators consisting of mainly youth from 14 countries. The event targeting youth co-operators was the first of its kind organized by CCW.

An opening speech was given by Dr. Peter Stefanov, President of CCW and CCU, expressing that over 1.8 billion youth worldwide are potential co-operative leaders and members, however, there are a number of youths who have fallen into vicious circle of poverty, isolation from education, and unemployed.

He further emphasized the necessity of co-operatives to examine the conditions surrounding youth problems and think of appropriate solutions as part of co-operative vision for the next 30 to 50 years. He shared CCW's commitment to address these problems and stated that the forum was the beginning of it.

Taken turns, Mr. ASADA Katsumi, President of JCCU and Vice President of Consumer Co-operatives Worldwide gave a message to the youth by sharing with them the present-day mission and expectations of co-operatives. He mentioned that the 17 challenges advocated by the United Nations for changing the world as listed in the SDGs namely: elimination of poverty and hunger, eliminating inequality, and ensuring the sustainability of the environment, cannot be

solved by the globalization model who profiteers beyond the borders, so cooperatives are expected to build a society which is affluent and where people can live in with a sense of security and stressed that the youth becomes the leading role.

He ended by saying that for human resource development co-ops will continue to supervise and educate the youth to be able to adjust and fit in the changing age.

Ms. NISHIMOTO Yuki, special advisor to the ICA-AP Business Office in Malaysia reported on the "Human resource development of youth co-operators in consumer co-op in Japan".



## JCCU Supports 2016 IPC Cross-Country Skiing

JCCU has been supporting Para Nordic Skiing Japan Team from 2006 by sponsoring the team and cheering them to work towards a high level of achievement in their career.

On September 14 2016, NITTA Yoshihiro one of the athletes of the 2015-2016 season together with FUJITA Yuhei, the coach, paid a courtesy visit to ASADA Katsumi the President of JCCU and reported on the current initiatives of the team in order to overcome the weakness they encountered during the 2015-2016 season cross-country skiing.

They reported the need to improve their training methods and tools as a means to attain a high level of achievement.

Also present at the discussion was WADA Toshiaki the Managing Director of JCCU.

The team is currently preparing towards the PyeongChang 2018 Paralympic Winter Games

(South Korea) and JCCU as usual will sponsor the Japanese team and cheer them up. The team expressed their gratitude towards the food assistance, such as rice and instant miso soup JCCU has been providing them.



(From left) Asada, Fujita, Nitta and Wada

## National Disaster Prevention Promotion Exhibition

Japan has been facing with natural disasters such as earthquakes, tsunamis, volcanic disasters, flood damages etc. and there is an urgent need to comprehensively work on its national resilience which covers preliminary disaster prevention and disaster reduction, mitigation, renewal of infrastructures and raising citizens awareness.

After the Great East Japan Earthquake, there has been a rise in the awareness of disaster prevention and an increase need for countermeasures for preliminary disaster prevention and disaster reduction in local public municipalities, industries and lifeline agencies utilizing the lessons learned from the disaster.

From August 27 to 28, 2016, at the University of Tokyo, the Cabinet Office, Disaster Prevention Promotion Council and the Disaster Prevention Promote National Conference held the first national disaster prevention promotion which was participated by the Japanese Consumers' Co-operative Union (JCCU).

The day's activity consisted of two events, a workshop (exhibition) and a panel discussion. JCCU exhibition stand raised a platform for both adults and children to learn about the making of necessary goods in case of emergency and listened to Co-op nationwide disaster relief effort during the Kumamoto earthquake and a video introduction of Miyagi Co-op's gathering to remember the Great East Japan Earthquake.

A panel discussion was also held under the theme "Support of companies and the cooperation with local governments" in which Mr. AOTAKE Yutaka, Operating Officer of JCCU took part as one of the panelists. He reported on co-ops effort during a large scale disaster, the various relief activities, the supply of essential goods and fund donation.

## JCIF announces CO<sub>2</sub> reduction data of "Co-op Kyosai Plaza"

JCCU and the Japan CO-OP Insurance Consumers' Co-operative Federation (JCIF) have announced the CO<sub>2</sub> reduction data of "Co-op Kyosai Plaza" which is an environmentally friendly office building designed for the purpose of ensuring high business continuity while reducing the environmental burden by reducing the use of energy and water.

It was completed in May 2015 and soon began full-scale operation as the headquarters of JCIF.

The measured value of the CO<sub>2</sub> emissions from June 2015 to May 2016 was 317t / year (monthly average: 26t) less than the originally expected goal set at 335t /year.

Had the building not being environmentally friendly the CO<sub>2</sub> emissions would have been 736t /year (estimated) implying that "Co-op Kyosai Plaza" has achieved a reduction of 56%.

The rooftop of the 8<sup>th</sup> floor and the walls of the building have been designed with some special technology.

The exterior has green walls decorated with crawl evergreen vine plants and having rain chain that guides rain water down from the building roof to the plants on the ground and in addition, various technologies have been adopted such as the blocking of solar radiation by plants, reducing the evaporative cooling effect, and with the pipe installed under the floor there is flow of cold water in summer and hot water in winter.

The evaporative cooling effect that is enhanced by planting herbs, etc. have a relaxing effect on each floor of the balcony.

Also incorporated are the floor spout air conditioning and the ceiling slab emission air conditioning. It is also equipped with task ambient lighting system that illuminate the desk and its surroundings and also the ceiling at the same time.

It also has a heat source system that can be used in cooling solar heating and low-temperature waste heat.

The building covers an area of 1,556.80m<sup>2</sup> / construction area: 1,216.15m<sup>2</sup> / Total floor area: 8,652.86m<sup>2</sup>

JCIF won the Minister of Land, Infrastructure Transport and Tourism "Specialized Greening Technology" Award contest organized by the Organization for Landscape and Urban Green Infrastructure, for private companies, public organizations or individuals having been recognized as an organization with outstanding achievement such as promoting further the spread of greening technology for the purpose of contributing to the realization of an affluent urban life.

The contest was hosted by the Minister of Land, Infrastructure Transport and Tourism, the Ministry of Environment, the Tokyo Metropolitan and the Nikkei Inc.

JCCU and JCIF will continue working to solve environmental and energy problems to enable members to live in the communities with a sense of relief and satisfaction.



"Co-op Kyosai Plaza"



Picture of the exterior building decorated with crawl evergreen vine plants.

### JCIF in a glimpse:

The Japan CO-OP Insurance Consumers' Co-operative Federation (JCIF) is a union of consumer co-operative societies nationwide which are affiliated with JCCU. It offers insurance products that suit members' needs with more reasonable premiums and better coverage.

It was established by JCCU in 2008 under the revised Co-op Law adopted in 2007 that required Co-ops conducting insurance business to separate the organization from the insurance business. On March 21, 2009 JCIF started full-fledged insurance business taking over all the insurance business from JCCU affiliated co-ops. As of March 20, 2016, JCIF has on record 8.37 million policy holders. Payment of insurance claims totaled 62.9 billion JPY.

## JCCU submitted a petition related to scholarships

ASADA Katsumi President of JCCU and the Managing Director WADA Toshiaki, on September 13, 2016 visited the Deputy Minister of Education, Culture, Sports, Science and Technology with a petition related to scholarships.

The petition suggested to the Ministry to consider the burden of low-income families having children in schools and demanded interest-free for the loan type scholarships and a system improvement related to the current scholarship repayment and also suggested the implementation of a grant type scholarship.

Currently, under the established "benefit scholarship investigation team" by the Ministry, specific investigation is being carried on student scholarships.

## CO.OP Facts and Figures

The CO.OP Fact & Figures which is the collection of statistical tables describing the business overview of consumer co-ops, co-op business federations and JCCU has been published.

Follow the link below:

[http://jccu.coop/eng/public/pdf/ff\\_2015.pdf](http://jccu.coop/eng/public/pdf/ff_2015.pdf)

## JCCU "Life support fund-raising"

The Great East Japan Earthquake reconstruction assistance "life support fund-raising" started in 2011 has now raised a total amount of 662 million JPY from 2012 to 2015 fiscal.

In the fiscal 2015 alone a total amount of 97 million JPY was raised for the purpose of Fukushima children recreation project, volunteer assistance in the affected areas and the reconstruction of the victims life and the region.

## News in Brief

### JCCU CO·OP Brand New releases

Two items of CO·OP original cup noodles the "Vegetables and chicken soy sauce noodles" the "Chicken and seafood plain hot water noodles" and one item of a "CO·OP soup base with 50% salt cut" have been developed and marked as a health care good with the highest standard of quality, rich in flavor with a considerable reduction in salt. The new products have been released since September 1, 2016.

Since 2015 JCCU has been developing CO·OP products with consideration to health and marked with a "health care mark".

In recent years, co-op members particularly women and the elderly having strong consciousness to health, have been seeking "low-salt" products. In response to their request JCCU has developed products by reducing the salt content while maintaining the flavor and deliciousness.

For the two items of the CO·OP original cup noodles the salt equivalent per meal is reduced to 2.3g and 2.0g respectively.

For the "CO·OP soup base with 50% salt cut" the salt content has been reduced by 50% compared with the conventional type. By taking advantage of the taste of bonito flavor and fragrance the

item could easily be used as base of miso soup and the cooking of other cuisine.



CO·OP original cup noodles



CO·OP soup base with 50% salt cut

The new release items are on sale nationwide at co-op stores and home delivery outlets.

### CO·OP Quality Indian style chicken curry

JCCU has released new retort pouch curry on September 1, 2016. This curry has Indian chicken curry authentic taste mixed with roasted spices. The product falls within the category of "CO·OP Quality" a sub-brand of JCCU brand product in pursuit of taste developed since 2015.

Coop Quality products has been highly evaluated by more than 80% of co-op monitoring members.

This new product "CO·OP Quality Spicy Indian Chicken curry" is similar in taste with curry served in a special Indian restaurant.

The raw materials include imported chicken, onion and potato domestically.

The main feature of the new product is that it is made to have authentic Indian curry taste by using two different kinds of onion sauté, fresh

cream and yogurt mixed with roasted spices, which makes it appetizing coupled with a well-balanced taste upon eating.



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