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CO-OP Brand Products

JCCU co-sponsors "Sustainable Seafood Week 2017"

JCCU supported the campaign "Sustainable Seafood Week 2017" to promote the use of sustainable marine resources.

The campaign was held from 17th to 28th October 2017 for the purpose of spreading the idea that selecting sustainable marine resources makes it possible to take over healthy ocean ("Sustainable Seafood"). It was hosted by the World Wide Fund for Nature (WWF) Japan, the Marine Stewardship Council (MSC) Japan Office, the Executive Committee of the Aquaculture Stewardship Council (ASC) Japan.

JCCU considers "consideration for the environment" as well as the "realization of a sustainable society" as a major keyword in its business operation. As a result JCCU aggressively develops and spreads products using MSC certified materials. MSC certification is given to fishery products with consideration to fish catches, fishing methods, fishing season not to destroy ecosystem, not to deplete marine resources. "CO-OP boneless mackerel" series uses MSC certified mackerel. JCCU will continue to actively address the concern for the environment.



JCCU CO-OP beef curry wins "UCDA Award 2017"

CO-OP beef curry won "UCDA Award 2017" as a product with "easy-to-understand" information on its package.

The Universal Communication Design Association (UCDA) Award aims to improve the information quality for consumers by recognizing communication design that is excellent in understandability.

The award among other things encourages the development of products via the universal design that are easy to understand and use by all consumers.

CO-OP beef curry having contested at "UCDA Award 2017" received "easy-to-understand information award" in the division of food packaging (display), for its effective design in relation to the provision of nutrition, ingredients and allergy information etc, which makes reading easy was highly evaluated.

In June 2015, JCCU renewed its private brand "CO-OP Brand Product", adopting a common label that shows the product name and summarizes useful information about the product. The new package makes it easy to understand and select items.

JCCU and consumer co-ops nationwide will continue to respond to the various feelings in regards to living by utilizing the voice of co-op members for development and improvement of CO-OP Brand Products.



Ethical consumption special feature site opened

On September 20, 2017, JCCU launched an "Ethical Consumption Special Feature Page" on its CO-OP Brand Product website that broadly introduces ethical consumption efforts of CO-OP Brand Product development with four themes, region, society, environment and people.

JCCU, as the sole national federation of consumer co-ops in Japan, define "ethical consumption" as consumers' action to select goods and services that are environmentally friendly or related to

social contribution activities. With the introduction of the site co-op members/consumers will be empowered to make ethically informed consumption choices that will bring them smiles. JCCU will also proactively pursue initiatives related to "ethical consumption" to strengthen co-op's social and environmental contribution and to guide members to be ethical consumers in selection of products.

JCCU joins RSPO towards reduction of environmental impact

JCCU has joined the RSPO (Roundtable for Sustainable Palm Oil) on October 25, 2017 as an initiative towards the procurement of sustainable raw material. This is the first time in Japan as a distribution business organization to take such initiative.

Palm oil is a vegetable oil obtained from fruit of oil palm. It is highly productive and contributes in meeting increasing global food demand.

It is used for a wide range of products including foods, daily necessities and cosmetics. On the other hand, there is a reality that it is produced in a situation with many problems such as threat to climate change, loss of biodiversity, infringement of workers and children's rights.

Nowadays, procurement of environmentally friendly palm oil is recognized as a major issue. We JCCU believe that we can contribute to reducing environmental impact and creating a sustainable society through procurement and use of RSPO certified oil, hence our decision to join RSPO this time.

In recognition of the accession to the RSPO, JCCU will work on the following three points as its commitment.

(1) During FY 2017, JCCU will proceed with switching to B & C (Book and Claims) certified palm oil for all food items of CO-OP Brand Product.

(2) Supply of soap and cosmetics using MB (mass balance) certified palm oil will be started in FY 2018.

(3) By 2020, we will proceed to switch to B & C or MB (Mass Balance) certified palm oil for the entire CO-OP Brand Product.

Currently RSPO has about 3,500 member societies in the world, with about 70 organizations in Japan. CO-OP CLEAN CO., Ltd, a subsidiary of JCCU joined RSPO in 2006.

JCCU cooperates in the "Pink Ribbon Campaign"

Every October is Breast Cancer Awareness Month. JCCU launched the "Pink Ribbon Campaign" to raise funds to help improve the breast cancer problems in Japan.

From October 1, 2017 to November 20, 2017 one yen per one item sale of CO-OP Brand cosmetics will be donated to Approved NPO J.POSH to promote its activity.

The Pink Ribbon movement is an activity to protect as many women as possible from the sadness caused by breast cancer by spreading the correct knowledge about breast cancer.

JCCU will continue working on educational activities for breast cancer through aggressive dissemination of the "Pink Ribbon movement" with member co-ops and co-op members nationwide.

J.POSH (Japan Pink-Ribbon of Smile and Happiness campaign) is an Approved NPO. Its main activities are enlightenment about breast cancer and support to breast cancer patients and their families, through educational programs, scholarship for children of breast cancer, and so on.



Revitalization of local communities by utilizing SNS

Miyagi co-op and PIAZZA (Piazza) Co., Ltd. Tokyo, have started collaboration by utilizing SNS with the aim of contributing to the revitalization of local communities in Tohoku region.

Alongside with the cooperation and as the first step, both parties agreed to officially launch SNS application under the name "PIAZZA" which was commissioned on October 27 in Sendai, Miyagi prefecture.

The regional SNS "PIAZZA" will allow people living in the area to register, and to send and exchange information safely, securely and easily.

The collaboration also extends child rearing support to Miyagi Co-op operated 'Child-raising Hiroba', which is a voluntary circle activity running salon for parents and children to promote community linkages by children's free activity and interchange as well as parents' spontaneous mutual learning.

Since the Great East Japan Earthquake of 2011, the importance of connection with families and the communities as well as efforts to revive the stricken areas have been requested.

JCCU received appraisal from MHLW

The Ministry of Health, Labour and Welfare (MHLW) announced on October 6, 2017, a digital pamphlet "Pioneering efforts of regional welfare conducted by consumer co-ops in Japan" on the ministry's website.

Ten case examples from Japanese consumer co-ops such as medical care, nursing care and daily life support for elderly people, support for people with disabilities, and child rearing support are introduced in the pamphlet.

The pamphlet is for local governments and related

Miyagi co-op which operates in this local community has taken those requests as problems to tackle.

Recently, with the aim of further strengthening the reconstruction activities in the Tohoku region, Miyagi Co-op has been considering new measures for members and even for non-members through using smartphones and SNS.

Through this collaboration, by distributing information transmitted by Miyagi Co-op within "PIAZZA", information useful for daily life such as towns event information, sharing of shops and hospital information, "neighborhood playgrounds," "children's supplies," etc., could be delivered directly to local residents who use "PIAZZA".

The registration is not limited to co-op members only and it would be useful for many parenting families.

Also, by linking with the "Child-raising Hiroba" it is possible to make even more realistic connections with the child-rearing families in the local community thus contributing to the revitalization of the community.

organizations to understand those effort considering cooperation with consumer co-ops of their corresponding local communities, to improve comprehensive regional care system and to realize community symbiosis societies all over the country.

Japanese consumer co-ops will continue to cooperate with local governments and related organizations initiatives to create a community where everyone can live with peace of mind.

Hibakusha International Signature Campaign

At the call of JCCU, efforts are being spread among consumer co-ops nationwide joining the Hibakusha Appeal, a signature campaign calling for an international treaty to ban and eliminate nuclear weapons.

The Japan Promotion Committee for the Hibakusha Appeal takes the initiative, in which a total of 40 citizen groups participate in response to the call from nine A-bomb survivors.

The signatures literally convey the feelings of Japanese citizens towards the elimination of nuclear weapons, and intends to be submitted annually to UN until its General Assembly 2020.

JCCU approves the movement based on its founding principles as an organization working "For Peace and Better Life" and has participated in the Committee from 2016.

JCCU also worked on signature activities in cooperation with consumer co-ops nationwide and received a total of 982,204 signatures from 165 co-ops as of September 26.

Together with this number of signatures a total number of signature from nationwide gathered this time totaled 5.15 million and was submitted on October 5 to the chairman of the First Committee (Disarmament and International Security) of UN General Assembly 2017.

JCCU also hosts the events "Peace Action" being held in Hiroshima and Nagasaki every August, to tell the experiences of the atomic bombings and war to the next generation.



Photo provided by The Japan Promotion Committee for the Hibakusha Appeal

News in Brief

Co-op Mie held environmental activity donation ceremony

Co-op Mie aims to create a sustainable recycling-oriented society, and encourages environmental conservation activities with local communities.

On October 28, at the Mie Prefectural Center for the Arts "Donation ceremony for 2017 environmental activities" and "Environmental activity group exchange meeting" were held with the participation of 60 people including 11 organizations that applied for Co-op Mie's Environmental Donation Activity Grant in 2017 and the organizations that received grant last year.

The Mie Prefecture Government and officials and employees of Co-op Mie were also present to deepen exchanges through the introduction of activities by the different groups and report on the use of grants from all the organizations that received last year.

After the explanation on the points of selection by the selection committee, the President of Co-op Mie, Mr. NISHIKAWA Koki presented certificates

to all grant recipients of 2017.

At the environmental activity group exchange meeting, participants were divided into groups and enjoyed exchanging opinions such as environmental issues of interest, expectations from Co-op Mie Environmental Activities etc with the Associate Professor Dr. AOKI Masao of Mie University Faculty of Humanities as facilitator.



Malaysia Minister's inspection group visited JCCU

On October 20, 2017, a 30 member delegation, headed by the Minister of Domestic Trade, Co-operative and Consumerism (MDTCC) Honorable Dato' Seri Hamzah bin Zainudin, paid a visit to Japanese Consumers' Co-operative Union (JCCU).

The purpose of the visit was to deepen understanding about the consumer co-operative business in Japan and to use the experience gained to strengthen the co-operative business in Malaysia. Members of the delegation team were representatives of MDTCC cooperatives in Malaysia.

After being welcomed by HONDA Eiichi, President of JCCU, the delegates took a tour of the CO-OP Brand Product museum and had a lecture on the current situation of consumer co-ops in Japan with some exchanges.

Honorable Dato' Seri Hamzah bin Zainudin on behalf of delegates, mentioned his intention to strengthen cooperative relations between Malaysia and Japan cooperatives in the future.



Scene at the inspection of CO-OP Brand Product museum



Group photo

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