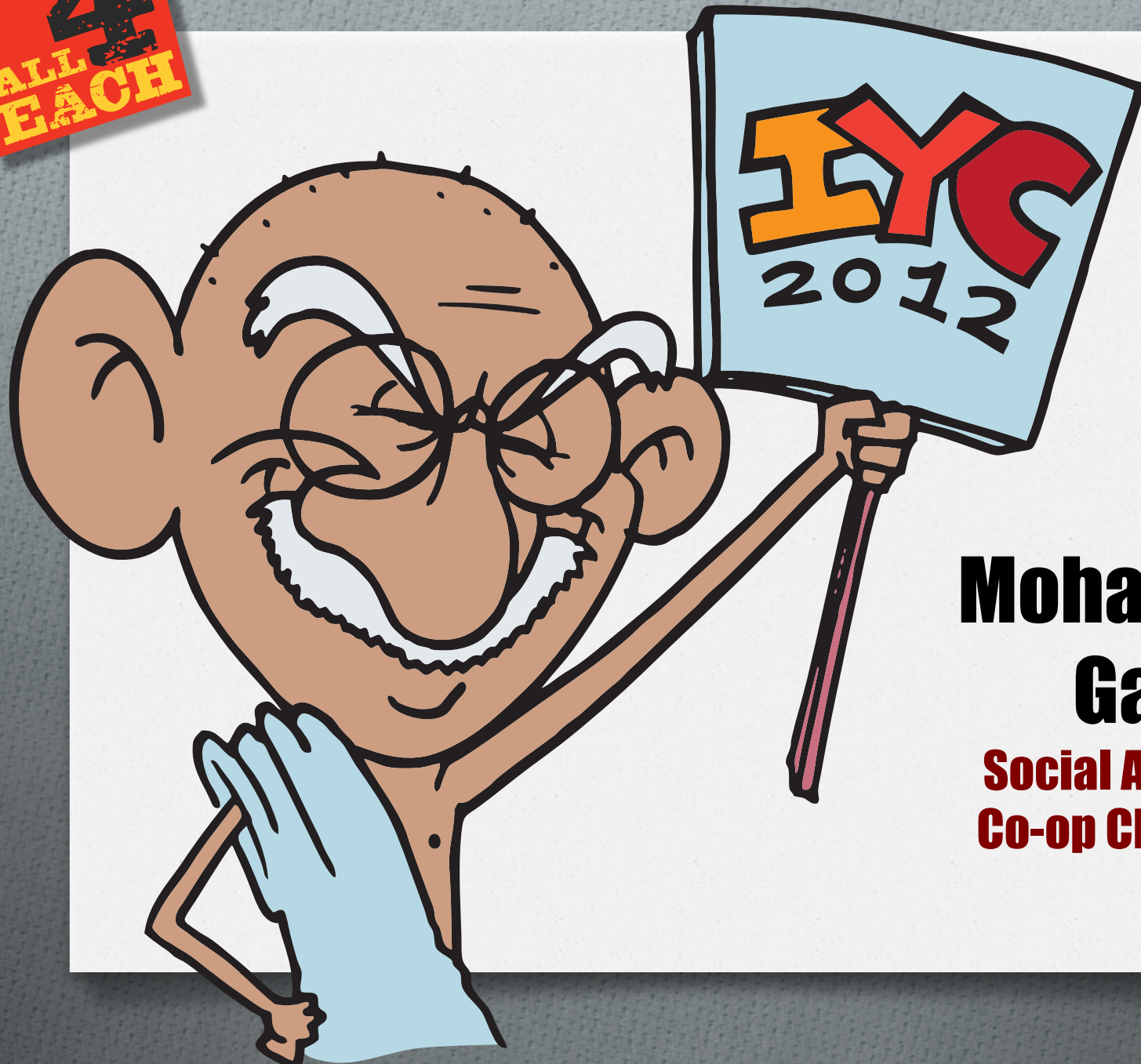


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**Mohandas
Gandhi**

**Social Activist &
Co-op Champion**



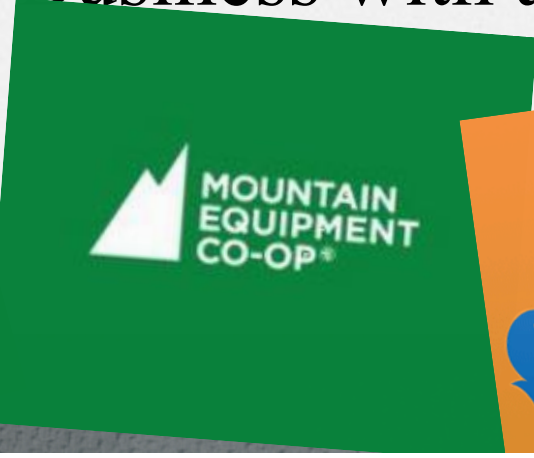
WARNING:
**You're about to be let in on the best
kept secret in Business**

(At least that's what the United Nations and three
recent Canadian Studies believe...)

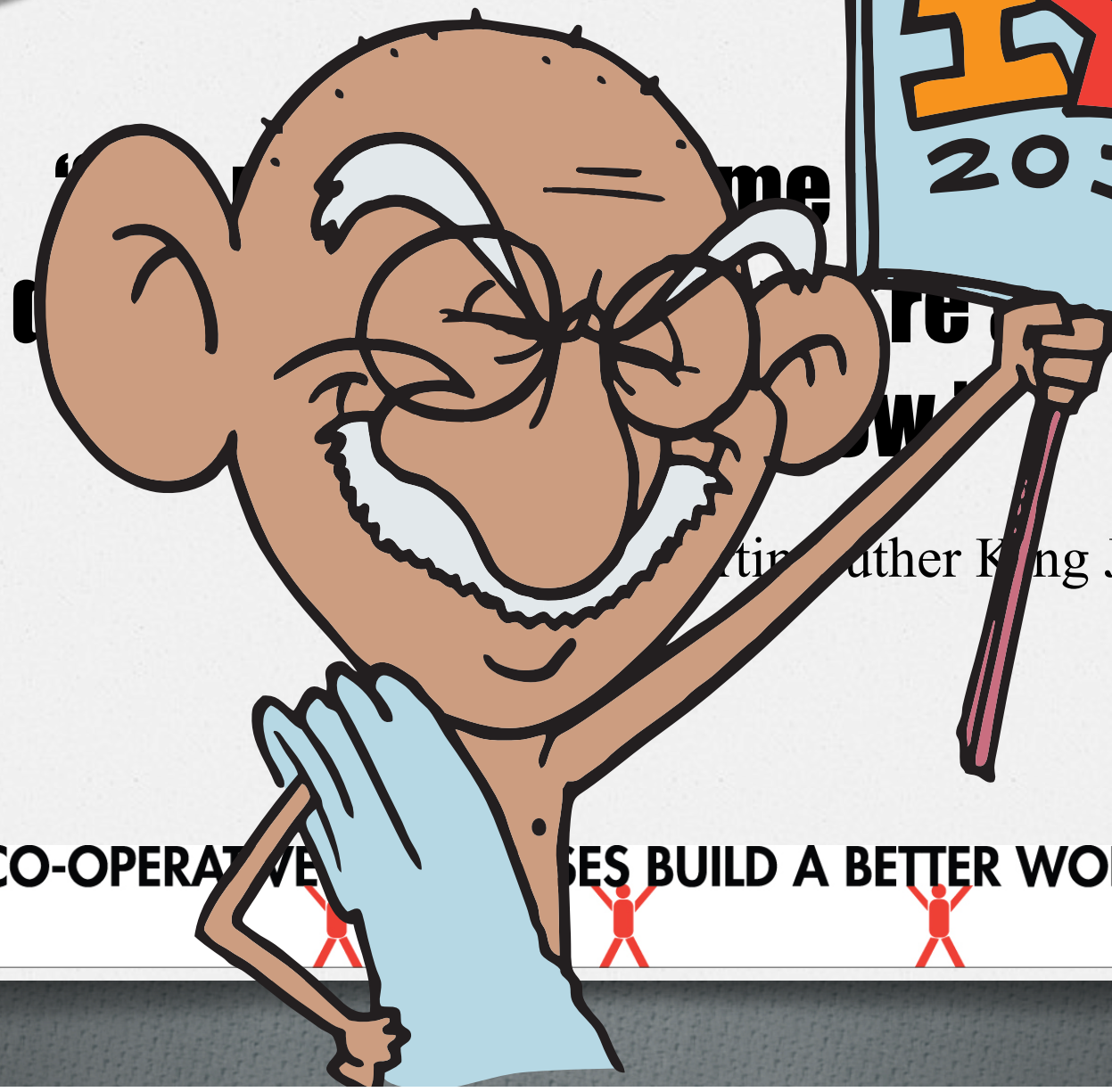


The Co-operative Movement

Big Business with a Social Conscience



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...tin Luther King Jr.

CO-OPERATIVE BUSINESSES BUILD A BETTER WORLD



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According to the Guinness Book of World Records, which **Beatles** tune is the most covered song in history - with over 1600 recorded versions?



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Answer:
Scrambled
Eggs

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Answer:
Yesterday

4
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Hello Goodbye

In the early years, each one's respect for the other's ideas, and the willingness to share, collaborate and **CO-OPERATE**, were the key ingredients to their amazing partnership.



Then, the emergence of egos, jealousy, want for power and fame, and unhealthy competition, caused their eventual breakup.

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Music Pop Quiz:

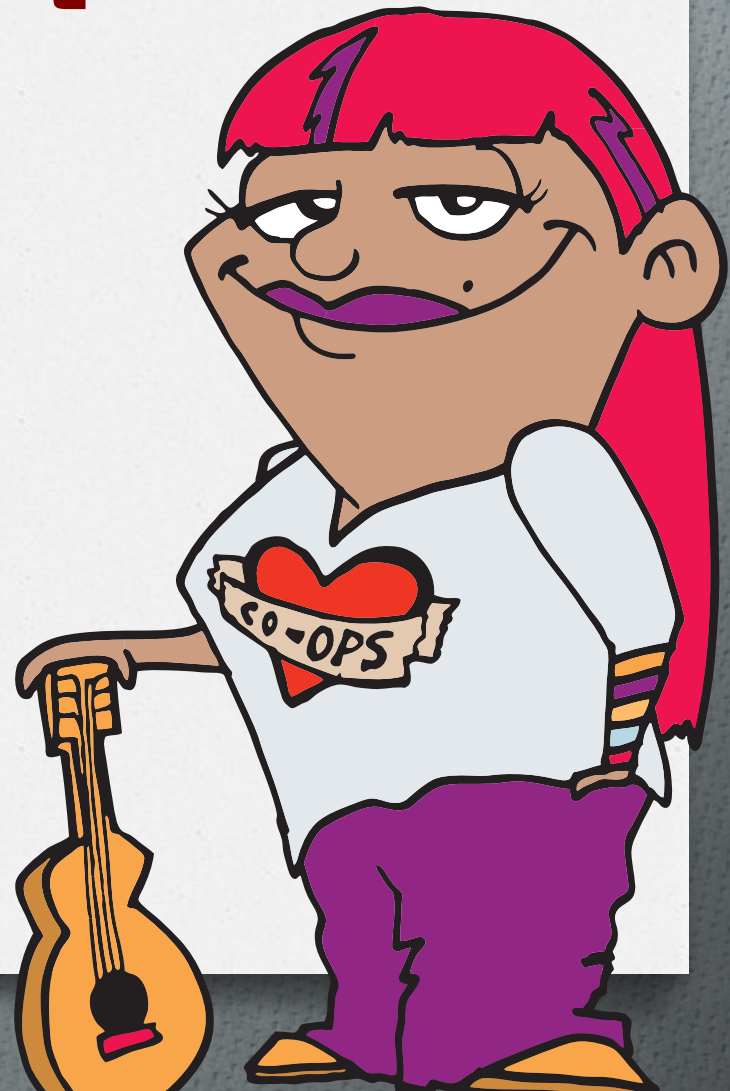
In the Music Business, what does the figure 95% represent?



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Music Pop Quiz:

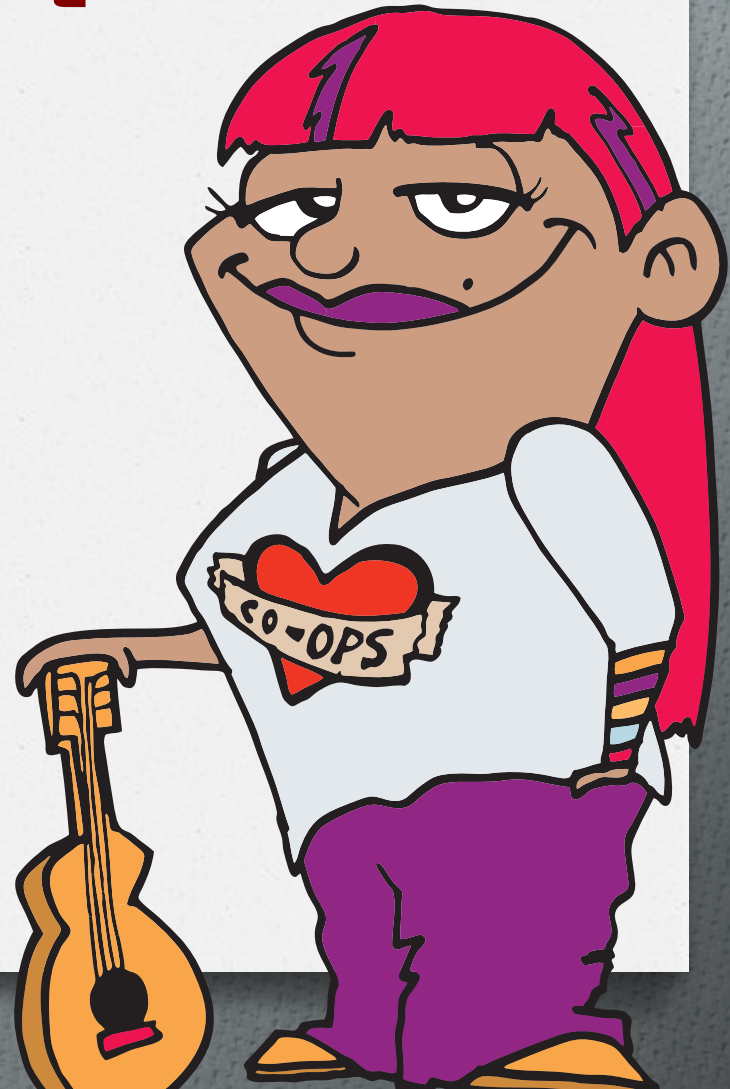
A 2009 study found that 95% of all music downloads online were illegal.



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Music Pop Quiz:

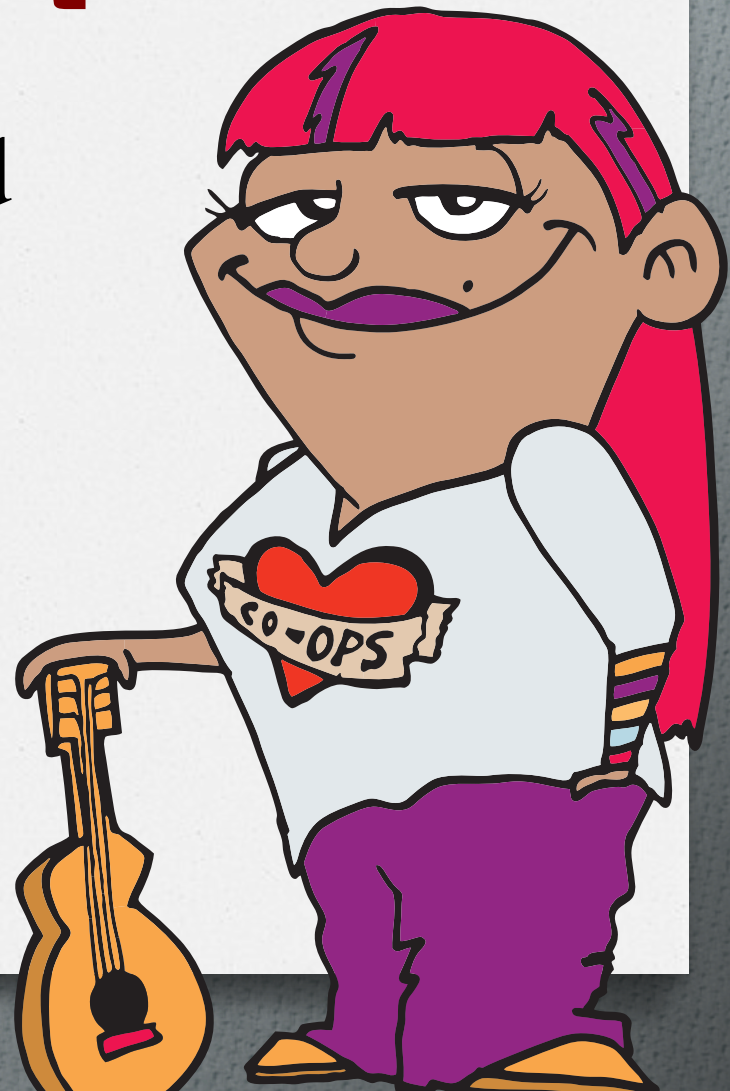
What about the
figure \$0.66?



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Music Pop Quiz:

Bands signed to record companies generally receive between **\$1.70** and a more realistic **\$0.66** per album sold.



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So what does all this have to do with Co-operatives?



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We'll soon find out....

**But first,
the SECRET...**

**What is this
“Co-operative
Revolution?”**



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So what is a **Co-operative?**

- Co-operative Businesses are also known as “Co-ops”
- Has NOTHING to do with CO-OP PLACEMENTS!
- It’s a Business PHILOSOPHY put into practice.
- It’s believing that business is about MORE than just greed, and “profit at any cost”. It’s about:

Sustainability **Communities** **Collaboration**
Fair Trade **Social Justice & Responsibility** **over Competition**
Local Businesses

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So what is a **Co-operative?**

- It is an organization owned and controlled by its members for their mutual benefit.
- It is a business enterprise that is owned and controlled by its members (not by a few individuals or shareholders) and operates for the benefit of its members (not for the profit of a few individuals or shareholders).
- It is a business enterprise that is owned and controlled by its members (not by a few individuals or shareholders) and operates for the benefit of its members (not for the profit of a few individuals or shareholders).



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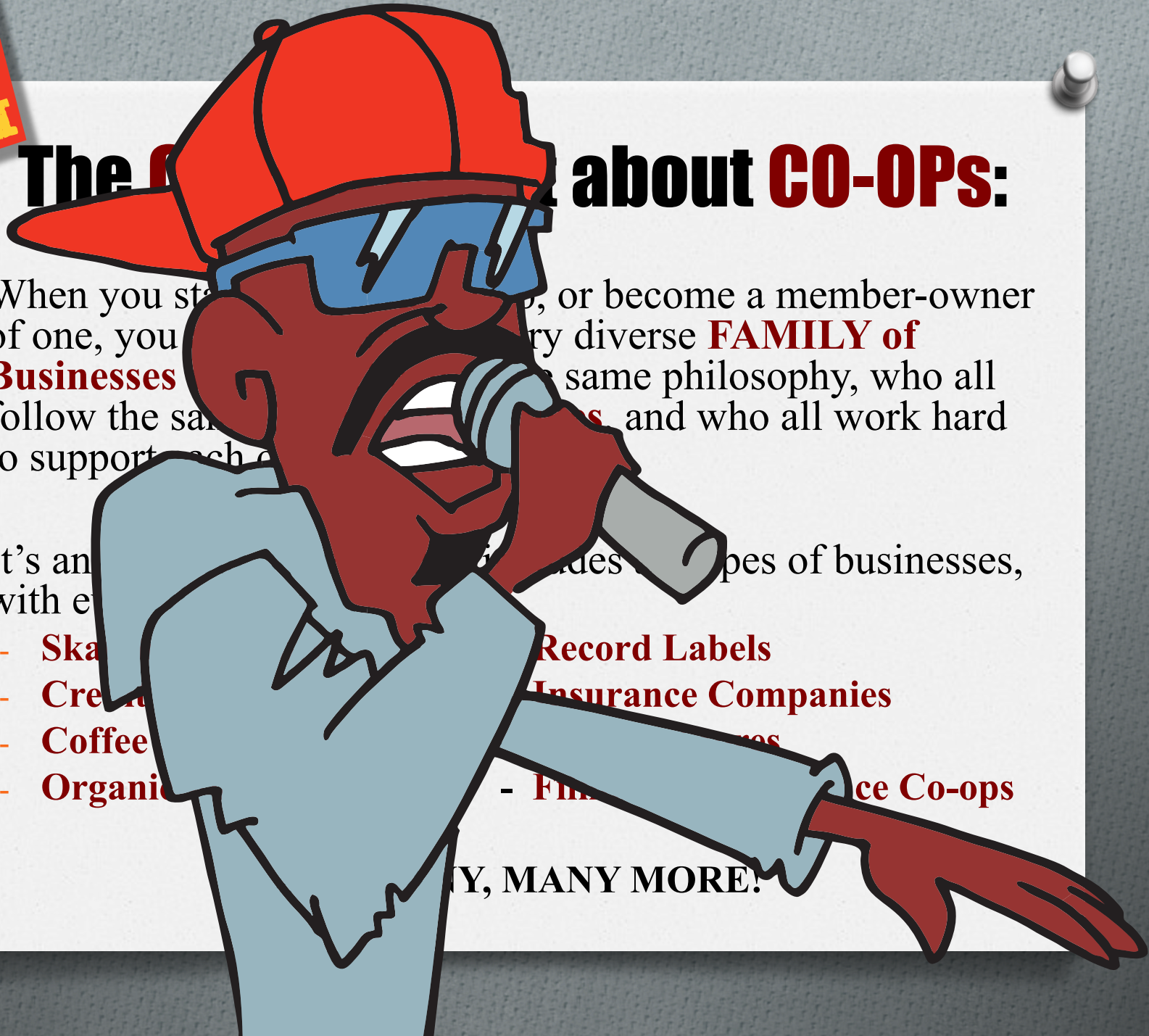
The **4** about **CO-OPs:**

- When you start a co-op, or become a member-owner of one, you join a very diverse **FAMILY of Businesses** that share the same philosophy, who all follow the same principles, and who all work hard to support each other.

- It's an industry that includes a wide range of businesses, with examples like:

- **Skateboard Co-ops**
- **Record Labels**
- **Credit Unions**
- **Insurance Companies**
- **Coffee Co-ops**
- **Organic Food Co-ops**
- **Finance Co-ops**

AND MANY MORE!



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Barcelona FC

- One of the world's most successful & popular soccer teams is run as a **CO-OPERATIVE!**
- It's owned and run by its 175,000 members who each pay a yearly membership fee of \$240 (bringing in around \$40 million).
- Due to the fact that the team is owned by its fans, youth development, community and fan welfare are put above short term success and financial gains!



4
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Green Bay Packers

- The only pro sports team in the U.S. which is community-owned.
- The team is worth 1 billion dollars, has won more Super Bowls than any other team in history, and is the **ONLY** NFL team to have **NEVER** been sold.
- The Co-operative Model is **SO SUCCESSFUL**, in fact, that the owners of other teams passed a rule **FORBIDDING** any other community –owned teams!



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What Unites Us: The Co-op Principles

- #1: All Welcome, No Pressure**
- #2 One member = one vote**
- #3 No free rides**
- #4 Self-control, no parents**
- #5 Share, Learn, Grow**
- #6 Co-operation between Co-operatives**
- #7 Concern for Community**



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Key Principle:

ONE MEMBER, ONE VOTE!!!

Forget the word “customer”. When you become a member of a co-op, you are actually a **member-owner**. And as a member-owner, **YOU ACTUALLY GET A SAY** in how the business should be run!

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Key Principle:

ONE MEMBER, ONE VOTE!!!

The BEST PART, and what makes
co-ops so unique is that...

EVERYONE (even the CEO!)
gets a single vote, so
it's completely democratic!



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The **COSTCO** Case

WHOLESALE



QUIZ:

You buy a membership at Costco, and get discounts and benefits from being a member.

So...is COSTCO a
co-operative business?

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The **COSTCO** Case

WHOLESALE

Answer: NOPE

The key difference: your membership at Costco doesn't give you any voting rights or ownership, or a say in how the company should be run, where the profits should go, or what fair trade / local / ethical organizations YOU feel "WE" should be buying from.

**There's no "WE" here.
There's "THEM", The Corporation...
and there's you, the customer.**



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Where would you rather put your **MONEY?**

Into the pockets of
some wealthy
shareholders who
may live across the
world – and who
probably don't
know or care about
your community.

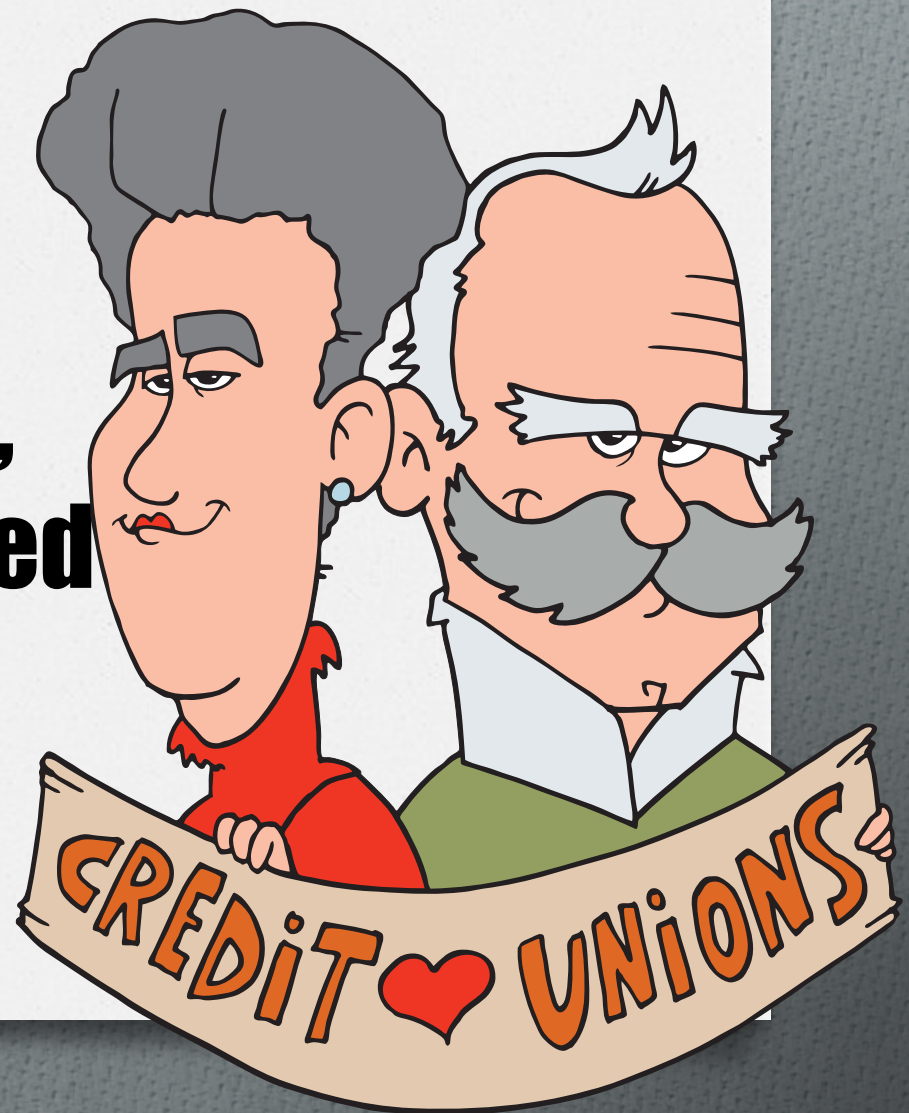
OR

Into an ethical &
socially responsible
organization that
reinvests in its
members and
community
(and **YOU** get a say in
the business' direction!)

4
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DID YOU KNOW?

A Credit Union is really just a Co-operative Bank, Owned and Operated by it's Members, like YOU!



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After seeing a farmer get ripped off by wildly unfair interest rates, Alphonse & Dorimene Desjardins started North America's first Credit Union in their tiny, little kitchen, in Levi, Quebec, 1900.

Today, the Desjardins Group is worth \$152 BILLION!

DID YOU KNOW?



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**So who
says that
CO-OPS
ROCK?**



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From the United Nations' Secretary General:

“Co-operatives are a reminder ...that it is possible to pursue both economic viability and social responsibility”

- Ban Ki-moon



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**For a long time, greed took over, and
the western world's philosophy was:**

“You are what you have... or can get.”



BusinessWeek

MELTDOWN

FOR HOUSING, THE WORST IS YET TO COME

BY PETER COHEN



MYSTERY OF THE MISSING IPHONES
THE WOUNDED
REAL ECONOMY



OCCUPY WALL STREET

MARKET JITTERS spending power
CREDIT CRUNCH
CAPITAL INVESTMENT
Financial crisis
Downturn
Economic disaster looming
Crash!
RECESSION FORECAST
Bust
Global trends

Aug 25, 1987	336.07	295.45
July 16, 1990	268.95	716.76
March 24, 2000	1,527.46	49
Oct. 9, 2007	1,565.15	984.94*

7 trillion vanishes

and in sight for year-old bear market

lifeline from Fed for \$37.8 billion

The Federal Reserve Board said people that it would provide up to \$37.8 billion to help American Internet companies deal with a rapidly changing market.

BEAR MARKET
Oct. 9, 2007
1,565.15

60,000 jobs lost in a single day

Layoffs cut deep into

tens of thousands of workers lose their jobs at recession grips manufacturing, retail

Abundant pink slip
Jobs cut in January
Portl of jo comp
10



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BUT...

**Today, we are
the Gamechangers.**



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**We have the
power, technology,
choice and voice, to
Change the Game
for the better.**

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Remember This?

**Bands signed to record
companies generally receive
between \$1.70 and a more
realistic \$0.66 per album sold**

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Gamechanger Example #1:

In 2007, the band Radiohead, fed up with being ripped off by profit-hungry record companies, released their album “In Rainbows” **THEMSELVES**, without a record company...

and ...with a co-operative twist...

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Gamechanger Example #1:

- They decided to respect and trust their loyal fans, while also being more sustainable and collaborative.
- Offered the album online only, and the cost was “Pay What You Want!”

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The Result?

- **They've sold 3 MILLION COPIES (their previous 3 albums sold less than 1 million albums COMBINED!)**
- **sold 1.2 million concert tickets, and over 100,000 box sets at \$80 each**
- **2/3 of fans paid between \$5 to \$15 dollars for the album!**

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The Result?

Best of all, because they worked co-operatively amongst the group, and with their fans, they collected **ALL** the **PROFITS**, which they've in turn used to help organizations such as these:



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THEN....

Radiohead co-operated with fans on a greater level – for an amazing cause.

They played a benefit concert for Haiti, allowed fans to videotape, and then asked their fans to submit their videos to BitTorrent.

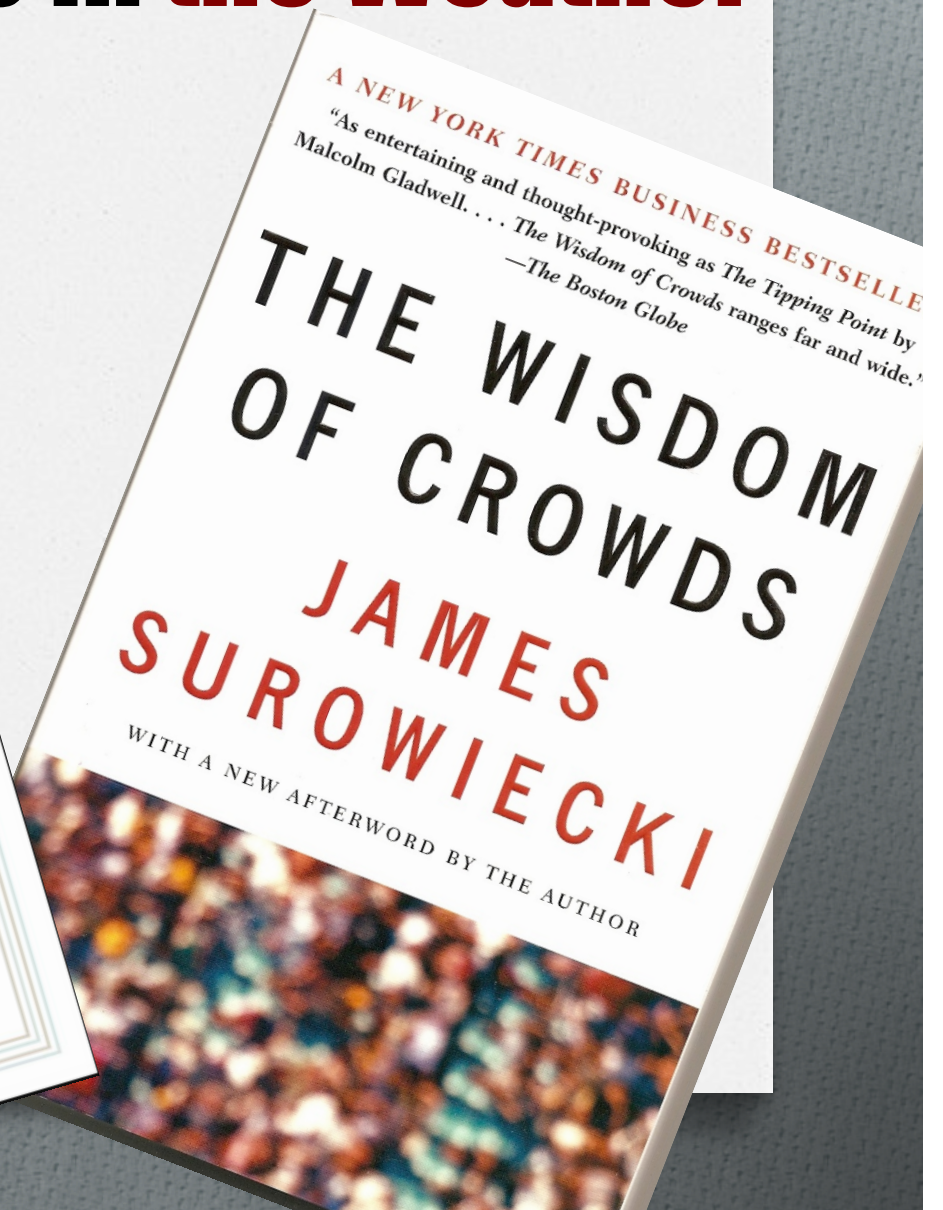
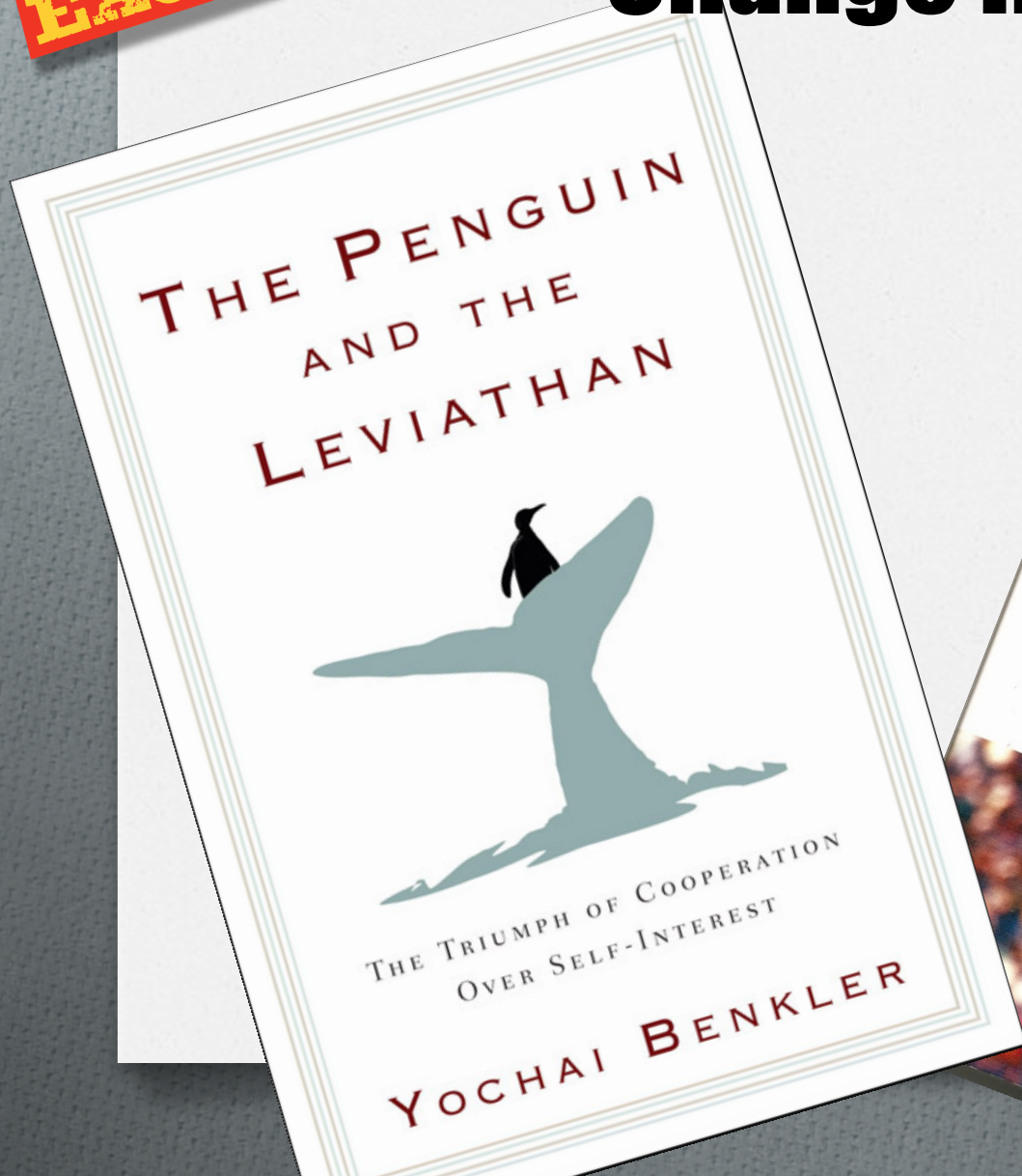
A DVD was created from the footage and sold online (Pay what you want!), with all proceeds going to Haiti.

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**No packaging, distributing,
advertising costs, middle-men,
record companies, or royalties.
All co-operation. All sustainable.
All good.**

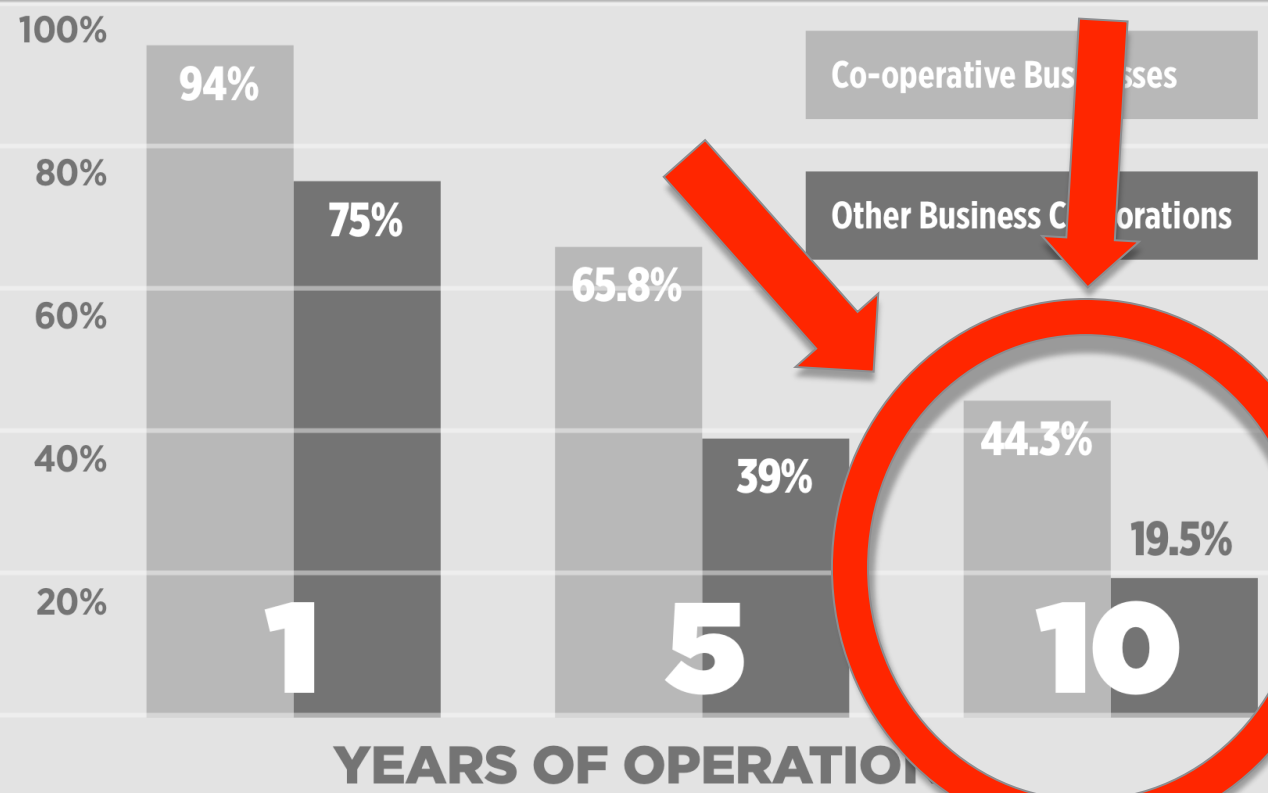
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Change in the Weather



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Co-ops outlive corporations.



Three recent studies demonstrate that co-operative enterprises have significantly higher survival rates than other business corporations. This co-op advantage becomes more prominent over time.

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L*SC
LONDON SKATEBOARD CO-OP

cooperative music
**CO
OP**

DEEP ROOTS
MUSIC FESTIVAL

PUB AND BREWERY
BLACK STAR
CO+OP

MOTION TWIN

**CO
FED**

URBANE CYCLIST
180 JOHN ST.
TORONTO
979-9733

Yoga Co-Op
member owned 2012

guelphcampus

THE **BIG
CARROT**
Searching for Nature's Finest

NEW BRUNSWICK
**FILMMAKERS
CO-OPERATIVE**

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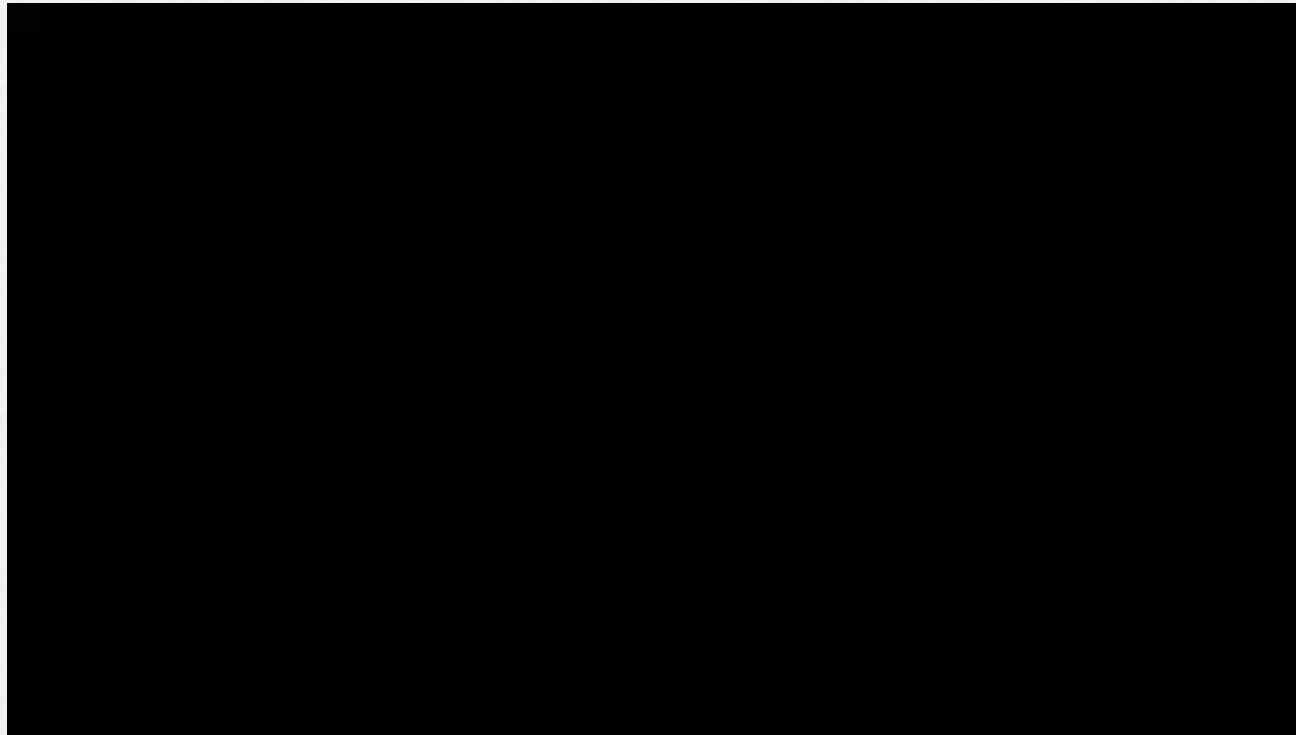
Student-Started Co-ops

- Video Game / Magazine Co-op
- Record Label Co-op (sharing studio space, equipment, software)
- “Snack Shacks” at School
- Car Share Co-op / Taxi-Van Company (when their Bussing to school was cut)
- Café / Coffee shops
- Book stores (ie. Used textbook store at Uni. of Guelph)
- Bike / Skateboard shops
- CoFED (Co-operative Food Empowerment Directive)

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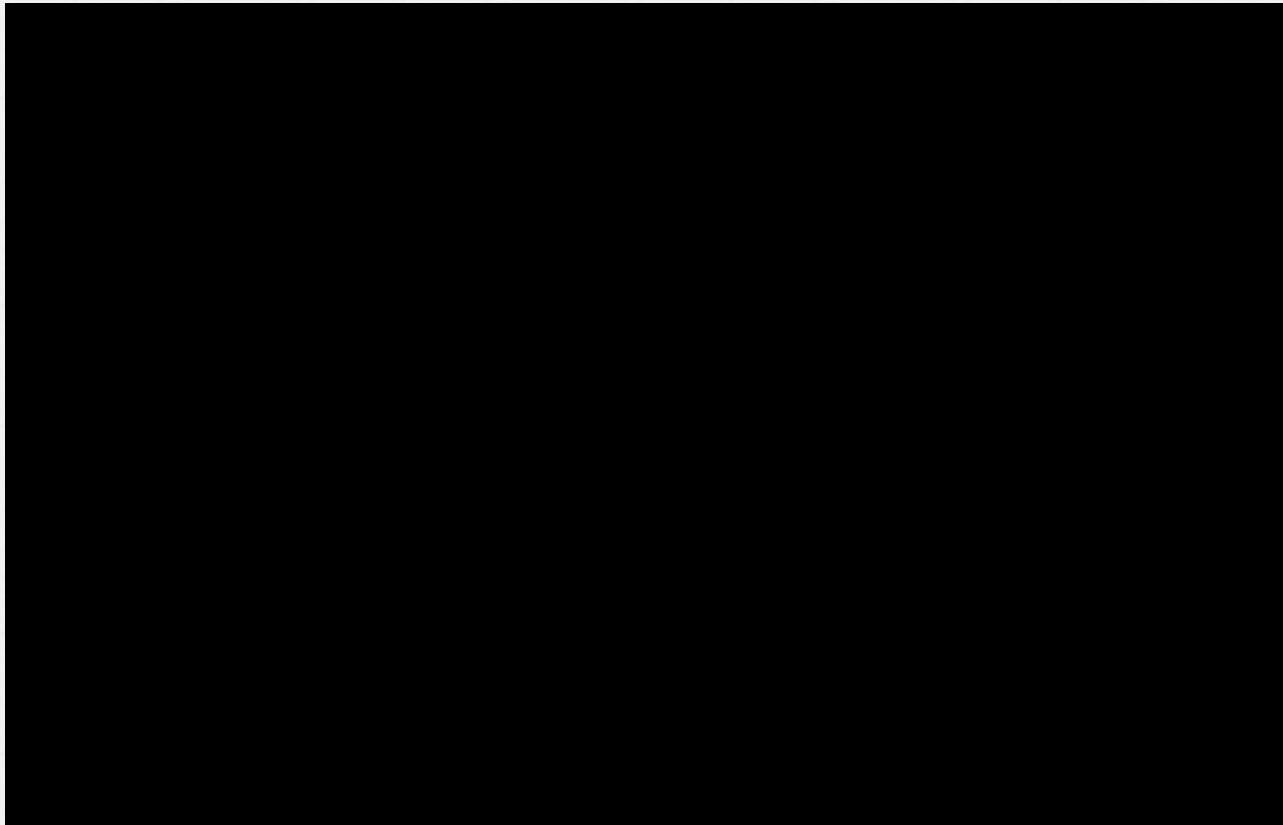
Started by students selling equipment out of their van...and in 2011, had sales of \$270 million.





Co-operative Food Empowerment Directive

CoFED is a program that empowers students to create ethically-sourced, cooperatively-run food enterprises on college campuses.



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So what do the Beatles, **Credit Unions**,
Barcelona FC Soccer Club, **Wikipedia**,
The United Nations, **Me to We**, the
Civil Rights Movement, and the band
Radiohead have to teach us?



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**That we are far stronger, more
sustainable, and just plain
better, together,
than we are apart!**



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Join the Movement. Go Co-op.

