

Measuring What Counts in the Social Economy

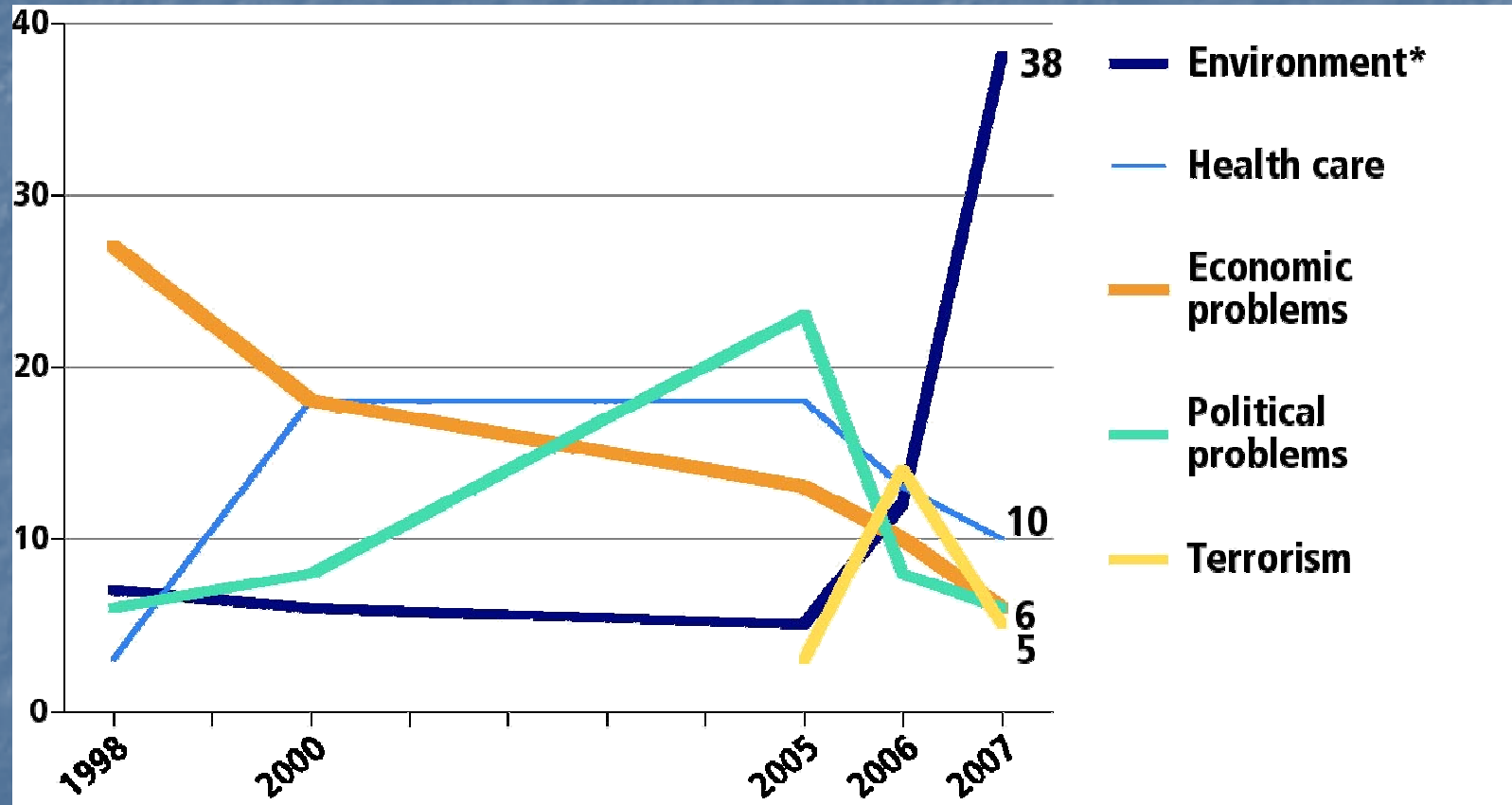
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Concern of the public and therefore the sector ...



Why is this important to the sector?

- Strengthen the business case
- This is at the heart of co-operation!
 - International Co-operative Principles (ICA 300)
 - Triple bottom line
 - Structure enables stakeholder/ member involvement
- Recognition and to brand the sector

What is the sector doing?

- Global Reporting Initiative Sustainability Guidelines
- LEED Building certification
- Natural Step & InterPraxis
- Public Accountability Statements
- Internal measurements:
 - In-office recycling & MEC's Dumpster D
 - Energy use
 - Procurement policies : using green/local products
 - Developing transportation policies
 - Staff, member and stakeholder surveys
 - In-house reports



Case Studies

LEADERS in the Sector:

- Mountain Equipment Co-operative
- Vancity
- Alterna Savings
- The Co-operators

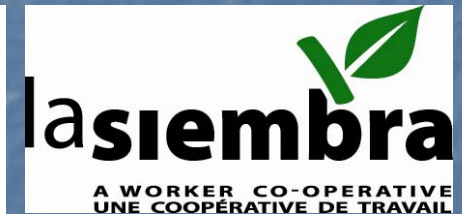


What is being measured?

- Governance Structure
- Stakeholder & Member Engagement
- Management Systems
- Environmental - Emissions, Waste, Energy Use
- Social – Impacts on the Community
- Human Resources – Training, Diversity, Labour Practices, Human Rights, Satisfaction
- Product Development – Use of Recycled Materials
- Economic – Sales, Cost of Goods, Economic Impacts
- Manufacturing – Factory Audits

Emerging CSR Co-ops

- University-based co-ops:
Guelph Campus Co-op,
Grand House
- Renewable energy co-ops:
Ag Energy Co-operative
- Organic and fair trade co-ops:
La Siembra, Planet Bean &
Organic Meadows

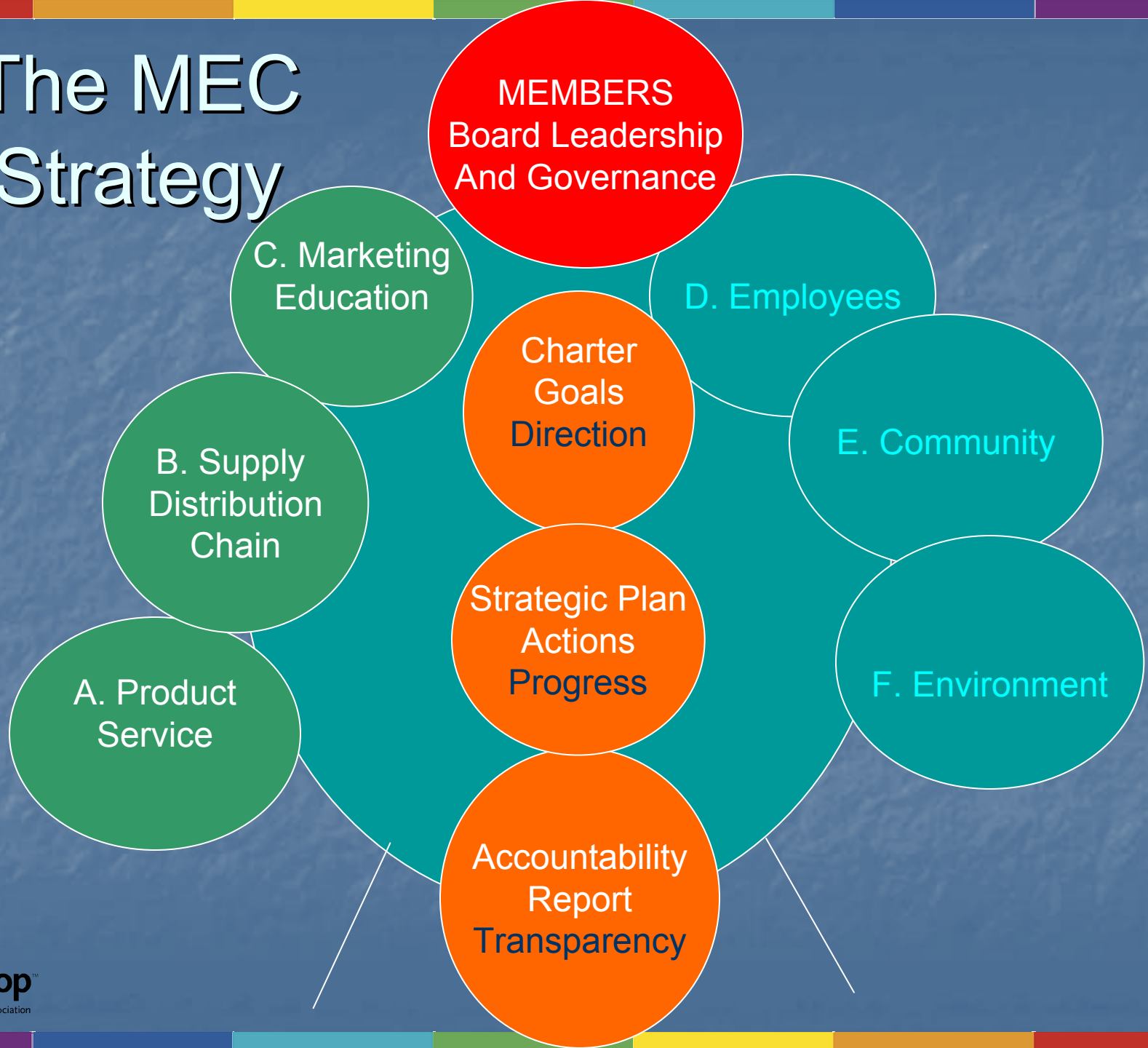


Mountain Equipment Co-op

- Started 37 years ago by 4 students in B.C.
 - Today: Largest retail co-op in Canada with 2.7 million members
 - 4th largest polity in Canada
 - 12 locations across Canada
 - \$240 million revenue
- Ethical purchasing and environmental sustainability
 - Integral to operations (Driven by Board, and Staff)
 - Key strategy to MEC's business and strategic plans
 - Use Sustainability reports, web material and member education
- Benchmarks
 - Global Reporting Initiative
 - Walk the Talk
 - Long term strategy/ approach
 - Leader → holistic approach and sustainability strategy



The MEC Strategy



Vancity

■ History

- Formed in 1946
- Canada's largest credit union, more than 390,000 members
- \$ 14.1 billion in assets (2007)

■ CSR Products and Services

- Commercial Investment Opportunities → investing in green buildings, alternative transportation, community power
- Retail products → Enviro VISA, green mortgage
- Reducing their own footprint → B.C. carbon neutral by 2010
- Supporting the community → Vancity Community Foundation
- Member education and advocacy → community partnerships

■ Integrated strategy within Vancity and across all subsidiaries



Alterna Savings

- History
 - April 2005, Alterna the result of a merger between CS Co-op and Metro Credit Union
 - Operations from Ottawa to Toronto, more than 150,000 members
 - \$ 1.8 billion assets
- CSR Pillars
 - Financial Literacy → Member Education Forums
 - CED → Micro- loan and Immigrant Loan Programs
 - Accountability
 - Environmental Sustainability
 - Philanthropy → Community Scholarship and Donation programs
- Work in Progress

The Co-operators



- History
 - Established in 1945
 - Actively developing a sustainability policy since 2005
 - Over \$7 billion in assets
- Developing their sustainability policy through the Natural Step
 - Climate change strategy
 - Sustainability within the organization
 - Developing sustainability products and services → diversified and innovative insurance products
 - Strategic stakeholder engagement → community investment
- Long-term commitment

Moving Forward...

What needs to happen next?

- How does this become part of co-op strategy?
- How do co-ops communicate what they are doing?
- What can small, medium, large co-op be doing to address 'co-op' social responsibility?
- Next Step:
 - Supported growth and development → CSR networks and toolkit developments





Ontario Co-operative Association

www.ontario.coop

