

Co-op identity 2.0:

Do the websites of Canadian co-operatives reflect the co-op difference?

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Basic assumptions

- Co-operatives should reflect the distinctiveness of their business model in both internal and external communications.
- A corporate website is the public face of an organization: the extent to which a website reflects co-op identity speaks to the co-op identity of the organization itself.

Methodology

Content analysis Canadian co-operative websites

- 50 largest non-financial co-ops + The Co-operators and Desjardins
- 20 largest credit unions
- 20 new and emerging co-ops

Co-operative Identity Web Index (CIWI)

The CIWI

Six indicators:

- Does the website **identify the organization as a co-operative**, above and beyond the name & logo? (10 pts)
- Does the website attempt to answer the question “**What is a co-op?**” (10 pts)
- Does the website list the **7 co-operative principles**? (10 pts)
- Does the website provide **additional information** about the co-operative model or the co-op movement, for example, a co-op FAQ? (10 pts)
- Does the website include **links to other co-ops** or co-operative associations? (5 pts – 1 for each link up to 5)
- Does the website use the **.coop domain** extension? (5 pts)

Total: 50 pts (note: for each of the first 4 indicators, 1 pt is deducted per level of navigation)

Co-op identification: 52 largest co-ops

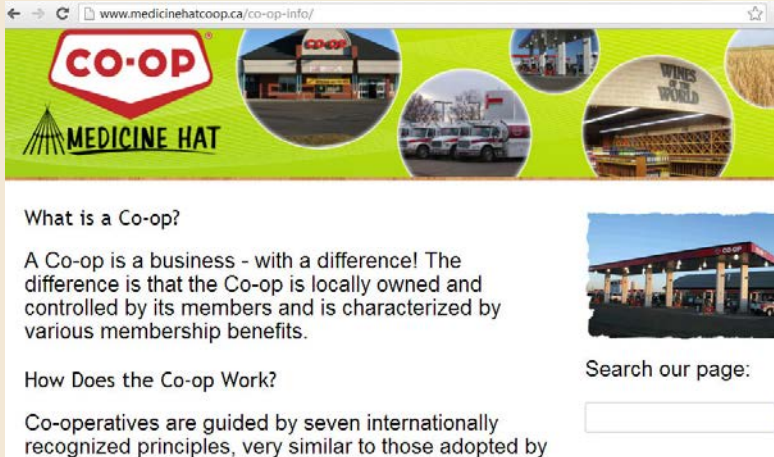


Indicator 1: Does the website identify the organization as a co-operative, above and beyond the name and/or logo?

- 49 out of 52 identified as co-op
- 21 identified as co-op on home page
- 25 identified as co-op on 2nd level (1 click)
- 3 identified as co-op on 3rd level (2 clicks)
- 3 did not identify as co-op beyond name or logo

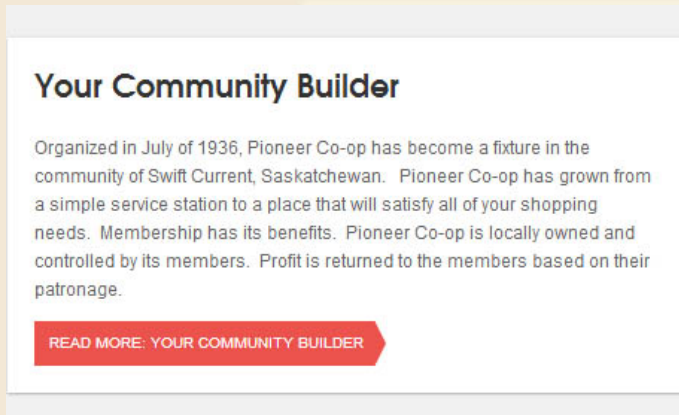


What is a co-op?

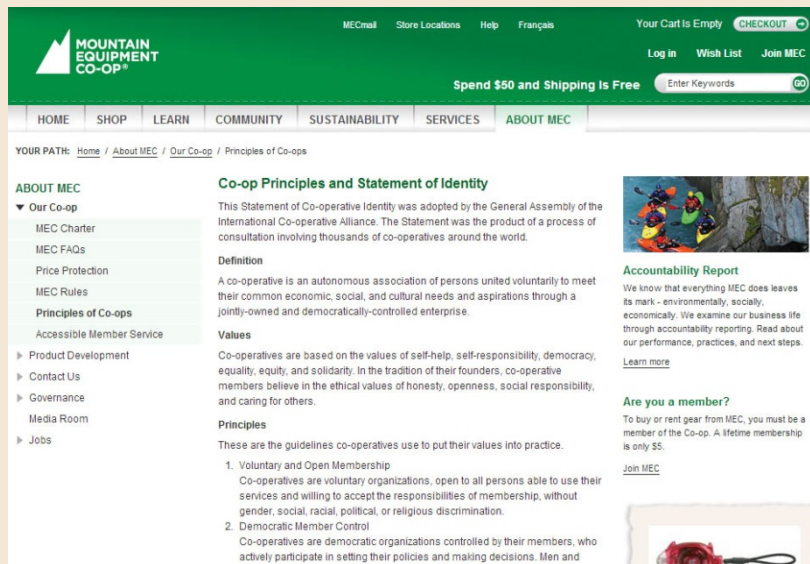


Indicator 2: Does the website attempt to answer the question “What is a co-op?”

- **36 out of 52** made some effort to describe what a co-op is
- Only 1 – Pioneer Co-op – had info on home page
- 15 had info on 2nd level (1 click)
- 16 made no attempt to define a co-op
- Common phrases: “member-owned”, “controlled by members”, “profits shared”



Co-op principles



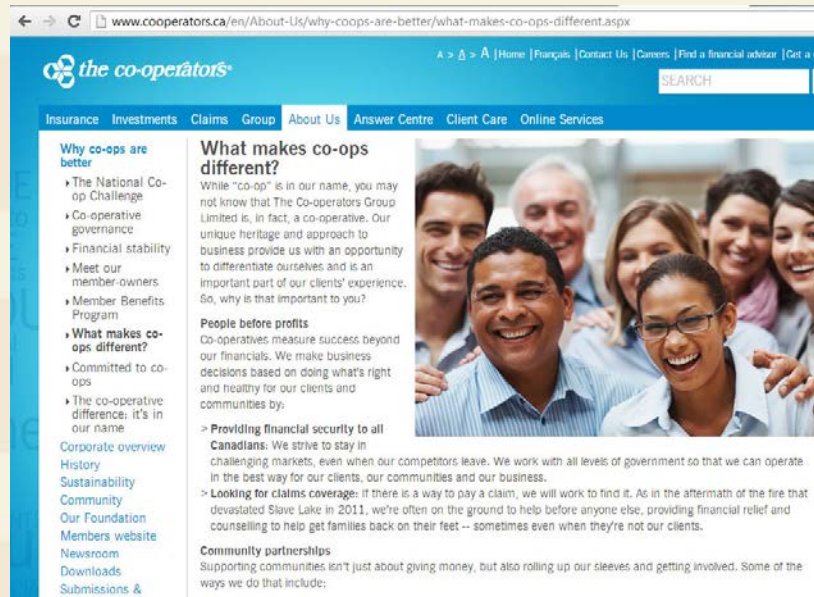
Indicator 3: Does the website list the seven co-operative principles?

- 21 co-ops listed the principles on their websites
- 6 more made reference to principles, but did not list them
- 25 made no reference to co-op principles
- No sites had principles on home page
- 10 listed principles in 2nd level navigation (1 click)

Additional co-op info

indicator 4: Does the website provide additional information about the co-operative model or the co-op movement, for example, a co-op FAQ?

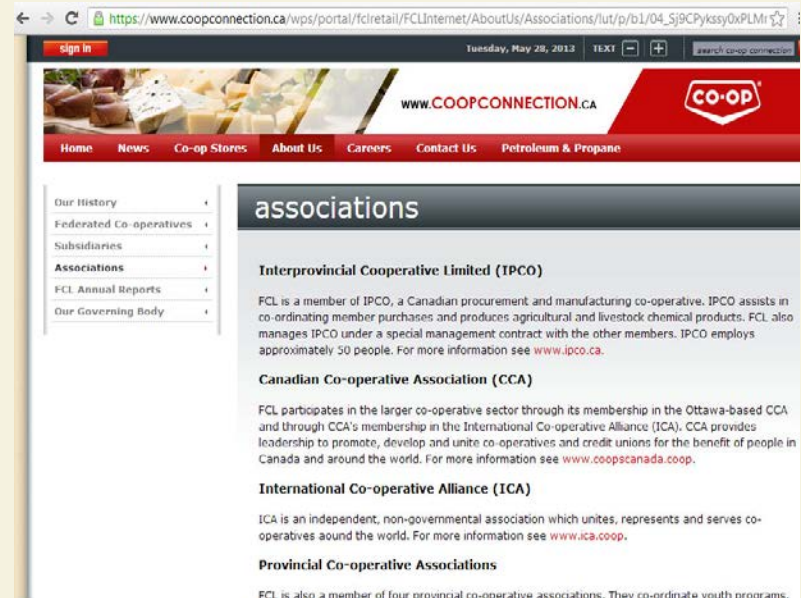
- **33 sites** had additional information about co-ops, usually on 2nd or 3rd level.



Links to other co-op organizations

Indicator 5: Does the website include links to other co-ops or co-operative associations?

- Sites that listed other co-ops or associations but did not link received half points.
- **28 sites** included at least one link to another co-op or co-op association.
- **16 sites** had more than one link



The .coop domain

Indicator 6: Does the website use the **.coop domain** extension?



- Only **6** of the co-ops used the .coop domain, including La Coop fédérée.
- 23 used .ca, including FCL, MEC and The Co-operators.
- 23 used .com, including Desjardins, UFA & Agropur

52 largest co-ops: CIWI scorecard

- **Median CIWI: 28/50**
- **Average CIWI: 23.3/50**

Sorted by language of site

- English (34 sites): average CIWI: **20/50**
- French (10 sites): average CIWI: **35.1/50**
- Bilingual (8 sites): average CIWI: **26.6/50**

Of the 6 sites that used .coop, four were in French, one was bilingual and one was in English.

CIWI top 12

- Citadelle (QC) - www.citadelle-camp.coop: 46/50
- Mid Island Co-op (BC) - www.midisland.coop: 46/50
- La Coop fédérée (QC) – www.lacoop.coop: 42/50
- La Coop des Bois-Francs (QC) – www.boisfrancs.coop: 42/50
- Groupe coopératif Dynaco (QC) – www.dynaco.coop: 42/50
- Co-op Atlantic (NB) – www.coopatlantic.ca: 42/50
- La Coop Purdel (QC) - <http://www.purdel.qc.ca>: 41/50
- Unicoop (QC) - <http://www.unicoop.qc.ca>: 40/50
- La Coop Seigneurie (QC) - <http://www.scalaseigneurie.qc.ca>: 40/50
- Arctic Co-operatives Ltd (MB): <http://www.arcticco-op.com>: 39/50
- The Co-operators (ON): www.cooperators.ca: 38/50
- La Coop Profid'Or (QC): <http://www.profidor.qc.ca>: 38/50

www.midisland.coop/index.php?page=11

Home - Join Co-op - Resources - Links - Contact - Search For
Membership Application - Commercial Card Lock Application

CO-OP
MID ISLAND CO-OP

ABOUT US MEMBER BENEFITS LOCATIONS COMMUNITY NEWS CHECK GAS CARD



In 2011, members received a 3.8% equity rebate on their purchases

JOIN CO-OP TODAY!

ABOUT US
WHAT IS A CO-OP
HISTORY
BOARD OF DIRECTORS
ADMINISTRATION

What is a Co-op?

These Co-operative Principles are guidelines by which co-operatives put their values into practice. The following statement of principles was developed through the International Co-operative Alliance.

1. Voluntary and open membership
Co-operatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.

www.90.lacoop.coop/entreprise-reseau/vie-associative/trait-distinctifs

La Coop fédérée Secteur agricole Quincaillerie et machines agricoles Secteur énergies Transformation de viandes

LA COOP > UNE ENTREPRISE - UN RÉSEAU ET VOUS > CARRIÈRES ET SERVICES ACTUALITÉS CONTACTS

ACCUEIL > UNE ENTREPRISE - UN RÉSEAU > LA VIE ASSOCIATIVE > TRAITS DISTINCTIFS

TRAITS DISTINCTIFS

DÉFINITION D'UNE COOPÉRATIVE
Une coopérative est une association de personnes volontairement réunies pour satisfaire leurs aspirations et besoins économiques, sociaux et culturels communs, au moyen d'une entreprise dont la propriété est collective et où le pouvoir est exercé démocratiquement. (Déclaration sur l'identité coopérative, Alliance coopérative internationale)

Les règles d'action des coopératives sont les suivantes :
(Article 4 - Loi sur les coopératives)

1. L'adhésion d'un membre à la coopérative est subordonnée à l'utilisation des services offerts par la coopérative et à la possibilité pour la coopérative de les lui fournir.
2. Le membre n'a droit qu'à une seule voix, quel que soit le nombre de parts sociales qu'il détient, et il ne peut voter par procuration.
3. Le paiement d'un intérêt sur le capital social doit être limité.
4. La possibilité de constituer une réserve.
5. L'affectation des trop-perçus ou excédents à la réserve ou à l'attribution de ristournes aux membres au prorata des opérations effectuées entre chacun d'eux et la coopérative, ou à d'autres objets accessoires prévus par la loi.

LEUR FÉDÉRATION - LA COOP FÉDÉRÉE
Juridiquement, La Coop fédérée est à la fois une société coopérative agricole et une fédération de coopératives agricoles. Outre les pouvoirs normalement dévolus à une coopérative agricole, une fédération a pour but de protéger les intérêts de ses membres et de promouvoir leur développement. À cette fin, elle peut notamment :

1. Exercer les pouvoirs d'une coopérative.
2. Établir des services d'éducation, de propagande et d'assistance technique.
3. Accorder une aide financière à un membre.
4. Faire des conventions avec un membre pour surveiller, diriger ou gérer ses affaires pendant une période déterminée.
5. Faire inspecter, vérifier ou examiner les livres et les comptes de ses membres et des coopératives endettées envers elle.
6. Exiger des membres et autres coopératives visées dans le paragraphe 6, une copie de leur rapport annuel et de leur règlement.
7. Fournir aux personnes intéressées par l'organisation d'une coopérative des renseignements propres à en déterminer l'efficacité et en faciliter la constitution (Article 233 - Loi sur

Devenir membre >
Contactez-nous >

Qu'est-ce qu'une coop?

www.citadelle-camp.coop/maple-syrup/Members/Cooperative-Section.aspx

Home - Careers - Contact us English
YouTube flickr Search
What's new? - Recipes - Related Sites - Customer Service

CITADELLE
MAPLE SYRUP PRODUCERS COOPERATIVE

→ Cooperative Section
Benefits and Services
Becoming a Member
Information Request Form
Frequently Asked Questions
Contact / Members services

The Cooperative All about Maple Products **Members**

You are here: **Members** > Cooperative Section

Cooperative Section

According to the Cooperatives Act, a cooperative is a group of individuals or companies who join together to satisfy shared economic, social, or cultural needs by operating an organization under the rules of the Act.

An agricultural cooperative is one dedicated to agriculture and related activities, including supplying goods and services used in farming or in the production, processing, storing, marketing, handling, or transportation of agricultural products.

Citadelle is an agricultural cooperative that specializes in maple and honey products. It has nearly 2,000 members and operates in ten of Quebec's administrative regions. The cooperative uses a collection network to gather sap during spring and honey throughout the year. It works with a number of brokers in the United States and Canada and distributors throughout the world. Consequently, CITADELLE maple and honey products can be found in processing plants and on consumers' tables in almost 40 countries.



The values and principles behind the Cooperative

Statement of cooperative identity
Adopted in September, 1996 by the International Cooperative Alliance (ICA), in Manchester.

ACL Arctic Co-operatives Limited

Home
About Arctic Co-ops
Services
Development Funds
About Co-ops
Member Co-ops
Canada's North
Inuit and Dene Art
Tourism / Inns North
Media
Career Opportunities
Co-op Map
Disclaimer

About Co-ops What is a Co-op?

- What is a Co-op?
- Statement on Co-op Identity / Principles
- National & International Links
- Governance

What is a Co-op?

Definition: A co-operative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.

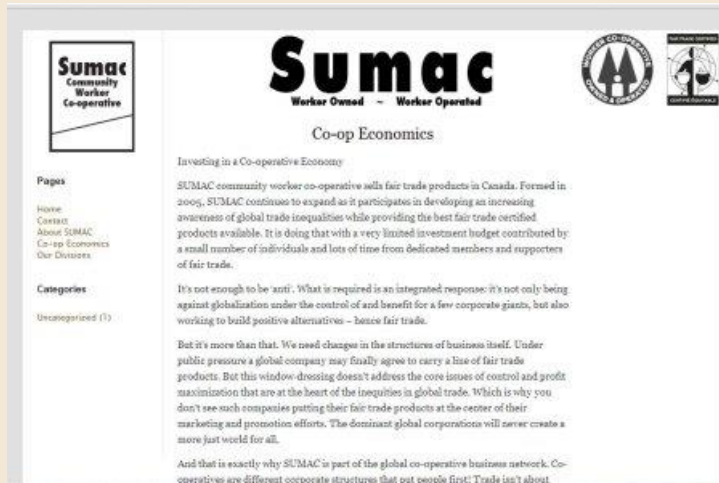
Broader description: Co-operatives are business organizations owned by the members who use their services. Control rests equally with all members ("one member, one vote") and surplus earnings are shared by members in proportion to the degree they use the services. Co-ops are structured in a democratic way that allows members to have a say in their actions. The members elect the board of directors and decide what should be done with any surplus that is generated in the co-op. The members of the co-op are people, or groups of people, who use and need the services and products a co-operative provides. If the co-op is created to provide work, the workers are the member-owners. If the co-op is created to purchase goods and services, the consumers (buyers) are the members. Co-ops can be either for-

Credit unions: 20 largest



- Modified index: instead of “what is co-op”, used “credit union difference”
- 13 of 20 described themselves as “financial co-operative”
- All 20 had some explanation of CU difference
- 6 of 20 included co-op principles
- 5 provided additional info about co-ops/CUs
- Only 2 had links to other co-op/CU assns
- None used .coop
- Median CIWI: 18/50; Average CIWI: 17.1
- Assiniboine, Vancity were top CUs

New and emerging co-ops



- 20 new and emerging co-ops, selected from list of CDI recipients: regional & sectoral diversity
- All but 2 identified as co-op
- 10/20 explained “what is a co-op”
- None included co-op principles
- 3 included other info about co-ops
- 6 included links to other co-ops, assns
- 3 used .coop
- Median CIWI: 18; average CIWI: 15.7
- Sumac, Funeral Co-op of Ottawa were top

Conclusions

- The good news: some co-ops, especially in Quebec, are making a serious effort to reflect the co-op difference through their websites.
- The bad news: Many co-ops do not perceive co-op identity as a marketing advantage and focus solely or largely on their product or service. Some co-ops that do provide co-op information bury it in 3rd-level navigation, making it difficult to find on their sites.
- The really bad news: The .coop domain, which should ideally be used to distinguish co-operatives online, has little traction among the largest players in the co-op movement.
- New and emerging co-ops are no more likely to reflect co-op identity than large, established co-ops