

Exploring Education for Co-operation: Applying Rochdale to the Social Economy

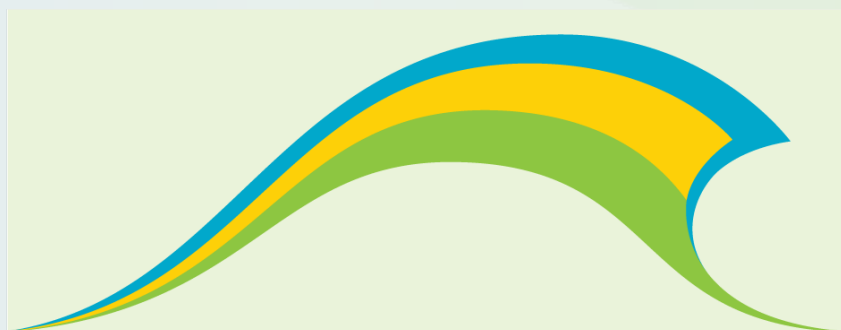
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Goals

- Explore how education is approached in the social economy and co-ops more specifically
- Debate the approach, pedagogies and whether communitarian values are encouraged through education
- Connect current educational practices in co-ops and the broader social economy to that of the Rochdale Pioneers (co-operative movement founders)
- Engage you in a discussion about an education framework for the social economy

Educating Co-operators: the Canadian context

Réseau de recherche pour mesurer la
DIFFÉRENCE COOPÉRATIVE



Measuring the Co-operative Difference
RESEARCH NETWORK

Erin Hancock, Research Network Member

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The project

- Research questions:
 - What type of education is offered to the Canadian co-operative business community (all stakeholders from members to board directors)?
 - Which stakeholder group is most often targeted by these initiatives?
 - Do co-operatives operating in certain sectors of the economy tend to offer more educational initiatives than co-operatives operating in other economic sectors?
 - How is information delivered?
- Scan of educational and training initiatives across Canada by co-ops and/or for co-ops

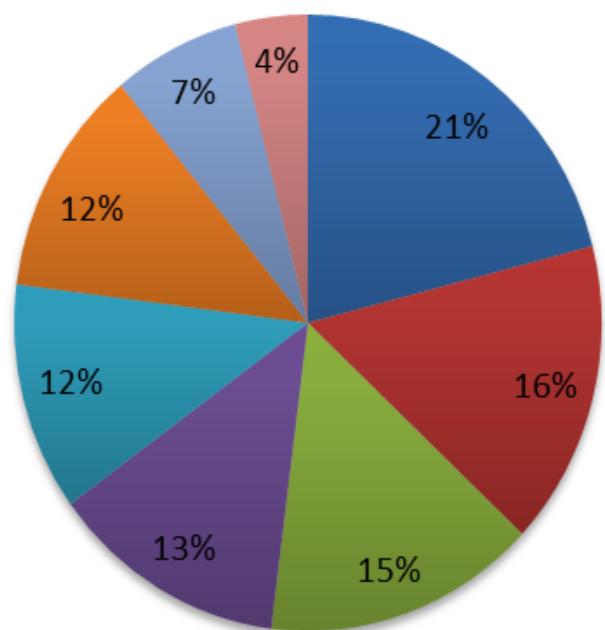
5th principle of co-operation

- “Co-operatives provide education and training for their members, elected representatives, managers, and employees so they can contribute effectively to the development of their co-operatives. They inform the general public - particularly young people and opinion leaders - about the nature and benefits of co-operation.”
- The International Co-operative Alliance

Overview of findings

- 180 initiatives found
- Across all economic sectors
- Delivered by primary, second tier and third tier co-ops as well as consulting bodies and universities
- Delivery methods ranged from online static resources to in-person courses
- Initiatives targeted staff, management, directors, members, developers and the public
- Topics included co-op topics as well as technical topics

Target audiences



■ Managers/executive directors

■ Board of directors

■ Co-op members

■ Employees (not management)

■ Outside entrepreneurs/developers

■ Youth

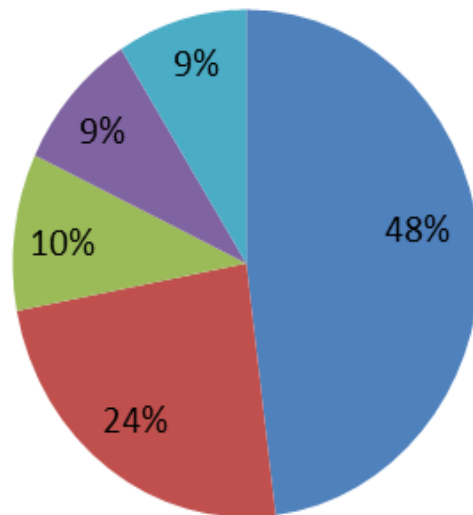
■ General public

■ Academics

Who offers these initiatives?

Type of co-op	# of initiatives	%
Associations and federations	69	38%
Consumer	68	38%
Producer	17	9%
Other	14	8%
Worker	11	6%
Multi-stakeholder	1	1%
	180	100%

Economic sector of the co-op offering the initiative

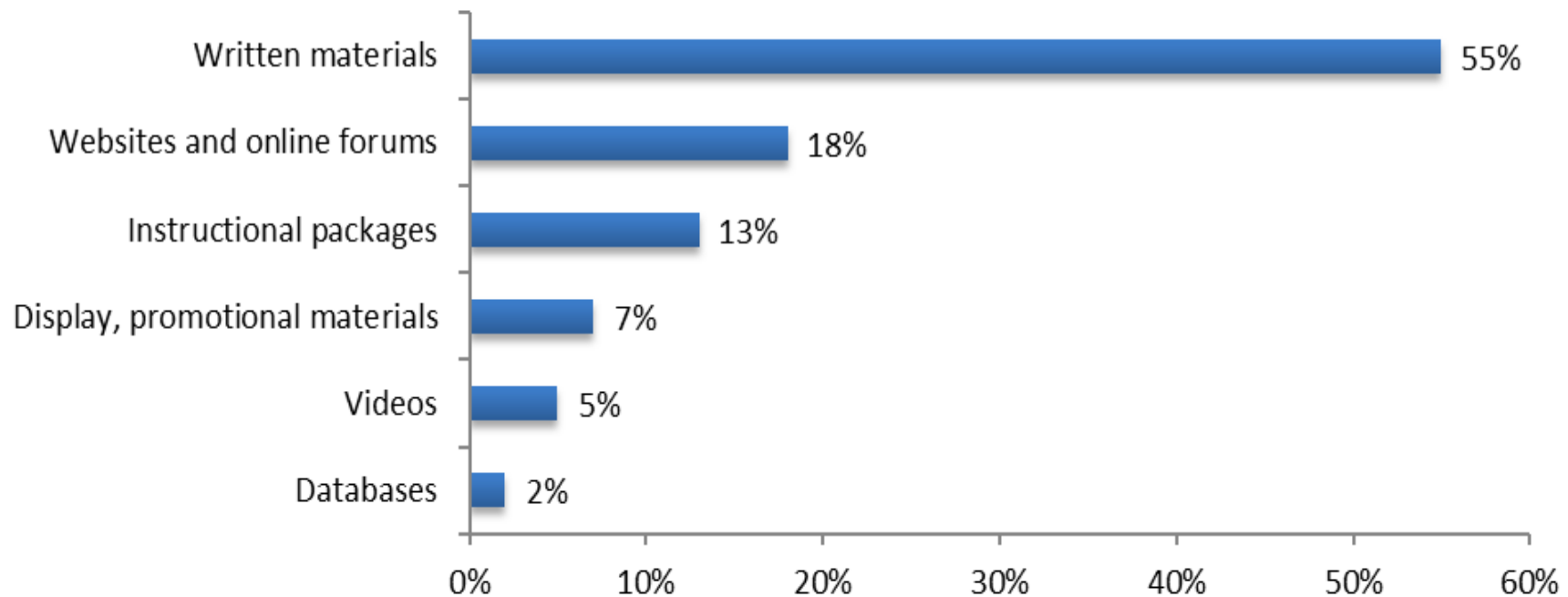


- Multisector, not otherwise specified
- Financial
- Housing
- Agriculture
- Consumer goods

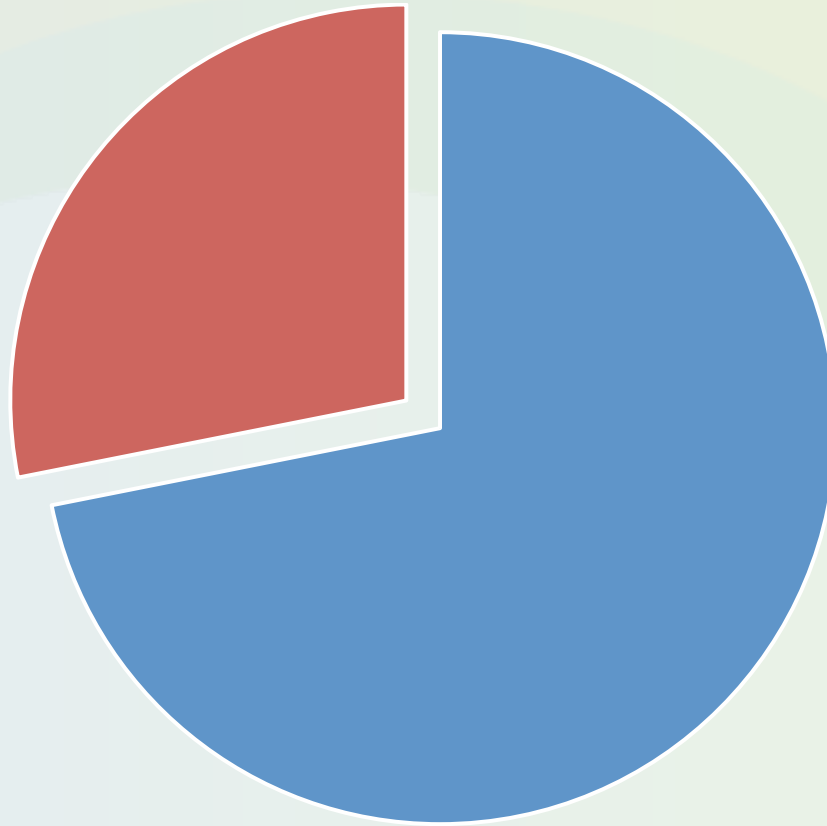
Delivery system

Delivery system	# of times used	%
Seminars/workshops	103	49%
Self-instruction	48	23%
Conferences/ symposium	17	8%
Webinars/ teleconferences	17	8%
Others	16	8%
Retreats/camps	7	3%
Newsletters/mailings	1	1%
	209	100%

Frequency of educational materials and tools used in initiatives

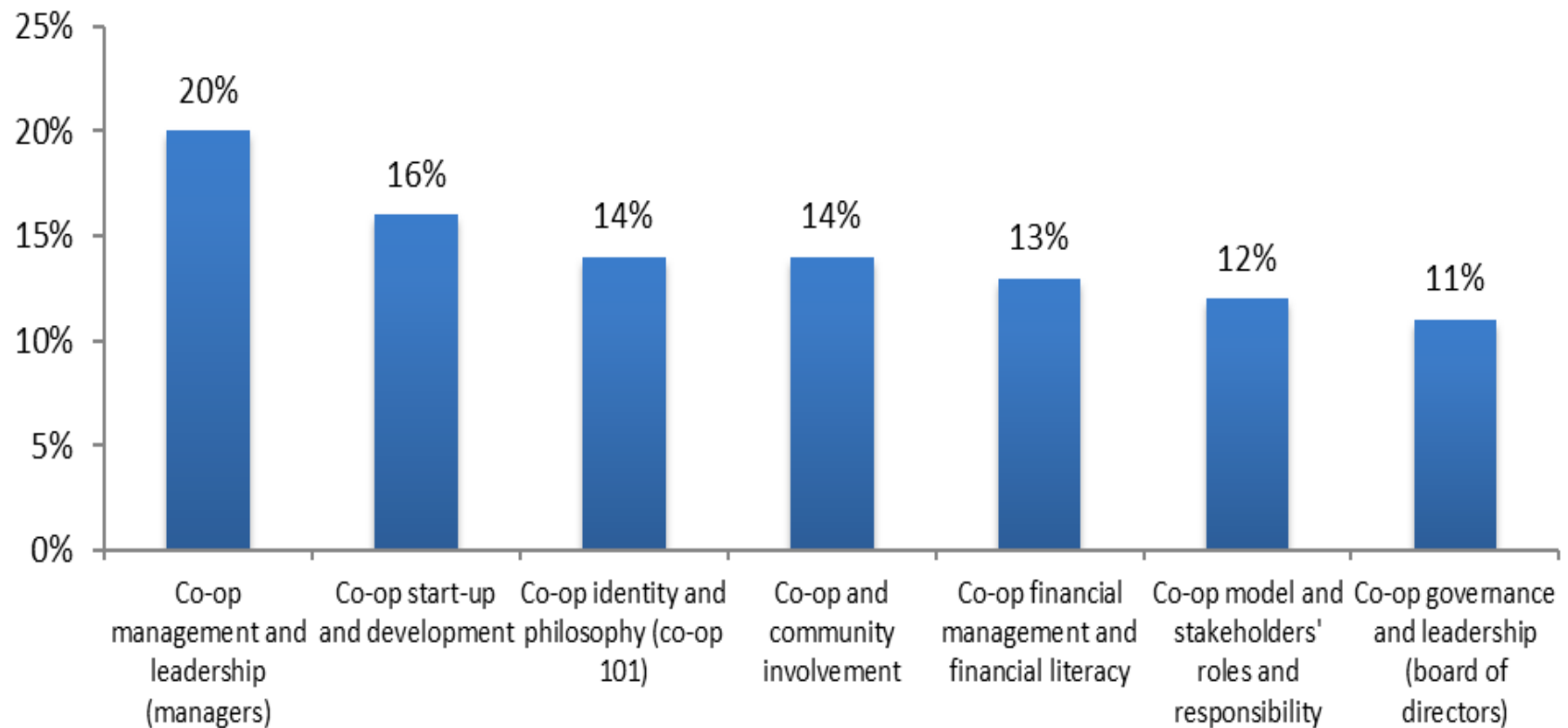


Topics

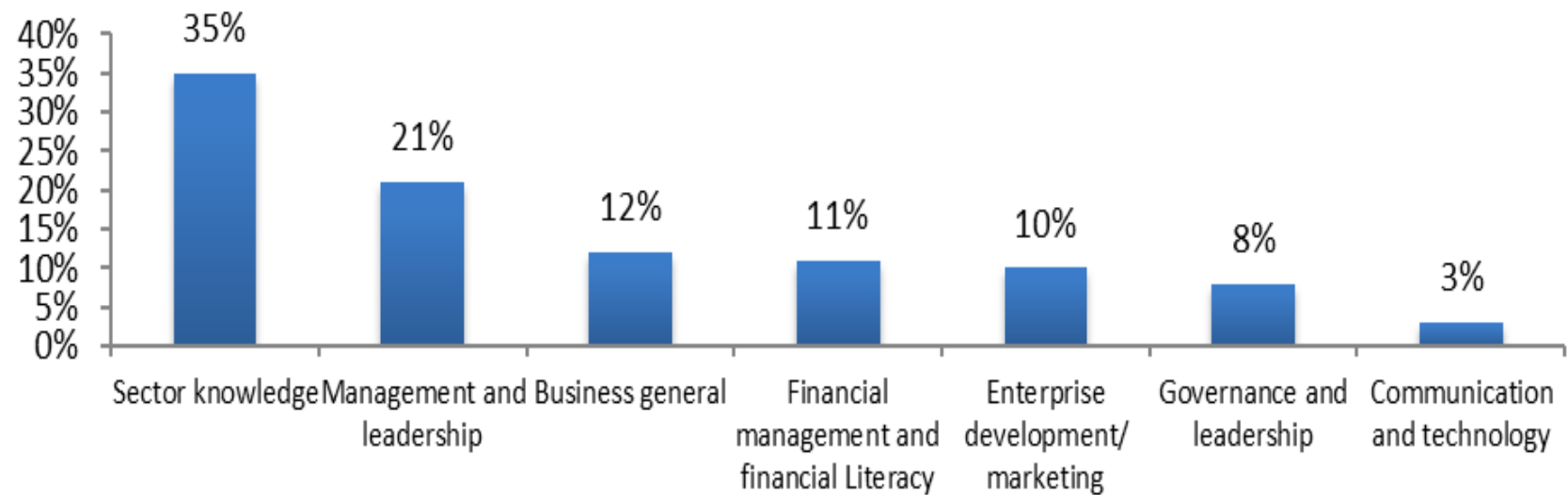


■ Co-op ■ Technical

Frequency of the co-op topics addressed



Frequency of technical topics addressed



What does this tell us about the education landscape for Canadian co-operatives?

- Many co-operatives invest in education across the various member structures and economic sectors
- Executives/managers and boards are most targeted for education
- Some audiences are targeted infrequently (policy makers, the public and youth)
- Co-operatives educate mainly from a co-op perspective (embodying the model's unique attributes within education and not simply educating from a technical or industry perspective)
- Federations/associations are critical actors in educating

Needing more exploration

- The effectiveness of the education initiatives (the methods used, any effect on co-op/business performance, affinity/loyalty for the co-operative, etc.)
- Uptake and reach of these initiatives

Contributors

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