



Roles Cooperatives Can Play in the Post-quake Reconstruction Process

The Consumer Co-operative Institute of Japan Annual Report 2011-2012

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Outline of CCIJ

Set up as a foundation on October 1, 1989

Authorized as a public interest foundation on September 28, 2009

Basic fund: JPY 1,047,000,000

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Number of supporting members (as of March 31, 2012)

Corporate members	289
Consumer co-ops	52
University co-ops	45
Medical co-ops	16
Other co-ops	10
Prefectural co-op unions	45
National /regional federations	22
Suppliers to co-ops	81
Workers unions	18
Individual members	901
Co-op members/employees	605
Individual researchers	296

Foreword

The Consumer Co-operative Institute of Japan (CCIJ) was set up as a foundation in 1989 and authorized as a public interest foundation in 2009. It engages with businesses to contribute to the public interest through activities such as conducting research on consumers' lives and culture as well as consumer co-ops, compiling and publishing periodicals and books, providing education and training and awarding research grants and prizes. It also conducts research commissioned by public bodies, co-ops and other organizations. To help finance CCIJ's activities, corporate and individual supporting memberships are offered.

During 2011, CCIJ focused on support for the reconstruction process after the Great East Japan Earthquake/tsunami and promoting the UN designated International Year of Co-operatives (IYC). It also conducted research on issues concerning co-operative laws, food deserts, and empowerment of young women. CCIJ also undertook joint studies with the Japanese Consumers' Co-operative Union (JCCU) in such areas as Sanchoku, co-op insurance, and consultation and lending for heavy debtors. In addition, the Institute compiled a series of articles and books and delivered lectures to co-



ops and media to promote the IYC.

CCIJ has published this annual report to present its activities during 2011. We hope to increase interest in CCIJ's activities and gain further support, not only among our supporting members but also from the general public.

SHOGENJI Shin-ichi

(Professor, Nagoya University)

President

Consumer Co-operative Institute of Japan (CCIJ)



Roles Co-ops Can Play in Post-quake Reconstruction



Since the Great East Japan Earthquake and ensuing nuclear accidents in the Fukushima Daiichi Power Plant on March 11, 2011, co-ops in and outside the devastated area have collaborated to help victims to rebuild their lives. CCIJ's Annual Conference held last October examined how co-ops con-

tributed to rescue operation immediately after the disaster and what form their reconstruction efforts should take in the years to come. Prof. Yuji Genda (University of Tokyo) who has studied the region for 12 years raised questions on how people can rebuild hope. Prof. Manao Kidachi (Chuo University) analyzed shifts in physical distribution systems and commerce after the Quake. Dr. Makoto Akashi (National Institute of Radiological Sciences) addressed topics surrounding the regulation of radioactivity in produce and food/beverages. In the following panel discussion on co-ops' roles in post-quake reconstruction, Prof. Mari Osawa (University of Tokyo) gave a presentation on the disaster resilient community, and panelists from JCCU, Miyagi Co-op and Osaka Izumi Co-op reported their activities.



Co-op Support in Food Deserts



There is growing concern about the increasing difficulty in buying groceries in depopulated remote areas from which government offices, post offices and retailers have all withdrawn. Such *food deserts* can occur even in areas of local cities where residents are left behind after the powerful chain stores have wiped out local retailers and then retreated in search of better locations. To cope with such a problem, co-ops started to run mobile shops to

supply groceries and frozen commodities (Fukui Co-op) or provide free shuttle buses to carry members to co-op stores (Co-op Sapporo). Other co-ops made contracts with local retailers or laundry shops which allowed co-op members to pick up their orders (Saitama Co-op). These cases were featured as examples of best practice in a manual for coping with food deserts compiled by the Ministry of Economy, Trade and Industry. CCIJ has conducted studies on co-ops' delivery of groceries and meals to remote areas, members' mutual aid schemes to assist the elderly and so on. In particular, it has observed co-ops' efforts to mitigate the difficult situation caused by the Earthquake/tsunami and nuclear power plant accident. CCIJ held symposia on this theme in February (in Tokyo) and April (in Kobe) and featured it in a special issue of its monthly journal published in December.



Nation-wide Co-op Sanchoku Survey

CCIJ conducted a quadrennial nation-wide co-op Sanchoku survey and published the *Sanchoku Report 2011* in collaboration with the JCCU. Sanchoku literally means a direct procurement of farm products, and three principles have been crystallized through practice: identification of producers, identification of farming methods and communication between consumers and producers. The survey not only covered conventional subjects such as innovation in transportation systems, especially for fruit and vegetables, improved quality control and risk sharing through more



precise supply chain management but also added two more subjects: contribution to the local community's economic development and improvement of the environment. The Earthquake, tsunami and ensuing nuclear accidents in March 2011 affected Sanchoku to such a great extent that the *Sanchoku Report 2011* was entitled "Co-op Sanchoku, Linking Food, People and Communities" and featured the role Sanchoku should play in the process of rebuilding the local economy and communities in the devastated area. In February 2012, the annual national conference for learning and interacting over Sanchoku was held in Sendai city, which was heavily damaged by the Earthquake and tsunami. The conference's aim was to demonstrate the will to continue supporting co-ops and farm producers in the reconstruction of primary industries and communities in the disaster struck area.



IYC and International Co-operation

Activities for the IYC

In 2009, the UN General Assembly declared that the year 2012 would be the International Year of Co-operatives (IYC). In preparing for the year, CCIJ conducted the following activities.

- ▶ It gave lectures on the IYC at conferences and workshops organized by co-ops, co-op federations and inter-co-op joint committees. It also responded to the media.
- ▶ It played a pivotal role in drafting "the Co-operative Charter" under the Japan National Planning Committee for IYC 2012. It also assisted in the publication of books and leaflets by the Committee.
- ▶ It contributed to the report and the conference



on new developments for co-ops organized by the Central Council of Laborer's Welfare and the Research Institute for Advancement of Living Standards.

- ▶ It sent a representative to the UN Expert Group Meeting held in May in Ulan Bator, Mongolia.

International Co-operation

It participated in international networks of co-operative research.

- ▶ A CCIJ researcher presented a paper to a research conference held in August in Mikkeli, Finland organized by the ICA Research Committee.
- ▶ A CCIJ researcher was a member of the Steering Committee on ICA's Global 300 and ICA's Work Group on Co-operative Principles.
- ▶ A CCIJ researcher was invited to present papers to the CIRIEC's Social Economy Conference held in Valladolid, Spain in April, the ILO's Social Economy Academy held in Montreal in October and the Asia Future Forum held in Seoul in November.



Consultation and Lending for Heavy Debtors



domestic violence and gambling addiction, etc. Some co-ops have initiated consultation and lending schemes to tackle this problem. JCCU commissioned CCIJ to undertake research to analyze the status of co-op members' lives and legal matters related to consultation and lending business by co-ops and to make proposals for further action. Although consumer co-ops are forbidden by law to engage in banking operation, some co-ops have taken a lead in such business in collaboration with municipal governments, lawyers' associations and regular banks. CCIJ's study group, chaired by Prof. Junko Shigekawa (Saitama University), compiled a final report in September that urges the JCCU to commit to finding solutions to members' debt problems. CCIJ held two symposia in March and April 2012 to widely disseminate the findings by its study group. This research project has been continued into 2012 in order to establish a viable model.

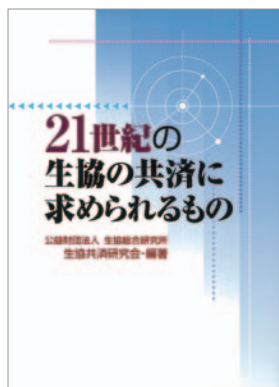


The increase in the number of heavy debtors during the lingering recession is causing growing concern. There are a number of intertwined causes for their indebtedness: unemployment and disease,



Mutual Insurance by Co-ops

In Japan, the insurance business is divided by different legal and administrative frameworks. The Insurance Business Act provides for only joint-stock companies and mutual companies while insurance co-operatives are regulated by individual co-operative laws. Companies and co-ops engaging in insurance business converge in some aspects, but they are bitter rivals in the market. In order to articulate and highlight co-operatives' quality as member-based businesses, CCIJ has since 2006 hosted a



study group on mutual insurance businesses run by co-ops as a joint research project with Zenrosai, the Japan CO-OP Insurance Federation and the National University Insurance Co-op Federation. To wrap up the findings from these years, a book titled "What is Expected of Insurance Co-ops in the 21st Century?" was published in 2011. CCIJ also held a symposium about how insurance co-ops had performed after the Great Earthquake in November, depicting co-ops' efforts to communicate with victims, early payment based on members' own claims and consolation payments out of reserves. As a whole, co-ops have paid out considerable sums to victims, action which was highly appreciated.



Empowering Women in the Child-Rearing Period and Gender Equality

Gender issues in consumer co-ops have been discussed in JCCU member co-ops since the 1980s. Co-op members are predominantly women, and they constitute a majority of co-op board members. Thus, the low participation rate of male members has been often questioned. However, in co-op workplaces, male executives have occupied most of the CEO positions while women have represented a minority and very few have taken up management



positions. The JCCU commission on gender equality recognized this gender disparity and tried to address the issue in the 1990s. Some affirmative measures for training and promotion of women were taken but have yet to produce tangible outcomes.

CCIJ has over the last decade undertaken research on co-ops' efforts to empower women and promote child-rearing activities among female members. Now a study group on empowering women in the child-rearing period (headed by Prof. Naoko Soma of Yokohama National University) is investigating the worker collectives and gender equality in co-ops.

Publication and Publicity Work

Review of Consumer Co-operatives Studies (Monthly Journal)

Month	Featured theme
Apr	Young generation's family and dietary life
May	Community welfare: Consumer co-ops as social resources
Jun	Towards the International Year of Co-operatives
Jul	Thinking of forests and hills
Aug	Women's independence and social participation
Sep	Co-ops' potential to recover from the economic crisis and earthquake
Oct	The Great East Japan Earthquake and Volunteering
Nov	Food and agriculture after earthquake
Dec	Revisiting the problem of food deserts
Jan	Co-ops' roles after the Great East Japan Earthquake
Feb	Energy issues after nuclear accidents in Fukushima
Mar	Co-ops' consultation and lending for heavy debtors

* Each featured theme was decided according to the institute's annual plan.

CCIJ Report (Quarterly magazine)

No.	Featured theme
No.66	Women's empowerment through care works
No.67	Reviewing essays on consumer co-ops Part 3
No.68	Colloquium on consumer co-ops in 2010
No.69	Recent trends in European consumer co-ops in 2011

CCIJ Home Page

CCIJ's Home Page (<http://www.cci-j.jp/>) is regularly updated to disseminate information on new events, publications and activities.





CCIJ Research Awards

The 8th CCIJ Research Awards were given for the works cited below based on decision by the selection committee (Chair: Sin-ichi Shogenji). The awards ceremony was held on Dec. 3, 2011.

Grand Prize:

Ms. Sawako Shirahase *Thinking about Japan's Inequality*

Special Prizes:

Ms. Noriko Okifuji *Does Long-term Care Insurance Protect the Elderly?*

Mr. Ryo-ichi Honda *Reportage on Public Livelihood Assistance*

Mr. Koki Harada et al. *Roadmap for Reconstructing NPOs*

The 9th CCIJ Research Grants were provided to the research projects listed below. This time the amount of grant was increased to JPY 3 million to cover themes related to the Earthquake.

Individual research projects

Grant recipient	Research topic
Mr. Fuminobu Osawa, Tohoku Gakuin University	Long-term employment support system for the handicapped in Ebetsu, Hokkaido
Mr. Seiichi Goto, Nagoya University	Construction of learning model targeted at adult consumers
Mr. Katsuya Watabe, Waseda University	Female social workers and home consumption: Seen from consumer co-ops and better living activities
Ms. Chika Yamashita, Meiji University	Promotion of and approach to member participation in medical co-ops
Mr. Shuichi Funato, Shizuoka Univ. of Art & Culture	Sustainability of urban agriculture through citizens' collaboration in Tokyo Metropolitan area

Collective research projects

Recipient	Research topic
Ms. Sui Shuyan, Qintao Agricultural University	Development and impact of Sanchoku movement in China
Mr. Takamichi Goishi, Tokyo Inst. for Municipal Research	Communities' mutual help involving needy people in the devastated area after the Earthquake
Ms. Shoko Miyagawa, Keio University	Grasping health care needs in devastated areas after the quake
Mr. Hayato Tokumoto, Osaka Pref. University	Building of resource circulation processes by co-ops: utilization of food waste
Ms. Kyoko Tominaga, University of Tokyo	Access to drugs as consumer movement: Cases of Oxfam and Medecins sans Frontieres
Ms. Fumiko Nakayama, Matsumoto University	Rearguard support by clinical psychotherapists in devastated areas after the quake



Expanded Research Network

CCIJ participates in a number of co-operative research networks and circulates a monthly web magazine to the registered members.

- ▶ ICA Research Committee
- ▶ Japanese Society for Co-operative Studies
- ▶ CIRIEC Japan
- ▶ Research Institute of Economy, Trade & Industry
- ▶ Institute of Social Science, The University of Tokyo (publication of a book *Social Economy Pioneers the Future* edited by Prof. Mari Osawa)





Asian Co-operative Development Fund

In 1987, the JCCU and its affiliated co-ops set up the Asian Co-operative Development Fund (ACDF) to give grants for the development of co-operatives and other non-governmental organizations in the Asia-Pacific Region. Their donations to the Fund amounted to JPY 870 million as of March 2012. Investment profits of the Fund have been used to finance technical assistance programs of the JCCU for managers/leaders of consumer co-ops, university co-ops and medical co-ops, women's and

youth participation in co-ops in the region. Grants have also been given to the NGO programs for human resource development that were selected from proposals by the CCIJ's Fund Steering Committee. Programs selected for 2011 include catering for children in Cambodia, income generation for war widows in Sri Lanka, cavity prevention among Mongolian children, leadership training in the rural areas of Nepal and so on.



Uchitate Fund for MBA

In 2006, the Uchitate Fund was created to enhance human resource development of co-op employees through a donation from the late Akira Uchitate, then the vice-president of JCCU. Applicants se-

lected by the steering committee spend two years acquiring an MBA degree while working in co-ops. In the past 6 years, 9 employees have received the degree.



Robert Owen Association



The Robert Owen Association (ROA), founded in 1958 to mark the centennial of Robert Owen's death, has the aim of disseminating the study of co-operative philosophies worldwide. It is composed of

75 individual members and 13 corporate members. CCIJ provides the secretariat services for ROA. During the year, four workshops were held on topics of co-operative history in Japan and abroad as contributions to the UN International Year of Co-operatives.

Joint and Commissioned Research

Two joint research studies were conducted in 2011. A survey was done to study co-op members' perceptions and behavior on energy production and saving in order to provide inputs to the JCCU Commission on Energy Policy. 3,676 internet monitors registered with the JCCU participated in on-line questionnaires on nuclear and renewable energies as well as consumers' energy saving activities. The survey results were incorporated into the Commission's Report published in January 2012.



The other joint research study was the Nationwide Survey on Co-op Members' Costs of Living. This survey has been conducted in collaboration with the JCCU since the 1980s. In 2011, 1,832 members in 52 co-ops submitted their monthly household budgets via website and these were tallied to produce monthly reports and a yearly report "Our Lives as Seen from Housekeeping Books". It has often been mentioned in reference to the Family Budget Survey conducted by the Ministry of Internal Affairs.



Commissioned Research

The CCIJ conducted the following research commissioned by co-ops and other organizations.

- ▶ A survey on salt contents in urine commissioned by the Japan Health & Welfare Co-op Federation.
- ▶ A survey on co-op insurance commissioned by the National Co-op Insurance Federation.

- ▶ A survey on co-op members' attitudes commissioned by Tottoriken Co-op.
- ▶ A survey on users' evaluation of welfare services commissioned by the Japan Independent Welfare Service Evaluation Organization.