



Images of Nagasaki Peace Action 2012



Above: the mayor of Nagasaki Mr. Tagami Tomihisa delivering the Peace Action message insisting on the abolition of nuclear weapons.



Music by Tabihaku troupe demonstrating the horror of the war and nuclear weapons.



Scene of final chorus with all audience.



Audience listening faithfully to the testimony of survivors.



2012 Peace Action in Hiroshima and Nagasaki

2012 Peace Action was held in Hiroshima from August 4 to 6, and also in Nagasaki from August 7 to 8. The event was co-organized by Japanese Consumers' Co-operative Union and the Hiroshima Prefecture Consumer Co-operative Union. About 1,100 people from co-ops nationwide including 55 local co-ops participated in the events in Hiroshima. The attendance in Nagasaki was 500.

67 years since A-bombing, Hiroshima and Nagasaki still have message for the world. Like the previous years, the event aimed at conveying the experience of the horrors of the atomic bomb and to support bomb victims, as well as to promote the abolishment of nuclear weapons.

'2012 Peace Action in Hiroshima' took as its main theme 'conveyance and creation - from Hiroshima to build a peaceful future.' Several events were organized to commemorate the occasion.

Niji-no Hiroba Event

This event was held on August 5 at the Hiroshima Prefectural Sports Center 'The Green Arena' and consisted of two parts, the 'Niji-no Stage' and the 'Minna-no-Hiroba'.

Niji-no-Stage was kicked off with performances of the "taiko" drum by the Hiroshima Sanyo High School.



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It was followed by a speech given by Mr. Tsuboi Sunao from the Hiroshima Prefectural Confederation of A-Bomb Sufferers Organizations narrating his personal experiences and testimony as a survivor using map and photos of the bombed area. He also touched on the importance of peace as the only means for a sustainable world.



Testimony by Mr. Tsuboi Sunao

The 'Minna-no-Hiroba' had many events, including 26 booths from various Co-ops nationwide and other peace organizations demonstrating their various peace activities.

There were also panel exhibitions to extend to the next generation the memories of the A-bombing.



JCCU in Full-scale development of solar power

As part of JCCU's effort to realize a sustainable society it has been aggressively pursuing the promotion and the use of renewable energy by installing solar panels on 7 of its logistics. In August 2011, the "Special Measures Act" requiring electric utility companies to procure and supply electricity that has been generated from renewable energy such as solar power, wind force, hydraulic power, geothermal and biomass was passed and has been in effect since July 1, 2012.

The TEPCO Fukushima Daiichi Nuclear Power Plant caused by the Tohoku Earthquake and the subsequent tsunami brought a huge damage and urged Co-op to reconsider its electricity and energy policy.

An opinion poll was conducted with co-op members and a summary of a revised energy policy was released in January 2012 emphasizing on the rapid expansion of renewable energy.

In response to this, the first solar panel installation was started on the roof of Onomichi frozen distribution center and was completed in May 2012.

Having examined the performance of the installation and having notice the incredible results, JCCU has decided to expand the installation to cover other 6 distribution centers.

The production of electricity from the 7 centers is estimated to be 4.1 million kWh/year, which would be equivalent to annual power consumption of about 1,000 households.

By March 2013, electricity generation in all the facilities would be completed.

In order to realize a sustainable society JCCU will continue its effort in energy saving throughout its business operations as well as providing guidelines to help the power savings in members' homes.

Toyota Consumers' Co-op

"An expanded Institutional Co-op serving both employees at their work place and residents in neighboring residential areas" through operating stores and canteens



Mr. Yamamoto Tetsuo
(Chairperson Toyota Consumers' Co-op)

Toyota Co-operative was started as the Toyota Motor Company's Koromo Factory Mutual Aid Society in 1945, and independently separated from the Company in 1950.

There are now 256,966 members; with a capital worth of 862 million yen, 57 billion yen sales turnover, and 4,007 employees including full-times and part-timers (as of March 31 2012).

Toyota Co-op is one of the biggest expanded institutional co-ops in Japan operating 122 canteens and 83 stores in the facilities of Toyota Motor Company and the affiliated companies.

The canteens are designed to be highly functional, affective and comfortable, offering trustful in-company food service with their healthy menus.

We have realized a low-cost operation with our capacity of ingredient procurement based on our skills of store management.

The stores offer daily necessities and services to the members including events and festivals in the communities. We also teach Japanese cooking to the cooks of the food service company in TPCA (Toyota Peugeot Citroen Automobile Czech).

We also offer a cradle-to-grave type various services for 'clothing', 'diet' and 'housing', which are the foundation of people's life.

In these areas, we operate 19 stores, home delivery service, four gas stations, four culture centers and sport clubs, four pharmacies, two day-care service centers, three funeral halls, reform business and so on.

We also have started a mobile store business, to meet the demand of those who live in

mountainous areas with shopping inconvenience. We focus on environmental issues too. The stores are equipped with LED light bulbs and energy-saving type refrigerators.

We are promoting local production for local consumption and 3R (reduce, reuse and recycle) campaign as a part of the recycle activities, by recycling food trays, milk cartons and plastic bottle caps. Garbage from the stores is turned into compost and waste-cooking oil is into biodiesel fuel.

The proceeds from charged plastic bags at the stores are used to buy flowers and trees for the local kindergartens, elementary schools and junior-highs and to organize some environmental events for members to give children an opportunity to learn about environmental preservation.

Last year, when the Tohoku Earthquake occurred, we were quick to give supports. JCCU's request urged us to send four tank trucks filled with light diesel oil and kerosene to the Co-ops in the suffered area.

Also, from the request of the Toyota Motor Corporation we sent over 23 ten-ton trucks full with support goods.

The fund-raising campaign is still ongoing, which has already collected 18 million yen (as of July 10, 2012). The money is sent to the victims through JCCU as needed.



2012 IYC Symposium held in Iwate

On July 2, a symposium was held in Iwate in commemoration of the 2012 International Year of Cooperatives.

The Iwate Prefecture IYC committee in co-operation with the Iwate Prefecture Co-operative Union, Iwate Co-op, the fisheries, the forestry, Zenrosai and 24 organizations in the prefecture organized the symposium.

The theme was "exploring the origin of co-operatives" and re-recognizing the basic value and role of the co-operative society.

The symposium had participation exceeding 240 persons involved in each organization including co-op stakeholders, executives and regular employees of a co-op.

Mr. Kayama Hisao, director of Kagawa Memorial hall in his address mentioned that while this year is the International Year of Co-operatives it is also an opportunity to remember Mr. Kagawa Toyohiko who left a big footprint in the co-operative movement in Japan.

He introduced the works of Kagawa such as his self-devotion for the poor in the slums in Kobe, which eventually led to the establishment of co-operatives and labor unions nationwide.

The symposium served as a channel for the participants to reflect on the works of the co-operative pioneer leaders.



Co-op Tokyo hosts Internship Program

Co-op Tokyo in collaboration with the Waseda and Keio University co-ops and JCCU hosted the International Cooperative Education (ICE) summer internship program from June 20 to August 18 for summer working and cultural experience. This year two US students from the University of Arizona participated in the program.

Impression of our summer internship at Co-op



Robert Schueller

In America, there are co-operative associations in large cities, but they are not particularly popular.

As a result, before coming to Japan on this internship, I did not truly understand what the purpose of a co-operative association is. The most I knew about it was that it seemed to be a delivery service that for some reason or another also had grocery stores as well.

However, after studying and training on this internship, I now better understand what the purpose of a co-operative association is.

After working at the University Co-op and Co-op Tokyo, I found that co-operative associations seem to be very involved in the community and tend to work closely with its members.

For example, the co-operative association delivers food and household commodities to various families, just as delivery services in America do.

However, it is different and more complex in the sense that they receive feedback from the co-operative members in regards to what is important to them when they order said commodities.

We learned that the co-operative association helps to work with the community in regards to more than just food.

In addition, they also have projects that aid its members when disaster befalls them. Other projects are designed to do things such as provide care for the elderly or ill individuals.

Through this internship experience, I've learned how integral co-operative associations are to the community and how they work together along with its members to achieve goals that otherwise would not be possible.

It appears that the main glue that holds the association together is feedback.



Courtney Strickland

Working in a co-operative association is a new thing for me. In America, there sometimes are co-operatives, but they're neither big, nor popular. They act much like normal corporations without the same principles or philosophies as the Consumer Cooperatives in Japan.

This experience has opened my eyes to what the true meaning of what a true consumer co-operative is and what it does. The training that I received during this internship showed me the importance of cooperation and public service while running a consumers business.

Starting off at the Co-op Tokyo office, we were given an orientation into what the company is like and what it primarily focuses on. After mastering our understanding, we were given our first assignments at both Keio and Waseda University Co-ops. There we focused a lot on the retail aspect of the co-op. I worked at the cafeteria, convenience store, and bookstore.

Not only was I able to experience what working in a co-operative was like, but also I was able to get an idea of Japanese cultural business practices.

My overall impression of the Consumer Co-operative is that it is a very important thing to have and that it deals with more than the normal company deals with. In providing environmental and community programs, the co-operative shows that it will go out of its way to ensure the longevity and preservation of the Japanese spirit.

By instilling a sense of community in its members, it is also unifying a nation through personalized care and attention.

The sincerity of its employees shows that they really do care about the customer rather than doing the bare minimum because it's their job.

The 10th ICA-AP Regional Assembly will be held in Kobe

The ICA-AP in collaboration with the Japan Joint Committee of Co-operatives (JJC) is hosting the 10th Regional Assembly and related meetings in Kobe, Japan from November 26-30 at the Kobe International Conference Center.

The general theme for the meeting is taken to be "Cooperatives Build a Secured Society". The 7th Cooperative Forum is also taken the theme "The Role of Cooperatives in the Disaster times".

Join the many participants and learn about the pertinent roles, assistances and efforts of cooperatives, as fore-frontiers, in the relief and reconstruction processes when the great earthquake stroked Kobe in 1995, and the big earthquake-tsunami hit the Mideast part of Japan in March last year (quoted: ICA-AP President, Mr. Li Chunsheng).

Mr. Banzai Akira, the Chairperson of JJC in his welcome message on the website stated as below: *"You are invited to see a vibrant Kobe that recovered successfully from the calamity hit by the Great Hanshin-Awaji Earthquake in 1995. You will see that the city is completely rebuilt now by the great efforts and endeavors contributed together with cooperatives"*.

Registration of participants and hotel reservation have already started. The tentative schedule, official hotels, access, tour informations and others are posted on the website.

<http://www.icaapra-kobe2012.com/index.html>

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News in Brief

ICA-AP training program for Managers of Consumer Co-ops

The training program for managers of consumer co-operatives is organized every year since 1995 by ICA-AP in collaboration with Japanese Consumer Co-operative Union (JCCU).

The main purpose of this training program is to expose participants to Japanese Consumer Co-operative activities for enrichments in the areas of store operation and management.

The program was held in Co-op Net Federation and Miyagi Co-op for a total of 14 days, from July 21 to August 4.

Three co-operative managers from three Asian countries; India, Sri Lanka and Indonesia participated in the training program.

Each participant had his own expectation from this program based on their difficult challenges in their jobs. A comprehensive program to meet these requirements was designed through the effort of JCCU, Co-op Net and Miyagi Co-op.

Some of the challenges that confronted the participants are to mention a few, how to raise market share and competitiveness, how to build members loyalty.

During the orientation course at JCCU headquarters, trainees received lectures on the Japanese retail industry, the Japanese consumer co-operative business and the Merchandising Policy of Consumer Co-op to get them familiarize with the retail business environment in Japan.

At Co-op Net Federation, trainees received lectures on the mechanism of business solidarity, logistics and visited eco-friendly store.

They moved to Miyagi Co-op in Sendai on 25th for another 10 days practical training. Lectures were given on merchandising strategy of Miyagi Co-op, member's voice and its incorporation in Co-op business and staff training.

As part of the practical training, trainees were given the chance to attend a conventional meeting between the store manager and the chiefs of various divisions leaving them with memorable experience.

At the end of the training, an action plan was drawn by trainees to address the difficult challenges facing them.

The trainees returned home on August 5th.

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