

Making a society where dementia persons can live in with security

JCCU has been advancing dementia supporter training course to co-op members and co-op staff since 2008 under the call to cultivate 1 million dementia-supporter been promoted by the Ministry of Health, Labor and Welfare.

Between 2008 and 2011, fourteen "trainer-training" courses have been held in various places to cultivate dementia-supporter instructors.

Now there are 1,079 instructors from 53 consumer co-ops.

Through these instructors a total number of 11,477 persons have been trained as dementia supporters nationwide.

Co-op staffs are being trained by supporter instructors at the workplace and the store and home delivery facilities to increase the number of dementia supporters.

With the advancement of aging, dementia problems are becoming a big problem in the society.

Presently 3 million people are said to have problems with dementia and it is estimated that by 2025 the number would increase to 4.7 million.

JCCU would continue to train supporter instructors as well as dementia supporters to be enthusiastic, self-motivated and fully empowered to deliver high standard help to dementia members using co-op store and the home delivery service.

Picture on top is Dementia supporters with their wristband.



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Co-op Sapporo introduces IT driven Energy Management System

Co-op Sapporo with its intention to run its business more efficiently, reduce costs and increase productivity has introduced IT driven Energy Management System as one of the best ways to promote energy efficiency in its stores.

After the Great East Japan Earthquake, power saving system through the use of IT device to precisely measure power consumption in a building or a house has been drawing people's attention.

The Japanese government has given its full support to the installation of the device into medium and small size buildings in which the adoption of the technology had been slow.

The device provides an indication of how the building is performing in terms of energy efficiency.

Now, for the first time ever, large-scale installation of the device could be seen in Hokkaido.

Starting in September, Co-op Sapporo has been gradually installing the energy management system (BEMS) in its stores.

The system consists of a sensor on a distribution board, which measures the power consumption of gas/electricity, air conditioning and other electrical equipments and displays it on PC and smart phone screens within minutes.

With the system, the real-time energy data could be obtained to help recognize areas for operational improvements.

The provider of the system (the BEMS company) acts as a monitor and alerts when power consumption exceeds a preset level.

In case of power shortage, power companies, such as Hokkaido Electric Power Co., Inc. will send a signal to automatically stop some preset equipments in the building to save energy.

Co-op Sapporo has already embarked on some energy saving measures including stopping the refrigerator during nighttime and automatic change in rotation frequency of ventilation fan according to CO₂ density in the store as the situation demands. These measures are incorporated in BEMS.

The progression of installation is two stores in a week.

92 stores out of all the total 107 stores of Co-op Sapporo, excluding some stores with a future-remodeling plan, will adopt the system within one and a half years.

This installation will save Co-op Sapporo's electricity consumption by 10% year-on-year. The estimated cost is about 330 million yen including subsidy from the national government.

Since the Great East Japan Earthquake, BEMS has particularly attracted people's attention because of its suppressing effect in power consumption at peak hours.

The system has been in use for more than ten years in large buildings such as department stores and office buildings whose electricity is easy to be controlled centrally.

However, such wide-scale installation in small buildings is the first time ever.

IYC Event Report

As the end of the co-operative year is approaching the National IYC Planning Committee in collaboration with the Prefectural IYC Committees have intensified activities promoting co-operative visibility.

In Akita, a cooperative festival was held on August 19 by the prefectural consumer co-operative union in collaboration with the local association of agricultural co-operatives and 11 other co-operative organizations.

The purpose of the festival was to bring together all co-operative organizations in the prefecture to demonstrate their partnership and together engage in interactive exchanges with the citizens to deepen their understanding of the significance and purpose of co-operatives towards the general public.

The program included folk show and some local attractions such as lottery and co-op product food tasting.

The state of the festival appeared in a local news paper and TV news.



Similarly, on September 8, IYC Commemoration symposium was held in Osaka that attracted an audience of 100.

Professor SUGIMOTO Takashi of Kansai University Faculty of Commerce gave a lecture under the title "community involvement" under the 2012 IYC, making reference to the starting point of present-day cooperative society movement.



Miyagi Co-op's food bank program

Miyagi food bank is a charitable center of food collection and distribution within Miyagi prefecture.

The food usually comes from various sources such as co-op stores, wholesalers and food manufactures that have large amounts of food to give away as a result of broken package and problems such as near expiry date. Presently 15 companies participate in this program.

Miyagi Co-op warehouse the food at a former depot of the home delivery business in Tomiya town. At the facility, with help from volunteers and employees, the food items are sorted, packed and prepared for ready re-distribution.

The food bank serves an extensive network of organizations that put food into the hands of the people living in their communities. At the moment the food bank supplies to 39 organizations in the prefecture including welfare facilities such as nursing homes, or the handicapped, and organizations supporting the East Japan earthquake disaster area.

Miyagi Co-op intends to have a hundred companies participate in the program in order to meet bigger demands.

A co-op official in charge of the program says, "participating in the program not only enhances the company's social contribution but also reduce cost for waste-disposal.



The state of product sorting in the warehouse

Rearing Children – a challenge or pleasant experience?

With increased complexity of present-day life styles and increased orientation towards careers, raising children is becoming a social problem.

With the cooperation of 70 consumer co-ops nationwide, JCCU compiled a report about the activities at the child-rearing salon.

In order to support the society and the community to think that "child-rearing is pleasant", JCCU and member co-ops have expanded child-rearing support schemes since 2000 to encourage children's free activity and interchange as well as parents' spontaneous mutual learning.

Participants can share their anxiety and troubles in raising children. Co-op volunteers who are instructors at these salons sometimes help the parents by consulting their worries.

In the 2011 fiscal year, "child-rearing salon " was held in 54 co-ops across the country. The number of parent-child who participated in saloon activities in the 2011 fiscal year was 113,198 as against 103,176 recorded in 2010.

This is an increase of 10% but as compared with the number of parent-child participation in 2007 when the activities started the percentage increase is 65.



On annually basis the number of holding of the saloon activities was increased from 10,574 in 2010 to 11,629 in the 2011.

In each "child-rearing salon ", the activities are planned, managed and performed in response to the needs of the area. Co-op cooperates with the local administration as well as NPO for effective planning and implementation.

In addition while extending activity of "child-rearing salon ", Co-op also continues to tackle various aids for childcare in each area.

CO-OP pulp roll receives FSC certification

JCCU continues to expand its environmental friendly products in the market.

On September 5, 2012 JCCU launched its CO-OP pulp roll, which has received certification from FSC as a product developed from wood that has been produced from a local forest that conforms to the requirement contained within an FSC forest management standard.

FSC attestation goods assure traceability of the product. Information regarding the kind of forest the tree was produced; the processing and distribution mechanisms all conform to environmental friendliness contained in the forest management standard.

With the key word "environmental considerations" JCCU has been advancing aggressively development and spread of environmental friendly goods.



FSC certified goods
100% pure pulp

JCCU develops new Co-op Products

New release of 'Co-op Medical Whitening Q10 Cream'

A functional cream to prevent melanin production and to cover wrinkles.

JCCU continues to establish its name as a brand manufacturer by expanding its house brand products in the market.

Based on members request for skin whitening and aging care cosmetics, JCCU has developed "Co-op Medical Whitening Q10 Cream" which provides both whitening and aging care and the product was launched on September 1 2012.

This medical cream with a whitening agent 'arbutine' prevents blotches and freckles, while covering wrinkles caused by dry skin.

The cream functions as an intensive daily moisturiser to enhance skin's look of firmness and visibly reduce the appearance of wrinkles.



New release of 'Co-op Freelia Body Care Lotion' and 'Co-op Freelia Hand Cream'

'Co-op Freelia' is a popular skin-care product brand using domestic-produced roses as an ingredient. On September 1, JCCU released two Co-op Freelia products, 'Co-op Freelia Body Care Lotion' and 'Co-op Freelia Hand Cream'.

The fresh and elegant natural rose flavor with aroma makes one feel gorgeous.

The Body Care Lotion has the characteristics of making a dry skin moist and soft.

Moisturizing agents in the lotion include highly absorptive hyaluronate, shea butter, ceramide and permeative collagen. When it is applied to the skin one can feel moisture penetrating into the keratose layer of skin.

The Hand Cream also contains moisturizing agents (highly absorptive hyaluronate and shea butter) that make hands and fingertips, moist and soft without any sticky feeling.



Co-op's Internet circle "e Friends" starts a new smart phone website

Newly installed 'Automatic login' and 'Favorite order' functions on JCCU smart phone website widely increased user-friendliness.

On September 4, JCCU opened a website for smart phone on its Internet order system 'e Friends'.

Functions such as "favorite order", "recommended comment", and popular ranking" are added to increase user-friendliness when ordering.

Co-op's home delivery business that delivers products to members' house weekly has approximately 1 million registered users with the yearly sales of 1.6 trillion yen (fiscal 2011).

JCCU's 'e Friends' has about 1.5 million registered users nationwide. Its average monthly turnover is 7.2 billion yen, and the figure is still increasing.

Internet order is increasing due to its multiple ways of accesses including PC, cell phone and smart phone as well as its easy-to-order system with which one can make an order regardless of time and location during the acceptance period.

'e Friends', started in 2000, opened a smart phone compatible website in September 2011 by converting the existing cell phone website.

At that time smart phone users accounted for only 3%. Now it has increased to 10%, tripled in the past year, which led to this new opening of smart phone website.

The new website pursues user-friendliness and visibility, which were less satisfactory on the previous smart/cell phone converted screen (mobile convert), by adopting the latest web technology 'HTML5' and 'CSS3'.



Business Statistics of Consumer Co-ops in 2011.

(Sales and profit growth in four years)

The fiscal 2011 business financial highlights released by JCCU on September 19, revealed a total business turnover of 3,345 billion JPY for the nationwide consumer co-ops, an increase of 0.7% compared to the previous year.

The net profit also increased by 50.6% to a value of 45.1 billion JPY, recording sales and profit growth for the first time in four years. The increase is attributed to the special high demand after the Great East Japan Earthquake.

The home delivery service sales which include sales to member groups and individual members recorded a value of 1.6 trillion JPY, an increase of 2.5% compared to the previous year.

The individual delivery sales alone increased by 5.7% to a value of 1 trillion JPY, making it the first time the sales had topped 1 trillion JPY.

The online business recorded sales of 200 billion JPY up 11% over the previous year. The internet ordering is becoming more popular especially with co-op members in their 30's and 40's.

With the introduction of mobile sites and the use of QR code scanning system, web search has become easier for members leading to the increase in sale of online users.

Co-op membership nationwide increased by 440,000 to 26.6 million which is 1.7% increase over the previous year.

The number of household rate reached 35.8% which is also an increase of 0.6% over the previous year.

News in Brief

2012 ILO Study Tour for African Co-operative Leaders

Four senior co-operative leaders from Tanzania participated in the study tour in Japan organized by ILO in collaboration with JCCU from 2-9 September 2012.

The participants were Mr. Tiigelera Novatus, General Manager of Karagwe District Coop Union, Mr. Lemilia Godwin, General Manager of Arusha Cooperative Union, Mr. Simba Khamis, Director/Registrar of Cooperatives, Ministry of Labour, Economic Empowerment and Cooperatives, Zanzibar and Ms. Makota Dina, Acting Head of Women and Children's Department, Ministry of Social Welfare, Women Development and Children, Zanzibar.

They arrived on September 2nd and on the 3rd a short opening ceremony was organized at CO-OP PLAZA where the president of JCCU offered greetings and pointed out that the tour was part of the JCCU's planned program for the International Year of Cooperatives.

In her remarks the Director of the ILO Office in Tokyo reiterated the point that the tour was part of the ILO and the Japanese cooperative movement activities to commemorate the International Year of Cooperatives.

The first lecture was an introduction to the Japanese cooperative movement covering many sectors of the economy – including consumer, agriculture, insurance, banking, fishery, housing, health, forest-owners, schools and university.

In the afternoon section, two lectures were given by ZENROSAI and the Labour Bank respectively. Lectures on workers co-op left the participants with lots of challenges. All the participants were impressed to hear about how worker co-operative is owned and democratically controlled by the worker-members and dedicated to creating jobs to promote the well-being of communities through associated work of the members and community residents.

This year's program incorporated production site visit and participants had the chance to visit the Gunma Prefecture to tour the facilities of JA Kanra Tomioka. Visits to farming unit, the distribution center and the farmers market were made. On the fifth day, participants visited Co-op Gunma Tomioka center, one of the depot's for the home delivery business and later to Co-op Gunma Co-op Fujioka store.

Co-op Plaza
3-29-8, Shibuya, Shibuya-ku
Tokyo, Japan 150-8913
+81(3)5778-8103 tel
+81(3)5778-8104 fax
<http://jccu.coop/eng/>
email:kokusai@jccu.coop

In the concluding session, participants were given the opportunity to introduce their respective organizations and give their views on the study tour at a gathering that attracted more than 30 participants including the Tanzania Ambassador to Japan.

Participants highly commended the efficiency in planning, organizing and coordinating the tour, and for well-balanced study program, which gave them a great exposure to the Japanese cooperative movement.

There was a strong feeling expressed by the participants that the study tour had helped broadening their scope about co-operative business especially members' participation and the creation of jobs by the workers themselves.



State of the opening ceremony



Group photograph at Co-op Gunma Co-op Fujioka store



Final Exchanges (concluding session)

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