

## Images of Nagasaki Peace Action 2013



Above: the mayor of Nagasaki Mr. TAUE Tomohisa delivering the Peace Action message.



Nagasaki Girls High School Perform Dragon Dancing.



"Poetry of camphor trees and light and wind" by TABIHAKU & Nagasaki Peace Child troupe.



Peace walk by co-op (Shiroyama Elementary School course).



## 2013 Peace Action in Hiroshima and Nagasaki

Japanese consumer co-operatives value peace as an essential element for creating an affluent and a peaceful society. Co-ops wish is a peaceful society without nuclear weapons.

Co-ops nationwide have been organizing peace parades and seminars as part of members' activities to express their objection against war and the use of nuclear weapons through peace action parades organized every August in Hiroshima and Nagasaki.

At the occasion of the 68th anniversary of the atomic bombing of Hiroshima and Nagasaki, co-op promoted the 'peace action 2013', with various 'co-op-like' activities.

The Hiroshima event, which was co-sponsored by the Japanese Consumers' Co-operative Union, JCCU and the Hiroshima Prefecture Consumers Co-operative Union, was held for three days from August 4 to 6, 2013.

About 1,100 people from co-ops nationwide including 57 local co-ops participated in the events in Hiroshima. The attendance in Nagasaki was 650.

'2013 Peace Action in Hiroshima' took as its main theme " succession and creation – building a peaceful future from Hiroshima " by sharing the experience of the atomic bomb survivors and the nationwide efforts towards nuclear disarmament and elimination of nuclear weapons. The event was planned to demonstrate and emphasize the importance of peace for children and young people who are the bearers of the future.

### Niji-no Hiroba Event

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

The Hiroshima Junior Marimba Ensemble kicked off niji-no-Stage with performances of drumming translating messages of peace from children as shown in the top picture.

It was followed by a message from the mayor of Hiroshima; Mr. MATSUI Kazumi read on his behalf by Mr. NISHITOU Kouji; deputy mayor of Hiroshima.



Mr. NISHITOU delivering a speech

Then, Mr. Steven Leeper, who is the former president of the Hiroshima Peace Culture Foundation, reported on the latest situation in peace and the expectations for the Co-op towards the 2015 NPT Review Conference.

The 'Minna-no-Hiroba' had many events, including 26 booths from various Co-ops nationwide and other peace-related organizations demonstrating their various peace activities. There were also panel exhibitions given peace messages.



The exhibition booth by the co-op nationwide

## this issue

2013 Peace Action Held **P.1**

Study Meeting on ICA Blueprint **P.2**

News in Brief **P.3**

## Study Meeting on ICA Blueprint

Cooperative Japan held a study meeting on ICA Blueprint on 23<sup>rd</sup> August 2013 at JA Building in Tokyo.

About 60 participants from member organizations of Cooperative Japan attended the meeting.

The meeting started with the opening greetings of Mr. YAGUCHI Hajime, Secretary-General of Cooperative Japan and Executive Director of JA ZENCHU.

Then, Mr. KURIMOTO Akira, the Board Member of Consumer Co-operative Institute of Japan, made a presentation on the background of how ICA Blueprint was designed and presented at the ICA General Assembly in Manchester. He explained that the ICA Blueprint was made to guide coops vision through the Cooperative decade after IYC.

Mr. AMANO Haruyoshi, Manager of International Department of JCCU, and Mr. Yasutoshi Tajima, Secretary General of Japan Workers' Co-operative Union, presented their organizations' views to the ICA Blueprint.

Lastly, the participants shared how they can understand and implement the Blueprint within their organizations.

Some participants expressed that they are still in the starting point of their study and need to further deepen their understanding of the Blueprint.

Mr. AOTAKE Yutaka, Executive Officer of Japanese Consumers' Co-operative Union closed the meeting saying that ICA Blueprint is a great guideline for cooperatives' future actions and it was a good opportunity to hold a study meeting at this timing.



## Co-op Tokyo hosts Internship Program

Co-op Tokyo in collaboration with the Waseda and Keio University Co-ops and JCCU hosted the International Cooperation Education (ICE) summer internship program from June 15 to August 8 for summer working and cultural experience. This year two US students from the University of Minnesota participated in the program.

### Impression of our summer internship at Co-op



Hersha Guron

When I first applied for this internship, I had no concept of what a consumer cooperative was like in Japan.

In America, the only cooperatives I have seen or heard of are small and work on a very local scale, so I was surprised when I learned how encompassing the cooperative movement is in Japan. From health insurance to home delivery, the cooperatives in Japan seem to cater to almost every person.

Thanks to the time I spent learning about Co-op Mirai, I have received a better understanding of how businesses work in Japan.

My internship first began with an orientation about Co-op Mirai and JCCU. After gaining a larger understanding of cooperative societies in Japan, I went to Keio University's cafeteria, convenience store, and bookstore. After two weeks of working at a university cooperative, I went to Co-op Mirai's Sekimachi store for a week.

Lastly, I spent two weeks at Tsutsumidoori Delivery Center, observing how Mirai's delivery services work.

My time at all of these places was both tremendously fun and a learning experience I will not forget.

Seeing the cooperative relationship between the co-op and its members, which is still intact despite the co-ops relatively large size, was eye opening.

I did not know that such a large business could be founded on not for profit ideals.

Overall, I am really glad I took the opportunity to come to Japan to learn about cooperative societies and was able to meet many wonderful people.



Erik Reitter

Before coming to Japan for this internship, the only cooperative society I knew about was Sam's Club. On the surface, it appeared to have the same structure as a Japanese Consumer Cooperative. However after learning about the principles of Japanese Consumer Cooperatives during my two months in Japan, I've come to realize that American co-operative societies are quite different.

While American Coops are concerned about profits, Consumer Cooperatives in Japan are focused on their members. Japanese Co-ops strive to better their services by using feedback collected from the members. An example of this comes from my experience working at Waseda University's West campus store.

The store had a bulletin board hanging outside filled with questions and comments written by the university students. I was amazed to see that each sheet received a thoughtful handwritten response by one of the store employees. I have never witnessed this level of appreciation towards customers in America.

Not only do Japanese Co-ops listen to their members, but they also seek to better the communities around them. Some examples of this are the Co-ops hosting educational and cultural classes for members, working with the government to create disaster reduction plans, providing disaster relief, and promoting environmental conservation.

My overall impression of Consumer Cooperatives in Japan is they are very useful and good for society. For instance, older people who need to buy heavy groceries such as milk, or housewives with small children can utilize the Coop's delivery service to make shopping easier.

Consumer Cooperatives in Japan are the epitome of good business practices. Using feedback, Consumer Cooperatives evolve into the entity desired by their members. By working together and cooperating, everyone benefits.

## UNICEF summer workshop for children - sorting foreign coins

JCCU and co-ops nationwide have engaged in UNICEF activities since 1983, in cooperation with the Japan Committee for UNICEF. The community-based consumer co-operatives have been collaborating with the prefectural UNICEF Associations in organizing various UNICEF activities at local level.

UNICEF activities are organized with voluntarily participation of co-op members, school children and local community members. Foreign coin fundraising is part of UNICEF activities.

People returning from foreign countries donate foreign coins and notes at the airports. The money is collected once a year and sorted into respective countries.

On July 27, 2013, at a meeting room in Miyagi Co-op Culture Center WITH, about 70 participants including elementary school children and their parents participated in sorting foreign coins. A social welfare committee official led them.

In the morning, they watched a video 'UNICEF and world friends' and then answered true-or-false questions. After receiving instructions regarding how to sort, they were grouped into six and started the task.

Through this workshop the children learned about different countries and UNICEF activities during their summer vacation.



## News in Brief

### ICA-AP Training Program for Managers of Consumer Co-ops

A seventeen-day (July 19 - August 4) training program for managers of consumer co-operatives was organized by ICA-AP in collaboration with JCCU for three young cooperative staff from iCOOP Korea (Mr. SHIN, Dong-Jin), India Shri Warana Vibhag Sahakari Grahak Mandal Ltd. (Mr. Patil Anant Surgonda) and Malaysian National Co-Operative Movement (Mr. Mohd Othman Bin Adam).

Miyagi Co-op and the Co-op Net Business Association provided the training grounds, the facilities and resource persons.

The program consisted of different training modules that together covered all the training proposals requested by the trainees such as, consumer co-operative store operation, marketing, merchandising & supply chain, environmental management as practiced by co-op, personnel management and customer service.

The participants arrived in Japan on July 19 and having gone through a two-day orientation at JCCU headquarters spent two and a half days at Co-op Net to receive lectures on structure of business solidarity, social and environmental initiatives to mention a few.

The training module at Miyagi Co-op contained practical exercises allowing them to work at the store, attending conventional meeting between the store manager and the chiefs of various divisions leaving them with memorable experience.

The trainees were also impressed about Miyagi Co-op's human resource development program that instills co-operative spirit in employees.

At the end of the training, an action plan was drawn by trainees to address what they intend achieving upon returning to their home countries.

They returned home on August 4.

The second batch of the 2013 ICA-AP training program for Managers of Consumer Co-operatives will be held from November 22 to December 8.



Practical training at store



Morning meeting prior to starting day's work

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

*JCCUNews is published by the International Department.  
For inquiries contact the address on the left:*

*Download the previous issues from:  
<http://jccu.coop/eng/jccunews/index.phd>*