



COPE

The cooperative business model

Learning model on Cooperative Entrepreneurship



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What is a cooperative?

According to the definition of the International Cooperative Alliance (ICA), a cooperative is an autonomous association of people who voluntarily come together to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.

- Possibility, free and open, of joining and withdrawing from the company
- Democratic structure, in which each member has one vote (or a predefined limit of votes)
- Decisions are made by majority and responsible leadership is elected by the members
- Fair, correct and just distribution of economic results.



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Cooperative values

Cooperative members believe in the ethical values of honesty, transparency, social responsibility and attention to others. However, the recognized values on which the cooperation is based are:

- Democracy
- Equality
- Equity
- Solidarity
- Self-sufficiency
- Self-responsibility



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The Cooperative Principles

The ICA established seven standard principles for all cooperatives to follow. They help organizations flourish and operate successfully while encouraging all members to participate equally. Under these values, the ICA has become a leader for the worldwide network of cooperatives

1. VOLUNTARY AND OPEN MEMBERSHIP
2. DEMOCRATIC MEMBER CONTROL
3. MEMBERS' ECONOMIC PARTICIPATION
4. AUTONOMY AND INDEPENDENCE
5. EDUCATION, TRAINING AND INFORMATION
6. COOPERATION AMONG COOPERATIVES
7. CONCERN FOR COMMUNITY



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Cooperative are active in different sectors

Cooperatives vary considerably in size, sector of activity and type of membership. A cooperative can be active in any sector where there are homogeneous needs and felt by several people.

Examples of common forms of cooperatives include, but are not limited to

- agricultural cooperatives
- consumer cooperatives
- retail cooperatives
- housing cooperatives
- social service cooperatives
- savings and credit cooperatives
- Transport or ride-share cooperatives
- worker cooperatives



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I01 – STAKEHOLDER MAPPING - The cooperative business model

Stakeholder Map 1

	Position: _____ Title: _____ Name: _____	
Basic facts: _____ _____	Biggest Motivator: _____ _____	Rules the stakeholder has to follow: _____ _____ _____ _____ _____ _____ _____ _____ _____ _____
Personal interests: _____ _____	Self-perception: _____ _____	
Role in the project: _____ _____ _____		

Source: Applying Design Thinking; A Workbook for Academics and Researchers in Higher Education. Höf. Bruchatz,C. ; Fischer,R. ; Stelzer, J.
Retrieved from : <https://tu-dresden.de/ing/maschinenwesen/imm/td/forschung/forschungsprojekte/dt-uni>



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I01 – STAKEHOLDER MAPPING - The cooperative business model

Stakeholder Map 2

Connection		
Common goals: _____ _____ _____ _____ _____ _____	Emotional connection: _____ _____ _____ _____ _____ _____	What they do not tell each other: _____ _____ _____ _____ _____ _____
Conflicts: _____ _____ _____ _____ _____ _____	Hidden animosities: _____ _____ _____ _____ _____ _____	Other facts: _____ _____ _____ _____ _____ _____

Source: Applying Design Thinking; A Workbook for Academics and Researchers in Higher Education. Höf. Bruchatz,C. ; Fischer,R. ; Stelzer, J.
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Exercises and discussion questions

In class, brainstorming:

What cooperatives do we know?

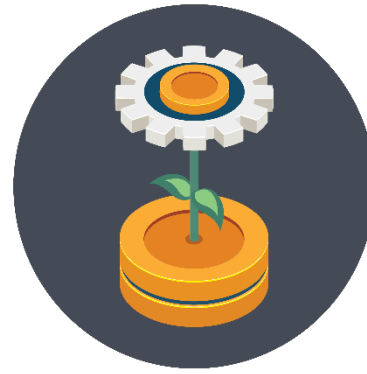
In which cooperatives are we members?

What is the cooperative you last did business with (f.ex. bought groceries, paid rent, etc.)?



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Key Learning Outcomes

LEARNING OUTCOMES OF MODULE 1 The cooperative business model	
Knowledge	
	Cooperation in entrepreneurial education
	Understanding the cooperative principles
	Sustainable development and environmental protection
Skills	
	Invoking engagement and activity with students
Competences	
	Building and maintaining the "intellectual capital"



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I01 – Learning model

LEARNING OUTCOMES	DESCRIPTION
Competences	
Understanding the cooperative principles	Cooperatives operate under a set of agreed upon principles that serve as a guide and inspiration for cooperatives of all kinds. Examining and understanding the way they influence operations allows students to use them to guide in decision making and manage
Sustainable development and environmental protection	As global challenges are ever apparent to actors within businesses and society, the COPE learning model emphasises sustainable development and environmental protection as core values for entrepreneurial cooperatives. Contributing, in an impactful way, towards a sustainable future is adopted as a key motivation for
Invoking engagement and activity with students	Starting and maintaining a cooperative requires active communication, engagement and coordination on the member's part. It is important that students experience this aspect of working in a cooperative, from the outset.
Communication skills of various forms	As communication is of such importance for the sustainability and growth of a cooperative, particular interest is given to this topic in the COPE learning model. Communication takes different forms and levels of formality, depending on the audience and purpose, and various different techniques are covered.



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I01 – Learning model

LEARNING OUTCOMES	DESCRIPTION
Competences	
Communication competences	Students are trained in formal and informal communication, suitable for audiences ranging from one-on-one communication to wider and more general broadcasting of information. Different types of media for different audiences and scenarios are suggested
Building and maintaining the "intellectual capital"	A platform for communication and collaboration, to maintain "continuous training, which can be used even after the cooperative is formed". Knowledge and experience is accrued amongst working cooperatives and amongst entrepreneurs.
Collaboration between cooperatives	As per the cooperative principles, cooperatives work with one another one their various areas of mutual interests. The strength of a cooperative in one are may complement the different strengths or advantages that another cooperative may have.
Collaboration between cooperatives and other businesses	It is important for cooperatives to engage with other business and their community at large. As the cooperative model is well known in some sectors, but less known in others, clarifications may be helpful. Efficient communication is important here.



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