



COPE

Challenges for Cooperatives

Learning model on Cooperative Entrepreneurship



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IO1 – Challenges for cooperatives



Challenges for Cooperatives

How to keep members involved or engaged?

- People are motivated by results. Share the impact of your cooperative.
- Run an inventory of skills and experiences present in the cooperative.
- Hold introduction sessions for all new members
- Run regular short meeting for all members to spot early conflicts/dissatisfactions.
- Organize social events for members such as fikas (coffee-breaks), picnics or outings.
- Socializing brings people together and motivates engagement.
- Thank people in meetings for work done.
- Structure your meetings so that they are exciting, and everyone gets a chance to participate.
- Give members and the board a shared space to communicate



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Challenges for Cooperatives

How to ensure that there are committed members?

- Ensure there are different levels of engagement. Too much responsibility in the beginning may pull people away.
- Explore the personal and external reasons why people become members of your co-op.
- Understand what matters to the members. Participation is personal.
- Do people enjoy an activity and why? People are committed as long as they enjoy it, have time, they feel that can make a difference.
- Make sure everyone has a forum to express their opinions.
- Make sure members like and respect other members they participate with.



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Challenges for Cooperatives

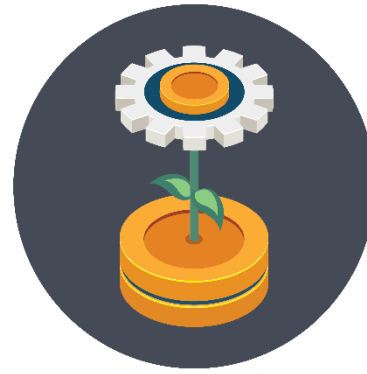
Highlight the benefits and impact members can have if they join a cooperative?

- Run regular short meetings for all members to update on current achievements and challenges, as well as the impact of the cooperative.
- Invite all members to bigger meetings.
- Ensure member access to reports and other data regarding their membership and benefits of being in a cooperative
- Encourage all members to get involved in projects and campaigns.
- Share brochures and hand-outs.
- Organize a newsletter and decide on periodicity (e.g. weekly, monthly etc.)
- Start an account on social media where you can tell a story of your cooperative.



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Cooperative governance

- Key Learning Outcomes

LEARNING OUTCOMES, BY MODULE	
Challenges for Cooperatives	
Knowledge	
	Cooperation in entrepreneurial education
	Sustainable development and environmental protection
Skills	
	Using games and simulations to train
Competences	
	Collaboration between cooperatives
	Collaboration between cooperatives and other businesses

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 empasises 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.

IO1 – 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.