



# Putting Principles into Practice in Your Co-op

November 23, 2012  
10:45am - 12:15pm

Co-operating to Build a  
Better Nova Scotia



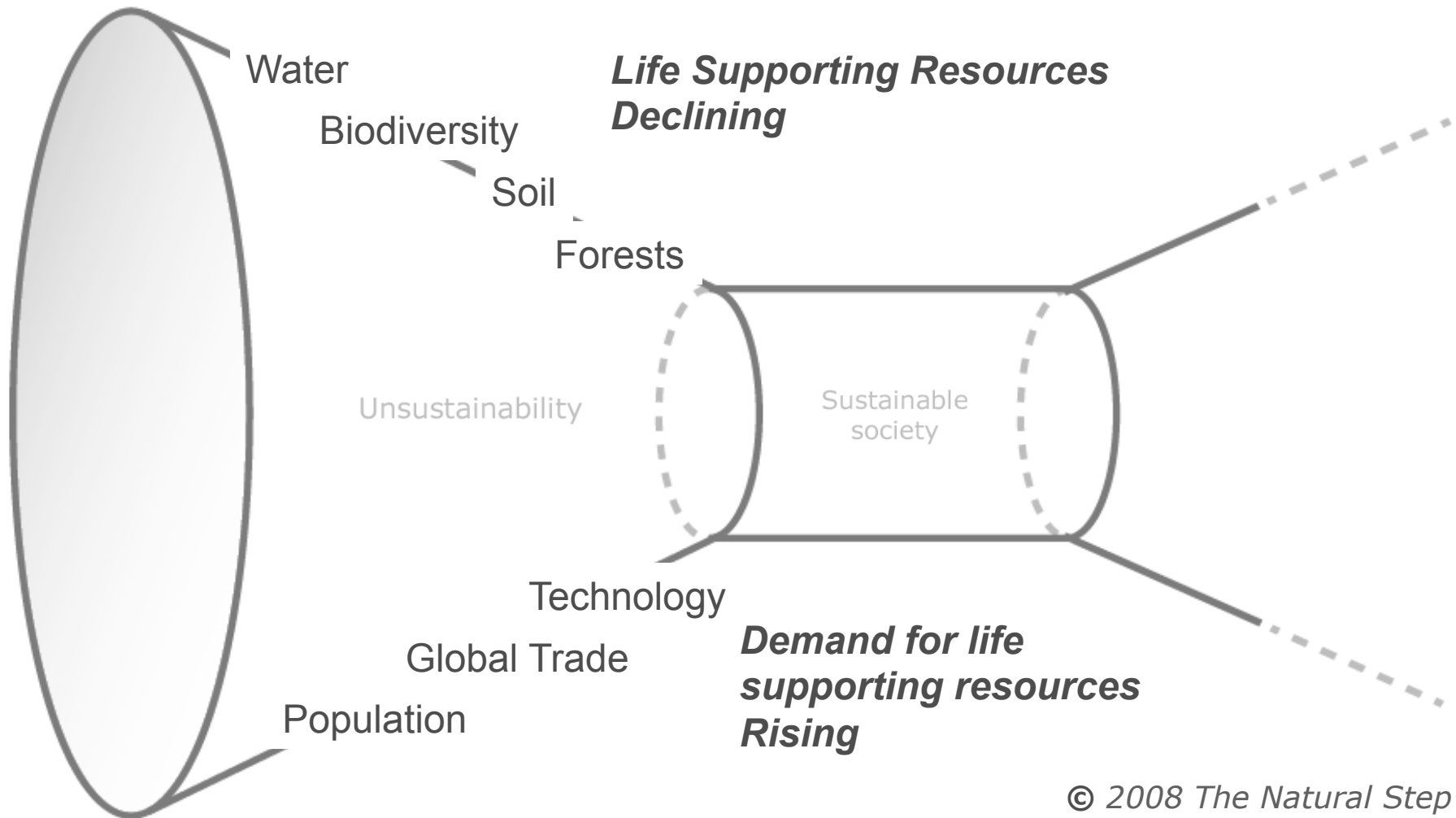
## Are Co-ops More Sustainable?

- Sustainability why should it concern us?
- IS the co-operative model better suited to environmental stewardship?
- Case Studies
- Discussion





## Why is business concerned with Sustainability?





## The Business Case for Sustainability

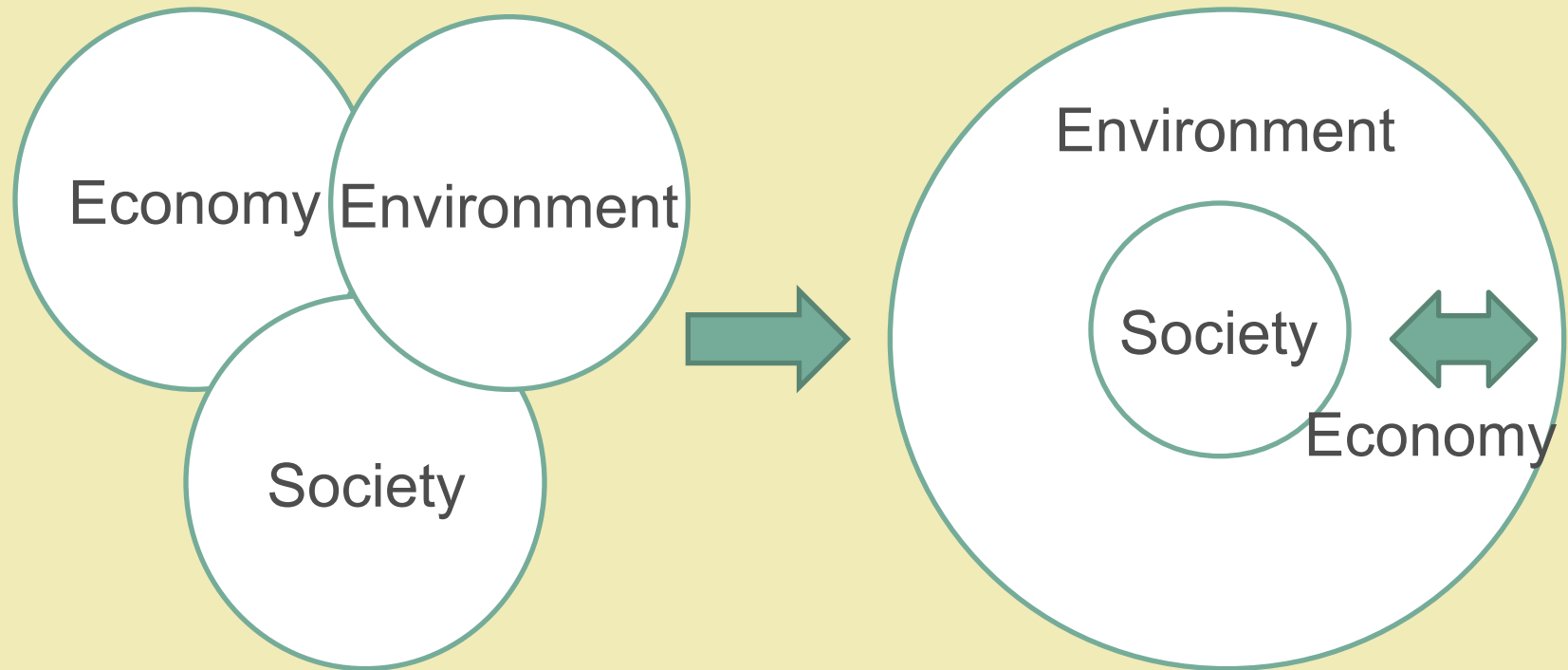
1. Increased revenue
2. Reduced energy expenses
3. Reduced waste expenses
4. Reduced materials and water expenses
5. Increased employee productivity
6. Reduced hiring and attrition expenses
7. Reduced strategic and operational risks

**Source: Bob Willard *The Sustainability Advantage* 2009**





## A System's Prospective





## IS the co-op model better suited for environmental stewardship?

- Co-op structure
  - Long term view
  - Stakeholders considered
  - Collaborative
  - Strength in Community Development
- 7<sup>th</sup> principle - Concern for Community
- Industry leaders - The Co-operators, MEC, Vancity
- Co-op rooted in social sustainability - still far to go with environment





# Case Studies - The Co-operators

## Why

- It hit the balance sheet – extreme weather
- CEO

## How

- CEO gets it – Corporate lead – grassroots fueled
- Got house in order
  - Operations, Products/services, stakeholders engagement
- Hired experts
- 2 AGM's with sustainability as the theme
- Staff took 1 hour online course
- Produced a video about with TNS and Bob Willard





## Case Studies - MEC

### Why

- Founded in enjoyment and respect for nature
- Retail apparel has a long way to go

### How

- Support people being active outdoors, protecting these spaces
- 1% for the planet
- Member story telling
- 7<sup>th</sup> principle – should include environment







## Case Studies - VanCity

### Why

- Environmental performance coincides with financial performance

### How

- Focus on principles 3, 5, 6, and 7
- Environment is part of decision-making not just a volunteer green committee
- 1<sup>st</sup> Carbon Neutral – GREAT PR!
- Developed green guides which are available for other orgs
- Best financial results in 65 years!!





## Discussion

- Is the co-op model better suited for environmental stewardship than other business models?





## Discussion

- Do the co-op principles make co-ops more sustainable?





## Discussion

- How does your co-op live by the co-op principles?





Questions?

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