Quebec City, October 6-8

Why Did it Happen?  
What Were the Results?

Tom Webb  
Saint Mary’s University
Why are we here?

Co-operative management education programs shaped by Saint Mary’s University Values Purpose Principles Justice Co-operative Business Model

J. Tom Webb
Why are we here?

What is the Purpose of the Business

Meeting Member and Community Need

VS

Maximizing shareholder value

J. Tom Webb
Why are we here?

Investor Owned
- Accounting: How you use resources to maximize shareholder value
- Marketing: Maximum sales at maximum margins
- Human Resource Development
- Neoclassical Economics

Co-operative
- Accounting: How you use resources to achieve multiple goals
- Marketing: to meet member need
- People development
- Co-operative (New) Economics

J. Tom Webb
Why we need co-operative economics?

So what is your problem with neo-classical economics anyway?

They think co-ops are stupid and they have lost touch with reality. Will that do?
Why we need co-operative economics?

But isn’t the economy an angry ‘god’ to whom we must sacrifice?

Children, the elderly, the environment, the poor, health care, education, research, justice, democracy? Like why?
Why we need co-operative economics?

So what do you think the economy is?

Perhaps a complex set of relationships that people use to provide themselves with the goods and services they need to live meaningful lives in their communities.

J. Tom Webb
Our Contribution to 2012

Quebec City, October 6-8

J. Tom Webb
What was it?

Imagine 2012

The Ideas of 15 world class economic thinkers

600+ co-operative leaders from around the world.

J. Tom Webb
Outcomes

Us

Yeah but did it accomplish anything?

SMU will expand co-operative education

Key Imagine 2012 presenters will add co-ops to work

Some speakers will collaborate more

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Outcomes

But what else?

Declaration to ICA and UN

Possible future conferences

Us

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Outcomes

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Any more?

New way of for co-ops to think about economics
Thanks