

September 16, 2010



# *Creating an Alternative Economy*

## *Consumer Empowerment for a Fairer Society*



Seikastu Club Consumers'  
Co-operative Union



# Who is the Seikatsu Club?

- Seikatsu Club started as a voluntary association in Tokyo, Japan in 1965 by 200 women who wanted to reform their lives and local community as well as society.



# Launched a consumers' co-operative in 1968

- In 1968 Seikatsu Club was incorporated as the Seikatsu Club Consumers' Co-operative.
- Co-operatives are non-profit organizations with democratic control of one person one vote.



# Facts and Figures (2009)

Numbers of Members	350,000
Annual Sales	\ 84.4b. (€ 790m.)
Amount of Investment	\ 31.8b. (€ 298m.)

# 32 Member Organizations in 21 Prefectures



## We are Seikatsu Club

Seikatsu Club Hokkaido  
Tel: 011-655-1717  
<http://www.s-coop.or.jp/index.html>

Seikatsu Club Yamagata Co-operative  
Tel: 0238-23-7232

Seikatsu Club Gunma  
Tel: 0270-30-6811

Seikatsu Club Aomori  
Tel: 017-762-6755  
<http://www.seikatsclub-aomori.org/>

Seikatsu Club Iwate  
Tel: 0197-24-3320

Seikatsu Club Nagano  
Tel: 0266-24-0222  
<http://www.seikatsclub-nagano.org/>

Seikatsu Club Aichi  
Tel: 052-806-5871  
<http://www.seikatsclub-aichi.org/>

Seikatsu Club Fukushima Co-operative  
Tel: 0243-63-1050  
<http://www.seikatsclub-fukushima.jp/index.html>

Seikatsu Club Kyoto  
L Co-op  
Tel: 075-934-7370  
<http://www.l-coop.com/>

Seikatsu Club Tochigi  
Tel: 028-667-8162

Seikatsu Club Ibaraki  
Tel: 029-874-8510  
<http://homepage3.nifty.com/watage/>

Seikatsu Club Chiba  
Tel: 043-278-7671  
<http://www.s-coop-chiba.jp/>

Seikatsu Club Saitama  
Tel: 0120-391-144  
<http://www.seikatsclub-saitama.coop/>

Seikatsu Club Nara  
Tel: 0743-58-5225  
<http://www.seicoop-nara.jp/>

Seikatsu Club Tokyo  
Tel: 0120-131-583  
<http://www.seikatsu-club.jp/>

Seikatsu Club Kanagawa  
Tel: 043-474-0985  
<http://www.seikatsclub-kanagawa.coop/>

Seikatsu Club Osaka  
Tel: 072-641-5547  
<http://www.seikatsclubcoop-osaka.or.jp/>

Fukushi ("Welfare") Club  
Tel: 043-564-9993  
<http://www.fukushi-club.net/>

Seikatsu Club Shizuoka  
Tel: 055-927-3399  
<http://seikatsclub-shizuoka.org/>

Seikatsu Club Yamanashi  
Tel: 055-741-1641  
<http://se-club.mikocafe.tv/>

# Consumer materials development

- “Consumer materials” are developed with participation of members.
- The specification (materials, production process, packing materials, environmental consciousness, etc.) of food and other consumer goods is decided in cooperation with the producers.



# Producer cost guarantee system

- Prices are determined after disclosure of all information about quality of products, delivery cost, etc. through discussion and mutual approval.
  - Safe food at reasonable prices



# Collective Purchase

- Seikatsu Club has about 1,700 regular items annually. We demonstrate an alternative life and society, being against mass production, mass consumption, and mass disposal.



# Collective Purchase

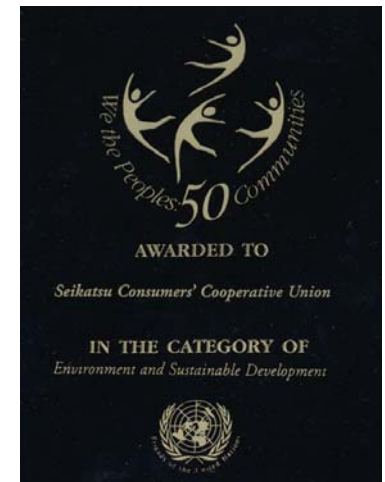
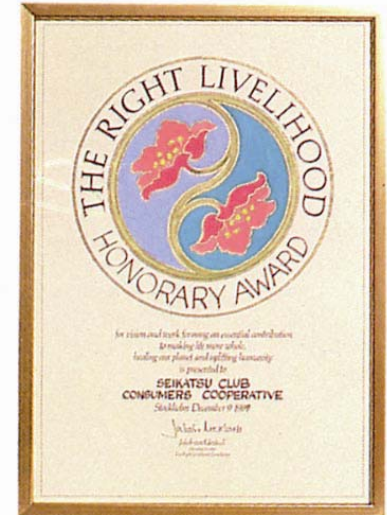
- Creating what we want with producers

products	Annual consumption	characteristics
Rice	9,600t	Working with 6 farming areas, chemical free or minimum chemicals
Milk	19m. bottles	900ml/bottle, three milk factories
Pork	80,000 pigs	Fed with rice (5%)
Beef	4,000 cows	No antibiotics in feed
Chicken	2m. chickens	Indigenous variety "Harima"
egg	5,702t	Indigenous variety "Sakura" and "Momiji"
Animal feed		Post harvest chemical free, GMO free

# Seikatsu Club Principles

## 10 principles on safety, health and the environment

1. Pursuit of safety for consumer materials.
2. Raising self-sufficiency in food
3. Reduction of harmful substances
4. Sustainable use of natural resources
5. Reduction of waste and promotion of reuse
6. Reduction of energy use
7. Reduction of risk
8. Information disclosure
9. Independent control and auditing
10. participation



# Change in Society, Change life New Social Movement



- Through a process of producing consumer materials and meeting producers, we realized the fundamental problems in society and the necessity of taking action for real quality of life.
- Today, Seikatsu Club works not only on collective purchase but also various issues within communities. To this end, we started new organizations and movements.

# Avoiding synthetic detergents, and the soap use movement

- One of the original reasons for our movement was “to stop using synthetic detergents and to use natural soap” and “to protect human health and the environment”.
- Through this movement, we noticed that we are victims of a deteriorating environment, and at the same time, the culprits, so we try to gradually change our lives.



# Network Movement

## Political reform by local citizens

- When we worked on the petition to ask local governments to stop using synthetic detergents, we realized that we should actively participate in and reform politics in order to reflect citizens' voices.
- Some Seikatsu Club members established independent local political parties. They make local policies and influence local politics.
- In 2006, there were 120 local network parties with about 10,000 members, and 141 local councilors.



# 3R (Returnable/Reuse/Recycle) and the Green System

- Seikatsu Club started to introduce returnable containers (a container which is collected and reused) in 1994 in order to minimize waste and the environmental load.
- We call it the “Green System”.
- In 2007, we had 8 different returnable bottles, equivalent to 2,121 tons reduction of carbon dioxide.



# Clean energy development

- Seikatsu Club Hokkaido adopted the principle of reducing energy consumption and promoting renewable energy, since the action against Tomari atomic power station could not be a fundamental solution.
- An NPO “Hokkaido Green Fund” was authorized by the local government in January 2000, in which 5 % of the monthly electric bill is accumulated for funding to build “citizens’ co-operative power stations” using renewable energy.
- This “Green Electricity Rate System” has built five so called “citizen’s wind turbines”.



# Community care supported mutually for local life

- There are many people who need living in the community, namely senior citizens, disabled people, infants and children, as well as mothers raising children.
- As we wish to support each other in the community, Seikatsu Club is a pioneer for other consumers' co-ops creating business for local welfare.
- There are 600 such business of Seikatsu Club group all over Japan.



# Workers' Collective movement creating jobs in local communities

- We created workers' Collective, co-operative style of working , in which people are not employed, but where they invest money, manage, and run the operation themselves.
- The business contribute to local people, covering various fields such as food-related producers e.g.lunch box deliverers and bakers, social care for senior citizens and the disabled, child care, recycling, etc.
- 582 organization, 17,000 members, total sales of €112m. (2006)

