

**COOPERATIVES IN PURSUIT  
 OF BOTH  
 ECONOMIC VIABILITY  
 AND  
 SOCIAL RESPONSIBILITY**

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Andrew So  
 8th September 2012  
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**WHAT DOES IT MEAN  
 IF WE REALLY BELIEVE  
 IN SOME THINGS?**

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**RESPONSIBILITY  
 MEANS THAT  
 YOU TRY YOUR BEST TO  
 DO WHAT YOU BELIEVE IN.**

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**THE TERM CRS**  
NEEDS TO BE CLARIFIED TO SOME EXTENT GIVEN THE COMPOUNDED DIFFICULTIES OF COMMUNICATION IN THE MULTI-CULTURAL AND MULTI-LINGUAL CONTEXT.

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**DO BUSINESS**  
WITH MORAL INTEGRITY OR ON VALUES-BASED MANAGEMENT, ETHICAL LEADERSHIP, AND CORPORATIONS' RESPONSIBILITY IN SOCIETY.

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**IN SOME CASES,**  
CRS DEFINES THE INSTITUTION'S EXTERNAL RELATIONSHIP.

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**"CORPORATE RESPONSIBILITY"  
WITH THE INSTITUTION  
SHOULD BE AS SUBJECT AND  
ECONOMIC, SOCIAL AND  
ENVIRONMENTAL OBLIGATIONS AS  
OBJECTS OR REALMS OF  
RESPONSIBILITY.**

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**DOES DOING BUSINESS  
ETHICALLY PAY?**

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**IT CAN SAVE CONSIDERABLE  
TRANSACTION COSTS,  
STRENGTHEN THE MOTIVATION  
OF EMPLOYEES AND ENHANCE  
THE CORPORATIONS'  
REPUTATION AND BOTTOM  
LINE.**

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**IF THE PROMOTION OF CRS IS ONLY USED AS A TOOL OR AS A PR EXERCISE AND HAS NO INTRINSIC VALUE AT ALL, THE ETHICAL MOTIVATION LOSES ITS POWER, AND THE PROMOTION BECOMES SELF-DEFEATING AND CAN DRAW EVEN CYNICISM.**

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**THE INTRINSIC VALUES AND THE HUMAN ELEMENT IS THE BACKBONE OF A COOPERATIVE/CREDIT UNION.**

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**SOCIAL RESPONSIBILITY IS ONE OF THE CORE OPERATING PRINCIPLES OF A COOPERATIVE/CREDIT UNION.**

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**Social Principle of a cooperative/credit union:**

" Continuing the ideals and beliefs of cooperative pioneers, credit unions seek to bring about human and social development. Their vision of social justice extends both to the individual members and to the larger community in which they work and reside. The credit union ideal is to extend service to all who need and can use it. Every person is either a member or a potential member and appropriately part of the credit sphere of interest and concern. Decisions should be taken with full regard for the interest of the boarder community within which the credit union and its members reside."

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**THE CREDIT UNION MOTTO,  
"NOT FOR PROFIT, NOT  
FOR CHARITY BUT FOR  
SERVICE ,"  
CAPTURES THE  
ESSENCE OF THE CREDIT  
UNION IDEA.**

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**THE OPERATING PERFORMANCE  
RATIOS OF COOP PESOS, AND  
PEARLS, THE SUSTAINABLE  
DEVELOPMENT OF CREDIT UNIONS  
AND TOOLS SUCH AS ACCESS  
BRAND ARM CREDIT UNIONS TO  
ACHIEVE ECONOMIC VIABILITY AND  
ARM YOU AS LEADERS TO "WALK  
THE TALK".**

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**COOPERATION**

IS A WAY OF LIVING; IT IS A PHILOSOPHY OF LIFE; IT IS A SET OF PROCESSES AND PROCEDURES OF BEHAVING; AND IT IS A SET OF PRINCIPLES OF FUNDAMENTALS FOR THE GUIDANCE OF BOTH INDIVIDUALS AND HUMAN SOCIETY.

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**W.P. WATKINS:**

"THE REAL DIFFERENCE BETWEEN CO-OPERATION AND THE OTHER KINDS OF ECONOMIC ORGANIZATIONS RESIDES PRECISELY IN ITS SUBORDINATION OF BUSINESS TECHNIQUES TO ETHICAL IDEAS. APART FROM THIS DIFFERENCE THE MOVEMENT HAS NO FINALLY SATISFACTORY REASON FOR ITS EXISTENCE."

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**FRIEDRICH WILHELM RAIFFEISEN SAID:**

"THE CREDIT UNIONS ARE SUPPOSED TO CONTRIBUTE ESSENTIALLY TO SOCIAL IMPROVEMENTS, THEY MUST NOT CONFINE THEMSELVES TO GRANTING LOANS. THEIR MAIN OBJECTIVE SHOULD BE TO CONTROL THE USE OF MONEY, TO IMPROVE THE MORAL AND PHYSICAL VALUES OF PEOPLE, AND THEIR WILL TO ACT BY THEMSELVES."

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**COOPERATION**

IT IS MORE THAN AN ETHICAL WAY OF LIFE; IT IS A CAUSE, THE CAUSE OF HELPING TO ALLEVIATING POVERTY; IT HAS A MISSION, A MISSION TO RENDER SERVICE WITH OTHERS, NOT SIMPLY FOR OTHERS; IT PRODUCES SACRIFICE, SACRIFICE IN BEHALF OF JUSTICE AND PEACEFUL HUMAN RELATIONS.

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**DO YOU BELIEVE IN COOPERATION?**

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**YOUR DECISIONS AND DETERMINATION FOR THE GOOD CAUSE OF COOPERATION RELY ON YOUR AWARENESS OF COOPERATIVE PRINCIPLES AND GUIDED BY FUNDAMENTAL HUMAN VALUES SUCH AS FAIRNESS, HONESTY, HUMANITY, PRUDENCE, RESPONSIBILITY AND SUSTAINABILITY.**

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