Measuring co-operative success 1.2

CESPI – Demonstrating co-operative difference

In January 2001 the Co-operative Commission identified co-operative and social performance as being one of the key contributors to the future success of the co-operative sector.

Its virtuous circle model reminded the Movement that co-operative enterprises are in business to fulfil their co-operative purpose; by achieving commercial success they are able to invest in their co-operative and social goals, creating a co-operative advantage. The business case for actively managing co-operative and social performance is becoming increasingly clear, particularly for values-driven organisations such as co-operatives.

The CESPI approach to measuring co-operative success is founded on ten key indicators:

1. Member economic involvement
2. Member democratic participation
3. Participation of employees and members in training and education
4. Staff injury and absentee rates
5. Staff profile – gender and ethnicity
6. Customer satisfaction
7. Consideration of ethical issues in procurement and investment decisions
8. Investment in community and co-operative initiatives
9. Net carbon dioxide emissions arising from operations
10. Proportion of waste recycled/reused

Readers should refer to the guidance document for advice on measuring these indicators in your co-operative.

CESPI website: http://s.coop/7w9b

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