

Are you an owner ?



International Co-operative Alliance
**Global Conference
and General Assembly**

14-17 November 2017, Kuala Lumpur, Malaysia

Co-operatives: Putting People at the Centre Of Development

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Consumer Co-operative S Group`s key figures in 2016

Turnover

11,3 Bn€

Profit

290 M€

Investments

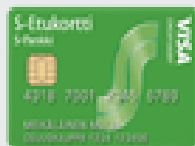
511 M€

Outlets

1.633

80%

of Finnish
households
are owners



3,7 million
loyalty
cards



Bonus and other
rewards paid to
co-op members

394 M€



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COOP
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Our Challenge: The Awareness of Co-operative business model

According to our survey in 2014:

- How well do you know co-operative business model and its principles?
 - Only 3 % of our members knew very well
 - Only 13 % of our members knew well



Member program's marketing campaign emphasizing members' role as an owner





And Today: The Awareness of Co-operative business model

- How well do you know co-operative business model (co-operatives and mutual insurance companies) ?
 - Only 4 % of our members know very well
 - Only 37 % of our members know quite well
- Is co-operative business model and its principles different of those of a listed company ?
 - 51 % agrees, that they are different
 - 30 % don't know



To raise awareness needs communication every day in our outlets and channels



S-Pankki



Supermarket trade:

Department stores and speciality stores:

Service station stores and fuel trade:

Travel industry and hospitality:

Hardware trade:



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Thank you !