

THE ROLE OF COOPERATIVE IDENTITY IN DELIVERING SUSTAINABLE DEVELOPMENT OF COOPERATIVES IN UGANDA

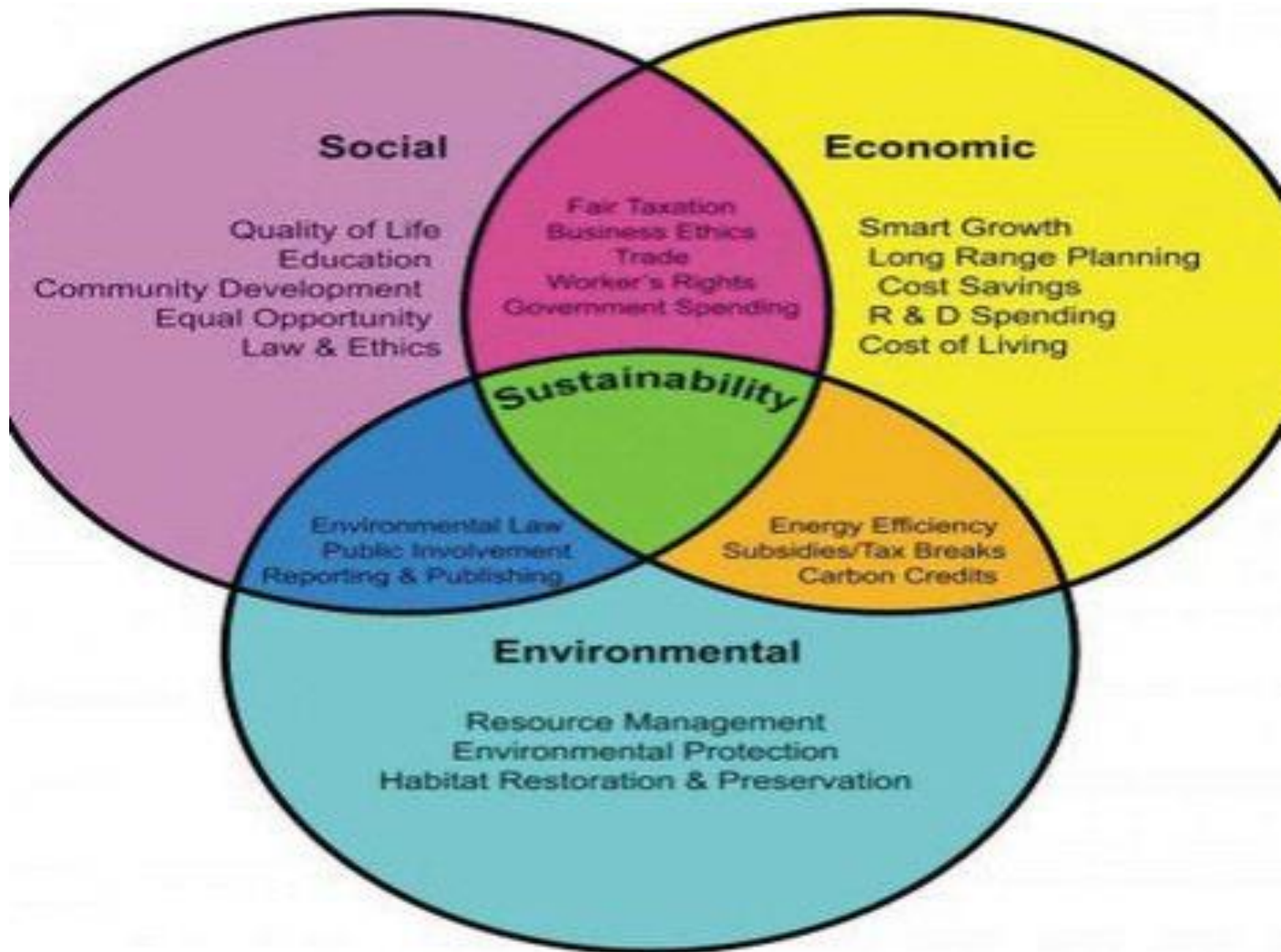
Leonard Okello
Chief Executive Officer

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THREE PILLARS OF SUSTAINABILITY



DEFINITION OF COOPERATIVES

Definition of Cooperatives

- A **co-operative** is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.
- Cooperatives are member-owned, member-controlled, and member utilised, value-based organisations.
- Cooperatives is a People Centered Business Model

THE LEGAL BUSINESS AND ETHICAL AND KNOWLEDGE STATUS OF COOPERATIVES IN UGANDA



- Cooperatives in Uganda face a “Fork in the Road”
- Cooperatives should choose to go the cooperative identity way will likely prosper.
- Cooperatives that reject to practice cooperative identity will collapse

COOPERATIVE IDENTITY

Core Values

- Self-help,
- Self-responsibility,
- Democracy,
- Equality, Equity, Solidarity.

Ethical Values

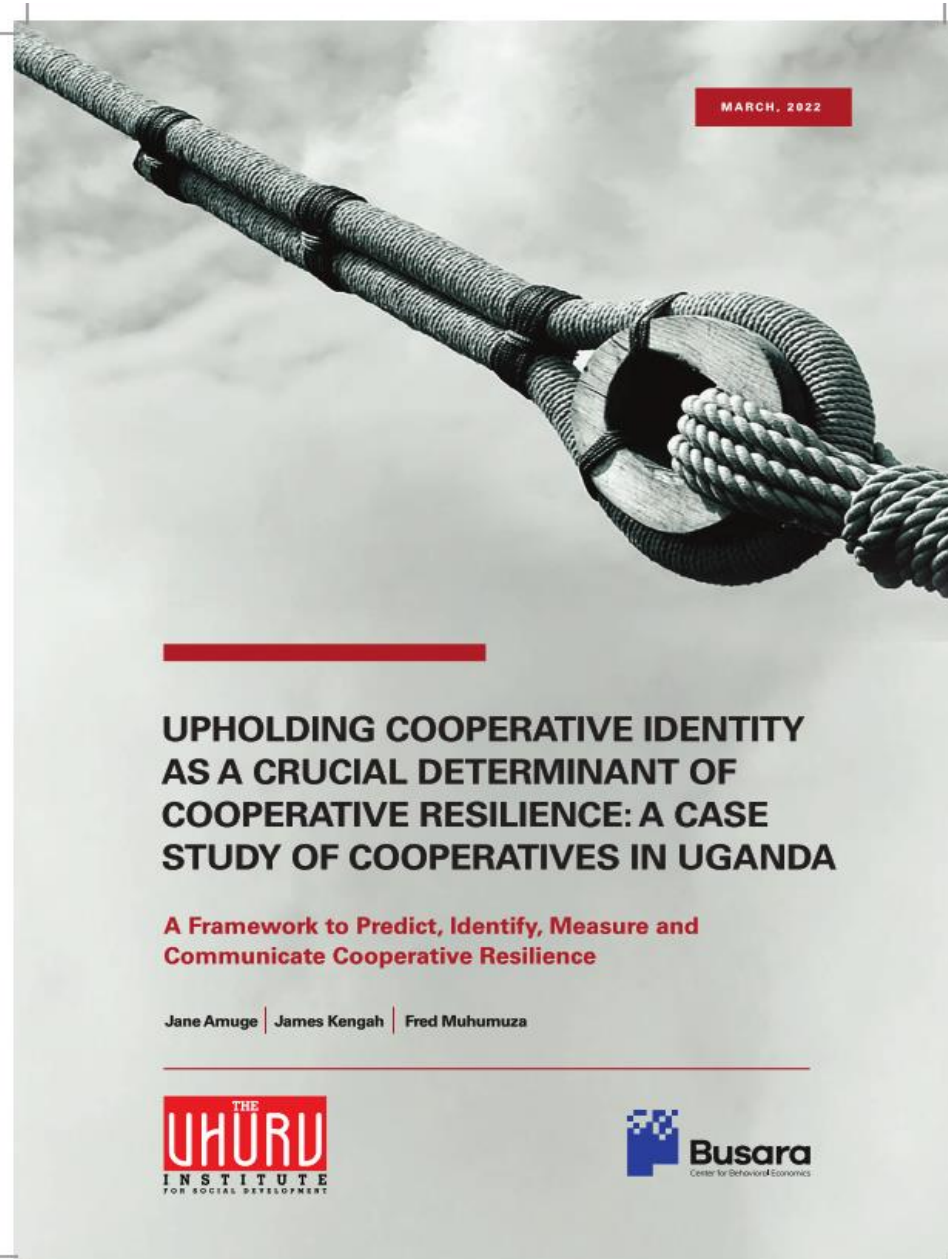
- Honesty, Openness,
- Social Responsibility, Caring for Others.

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COOPERATIVE IDENTITY CONT'D




MEASURING COOPERATIVE RESILIENCE



- Confirmed that 2018 study findings on the important role of cooperative identity in enabling sustainable resilience of cooperatives.
- Developed the Cooperative Resilience Measurement Index – CRMI.
- Birthed the Coop Profiler, an online tool for profiling and measuring the Resilience of Cooperatives.
- An ongoing longitudinal study to test credibility, viability, accuracy and continuous improvement of the CRMI.

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COOP-PROFILER

Free Trial (Current)	 RECOMMENDED Primary	STA	Partner
FREE 30 days trial will end 20/Jan/22	UGX 20,000/Yr/Coop UGX 1,000/Yr/ Individual Member	UGX 30,000/Yr/Coop UGX 20,000/Yr/ Cooperative Member	UGX 300,000/Yr/Partner UGX 20,000/Yr/ Cooperative Partner UGX 1,000/Yr/ Individual Partner
Unlimited Members 5 users*	Unlimited Members 5 users*	Unlimited Members 5 users*	Unlimited Members 5 users*
Current Plan	Select Plan	Select Plan	Select Plan
<ul style="list-style-type: none">✓ Member Management✓ Profile Management✓ Analytics/Reports✓ CRMI Computation✓ Data Export✓ User Account Manag't✓ Mobile App✓ Email Notifications✓ Unlimited Support	<ul style="list-style-type: none">✓ Member Management✓ Profile Management✓ Analytics/Reports✓ CRMI Computation✓ Data Export✓ User Account Manag't✓ Mobile App✓ Email Notifications✓ Unlimited Support	<ul style="list-style-type: none">✓ Member Management✓ Profile Management✓ Analytics/Reports✓ CRMI Computation✓ Data Export✓ User Account Manag't✓ Mobile App✓ Email Notifications✓ Unlimited Support	<ul style="list-style-type: none">✓ Member Management✓ Profile Management✓ Analytics/reports✓ CRMI Computation✓ Data Export✓ Data Access Requests✓ User Account Manag't✓ Mobile App✓ Email Notifications✓ Custom Questions/Forms✓ API✓ Unlimited Support
	Primary Loyalty bonus For every 100 members profiled - 5% to be rewarded to the Cooperative: once at the end of the year	STA Loyalty bonus For every 50 members profiled - 5% to be rewarded to the Cooperative: once at the end of the year	

GENERATING WEALTH TOGETHER

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