EVERYDAY PARTICIPATION A toolkit for the co-operative movement







We are an innovation company
We come up with good ideas
Because we think of people differently
As participants in causes
Not just consumers of products.

| SUBJECT | CONSUMER | CITIZEN |
|-----------|-------------|----------------|
| DEPENDENT | INDEPENDENT | INTERDEPENDENT |
| το | FOR | WITH |
| OBEY | DEMAND | PARTICIPATE |
| RECEIVE | CHOOSE | CREATE |
| COMMAND | SERVE | FACILITATE |



How can co-operatives work together with staff and customers to achieve more, not just sell products?









ECONOMIC PARTICIPATION

Consume products

Choose options

Feedback comments

GOVERNANCE PARTICIPATION

Vote for representatives

Stand for office

Make decisions

EVERYDAYPARTICIPATION

ECONOMIC PARTICIPATION

Consume products

Choose options

Feedback comments

Tell stories

Gather data

Share connections

Contribute ideas

Give time

Learn skills

Crowdfund innovation

GOVERNANCE PARTICIPATION

Vote for representatives

Stand for office

Make decisions

Why Everyday Participation matters

Deeper engagement + better ideas

=

Greater social impact



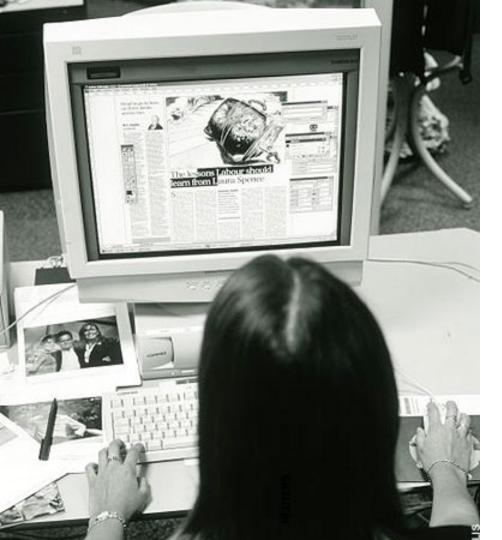
Your question



E.g.: How can we work with our members/workers/customers to fulfil our purpose?

SEVEN MODES OF EVERYDAY PARTICIPATION

- 1. Tell stories
- 2. Gather data
- 3. Share connections
 - 4. Contribute ideas
 - 5. Give time
 - 6. Learn skills
- 7. Crowdfund innovation



1. Tell stories

HISTORY MATTERS PASSITON



Big Garden Birdwatch

The world's largest wildlife survey 30-31 January 2016



Gather data





Following

How do we encourage more customers to bring reusable coffee cups to @Pret? We're thinking of increasing the discount for bringing your own cup from 25p to 50p. Our organic filter coffee would cost just 49p! I'd love to hear your thoughts.

2:59 am - 27 Nov 2017

517 Retweets 2.930 Likes



Katie Kennedy @Katie1Kennedy · Nov 28

Replying to @Cliveschlee @Pret









A loyalty scheme where if you bring your own cup you collect stamps & get a











Replying to @Cliveschiee @Pret

A study revealed customers who were offered discount for bringing own bag rarely bothered. Then instead they tried charging customers who wanted a bag, and there was change. Tell your customers the extra cost of the cup and you will see result.

10:20 am - 27 Nov 2017

















MESSAGE BOARD

Filter by Category: Everything





PICKED UP AN **EMPTY POP CAN** OF...

Neighbourhood SNason

Every little bit counts! Be sure to use precautions to stay sanitary and safe!!

WROTE TO A POLITICAL REPRESEN... City

SNason Regarding Social Assistance Rates and the new Budget

VOLUNTEERED AT THE WOMEN'S CE ... City SNason

I've been a volunteer at The Women's Centre for 281/2 years and I do lots and...

PINERIDGE

City

KOsgood

COMMUNITY

SAFETY WALK



MY THREE THINGS

City AHesse

Caring for your sick.



3 Things for Calgary

LATEST TWEETS

3 THINGS FOR

CALGARY

is an Initiative of the Mayor's Civic Engagement Committee

RT @pmackin: Thing #2 -donate blood five times in 2017. #3ThingsforCanada https://t.co/YaWP4Ih4DV about 1 year ago

RT @strategicgrp: What are your #3ThingsforCanada #yyc? We can't wait to see everyone's #May



Regular Plasma Donor for Canadian Blood Services (former Whole Blood Donor)



HARVEST HILLS

Neighbourhood

VHenry

COMMUNITY HUB

We are a small group

committed to turn an

of local individuals

uninspired and...

CIVICTECHYYC VOLUNTEER APP City

We are spending time trying to gather and learn about volunteering in Canada ...



On September 19th, a

racist crime took place

THE FUTURE CHA... Neighbourhood ALamb

Foundation for the Future Charter Academy SE Elementary involved the whole sc...



Give time

LAUNCH CIVICTECHYYC City GRotstein

Working with others from various backgrounds and the Innovation Lab at the



SUPPORTED PEOPLE THROUGH THE

City Julia

facilitated a few community events to help people understand and



GIVING MY TIME BACK TO COMMUN... Neighbourhood

I am doing volunteering since last 7 waste to the local

STARTED A NON-PROFIT TO HELP City

Julia Workplace Engagement & Mental Health Association (WEMA) is a nonph. recen. with the G. @3thingsyyc https://t.co/cv66







Mover Kit: get kids moving, building & coding

♥ London, UK

₱ Product Design

\$129,311

pledged of \$50,000 goal

1,822

backers

7. Crowdfund innovation

Your turn

TELL STORIES: INSPIRATION

1. TELL STORIES

What is it?

Giving people a framework and structure to share their personal experiences.

When should you use it?

Real stories of personal experience relevant to your product or cause can be very powerful marketing material, but simple, shareable stories can also be useful market research.

FIVE STARTING POINTS

- What story about your organisation should everyone know and why?
- How could collecting stories help you build confidence, focus or celebrate what you do?
- Pick a common area in your organisation (like the kitchen, printer area or reception) to start gathering and celebrating member or customer stories, or use lunch breaks to share those stories
- Come up with five positive and generative questions to help uncover great stories (eg. what's great, what are you most proud of, what is your dream?)
- Come up with three organisations you can partner with to crowdsource, tell or celebrate stories that matter to you

is a unique social enterprise restaurant in London. It has a training h provides apprenticeships to help homeless people find employment in y sector. Throughout the venue there are framed photos of staff with to their stories. This not only builds and boosts staff confidence and to showcases The Brigade's purpose to diners.

a digital campaign from BrewDog to showcase the diversity of its and to celebrate the punk mentality that underpins everything BrewDog 2017 AGM (Annual General Mayhem) BrewDog harvested the stories of punks' before travelling across the country to collect more stories. Sent every Punk a poster with one of the images with the task "to do hat they dare"...

ers – pass it on', a national campaign which ran back in to highlight the importance of history in our everyday in greeple to tell stories about why history matters. Over hilfe of the campaign, the public shared over 76,000 bout why history matters to them via a series of imments, and blogs. The campaign had business results too; more than 1 million people visited a heritage site the weekend of the campaign.



What you can do next

- Download the toolkit www.everydayparticipation.info
- Join a full day training
 - 18 October, London: EVERYDAY PARTICIPATION
 - 29 November, London: PARTICIPATORY ORGANISATION
- Contact me at iris@newcitizenship.org.uk

