

VII. Appendices

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Appendix 1: Survey Questionnaire

a) Long Form

This online survey was sent to various groups and individuals from April through June 2004. A link to the survey was also posted on the Cooperative Life homepage. This method garnered 24 responses.

Cooperative Life Survey

Introduction

This survey is being conducted on behalf of Cooperative Life (www.cooplifec.com), the Northeast Federation of Cooperatives. The mission of Cooperative Life is to help cooperatives come together for mutual benefit and support and to foster a vibrant cooperative economy in the Northeast. The purpose of this survey is to assess current conditions and past experience with business to business relationships and identify areas for future business to business relationships. You have been asked to respond to this survey as a member of [regional/state association (website)]. The survey should take you about 15 to 20 minutes to fill out. As a survey respondent, you will receive the survey results. If you have any questions about this survey, please contact Noémi Giszpenc (617-868-4600 (w), 617-666-1899 (h), giszpenc@hotmail.com).

Confidentiality

Your answers will not be shared with the public. You are being asked to provide contact information for the purpose of follow-up research and to ensure wide coverage of cooperatives in the region.

Instructions

1. You may need your cooperative's annual report or financial statements to answer some of the questions in the survey.
2. Most answer choices are a series of options in a pull-down menu, check boxes, or blanks for you to type in answers.
3. Some questions require a response (i.e., the survey will not allow you to skip them). If you do not give a response for those questions, then when you get to the bottom of the page and hit the "Next" button, the survey will re-show the questions with instructions in red to fill in a response for those questions.
4. For the questions that ask for a numerical response, please give only numbers (i.e. "6000" instead of "6,000" or "six thousand" or "\$6K").

Save and Return

You may hit the Save button at any time to save your survey responses and come back to them later. You will be asked for your email address and a link for continuing with your survey responses will get sent to that address.

Thanks again! Hit the Start button to begin the survey.

Start

Cooperative Life Survey

General Information

For some of the questions in the survey, you may want to have your cooperative's latest Annual Report and/or financial statements in front of you.

1. Where is your cooperative located (i.e., where does it conduct operations)? City: State:
Zipcode:

Is this one of several locations? Yes: ☐ No: ☐

2. What industry are you in? Please check all that apply.
- | | |
|--|---|
| <input type="checkbox"/> Agricultural | <input type="checkbox"/> Arts & Crafts |
| <input type="checkbox"/> Communication | <input type="checkbox"/> Credit Union/
Finance |
| <input type="checkbox"/> Economic
Development | <input type="checkbox"/> Electric |
| <input type="checkbox"/> Energy | <input type="checkbox"/> Fishing |
| <input type="checkbox"/> Food | <input type="checkbox"/> Health Care |
| <input type="checkbox"/> Housing | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Utility | <input type="checkbox"/> Other <input type="text"/> |

3. Who owns the cooperative? Please check all that apply.
- | |
|---|
| <input type="checkbox"/> Consumers |
| <input type="checkbox"/> Workers |
| <input type="checkbox"/> Producers |
| <input type="checkbox"/> Cooperatives / Businesses |
| <input type="checkbox"/> Other <input type="text"/> |

4. How many members do you have?

Do you have different categories of membership? Yes: ☐ No: ☐

If yes, please describe briefly:

5. How many employees do you have?

Full-time:

Part-time:

If you are a worker-owned coop, apologies for the redundancy between this question and the next!

6. Do members also work at your cooperative? Yes: ☐ No: ☐

Number of paid member-workers:

Number of volunteer member-workers:

7. What is your cooperative's annual sales revenue?

8. What is the value of your current assets?

\$ (Please do not insert dollar signs or commas.)

9. In order to find out more about what you are spending now and how much you might save in a cooperative purchasing arrangement, we'll need more financial information from your coop. Who should we speak to in your organization to get more detailed financial information?

Please provide this person's contact information:

Telephone number:

Email address:

10. Where do the majority of your customers come from?
(You may check more than one box.)

- ☐ Neighborhood
☐ Town
☐ Metro area
☐ State
☐ Region
☐ U.S.
☐ International

11. Where are the majority of your suppliers located?
(You may check more than one box.)

- ☐ Neighborhood
☐ Town
☐ Metro area
☐ State
☐ Region
☐ U.S.
☐ International

12. Which of the following do you currently purchase? (Your suppliers may either be cooperative or not.) Please check all that apply.

Then please mark the checkbox next to "Yes" if you would be interested in finding a low-cost cooperative supplier for that item, or interested in participating in group purchasing with other cooperatives.

	Item	Interested?	
<input type="checkbox"/>	Energy	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Office Supplies	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Capital Purchases (e.g., Furniture)	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Other Supplies	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Telephone Services	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Cell Phone Services	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Computer Equipment	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Tech Support	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Marketing and Promotion	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Catering Services	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Events Management	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Business Planning	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Accounting	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Other Consulting Services	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Employee Benefits	Yes	<input type="checkbox"/>

Any comments?

Thank you for answering these general information questions! The next section deals with business-to-business relations

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Cooperative Life Survey

Business to Business Relations

13. Cooperative purchasing arrangements may depend on having other cooperatives nearby. Please check Yes, No, or Don't Know for each question.

	Yes	No	Don't Know
Are there other cooperatives in your town?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are there other cooperatives in the nearby surrounding area?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are there other cooperatives that serve your geographic area even if they are based elsewhere?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Does your cooperative purchase from any other cooperative?

Yes: ☐ No: ☐ Don't Know: ☐

What is your estimated total annual purchasing from other cooperatives? Please enter a whole dollar amount:

\$ Don't Know: ☐

What goods or services does your cooperative purchase from other cooperatives? Check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Food | <input type="checkbox"/> Retail Goods |
| <input type="checkbox"/> Office/retail space | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Electricity | <input type="checkbox"/> Communication |
| <input type="checkbox"/> Child Care | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Printing/Reproduction |
| <input type="checkbox"/> Graphic Design | <input type="checkbox"/> Health Care |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> None |
| <input type="checkbox"/> Don't Know | <input type="checkbox"/> Other <input type="text"/> |

15. Does your cooperative sell to other cooperatives?

Yes: ☐ No: ☐ Don't Know: ☐

What are your estimated total annual sales to other cooperatives?

Please enter a dollar amount: \$

or a percentage of sales: %

(Check here if you don't know the volume: ☐)

16. Does your cooperative offer discounts or preferred treatment to any other cooperatives or their members?

Yes: ☐ No: ☐ Don't know: ☐

If yes, please describe:

17. Do other cooperatives offer discounts or preferred treatment to your cooperative or your members?

Yes: ☐ No: ☐ Don't Know: ☐

If yes, please describe:

18. Has your cooperative had programs or systems for mutual discounts or preferential treatment with other cooperatives in the past?

Yes: ☐ No: ☐ Don't Know: ☐

Would you say your experience with such programs or systems was:

Very Positive ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ Very Negative ☐ N/A ☐

19. If such programs or systems existed but were discontinued, what factors led to their discontinuation? Check all that apply:

- ☐ Training/startup costs
☐ Administrative costs
☐ Cost of Discounts
☐ Lack of Interest
☐ Implementation Failure
☐ Don't Know
☐ Other

Additional comments

20. If such programs or systems were maintained, what factors led to their continuation? Check all that apply:

- ☐ New Clientele
☐ Customer Loyalty
☐ Ease of Administration
☐ Program Popularity
☐ Solidarity
☐ Cost-savings
☐ Technical Support
☐ Good Organizational Relationships
☐ Don't Know
☐ Other

Additional comments

21. Has your cooperative ever had programs in place for mutual support or cooperation with other cooperatives?

Yes: ☐ No: ☐ Don't Know: ☐

If so what were these? Check all that apply.

- ☐ Collective Purchasing
☐ Federation
☐ Joint Marketing
☐ Information Exchange
☐ Joint Advocacy
☐ Business Support
☐ Loan Funds
☐ Other

Additional comments?

22. How would you rate your overall interest in having your cooperative trade with other cooperatives?

Very Interested ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ Not at all Interested ☐ N/A

Thank you for answering these questions about your cooperative's trade with other cooperatives. The next section has questions about possible ways to promote such trade.

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Cooperative Life Survey

Options for the Future

This question and the next one ask about what kinds of programs of inter-cooperative trade your cooperative might be interested in trying.

This question is about *discounts* among cooperatives and other participating businesses.

23. Would you be interested in giving a discount to other businesses? Please check yes, no, or maybe for each of these categories: in your town, in your area, in the Northeast region.

<i>Discounts for Businesses</i>	Yes	No	Maybe
in your town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in your area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in the Northeast region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

24. Would you be interested in giving a discount to individual consumers? (These may be members or employees of other cooperatives, or they may not be.) Please check yes, no, or maybe for each of these categories: in your town, in your area, in the Northeast region.

<i>Discounts for Individuals</i>	Yes	No	Maybe
in your town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in your area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in the Northeast region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

This question and the next two ask about *joint action campaigns* with other cooperatives.

25. Would you be interested in participating in a joint action campaign to increase member education? Please check yes, no, or maybe for each of these categories: in your town, in your area, in the Northeast region.

Campaign of Member Education	Yes	No	Maybe
in your town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in your area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in the Northeast region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

26. Would you be interested in participating in a joint action campaign to promote public policy initiatives? Please check yes, no, or maybe for each of these categories: in your town, in your area, in the Northeast region.

Promote Public Policy	Yes	No	Maybe
in your town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in your area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in the Northeast region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

27. Would you be interested in participating in joint public education/marketing campaigns about cooperative businesses? Please check yes, no, or maybe for each of these categories: in your town, in your area, in the Northeast region.

Joint Public Education Campaigns	Yes	No	Maybe
in your town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in your area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in the Northeast region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

28. One product to promote cooperative performance and education that Cooperative Life currently has available for purchase by cooperatives is an online communities tool called Communispace.

Would you be interested in purchasing online tools for any of the following uses?

Online Communities	Yes	No	Maybe
of customers for market research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
of members for membership development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
of leaders for communication and collaborative decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

One way to offer discounts and promote sales for your cooperative is to participate in a discount card system.

(Many organizations run fundraisers in which they sell special discount cards, and participating merchants agree to offer discounts to cardholders. See for example [Discount Card](#), [Diamond Card](#), [Just Fundraising](#), and [Nordis](#).)

Similar cards could provide a way for cooperative members to shop more easily at other cooperatives and other participating businesses in their area, or even in the whole Northeast region. That could be the mechanism for providing discounts, which a previous question asked about.

29. Would you be interested in the option of a "cooperative discount card"? Please mark "yes," "no," or "maybe" for each of these categories: in your town, in your area, in the Northeast region.

Discount Card	Yes	No	Maybe
in your town	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in your area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
in the Northeast region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any comments?

This question and the next three ask about possible additional services that Cooperative Life could develop and provide to cooperatives in the Northeast region to promote trade among cooperatives.

30. Would you be interested in the following service? Please mark whether you think that such a service would be worth paying for.

Directory

- A directory would include listings by goods/services, location, and name. It would be available online, in print, and on CD-ROM.

	Interested?		Willing to pay?	
	Yes	No	Yes	No
Directory of Cooperatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

31. Would you be interested in the following service? Please mark whether you think that such a service would be worth paying for.

Agreement Templates

- "Boilerplate" templates for mutual agreements would facilitate individual cooperatives making reciprocal deals with each other—for example, for discounts, preferential services, membership, etc. These templates would provide a generic form that can be filled in with the specific details for each agreement.

	Interested?		Willing to Pay?	
	Yes	No	Yes	No
Mutual agreement "boilerplate" templates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

32. Would you be interested in the following service? Please mark whether you think that such a service would be worth paying for.

Promotional Materials

- Promoting increased use of cooperatives may be easier with promotional materials, aimed either at the coop's members or the public at large.

	Interested?		Willing to Pay?	
	Yes	No	Yes	No
Educational/Promotional materials for members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational/Promotional materials for the public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

33. Would you be interested in the following service? Please mark whether you think that such a service would be worth paying for.

Networking

- Sometimes the best way to figure out how to start an initiative is to talk to someone who's already done it. Peer-to-peer networking could connect coops with the latest, most successful ventures directly.

	Interested?		Willing to pay?	
	Yes	No	Yes	No
Peer-to-peer networking opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any other ideas for possible services?

34. Do you have any ideas or comments about cooperative trade or this survey?

Ideas and Comments

Thank you very much for taking the time to fill out this survey! If you have any additional comments please contact the researcher, Noémi Giszpenc. The questions on the following page are for follow-up research purposes only. All information submitted will be kept confidential--the name of your cooperative will not be associated with the information you've provided, and the information will not be shared outside of Cooperative Life.

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Cooperative Life Survey

Follow-Up Information

35. Name:
 Title:
 Cooperative:
 Address:
 City: , ST: , Zip:
 Phone:
 Fax:
 Email:

Would you like to receive the final survey results? Yes: ☐ No: ☐

May the researchers contact you for follow-up questions? Yes: ☐ No: ☐

Would you like us to sign you up for a spot on an online community to further discuss these opportunities? Yes: ☐ No: ☐

Would it be possible for any members of the cooperative to participate in focus groups on the topic of cooperative trade?

	Yes	No	Maybe
Members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Directors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General Manager or other managers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you very much for your time! Contact Noémi Giszpenc (617-868-4600 (w), 617-666-1899 (h), giszpenc at hotmail dot com) if you have any questions.

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Cooperative Life Survey

Thank you for taking our survey! You will now be redirected to the Cooperative Life homepage.

Please feel free to contact us if you have any questions.

Finish

b) Short Form

This questionnaire was developed in the summer of 2004. It could fit on one sheet of paper. CDI staff called members and asked them to fill out the survey. A link on Coop Life's homepage to the short version of the survey replaced the link to the long version (above). Between September and November 2004 it garnered 51 responses.

Cooperative Life Survey	
Introduction	
This survey is being conducted on behalf of Cooperative Life (www.cooplifecoop.com), the Northeast Federation of Cooperatives. The mission of Cooperative Life is to help cooperatives come together for mutual benefit and support and to foster a vibrant cooperative economy in the Northeast.	
The purpose of this survey is to identify areas for business to business relationships. If you have any questions about this survey, please contact Noémi Giszpenc (617-868-4600 (w), 617-864-1579 (h), giszpenc at hotmail dot com).	
<hr/>	
1. Where is your cooperative located (i.e., where does it conduct operations)?	
City: <input type="text"/>	State: <input type="text"/> Zipcode: <input type="text"/>
2. What industry are you in? Please check all that apply.	
<input type="checkbox"/> Agricultural	<input type="checkbox"/> Arts & Crafts
<input type="checkbox"/> Communication	<input type="checkbox"/> Credit Union/Finance
<input type="checkbox"/> Economic Development	<input type="checkbox"/> Electric
<input type="checkbox"/> Energy	<input type="checkbox"/> Fishing
<input type="checkbox"/> Food	<input type="checkbox"/> Health Care
<input type="checkbox"/> Housing	<input type="checkbox"/> Manufacturing
<input type="checkbox"/> Utility	<input type="checkbox"/> Other <input type="text"/>
3. Who owns the cooperative? Please check all that apply.	
	<input type="checkbox"/> Consumers
	<input type="checkbox"/> Workers
	<input type="checkbox"/> Producers
	<input type="checkbox"/> Cooperatives / Businesses
	<input type="checkbox"/> Nonprofit
	<input type="checkbox"/> Other <input type="text"/>

4. Which of the following do you currently purchase? Please check all that apply.

Then please mark the checkbox next to "Yes" if you would be interested in finding a low-cost cooperative supplier for that item, or interested in participating in **group purchasing** with other cooperatives.

	Item	Interested?	
<input type="checkbox"/>	Energy	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Office Supplies	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Capital Purchases (e.g., Furniture)	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Other Supplies	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Telephone Services	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Cell Phone Services	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Computer Equipment	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Tech Support	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Marketing and Promotion	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Catering Services	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Events Management	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Business Planning	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Accounting	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Other Consulting Services	Yes	<input type="checkbox"/>
<input type="checkbox"/>	Employee Benefits	Yes	<input type="checkbox"/>

Any comments?

5. How would you rate your overall interest in having your cooperative trade with other cooperatives?

1 2 3 4 N/A
 Very Interested ☐ ☐ ☐ ☐ Not at all Interested ☐

This question and the next one ask about what kinds of programs of inter-cooperative trade your organization might be interested in trying.

This question is about *discounts* among cooperatives and other participating businesses.

6. Would you be interested in giving a discount to other businesses?

Yes ☐
 No ☐
 Maybe ☐

7. Would you be interested in giving a discount to individual consumers? (These may or may not be members or employees of cooperatives.)

Yes ☐
 No ☐
 Maybe ☐

This question and the next two ask about **joint action campaigns** with other cooperatives.

8. Would you be interested in participating in a joint action campaign to increase **member education**?

Yes ☐
 No ☐
 Maybe ☐

9. Would you be interested in participating in a joint action campaign to **promote public policy initiatives** (e.g., cooperative tax policy or community economic development issues)?

Yes ☐
 No ☐
 Maybe ☐

10. Would you be interested in participating in *joint public education/marketing campaigns about cooperative businesses*?

Yes ☐
No ☐
Maybe ☐

11. Would you be interested in purchasing an *online tool* that organizes dialogues, keeps track of shared files, and allows subscribers to get to know each other for any of the following uses?

<i>Online Communities</i>	Yes	No	Maybe
of customers for market research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
of members for membership development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
of leaders for communication and collaborative decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

12. Would you be interested in the option of a "cooperative discount card" that works similarly to a "Sam's Club" membership?

Yes ☐
No ☐
Maybe ☐

This question and the next three ask about possible additional *services* that Cooperative Life could develop and provide to organizations in the Northeast region to promote trade among cooperatives.

Please mark whether you would be interested in the following services and whether you think that such a service would be worth paying for (depending on cost).

13. *Directory*

	<i>Interested?</i>		<i>Willing to pay?</i>	
	Yes	No	Yes	No
Directory of Cooperatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

14. *Agreement Templates*

- Generic, "boilerplate" templates for mutual agreements to facilitate individual cooperatives making reciprocal deals with each other.

	<i>Interested?</i>		<i>Willing to Pay?</i>	
	Yes	No	Yes	No
Mutual agreement "boilerplate" templates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

15. **Promotional Materials**

	Interested?		Willing to Pay?	
	Yes	No	Yes	No
Educational/Promotional materials for members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational/Promotional materials for the public	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any comments?

16. **Peer-to-Peer Networking**

	Interested?		Willing to pay?	
	Yes	No	Yes	No
Peer-to-peer networking opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any other ideas for possible services?

17. Do you have any ideas or comments about cooperative trade or this survey?

Ideas and Comments

Thank you very much for taking the time to fill out this survey! If you have any additional comments please contact the researcher, Noémi Giszpenc, or Cooperative Life (www.cooplifecoop). The following questions are for follow-up research purposes only. All information submitted will be kept confidential—the name of your cooperative will not be associated with the information you've provided, and the information will not be shared outside of Cooperative Life.

Follow-Up Information

18. Name:

Title:

Organization:

Address:

City: , ST: , Zip:

Phone:

Fax:

Email:

Thank you very much for your time! Contact Noémi Giszpenc (617-868-4600 (w), 617-864-1579 (h), giszpenc@hotmail.com) if you have any questions.

When you hit the "Finish" button, your responses will be saved and you will be redirected to the Cooperative Life website.

Appendix 2: Full Report of Survey Results



Survey Results Report

Cooperative Business-to-Business Relationships

From April to October 2004, Cooperative Life, the Northeast Federation of Cooperatives, conducted a survey among its constituency on the topic of *Cooperative Business-to-Business Relationships*.

Cooperative Life wishes to thank everyone who contributed to the survey process as a respondent. This report presents the full survey results, which are being shared with all survey respondents.

Respondents

A total of 76 respondents contributed to the survey.

Respondents came from New York and all six New England states (Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, and Maine), as well as other locations.

Respondents came from the following *sectors*:

- 9 Agricultural
- 2 Arts & Crafts
- 4 Communication
- 8 Credit Union / Finance
- 6 Economic Development
- 3 Electricity
- 4 Energy
- 1 Fishing
- 19 Consumer Food
- 0 Health
- 11 Housing
- 3 Manufacturing
- 3 Utility

and 15 "Other": Marketing, Fuel, Interpreting/Translations, Association, Service/Retail, Consulting, Marketing & Distribution, coffee, copy retail, Construction, services, Recycling, Forestry, Education.

The *owners* of the organizations that gave responses were as follows:

- 26 Consumers

21 Workers
 8 Producers
 4 Coops/Businesses
 24 Nonprofit
 and 9 “Other”: residents, farmers, members, shareholders, families, and homeowners.

Purchasing Patterns

The question on *current categories of purchasing* and *interest in group purchasing* produced the following results, ordered from highest percentage of interest:

Item	Currently Purchase? Responses (% of total)	Interested in Group/ Coop Purchasing?
Office Supplies	52 (68%)	36 (47%)
Computer Equipment	43 (57%)	27 (36%)
Energy	43 (57%)	24 (32%)
Capital Purchases (e.g. furniture)	39 (51%)	24 (32%)
Other Supplies	37 (49%)	24 (32%)
Telephone Services	42 (55%)	23 (30%)
Employee Benefits	34 (45%)	22 (29%)
Marketing and Promotion	26 (34%)	17 (22%)
Cell Phone Services	27 (36%)	15 (20%)
Tech Support	24 (32%)	12 (16%)
Other Consulting Services	18 (24%)	9 (12%)
Business Planning	12 (16%)	8 (11%)
Accounting	26 (34%)	7 (9%)
Catering Services	7 (9%)	2 (3%)
Events Management	5 (7%)	2 (3%)

Cooperative Trade / Business-to-Business Relationships

On the question of *overall interest in cooperative trade*, on a scale of 1 to 4 with 1 being “very interested” and 4 “not at all interested,” the results were as follows:

11 NA

27 1

19 2

15 3

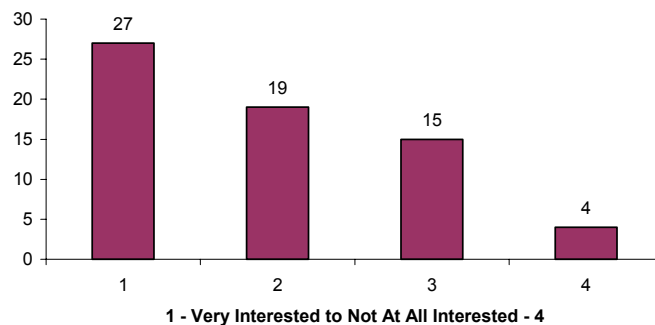
4 4.

The average of these responses was about 2: Interested.

See chart.

The next item asked about interest in providing

discounts to fellow businesses. The responses were as follows:



11 blank
22 No
24 Maybe
19 Yes

Consumer Relations

When it came to providing *discounts to individual consumers*, the answers were:

11 blank
29 No
19 Maybe
17 Yes

Joint Action Campaigns

The next three questions asked about *Joint Action Campaigns*.

The first of these was for *Member Education*:

6 blank
15 No
20 Maybe
35 Yes

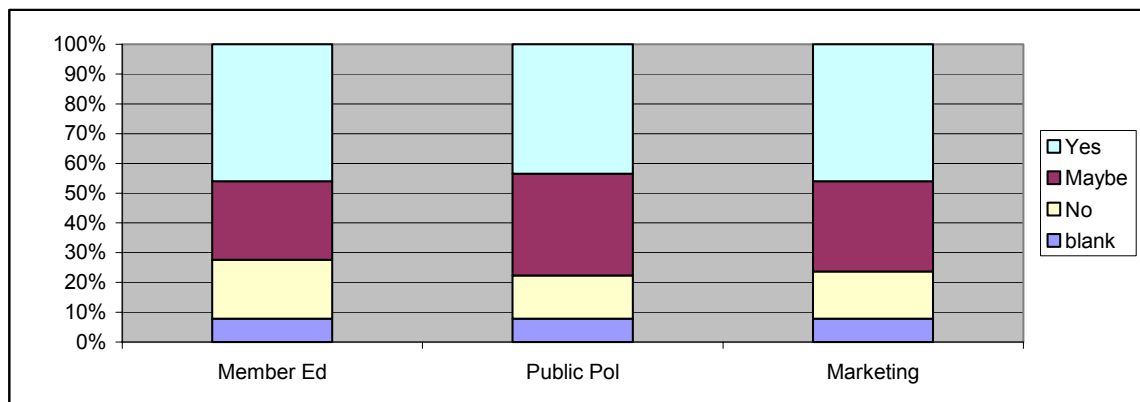
The next was for *Public Policy*:

6 blank
11 No
26 Maybe
33 Yes

And the last was for *Marketing to the Public*:

6 blank
23 Maybe
12 No
35 Yes

See chart.



Online Communities

The next set of questions concerned interest in *Online Communities* for various groups associated with the organization.

For *Customer* communities, the answers were:

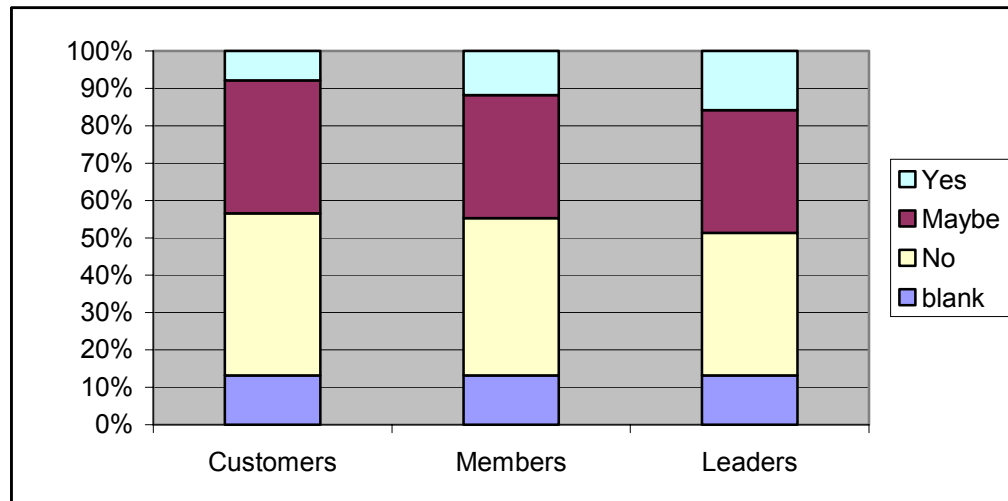
10 blank
33 No
27 Maybe
6 Yes

For *Member* communities, the answers were:

10 blank
32 No
25 Maybe
9 Yes

For *Leader* communities, the answers were:

10 blank
29 No
25 Maybe
12 Yes
See chart.



Cooperative Discount Card

The next question asked about the possibility of a **Cooperative Discount Card** similar to a Sam's Club membership. The answers were as follows:

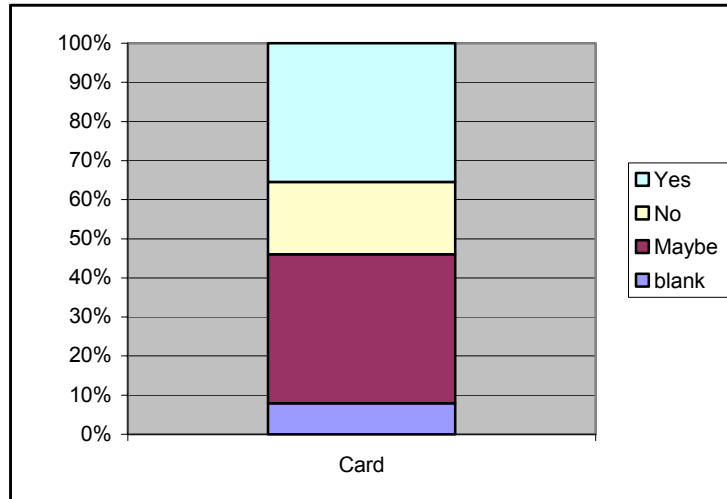
6 blank

14 No

29 Maybe

27 Yes

See Chart.



Tools for Cooperative Business-to-Business Relationships

The next set of questions asked about several different tools that Cooperative Life might develop for use by members. These were: a Directory, Boilerplate agreements, Promotional Materials for Members and for the Public, and Networking. Respondents were asked to indicate 1) whether or not they were interested and 2) whether or not they would be willing to pay. The answers were as follows:

	Interested in Directory?	
Willing to Pay for Directory?	No	Yes
No	16	25
Yes		35
Grand Total	16	60

	Interested in Boilerplate?	
Willing to Pay for Boilerplate?	No	Yes
No	41	19
Yes		16
Grand Total	41	35

	Interested in Promotional Materials for Members?	
Willing to Pay for Promotional Materials for Members?	No Yes	Grand Total
No 31	18	49
Yes	27	27
Grand Total	31 45	76

	Interested in Promotional Materials for Public?	
Willing to Pay for Promotional Materials for Public? No	Yes	Grand Total
No 28	21	49
Yes 1	26	27
Grand Total	29 47	76

	Interested in Networking?	
Willing to Pay for Networking?	No Yes	Grand Total
No 23	34	57
Yes 1	18	19
Grand Total	24 52	76

Here are the same tables reproduced with *percentages by interest* instead of counts:

	Interested in Directory?	
Willing to Pay for Directory?	No Yes	
No 39%	61%	
Yes 0%	100%	
Grand Total	21% 79%	

	Interested in Boilerplate?	
Willing to Pay for Boilerplate?	No Yes	
No 68%	32%	
Yes 0%	100%	
Grand Total	54% 46%	

	Interested in Promotional Materials for Members?	
Willing to Pay for Promotional Materials for Members?	No Yes	
No 63%	37%	
Yes 0%	100%	
Grand Total	41% 59%	

	Interested in Promotional Materials for the Public?	
Willing to Pay for Promotional Materials for the Public?	No	Yes
No 57%		43%
Yes 4%		96%
Grand Total	38%	62%

	Interested in Networking?	
Willing to Pay for Networking?	No	Yes
No 40%		60%
Yes 5%		95%
Grand Total	32%	68%

Respondent Comments

Finally, here are the comments that some respondents provided (personal identifiers have been removed).

It would be good to find out what non-coop procured services coops purchase to see if we can achieve an economy of scale and get a bulk discount, or if there's enough interest to start an inter-cooperative venture to supply that service...

Just the comment that it's difficult to get a read on what or what not a coop would want to do, from the opinions of one member - especially when it comes to paying for a service! I tried to answer the questions as best I could based on what I hear and see around here and based on what's been done in the past!

Interested in co-operative buying power of supplies. After previous experience with food co-op in town I feel the gap is too wide in membership philosophy to combine credit unions with other co-ops, unless it's a co-op bank. Considering how banks generally feel about credit unions I doubt they would have any interest in us.

Thanks for doing the research. Feel free to contact me with questions...I am definitely available and want to help with the movement of worker cooperatives/collectives.

A number of the joint purchasing areas are already being addressed for my cooperative through the NCGA and I would not be interested in paying for these services through a different source.

I believe these are all important opportunities for cooperatives to cooperate. Although we are willing to pay, there would be a point where it would be prohibitive.

I think cooperative trade is a great idea and, when materialized, it will be a gigantic step forward for the cooperative community. As you can see my organization is not officially a coop. It is a partnership between my family members, with equal participation, that can be changed any time to a coop form. To me it is just a technicality. I have a great deal of interest in cooperatives as way to achieve socio-economic justice. I hope you will consider my survey and keep me updated...

Comment: On several items above, Yes or No is insufficient! "Maybe" would be the choice. It would depend on the circumstances in each instance. I am involved in housing co-ops on all levels, (a) As an officer/ board member of four; (b) As acting president of Connecticut Valley

Cooperative Housing Association with membership of co-ops in CT, Western Mass and potentially Vermont and western New Hampshire and (C) As a board member on the National Association of Housing Cooperatives with title of president emeritus. I'm a full time volunteer in co-op housing activities and in some related fields including the Norwalk Land Trust and electrical co-op projects. Just what can be done by or through Co-op LIFE LEADER is not clear to me at this time.

I am a student at the Southern New Hampshire University who lives and works in Washington DC. I worked as a community organizer and I would like to get any recommendation on developing housing cooperatives Best,

Thanks for doing this. We look forward to receiving the results and finding out what it leads to.

Just want to clarify that we are not a cooperative, but rather a university based non profit that provides outreach to the general public about cooperatives, technical assistance to those establishing cooperatives, and training to members of cooperatives. In reality, we do all of this primarily for ESOPs, and not very much with coops... yet.

The business I work for is not a cooperative, so the wording of the questions made me uncomfortable.

The idea of "discounts" is one which should be approached with caution. Offering monetary discounts to members/customers does not promote the struggle of true cost of goods and sidesteps the more challenging (and ultimately) more rewarding aspect of education. Please do not take the easy way out and begin to promote "discounts".

We are not yet in business but are very interested in cooperating.

Cooperative card is being accomplished in the electric cooperative sector. It is the Touchstone Energy Connections Card, for members, but not specifically co-op businesses. We can't sell electric to everyone, but might be interested in the other services.

We are a wholesale utility serving member/owner retail electric service providing municipal utilities--what the survey suggests is interesting but not applicable to our business

I looked at this survey through the eyes of myself and my company. Answering different questions differently. Should state what you were looking for. Also, I am part owner in my coop/SOP, but am no longer one of the major decision makers. So, the answers I give may not correlate with the company's perspective.

Re #4 -- This brings up a difficult question: Should we patronize co-op and like-minded businesses or local businesses? We try to do both, with some success, but will usually lean toward the local if faced with a choice. See E.F. Schumacher, Michael Shuman, et al. Might be interested in buying insurance from a co-op. Re #6 & 7 -- Since our fees are sliding scale, we already are giving discounts to those interested in co-ops (since they usually don't have much money!). Re #10 -- The new Vermont Alliance of Cooperatives will be doing this. Ask (Washington Electric Co-op) or at Cabot about the Alliance. Re #11 -- Depends on cost and who would be participating. Re #13-16 -- All good things to do. Some are not relevant to us. Our willingness to pay for some of these items is limited by the fact that we have very little money...

As the owner of a marketing copywriting shop, I'd be willing to explore offering a discount to member co-ops. Please consider the above answers in context: many of the questions above aren't relevant to our two-person business.

We are a non-profit technical assistance organization, developing and assisting low-income housing co-ops.

Sorry to be "not interested" to most things, but the nature of our coop, we run an irrigation system, makes most of this not applicable. Some also comes under the category of "more work" when we are already doing as much as we can handle.

Employee Benefits need to be more of a priority as is the cost of contract, harvesting or part time labor with Ag cooperatives. Our remote location makes it somewhat difficult to participate in many joint ventures.

Appendix 3: Report to the Annual Meeting of Cooperative Life, December 16, 2004

Report to the Membership of Cooperative Life on Project to Encourage Mutual Exchange

By Noémi Giszpenc
Board Member, Cooperative Life
At the Annual Meeting of Coop Life
December 16, 2004



Outline of Report

- Project Team
- Project Accomplishments
- Planned Activities
- Desired Outcomes
- Indicators of Success
- Role of Cooperative Life Membership

Project Team

- CL Board members Noémi Giszpenc, Duncan Hilchey, and Lynn Benander
- CDI Staff Laurie Broussard, Jen Gutshall, and Stacey Cordeiro
- Special Consultant Paul Fitzpatrick
- Online Products Committee Members Tom Murray and Dan Keshet

Project Accomplishments

- Survey Data Gathered
- Online Directory in Beta (Testing) Phase
- Online Announcement Tool in Beta Phase

Survey Data Gathered

- 75 Respondents in all
 - From each of the six New England states and NY, as well as from other locations.
 - Include housing, consumer food, worker, energy, purchasing, marketing, agricultural, nonprofit, and credit union organizations.
 - Respondents will receive a report of results.

Survey Results

- **Interest in Group Purchasing**
 - Highest Scoring Item: Office Supplies at 60%
- **Overall Interest in Cooperative Trade**
 - Very Interested-- 1 2 3 4 --Not at All Interested
 - ↑ Average is "2"--Interested!
- **Interest in Joint Action Campaigns**
 - Member Education, Public Policy Initiatives, and Public Education/Marketing Campaigns
 - On all three, roughly 1/2 say Yes, 1/3 Maybe

Survey Results

- Interest in Online Community Tool
 - Greatest is for leaders groups, decision making: 60% Yes or Maybe
- Interest in “Sam’s Club”-type cooperative discount card: over half say Yes or Maybe
- Interest in B2B Collaborative Tools
 - Greatest is for Cooperative Directory: 85%
 - Second is Peer Networking: 75%
 - Third is Promo Materials for the Public: 66%

Survey Results

- Interest in Online Community Tool
 - Greatest is for leaders groups, decision making: 60% Yes or Maybe
- Interest in “Sam’s Club”-type cooperative discount card: over half say Yes or Maybe
- Interest in B2B Collaborative Tools
 - **Greatest is for Cooperative Directory: 85%**
 - Second is Peer Networking: 75%
 - Third is Promo Materials for the Public: 66%

Online Directory

- Preliminary results, now confirmed, indicated high interest in Directory
- Work began in September 2004
- Goals: easy user updates, powerful search, geographical functionality / mapping
 - Goals in reach. Testing now for refinement.
 - See <http://regina.csail.mit.edu> (demo to follow)
 - Proposed name:
REGINA.coop, the Regional Index of Cooperation

Online Directory

- Issues:
 - Security: how safe is the directory from hacking/spam/mischief/foolishness?
 - Duplication: do other directories provide the same information service?
 - Critical mass: are enough people interested?
 - Marketing: how will people learn about it?
 - Scope: who will be invited to join?

Online Directory

- Some Answers to Issues:
 - Security: changes are scanned by CDI staff and volunteer moderators specific to each entry. Reversion to past is easy and quick.
 - Duplication: unlike existing directories, this one is optimized for networking and contact across sector, geography, & organization type.
 - Critical Mass: this is a live issue!

Online Directory

- Some Answers to Issues:
 - Marketing: strategy is to connect with networks and intermediaries as well as encourage peer-to-peer contact
 - Coop Life membership’s help is needed!
 - Scope: Cooperative Life is open to all who are helping to build a cooperative economy.
 - This means more than cooperatives.
 - Directory reflects this openness.

Online Announcement Tool

- Goal: facilitate B2B transactions among organizations listed in directory
 - Messages targeted by topic & geography
- Announcements and Directory will work together and increase each other’s value
- Announcers will post within given topics and choose geographic specificity

Online Announcement Tool

- Sample Uses
 - Advertising opportunities for discounts on group purchasing of office supplies
 - Farmers networking to diversify product mixes
 - Housing group broadcasting need for produce
 - Consumer coops finding local suppliers
 - Announcing social get-togethers / meetings

Planned Activities

- Outreach: Priority in coming months
 - Inform people about Directory & Announcement Tool
 - Get them to add organizations and posts
- Follow-up
 - Monitor use of Directory and Announcement Tool
 - Ask users about effectiveness and recommended improvements
- Evaluate impacts
- Continue developing products and services
- Use tools in support of joint campaigns

Desired Outcomes

- Increased trade / transactions among cooperative organizations
- Increased savings / benefits for organization members
- Strengthened foundation for cooperative economy

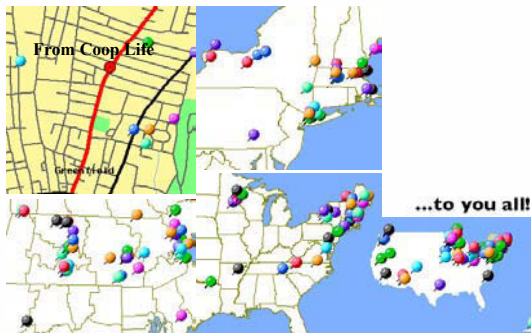
Indicators of Success

- Use of Directory & Announcements Tool
- Interview and Survey Responses
- Increased knowledge of other cooperative organizations
- Increased number of cooperative networking / social events

Role of Coop Life Membership

- Use it, use it, use it
- Outreach, outreach, outreach
- Feedback, feedback, feedback

Thanks!



Appendix 4: Stakeholders Table

Goal: Create Cooperation (Perhaps through Local Currency) for Use by Cooperatives in Northeast Region⁷

Stakeholder	Stakeholder Interest(s) in the Project (Att)	E	C	Assessment of Impact (Inf)	E	C	Potential Strategies for Obtaining Support or Reducing Obstacles
Cooperative Life Board and Membership	Cautiously interested--they don't have a lot of money to fund a big project right now, but if this scheme were viable, it would fit right into their mission.	+	?	Very strong. If they are not in favor, I cannot go ahead with the project.	H	/	I presented a one-page proposal of the idea to the annual meeting of the membership on November 13 for a vote. Attendees at the meeting decided that at least looking into this idea would be valuable.
Cooperative Development Institute	Cautiously interested--this is the organization that spawned Coop Life, and also provides staff for it. Any extra work would fall on them. Also, they would be a source of general co-op expertise, regional knowledge, and grantwriting expertise. If the scheme brought in money, that could help them. The scheme (if it works) is within their mission.	+	?	Very strong. If they are not supportive, getting things done will be difficult.	H	/	Because I am doing this project for school, I am willing to devote volunteer hours to it. When it gets time to write a business plan and funding proposals, I will be sure to write in money for CDI staff time and overhead.

⁷ Att=attitude Inf=influence E=estimate C=confidence

Stakeholder	Stakeholder Interest(s) in the Project (Att)	E	C	Assessment of Impact (Inf)	E	C	Potential Strategies for Obtaining Support or Reducing Obstacles
Cooperatives in the Northeast region	These would be among the primary participants and actual beneficiaries of the project. I think I can safely assume that those that are members of Coop Life would be interested in a practical way to cooperate with each other. Their input and participation would be crucial to making the system work for their benefit.	+	?	Very strong. Without their participation in planning and in the implementation, there is no way for the project to bring about the hoped-for benefits.	H	/	Besides talking to the membership at the annual meeting (see box on Coop Life members, above), the project will need to do extensive consultation and polling among various types of cooperatives to figure out how to make the system work for their benefit.
Employees of cooperatives	May resent getting paid in a restricted form of currency.	0	??	Strong. I envision partial payment as one of the major conduits of the currency. If employees reject it, a major link falls out of the chain.	H	/	It is KEY to the success of the scheme that employees feel they are getting something of value when they receive scrip as payment. The system may need to start as participating business discounts, and grow into a system of accounts later.
Individuals receiving and spending coop scrip	Along with participating coops, these will be the primary participants and beneficiaries of the project.	+	?	Strong.	H	/	It is important to run focus groups and other methods of data gathering prior to implementation and as implementation progresses to monitor the experience of the system's users.

Stakeholder	Stakeholder Interest(s) in the Project (Att)	E	C	Assessment of Impact (Inf)	E	C	Potential Strategies for Obtaining Support or Reducing Obstacles
Organizations that promote cooperatives: CFNE, NCBA, NCB, NASCO, USDA Rural Development	I hope that their attitude would be supportive. They may be sources of funding, advice, expertise, dissemination, and information gathering from their membership. Also, I am hoping that this project would eventually lead to incentives to create new, small cooperatives and I would count on these organizations to help create and support coop-development materials.	+	?	Medium. The project would be much better with their support, but could possibly take place without it.	M /		I will network with people representing these organizations and ask them what is the best way to engage the organizations and enlist their support.
Regional associations of cooperatives and their affiliated members (ECWD, CGANE, state RDCs, NECC, ARCH, FNYHC, NAHC, CHC, state CULs, NEPPA, & NYSRECA.	These associations have a history of representing the interests of their membership. Some of them were also originally part of the movement to create Coop Life, so are already interested in inter-coop cooperation. They can provide expertise, advice, dissemination to and information gathering from their membership, and generally help shape the program into something beneficial to their membership and in line with their missions.	+	?	Medium. It would be really helpful to have as many of these organizations on board as possible, but realistically they are not all going to have the capacity or the interest to be involved, and the project can probably survive without the participation of all of them.	M /		I will network with people representing these organizations and ask them what is the best way to engage the organizations and enlist their support.

Stakeholder	Stakeholder Interest(s) in the Project (Att)	E	C	Assessment of Impact (Inf)	E	C	Potential Strategies for Obtaining Support or Reducing Obstacles
Regulatory institutions (IRS, possibly FDIC, FCC, state AG offices, state departments of revenue)	Since the project will be dealing with money and commerce it is likely to be subject to regulations and maybe taxes. Also it may be or grow to a large-scale, regional project, which will surely catch the attention of regulators.	0	?	I have no idea, but just to be on the safe side I will rate their influence as high--after all, it was only the IRS who could finally take down Al Capone--it is the strongest branch of the government.	H	??	Hopefully some of the organizations I will be working with will know the relevant rules; otherwise, I will have to try looking them up or actually conferencing with the bureaucrats in question to ask them what is required and allowed.
Local and state government community and economic development branches	Representatives from some of these stakeholders will be present at the annual Coop Life meeting on Nov 13. They are already interested in how cooperatives can help promote community economic revitalization. They can provide insight into what their communities need and facilitate implementation and dissemination.	+	?	It is especially important to get the people who are already interested in cooperatives and economic revitalization on board. Others may be tougher to approach, but some things can happen without them. I am not sure of all the impacts that local government may have.	H/M	?	I will talk with the people who come to the conference and try to enlist their support and participation, as well as elicit ideas as to how to work with their colleagues and counterparts in other localities.

Stakeholder	Stakeholder Interest(s) in the Project (Att)	E	C	Assessment of Impact (Inf)	E	C	Potential Strategies for Obtaining Support or Reducing Obstacles
Organizations promoting responsible consumption (such as Co-op America's Green Pages)	This project will aim to revitalize local economies by encouraging people to shop locally at responsible businesses such as cooperatives, so these organizations should support the project and provide insight into the needs and interests of their constituencies and how to manage listings and databases and the like. Possible they could also promote the project to [some subset of?] their membership.	+	?	Medium. This project could take place without the help and support of these organizations, but it would be more successful with it.	M /		I will contact those organizations that I am familiar with, describe the project to them, and ask how they think they might like to be involved, and which other organizations should be involved.
Academic centers that research cooperatives (such as U of Wisconsin)	These centers hold a wealth of information about cooperatives and how they function, and also maintain networks and relationships among scholars and practitioners. They could contribute a great deal to the success of the project through useful information and contacts.	+	?	Medium--probably the project could get along fine without the participation of these academic centers, but it would be better with it.	M /		I will contact the centers and ask them how they might like to be involved. Possibly, they could help write grants and get funding to help.

Stakeholder	Stakeholder Interest(s) in the Project (Att)	E	C	Assessment of Impact (Inf)	E	C	Potential Strategies for Obtaining Support or Reducing Obstacles
Institutes for the promotion of local currencies (such as the EF Schumacher Institute)	I have spoken with Susan Witt, the ED of the EFSI, and she has said that once preliminary research on the demographics and geographical distribution of cooperatives in the Northeast region has been completed, she and the Institute would like to help me design a currency system that would make sense for the region. They have a lot of resources for research, experience, and contacts among practitioners.	++	/	High--I say this not because the project couldn't happen without them, but because their participation would have a very strong positive effect on the quality of the project.	H	/	I have already spoken with them and plan to make a trip out to Great Barrington to do more research and find out what other information I would need to initiate a local exchange scheme.
G.E.O.	G.E.O. is a loosely affiliated network of scholars and practitioners of local economic alternatives. The journal also produces a directory called "An Economy of Hope" that lists worker-owned businesses and support organizations.	+	/	Low. I'm not sure how helpful this journal would be, but it could provide some publicity and insight. It might be somewhat marginal though.	L	?	One of the editors of the journal will be at the conference, and he is the one who suggested my name to the Board nominating committee, so I'll ask him if/how he things GEO can help.

Appendix 5: Add Entry Page and Sample Directory Entry

Regional Index of Cooperation

Regina

[Home](#) [Quicksearch](#) [What's New?](#) [About](#) [Help](#) [Add An Entry](#)

Step 1

Describe your Organization

Name of Organization

Street

City

Address

State/Province

Select State/Province

Zip

Country

Select Country

Description

Phone

Fax

Web

Email

Add Contact

Role

First

Last

Email

Phone

☐ Let me add another contact

refresh

Waiting Period

The waiting period controls whether changes are implemented immediately, or only after a waiting period (up to a week). *Please add yourself as a moderator if you are willing to receive alerts of any future changes to this entry. As moderator you will be given the option of reverting back from changes with one click.*

Add ModeratorEmail ☒ Copy from any email address given above.

Sector(s) ☐ **Workplace***(worker co-ops, ESOPs, unions, collectives, workforce development...)*☐ **Business***(businesses, incubators, technical assistance, associations/chambers...)*☐ **Consumer***(consumer co-ops, CSAs, buying clubs...)*☐ **Nonprofit***(CDCs, land trusts, intermediaries, foundations, religious organizations...)*☐ **Household***(housing co-ops, co-housing, intentional communities, babysitting co-ops, dinner clubs...)*☐ **Government/Public***(public-interest lobbyists, municipalities, regions, states, federal...)*☐ **Academic/Education***(schools, colleges, universities, home-school networks...)*☐ **Financial***(loan funds, credit unions, cooperative banks, mutual funds, investment funds, CDFIs, insurance...)*☐ **Exchange***(barter networks, local currencies, flea markets, farmers markets, LETS, time dollars...)*☐ **Media/Arts/Culture***(publishers, radio, magazines, theaters, galleries, festivals...)*☐ **Farm/Fish/Forest***(producer co-ops, marketing co-ops, organic farms, restaurants...)*☐ **Infrastructure***(utilities, energy, electricity, water, roads, connectivity...)*☐ **Healthcare***(co-op healthcare, clinics, hospitals, mutual insurance...)*Other:

Finished? Next, you can preview your entry as it will appear to others.

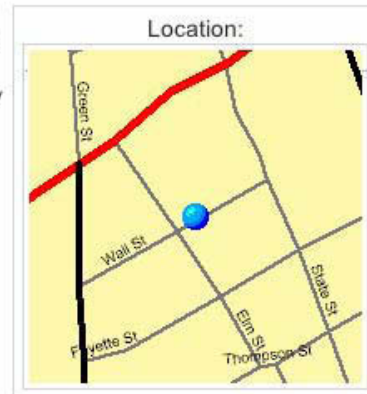
Regional Index of Cooperation Regina

[Home](#)[Quicksearch](#)[What's New?](#)[About](#)[Help](#)[Add An Entry](#)

New Hampshire Community Loan Fund

One of the first statewide community loan fund established in the United States. We lend money and help low and moderate income people increase their self-sufficiency. Most loans are for affordable housing, essential services offered by community facilities (such as child care), or economic opportunity (including self-employment and job creation).

This organization is listed in the following sectors:

[Business](#)[Nonprofit](#)[Financial](#)[Workplace](#)

Address

7 Wall Street
Concord
New Hampshire, 03301
United States

Phone

603-224-6669

Fax

603-225-7425

Email

jmacdonald@nhclf.org

[Visit New Hampshire Community Loan Fund on the web](#)

Send inquiries to:

Jane MacDonald
Cooperative Home Loan
Program
603-856-0747

- [See nearby organizations on a map](#)
- [Find this organization in Yahoo! Maps or MapQuest](#)
- [Search Google for New Hampshire Community Loan Fund](#)

Last modified: Tue Feb 22 16:33:25 EST 2005

-- click here to edit/delete this entry --

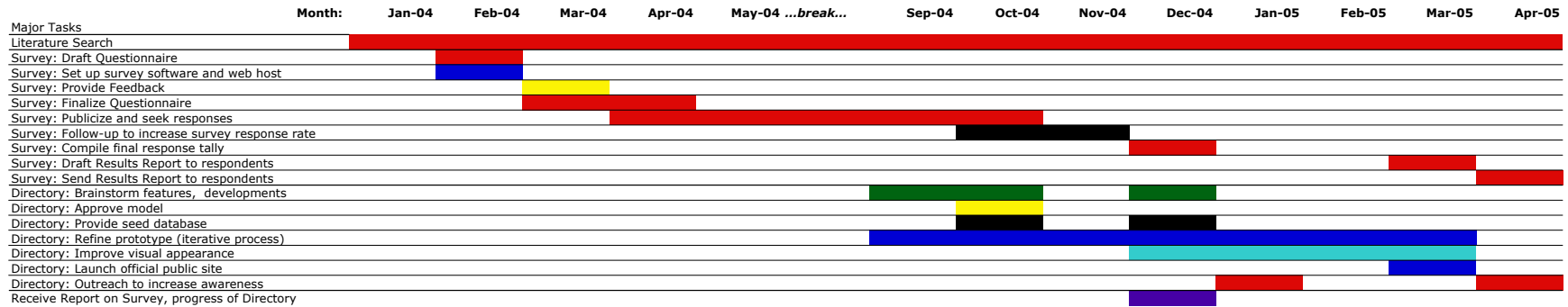
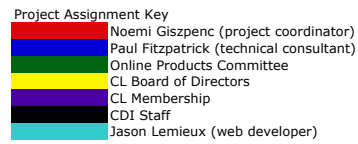
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COOPERATIVE
Life

eggplant
A worker-owned cooperative

Appendix 6: Gantt Chart

Project: Increasing Cooperation among Cooperatives
Start date: 01 / 01 / 2004



Appendix 7: Project Monitoring Weekly Reports (Condensed)

During the months of September, October, November, and December 2004, the project coordinator, Noémi Giszpenc made the following progress reports.

Week ending October 3

9/22: phone conference with Lynn Benander, Dan Keshet, and Paul Fitzpatrick to discuss progress of prototype coop directory and development of online communities tools. Next meeting: 10/22, 3 pm.

9/27: Checked for any new survey responses on the web survey. Found five and inputted them. Total responses now up to 28.

9/27: Sent database of contacts and list of organizations that have already responded to survey to Lynn Benander of CDI, who has promised staff time to conduct phone surveys.

9/28: Wrote and sent Lynn a draft script for phone surveys.

9/28: Sent query to Lynn about timing for phone surveys and for sending link to online survey to the readership of the *Cooperative Life Leader*, e-newsletter of Cooperative Life.

10/1: Designed online version of “1-page” survey. (See Appendix 1.)

Week ending October 10

10/4: Attended Cooperative Life board meeting in Greenfield, MA. Presented update of work so far to fellow board members. We discussed methods for obtaining remaining market data (finishing survey). This will be done by CDI staff members in weeks to come. Lynn has promised me an estimate of when that work will be finished.

The board ratified the decision of online product committee members to keep the functioning of the directory completely open but frequently backed up in order to keep a spirit of openness without being too vulnerable to potential mischief--the “wiki” model.

At the board meeting, we also discussed desired features of the messaging capability that is to be associated with the directory, as well as possible pricing configurations that could generate income for Cooperative Life.

10/7, 10/8 and 10/9: met with Paul Fitzpatrick to tell him about the board’s discussion of directory and messaging features. He showed me the progress on the directory: its search capability has been sped up considerably and he has added a “proximity” search that can return listings within a certain geographic radius.

10/9: Sent a message to Lynn requesting missing information on organization sectors.

Week ending October 17

10/11 and 10/12: Paul Fitzpatrick made further updates to the prototype online directory. More fields have been added and can be used as search categories. Latest modifications show up on front page. More to come.

10/13: Email sent from Coop Life to the readers of the Cooperative Life Leader inviting them to fill out a short version of the survey and telling them that they will get a follow-up phone call. Four people filled out the survey on the first day. In all, the email netted 19 responses (as of 10/22).

10/13-10/20: Kept staff at CDI updated as to who had already filled out the survey so that they would not call them and ask them the same questions over again.

Week ending October 24

10/20: Left a voicemail and sent an email to a first-year CED student, Zoe Hollomon, who worked on a Coop Business Directory a few years ago for the region around Ithaca, NY. It would be great to get whatever her research was.

10/22: Had a conference phone call of the online products committee. Gathered feedback on the current version of the directory and formulated next steps for design work and web server hosting. Next meeting will be 12/1. Target is to have something ready to show the membership at the online annual meeting 12/16.

Week ending October 31

I have not done much. However, CDI has been actively soliciting responses to the online survey, and the total tally of new responses is in the mid-40s now since the push began. So with the 20ish responses from before, we have passed the midway point of the goal of 100 responses. We have gotten at least one response from each of the six New England states and NY, as well as from other locations. Respondents have included housing, consumer food, worker, energy, purchasing, marketing, agricultural, nonprofit, and credit union organizations. My role has been to keep CDI staff apprised of those who have responded so that they can be taken from the contact list.

Week ending November 14

11/10: Met with Jason Pramas, outreach coordinator for Massachusetts Global Action. He was one of the main organizers of the Boston Social Forum, and may be a key contact when it comes to networking with organizations to get them to add themselves to the Directory and participate in the Announcement mechanism.

11/14: Formulated a new method of categorization for the directory that would accommodate the previous co-op categories but be more inviting to all other types of organizations involved in building the cooperative economy. Categories/Sectors are

conceptualized as fields of economic activity, and organizations are welcome to place themselves in more than one field. (See Appendix 5).

Week ending November 21

11/15: Presented progress to date to the Worker-Owned and Run Cooperative Network (WORC'N), a Boston-area group of democratic workplaces of which I am a part through my job at Ownership Associates. Received feedback and encouragement.

11/19: Sent a link to the Directory beta version to Len Krimerman, a local-economies activist and philosophy professor at the University of Connecticut. Received feedback and engaged in discussion regarding open, wiki-style entries and choice of categories.

Week ending December 5

11/30: Participated in conference call Cooperative Life Board meeting. Updated fellow board members on Directory. Discussed ways of making Directory welcoming and attracting people's attention to the Directory, Cooperative Life oversight capacity, ways to view entries that would be more useful, and importance of the Announcement function--in particular, got some more examples of what kinds of uses the announcement function could be put to.

12/1: Participated in Cooperative Life Online Products task team conference call. Paul Fitzpatrick updated the team on changes since last time (new logo, new title--Cooperative Directory instead of Coop Directory or Coopy, ability to make changes to entries, moderator lists associated with directory entries, ability to log-in if you're making lots of changes). Received feedback and suggestions for several cosmetic changes and a few added features. Tasked with working with Lynn Benander to formulate categories for the Announcements function, based on survey results. Next meeting will be 12/14. Target is to have something ready to demonstrate to the membership at the online annual meeting 12/16.

12/4: Reviewed survey results to date and picked out most popular categories for group purchasing and trade among cooperatives. Saw that networking is also popular. (See Appendix 2.) Sent draft list of categories to Lynn Benander for review and feedback. Also spoke with CDI staffperson about getting a usable database with all-important sector information in time to use for presentation at 12/16 annual meeting.

12/1-12-5: Paul Fitzpatrick has implemented a way to do mapping with Directory entries, showing the 10 closest entries, and mapping results of a search. This function is in testing and refinement stage. It holds great promise of added value for Directory. The Announcements function has been reconceptualized as having two key features: topic and geographic scope. This means that announcers can target messages by topic and geographic area (of any size), and browsers can find messages by topic and geographic area. This concept needs to be developed further, but may provide a very different and enhanced tool to the development of local economic networks.

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