



What do we really mean by
success?
- try the cooperative concept

What do we really mean by success? Should we all be millionaires?

It can also mean something else. Equality, for instance, taking responsibility and caring for others. Even in business. Sounds radical, doesn't it? But isn't it exactly what the opinion leaders of our time are calling for.

People's **sense of community** is increasing. If the thought of democracy, responsibility and sustainable development feels good in your heart, you have captured the spirit of time. Cooperation might be a solution for you.



You can easily become a member of a cooperative society or a bank. Perhaps as a forest owner or a farmer you're already a member of some other cooperative. You have every chance to become an influential leader in the national level or even in the

whole world. Don't miss your opportunities. Within cooperation you can by your own activity as a consumer, producer, committed member or founder of a new cooperative lead the development to what you yourself believe is right.

Cooperation is human-scaled economy within the market economy

Cooperation is based on values and principles that have shown their viability in practical business for more than 150 years.

BASIC VALUES

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

ETHICAL VALUES

- Honesty
- Openness
- Concern for community
- Caring for others

People who act jointly to achieve the same goals through cooperation can form a powerful market force - under their own control and serving them all equally. Cooperatives are **member communities** operating on a one-member one-vote basis. The goals and means are determined together and achieved through joint commitment. Also sharing of benefits is equally based on

how much each member has used the services of the cooperative. The success of the cooperatives in many different sectors such as banking, retail, the food industry, mutual insurance and forest industry proves the excellence and flexibility of the cooperative model in Finland. The cooperatives were, for example, **fore-runners** in the development of customer-owners' bonus system.

Shared well-being

Although cooperatives are enterprises aiming for success in business, profit maximization alone does not dictate the way. They also utilize common sense, human experience and the 'tacit knowledge' from everyday life when making decisions. In this way, cooperation - as a "casino-free zone" in economy - is reshaping the market economy into a positive direction from normal people's point of view. A good example of such responsible orientation is the comprehensive development of the food chain into a safe and ethical food production by the cooperative food industry.

Modern cooperation wants to "think globally and act locally". The cooperative network econo-

my serves as an important balancer, some kind of "globalisation insurance" for ordinary people. The whole society will benefit from the fact that the power is not entirely in the hands of the largest multinational companies. Different regions can develop equally and there will be no division between the rich and the poor, the successful and the displaced nor the countryside and cities.

This democratic, human-oriented mode of action has proved suitable for us Finns. To such extent that Finland is the most cooperative country in the world. In recent years, cooperation has extended into new areas as well. Finnish cooperation is thriving and doing well.

Cooperation gives you possibilities to participate and
make a difference

Join a cooperative and use its services



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