

CREDITS & ACKNOWLEDGEMENTS

IN the true spirit of co-operation, *All 4 Each* would not have been possible without the help of many hands. We would like to extend our warmest thanks to all those whose dedication to the co-operative movement made this document possible.

Contributors

Written and illustrated by
Kerr Smith, Ontario
Co-operative Association

Design, layout and
colouring by Gareth Lind,
LINDdesign.ca

Denyse Guy, On Co-op
Jack Quarter, University of
Toronto, Social Economy
Centre

Sonja Carrière, Ottawa-
Carleton District School
Board

Ian Macpherson,
Emeritus Professor of
History, University of
Victoria

Stephanie Busted,
Halton District School
Board

Michelle Ainsworth,
Peel District School Board

Tanya Gracie, Canadian
Co-operative Association

Laurie Mook,
Arizona State University
Stacey Keller, Ontario
Institute for Studies in
Education

Jan Haskings-Winner,
Toronto District School
Board

Daniel Schugurensky,
Arizona State University

Melissa Fong,
University of Toronto

Laura Pinto, Niagara
University

The CORE Group
(Committee of Region
Executives)

Editors

Graham Smith

Peter Cameron,
On Co-op

Mark Ventry, On Co-op

Shoshannah Seefeldt,
On Co-op



4 ALL EACH CONTENTS

A UNIT TO
INSPIRE A
CO-OPERATIVE
CONSCIENCE



Foreword 4

The Layout 5

LESSON 1 Stereotype Shakedown 6

Analyzing the choice of images corporations use in their ads, and how they influence us

LESSON 2 A Look Back at Moving Forward 11

Inspirational skits on how small groups have made a *big* difference

LESSON 3 Co-op Consultants 17

The “aha!” moment when students see how co-operation triumphs over competition

LESSON 4 The Rise (or Fall?) of Rebel Writes 24

Using their new co-op knowledge, students create a management plan for a band with no money but *huge* potential

LESSON 5 Co-op Creation 29

The culminating assignment: students develop a plan for starting their own co-operative business enterprise

Homework Checklist 35

Cumulative Assignment Rubrics 36

Cool Co-op Resources 38

“Almost always, it’s the creative dedicated minority that has made the world better.” Martin Luther King Jr.

HAVING declared 2012 to be the International Year of the Co-op, the United Nations recognized that for our population and planet to sustain and prosper, the co-operative structure must be the business model of the future. Of course, many countries have known this for years. In North America, however, it’s been one of our best kept secrets.

Chances are that you were probably never taught about co-operatives when you were in school. But why would you be? Co-op business enterprises are small time, right?

Think again.

The largest food brand in India (the second most populated country on this planet) is a co-operative. Co-ops have saved countless towns and cities from financial disaster, and statistics in a 2009 study from Quebec proved that when starting a business, **your best bet for surviving is by employing the co-operative model.**

Just because co-ops aren’t flooding our airwaves with ads and celebrity endorsements doesn’t mean they’re not a force to be reckoned with; quite the opposite, actually. They’re probably just busy fighting for their community and giving back to their members (which are two of the seven universal principles that co-ops abide by).

With this in mind, the following series of lessons have been designed to ignite your student’s social conscience *today*.

All that we ask in return is that you be so kind as to **spread the word!** In the true spirit of the co-operative philosophy, we hope that you and your class enjoy these lessons and ideas, and then share them far and wide. As Martin Luther King Jr. (certainly no stranger to what a determined few can do) once stated simply:

“Almost always, it’s the creative dedicated minority that has made the world better.”

THE LAYOUT

**“If you want to be incrementally better: Be competitive.
If you want to be exponentially better: Be co-operative.”**

Unknown

DON'T worry – this is not more work. With a focus on social responsibility, sustainability, and in particular, the co-operative business model, this unit meets many curriculum requirements in your high school Civics, Business, and World Studies courses (among many others).

What's more, there's no prep work (save for making some copies). We've included teacher prompts and a ton of discussion questions, engaging handouts, homework checklists, rubrics and relevant, real-teen scenarios. And, if we've done our job right, a handful of inspiring “aha” moments for you and your students along the way.

Each of the following five lessons builds upon the previous lesson and contains three parts:

- Easy-to-follow, step-by-step teacher instructions to the lesson.
- A worksheet for the in-class assignment.
- A handout to be completed as homework.

The fifth and final lesson is a culminating assignment in which the students prepare a proposal for a new co-operative business enterprise they've created. This lesson contains several worksheets that will aid the students in formulating ideas for their co-op.

Finally, this booklet ends with a homework checklist and rubrics for marking, as well as a page filled with great resources.

MATERIALS

For most of the lessons you will need:

- 1.** A class set of photocopies of all worksheets and homework.
- 2.** Blackboard and chalk, or white board and markers.

