

# Beyond Economics: Social and Cultural Benefits of Cooperatives

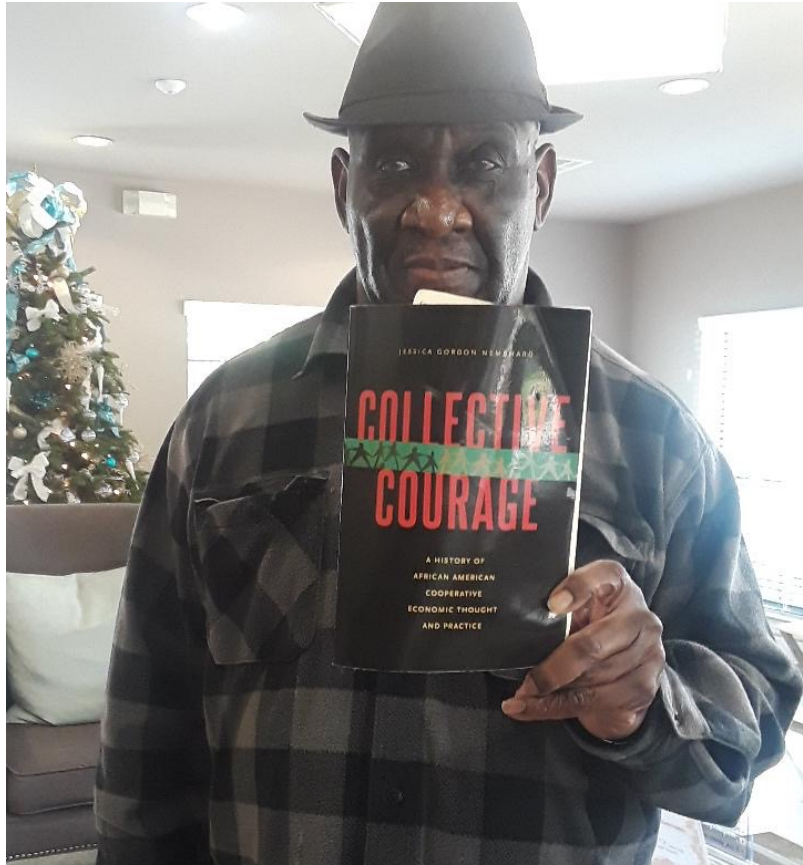


# Ella Josephine Baker

“Courage: Every great movement started as we have started. Do not feel discouraged because in our few months of life we have not rivaled some long-established Co-Operative venture.

Each successful Co-Operative enterprise has taken some time and energy and sacrifice to establish. Nothing worth accomplishing is ever achieved without work.” –1931





# Cooperation 3<sup>rd</sup> Ward

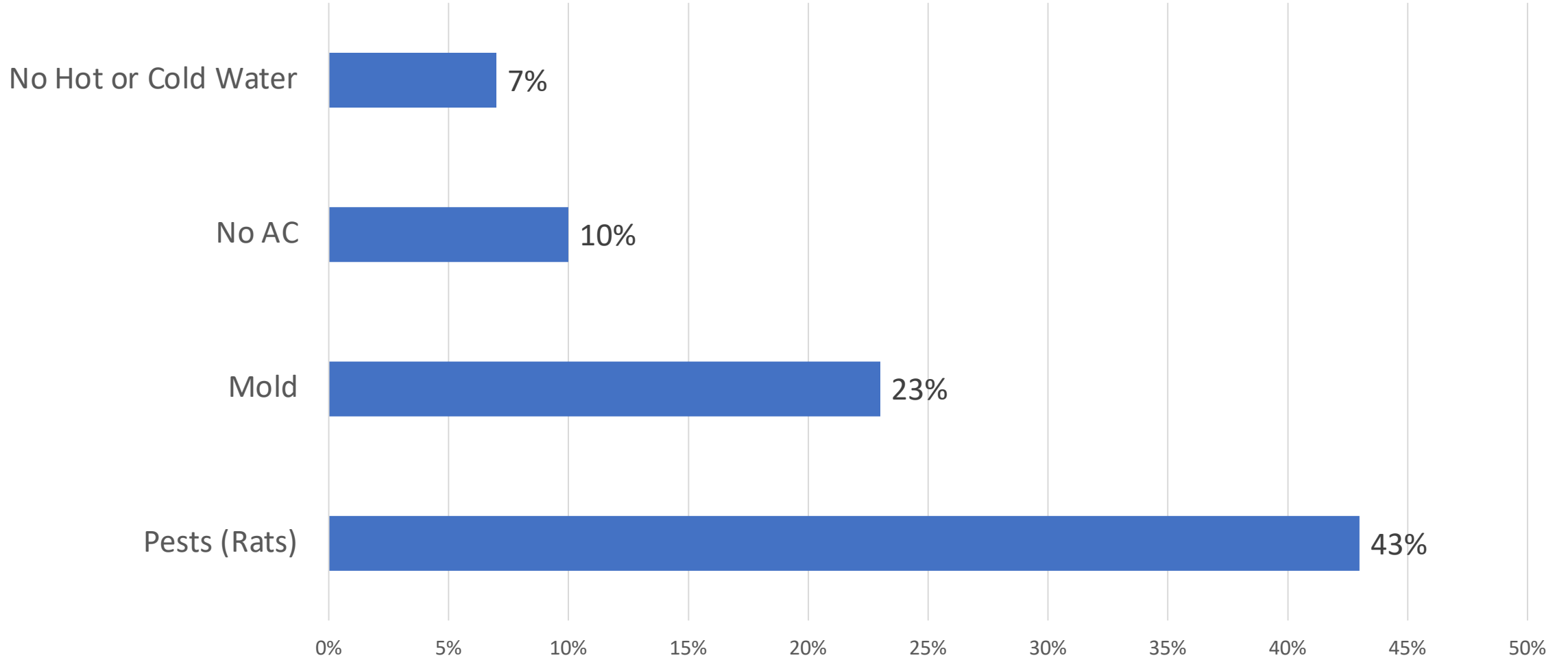
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# Third Ward Community Demographics

|                          | OVERALL      | MEN          | WOMEN        |
|--------------------------|--------------|--------------|--------------|
| Mean age                 | 50.2         | 51           | 49.5         |
| <b>HOUSEHOLD INCOME</b>  |              |              |              |
| < \$10,000               | 46.7%        | 43.3%        | 49.7%        |
| \$10,000–\$19,999        | 16.3%        | 16.9%        | 15.8%        |
| <b>EMPLOYMENT</b>        |              |              |              |
| Employed full-time       | 26.2%        | 28%          | 25%          |
| Employed part-time       | 12.1%        | 10.8%        | 13.1%        |
| Self-employed            | 9.3%         | 13.3%        | 6%           |
| Unemployed               | 9.3%         | 8.1%         | 10.6%        |
| → Unable to work         | 15.8%        | 16%          | 15.7%        |
| → <b>Health problems</b> | <b>18.1%</b> | <b>18.8%</b> | <b>17.6%</b> |

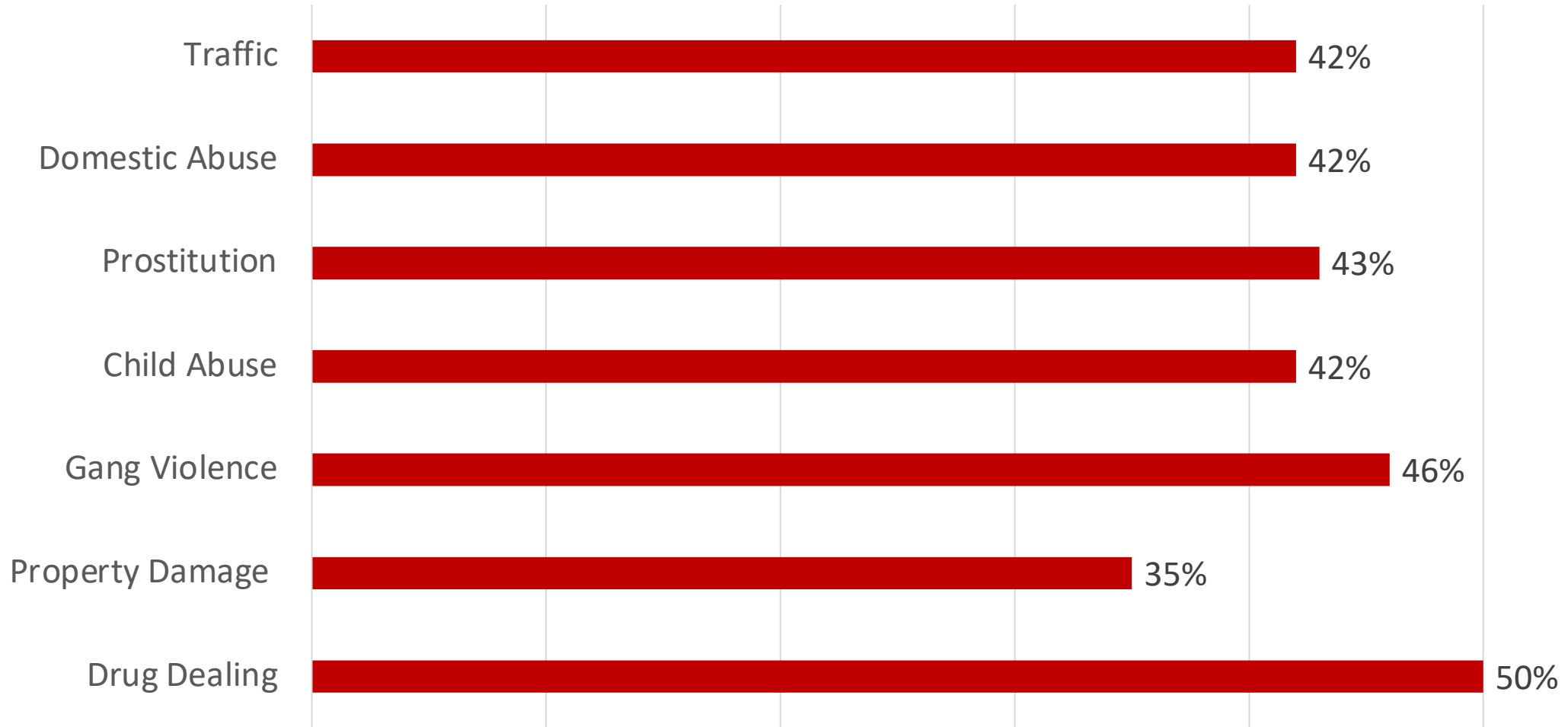
# Residents' Living Conditions

N=1346



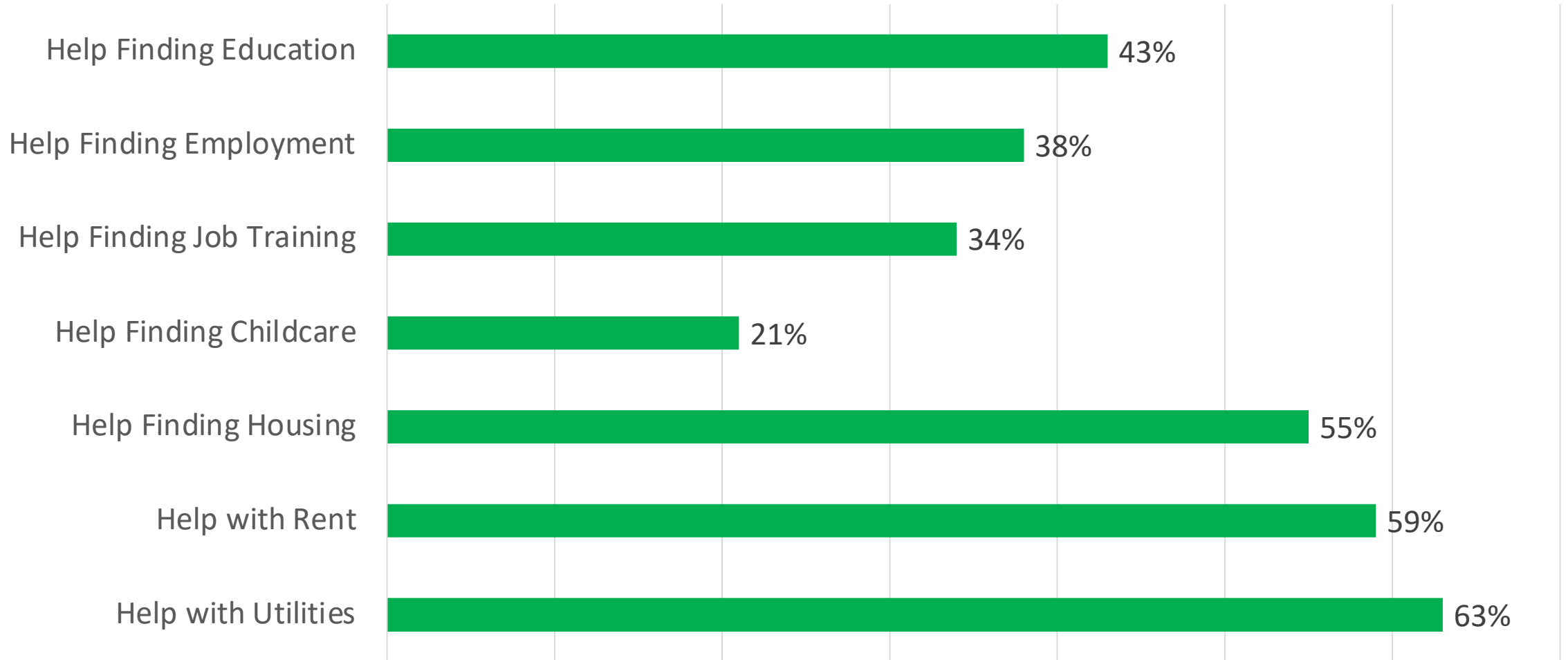
# Residents' Extreme Concerns

N=1346



## Residents Request

N=1346



# Collective Efficacy

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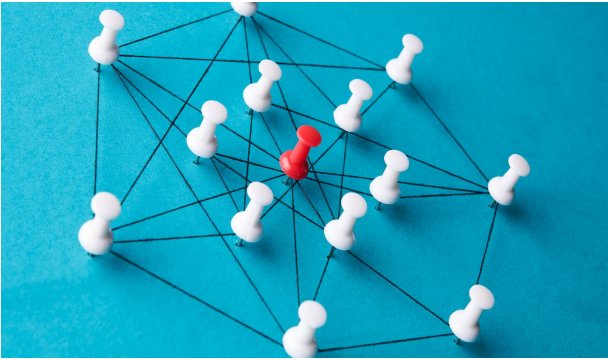




# Social Capital

Potential of individuals (groups) to secure benefits and invent solutions to problems through membership in social networks.

- Revolves around three dimensions:
  1. Interconnected networks of relationships between individuals and groups (social ties or social participation)
  2. Levels of trust that characterize these relationships
  3. Resources or benefits that are both gained and transferred by social connections (relationships) and social participation



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# Return on Social Capital

Shared norms  
and values (i.e.,  
honesty, respect,  
equality)

Interpersonal  
relationships

Social trust

A shared  
understanding

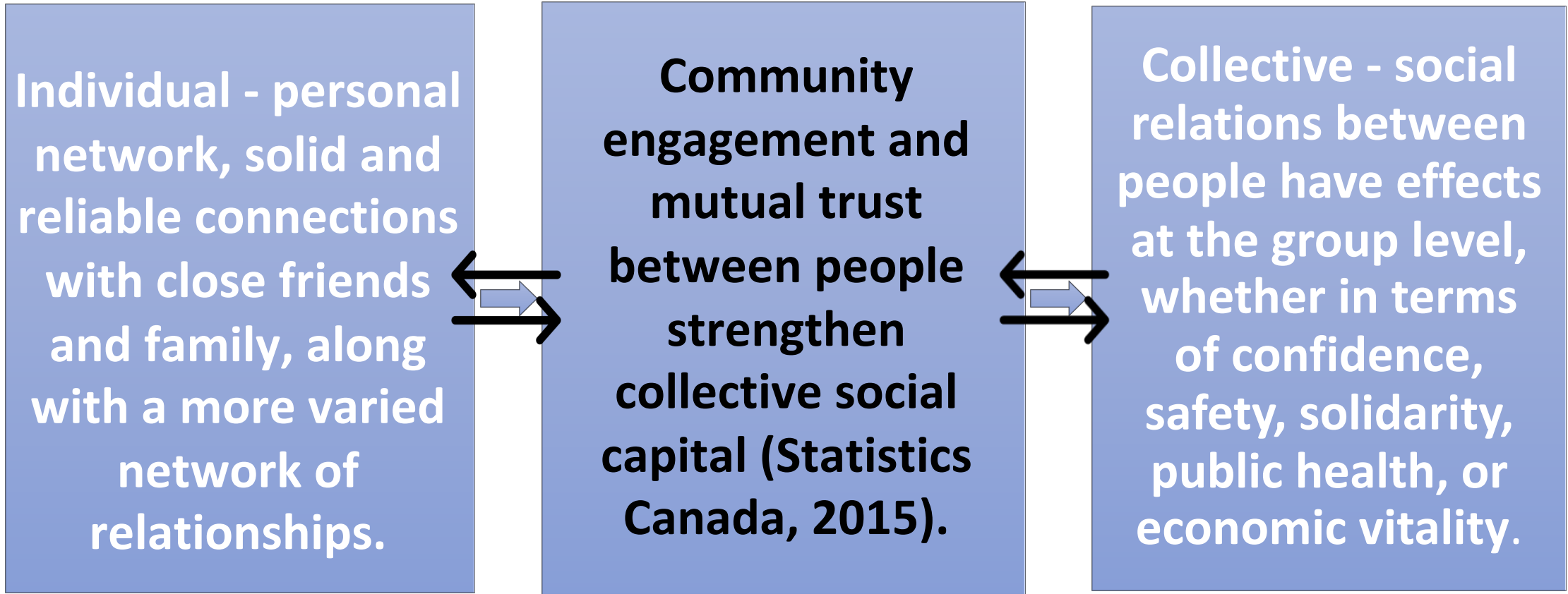
Cooperation and  
collaboration

Reciprocity

A shared sense  
of identity

Strong social  
support

# Social Capital – Individual & Collective



“Community connectedness is not just about warm fuzzy tales of civic triumph. In measurable and well-documented ways, social capital makes an enormous difference in our lives...Social capital makes us smarter, healthier, safer, richer, and better able to govern a just and stable democracy.”



Robert D. Putnam, *Bowling Alone*

# Measuring Social Capital – Trust & Solidarity

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Built within relationships

- Most people in our Co-op can be trusted.
- Most people in our Co-op are willing to help if you need it.
- Would you say that most people can be trusted in our Co-op or that you can't be too careful in your dealings with other people in our Co-op?
- *In general, one must be alert, or someone is likely to take advantage of you.*
- *People generally do not trust each other when it comes to lending and borrowing money.*





# Measuring Social Capital – Socializing/Sociability

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Expanding and diversifying personal networks through relationship building

- Have you ever met with people in the Co-op either to talk, go out to eat together, or have drinks?
- Have you ever gotten together with people in the Co-op to play games, sports, or other recreational activities?
- Has any from the Co-op ever visited you in your home?
- Have you ever visited the home of someone in the Co-op?
- *In the past 12 months, how often have you participated in a family or neighborhood event or ceremony (wedding, funeral, concert, festival, etc.)?*

# Measuring Social Capital – Cooperation

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Mobilizing resources and sharing risks of investing in and maintaining common goods

- Suppose something unfortunate happened to someone in the Co-op, such as a serious illness or the death of a parent. How likely is it that some people in the community would get together to help them?
- How willing are people in our Co-op to help each other?
- Do you think most people in our Co-op would contribute their time or money to something that benefits others in our Co-op but does not directly benefit them?
- *In the past 12 months, have you worked with others in your neighborhood to do something for the benefit of the community?*



# Measuring Social Capital – Agency & Political Action

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People gain control over their own lives; Fostering power in people for use in their own lives, their communities, and in their society by acting on issues that they define as important.

- Overall, since joining the Co-op, how happy do you consider yourself?
- Since joining the Co-op, have the members gotten together to engage government officials or political leaders about something that benefits the community?
- *Overall, do you feel that you have the power to make important decisions that change the course of your life?*
- *Lots of people find it difficult to get out and vote. Did you vote on the last state/national/ presidential election?*







# bell hooks

*“When you wake up and find yourself living someplace where there is nobody you love and trust, no community, it is time to leave town and to pack and go. And where you need to go is any place where there are arms that can hold you, that will not let you go.”*

# Cultural and History – Seeds for Social Capital

- `<iframe width="560" height="315" src="https://www.youtube.com/embed/aYmaOzaGI-Q" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`
- <https://www.youtube.com/watch?v=aYmaOzaGI-Q>