



 **Moderator Guide**

**Co-operative Innovation Project**

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**Version D.3**





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<**Key to moderator notes** Instructions to facilitators are in pointy brackets (< >). What facilitators actually say to participants is in *italics* in slightly larger type.>

## 1 REGISTRATION

### 1.1 PRE-REGISTRATION

<All communities will be encouraged to pre-register; this will give the facilitator an idea of the number of attendees, as well as a number for the caterer. Attendees can contact any of the team members either by phone or email before the event for pre-registration. All pre-registrants will be entered into the prize draw for an iPad Mini.>

### 1.2 EVENT REGISTRATION AND DINNER

(5:30-6:00) (30 minutes)

<Register each participant upon arrival. Give them a nametag and assign them a group number (based on coloured stickers). Give them the option to enter into the door prize draw. Encourage participants to sit towards the front of the room. After they've registered, invite participants to help themselves to dinner.>

**Dinner** (30 minutes)

## 2 INTRODUCTION

(6:00-6:10) (10 minutes)

### 2.1 WELCOME

*Welcome, everyone; thank you very much for coming out. We work with the Co-operative Innovation Project, which is looking at possibilities for co-op development in rural and Aboriginal communities. Over the next year, we'll be visiting communities across western Canada to better understand the social and economic characteristics in these communities. The purpose is to explore the connections between community characteristics and the success of co-operative organizations. We would like to thank each of those present today for their knowledge and time.*

<**When appropriate:**> *We would like to recognize that we are meeting on traditional (Métis, Métis and First Nations/ First Nations) territory.*

*We would like to thank you for allowing us to come into your community this evening. We are grateful for meeting with you and we look forward to the discussion.*

<**When appropriate:**> *I'd like to start this evening by inviting our Elder \_\_\_\_\_, to say an opening prayer.*

*I will now introduce our team members:*

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.



## 2.2 COMMUNITY MEETINGS

### 2.2.1 THE PURPOSE OF OUR WORK

*Over the past 60 years, a number of studies have examined rural communities in western Canada. The largest took place almost 30 years ago. Given the tremendous changes occurring in rural and Aboriginal communities, we think it's time to look at them again. One of the changes is an emerging connection between Aboriginal and non-Aboriginal groups in rural areas. This connection has not been examined before. Another issue is the stress of population change. This has happened because of new technologies in agriculture, the aging population, and resource development. We want our work to reflect the voices of the people living here. With your help, we're hoping to paint a picture of life, today, in your community and across western Canada. In particular we want to know what needs your community are facing and we want to know what are the likely solutions that people are looking to for these needs.*

### 2.2.2 WHAT ARE THE BENEFITS OF PARTICIPATION?

- *It's an opportunity to discuss needs and challenges in your community and discover possible solutions.*
- *It's a chance to explore ways to keep capital in your community.*
- *In return for allowing us to come into your community, we'll give you a document that contains a summary of everything we discussed. This will include information from a variety of sources about your community and the surrounding area.*

## 2.3 AGENDA SUMMARY

*We'll begin by separating into groups to identify some key community needs. After a short break, we'll work together to discuss some possible solutions. We'll ask you to complete one last exercise to conclude the meeting. The evening will end with a door prize draw, so make sure you stick around. You need to be present to win.*

5:30-6:00	Registration & Dinner
6:00-6:10	Welcome & Introductions (Opening prayer)
6:10-6:40	Identifying Community and Needs
6:40-6:55	<b>Break</b>
6:55-7:30	Possible Solutions
7:30-8:00	Exploring Alternate Solutions
8:00-8:10	Plotting Exercise
8:10-8:25	Closing and Draw



## 2.4 GROUND RULES

<Read through and explain the ground rules to the group. Inform them that copies will be posted in their breakout groups.>

- 1) *One person speaks at a time.*
  - 2) *Everyone gets a chance to speak.*
  - 3) *Respect everyone — make sure you leave enough time for others to speak.*
  - 4) *It's okay to disagree, but do it in a respectful way.*
  - 5) *Respect everyone's privacy — keep the discussion confidential.*
  - 6) *Please turn off your phones. If you must respond to a call, please do so as quietly as possible and rejoin us as soon as you can.*
  - 7) *Participation is voluntary; you can withdraw at any time.*
- Are there any ground rules anyone else would like to add?*

## 2.5 CONSENT FORM

<Ensure each participant has two copies of the consent form; walk the group through the form.>

- *Please include your email address at the end of the consent form if you want to receive an electronic copy of the community profile document.*
- *Your email address will be kept confidential and will not be used for any other purpose.*
- *If you do not have an email address, we will send a hard copy to <insert appropriate locale, e.g., band office, town administrator.>*

<Be particularly clear about the following points:>

- *This community meeting involves minimal risk to you.*
- *Your participation is voluntary and you have the right to withdraw at any time.*
- *We will make every effort to preserve the confidentiality of your comments.*
- *The community meeting will be transcribed by a note-taker, who has signed a confidentiality agreement.*
- *Any sharing of the results that might compromise confidentiality will not happen without your approval.*
- *Please respect the confidentiality of the other members of the group by not disclosing the contents of this discussion outside the group. However, be aware that others may not respect your confidentiality.*
- *ANY QUESTIONS?*

*Please sign one copy of the consent form and hand it to your facilitator. The other copy is for you.*<Participants can now break out into groups based on their assigned colours (depending on number of participants and facilitators present, break out into 2-3 groups).>



### 3 IDENTIFYING COMMUNITY AND NEEDS

(6:10-6:40) (30 minutes)

#### 3.1 PURPOSE

*The purpose of this session is to gain insight into your community's needs for a better quality of life.*

#### 3.2 MAPPING EXERCISE

<Give each participant a map of the area. Explain that we would like them to outline where their community is on the map. It can be any shape; it does not need to be a circle or a square. Explain that this is the area we want them to think about when discussing the questions today.>

#### 3.3 DISCUSSION QUESTION

*Before we go further, I thought we could do a quick icebreaker introduction around the table. Can you introduce yourself and share with us how long you have been in this community and how long you see yourself staying?*

*Thank you. Now we're going to move on to discuss some of the needs and challenges your community might currently be facing.*

- *As a group, can you identify what's missing from your community to allow you to live a better life?*
- *Are there any programs or services missing from your community that you would like to see?*
- *Are there any programs or services that are currently being provided but that you think need to be improved or changed?*
- *Other communities have identified ... housing, infrastructure, access to food, etc.*

#### 3.4 REPORTING BACK

<Compile a list of the identified needs; confirm with the group and ask for additions/deletions. During the process, work with the group to narrow the list down in order to remove redundancies and common themes.>

**Break** (15 minutes) *We are going to take a short break, after the break, please return to your small groups.*

<During the break, compile the lists of needs from each group and write them on the "conventional solutions" laminated poster. Ensure that there is no repetition/overlap.>



## 4 POSSIBLE SOLUTIONS

(6:55-7:30) (35 minutes)

### 4.1 PURPOSE

*The purpose of this session is to walk through some conventional and non-conventional solutions for addressing the needs identified by each group.*

### 4.2 SOLUTIONS EXERCISE

*We're going to start with some conventional solutions. After we consider these, we'll explore alternate solutions.*

*Do you think that direct action by one of the following is likely to solve your needs in the next 2–3 years:*

- *direct action by a business entrepreneur (3<sup>rd</sup> party, private business, industry)*
- *direct government action (municipal, provincial, federal, Aboriginal)*
- *direct action by an existing volunteer group (community group or organization)*

*Thinking about the current capacity in your community, what is the likelihood of any of these groups solving your needs? Two or more of these groups could work together to address these needs. What is the likelihood of these needs being met within the next 2–3 years? Is the likelihood high or low?*

	CONVENTIONAL SOLUTIONS			
Need	Direct action by a business entrepreneur	Direct government action (local, provincial, federal, Aboriginal)	Direct action by an existing volunteer group	Other Solutions
1.				
2.				
3.				

**<Note:** There may be disagreement. If so, note the different levels of likelihood (low/high- or whatever language works). This exercise does not need to be linear.>

#### **<Possible Prompts>**

##### Business

- *Given the current economic situation here, is it likely that X will work on this need?*
- *Is it possible in the current situation for this to happen? (i.e., for business to develop)*
- *Do you think it is likely that a franchise could provide this service in your community?*
- *Do you think an independent entrepreneur from inside or outside the community would likely provide this service?*

##### Government

- *Will government take direct action to address (or improve) this need? I.e., not just through grants, but taking it on through their departments?*

## Volunteer

- Do volunteer groups in your community already work on this?
- Are there people in your community who volunteer?
- Do volunteers provide a lot of valuable service in your community?
- Other communities have told us that volunteer time is an issue. Is it an issue in your community?

<Remain in small group>

## 5 EXPLORING ALTERNATE SOLUTIONS

(7:30-8:00) (30 minutes)

### 5.1 PURPOSE

*This has been an excellent conversation about conventional solutions. People typically look at the more conventional solutions to needs; they could look at the market to solve the need; such as a business coming in to address the need or possibly looking to the government to solve the need. These conventional solutions require other people to resolve a community's needs, rather than the community addressing their own needs.*

*We often find that when the conventional solutions don't work, people turn towards a co-op as a way of addressing needs.*

*Does everyone know what a coop is? Who can explain this to me? So, what are the key things that make something a coop?*

<Define if necessary> A co-op is formed to meet the needs of a group of people and it is owned and controlled by those same people.

- A business that is collectively owned by its members
  - Ex) Consumer co-op- owned and run by the people who use the service (Daycare)
  - Ex) Producer co-op- owned and run by the people who provide the service (Farmer's Market)
- Operates on a different set of values and objectives than a conventional business- it is not necessarily interested in profits and it is controlled by a different set of people
- A group of people who come together to address their common needs

How would you think about constructing a:

- "Taxi coop"-Either worker or consumer
- "Daycare coop"-Consumer
- "Farmer's Market or Arts and Crafts Coop"-Producer
- <REFER TO THE CO-OP TOOLKIT>

<Then review the section, You do not need to remain linear, you can pose it to the group.>

<\*\*Remove underlined question if Cooperatives are not a plausible solution. Continue with prompts.>

- What is the likelihood of your community starting a co-operative to solve <name of need>?
  - How would this work?
  - What are some of the barriers or challenges?





### <Possible Prompts>

#### General:

- *What would it take to get your community to decide if the need was there and to act on it?*
- *Is there a mindset in your community that might get in the way of solving problems?*
  - *If a group were to step forward, would people be critical and say it's not possible?*
  - *Would there be peer pressure or criticism?*
  - *Do you think your community is willing to adopt new mindsets to solve problems?*
- *Does your community support new ideas?*
- *Do you have a stable population or a high turnover?*
- *Do people come out to community events?*
- *Are there many community events?*
- *Is there a strong sense of community?*
- *Other communities have told us that volunteer time is an issue. Is it an issue in your community?*

<Note: Any prompts not covered in the discussion should be included in the next discussion period.>

## 5.2 DISCUSSION QUESTION

- *Do you think a new co-operative would be successful in your community? Why or why not?*
- *How supportive is your community of people coming together to address community needs?*
- *Does your community face any challenges or barriers in pursuing these options?*

<Give them the option to take a short break. Explain that there's only one exercise left, closing remarks, and the door prize draw (approx. 25 minutes).>

<Remain in small group>



## 6 PLOTTING EXERCISE

(8:00-8:10) (10 minutes)

*We'll be doing one final exercise. The purpose of this exercise is to give you a chance to identify where YOU think your community sits in terms of social capacity and community need.*

### Let's Define Social Capacity

- *Will people in the community work together?*
- *Will the community allow people to work together?*

### Let's Define Community Need

- *A community need is anything identified by the community as missing.*
- *A community need is what you need to live a better life.*

### \*\*Further Clarification

- *If we look at the needs as gaps, then the social capacity is the strength of the community to fill those gap.*

*There are a couple of really important points here: First, is there a service missing in your community? And second, is it unlikely that anyone else will step up to provide it?*

### 6.1 <INSTRUCTIONS

*We'll be giving you each a piece of paper with 2 lines on it. The first line represents community need the second line represents social capacity.*

- *1 is low, 10 is high.*
- *Please mark where you feel your community sits based on community need, 1 is low community need, 10 is high community needs.*
- *Please mark where you feel your community sits based on social capacity, 1 is low social capacity and 10 is high social capacity.*

### <Invite back into large group>

*At this time I would like to invite everyone back into one big group for a quick closing and question period.*

## 7 CLOSING

(8:10-8:25) (15 minutes)

### 7.1 PROJECT SUMMARY

*Our team is looking for a new approach to co-operative development that is more responsive to the special characteristics and needs of rural and Aboriginal communities across western Canada. This research is going to paint a picture of rural western Canada. By participating this evening, you have ensured that your community is represented in this picture.*



## 7.2 QUESTION PERIOD

*Before we end the evening, are there any questions or comments about what we covered in tonight's discussion?*

## 7.3 THANK YOU

*If there are no more questions, we'd like to recognize a few individuals who helped to make this evening such a success:*

- *Organizers (e.g., mayor, band administrator, admin staff):*  
\_\_\_\_\_
- *Caterers:* \_\_\_\_\_
- *Note-takers:* \_\_\_\_\_
- *Elder:* \_\_\_\_\_
- *Chief and Council:*  
\_\_\_\_\_
- *Other:* \_\_\_\_\_

*We'd also like to thank you for coming and sharing your knowledge with us. This project would not be possible without your participation and we truly appreciate everyone spending the evening with us. It was a great discussion and we look forward to preparing a Community Profile Report for you.*

## 7.4 DOOR PRIZE DRAW

<Draw for the \$50.00 gift card.>

*Anyone who pre-registered will be entered for a chance to win an iPad Mini. The draw date will be April 15<sup>th</sup>, 2015.*