



How to engage with your members and strengthen the REScoop movement

Milan, June 2018

Program of the workshop

- Introduction and presentation of results of survey on members engagement practices of REScoops
- 1st session: Why do you engage with your members?
- 2nd session: World café around 3 themes
 - General Assemblies
 - IT and communication tools
 - Facilitation methods within groups
- ‘Conclusive brainstorming’: what can we do together on the EU level?

Introduction

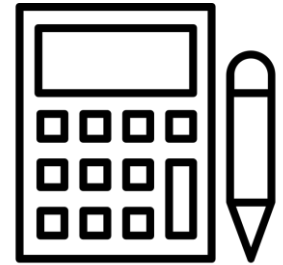
- Objective of the workshop
 - Brief inventory of what REScoops do to engage with their members
 - Exchange of good practices among the participants
 - Brainstorming on common actions that could be taken on the European level to reinforce the ties between REScoop members
- What do we mean by members engagement?
 - Supporting the involvement of members in the democratic life of a REScoop and facilitating their participation in their cooperative activities

Results of the survey - profiles

- Survey results
 - 9 completed responses
 - 5 countries
 - Type of respondents
 - Different type of activities (production, supply, federations, etc.)
 - 30% have more than 10 years and the rest less than 5 years
 - Number of employees ranges from 0 to more than 100
 - All take members engagement into account in their strategic planning

Results of survey - resources

- Disparity in resources dedicated to members engagement
 - No correlation between the total number of employees and the number of employees dedicated to members engagement
 - 1/3 have a specific budget for members engagement, 1/3 include it in their communication budget and 1/3 have no budget at all for members engagement
 - No apparent link between the total number of members and the resources allocated to members engagement



Created by Vectors Market
from Noun Project

Results of survey - governance

- Boards of REScoops

- Ranges from 5 to 30 participants on the Board of a REScoop

- Specific example of Board meetings open to members

- Most Boards are not gender balanced

- Less than 25% are gender-balanced and none has a majority of women

- Local groups

- Most participants have several local groups

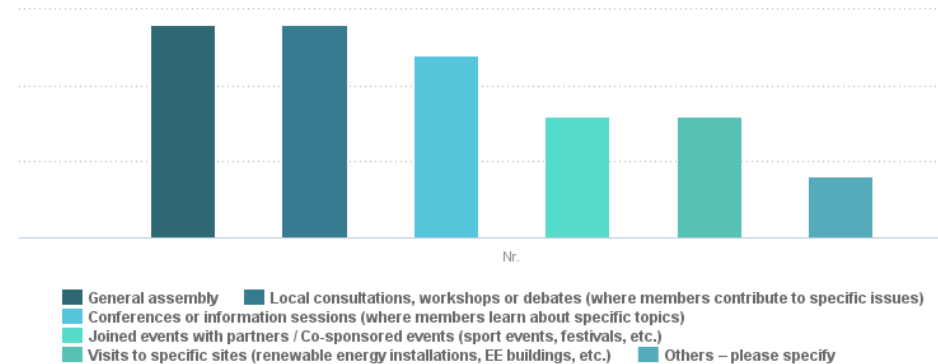
- 25% of which are not specifically represented in the governance of the cooperative and 50% have their own local governance



Results of survey - meetings

- Number and type of meetings with members
 - Ranges from 2 to 10 meetings per year
 - All REScoops organize General Assemblies and local consultations or information sessions with their members
 - They are fewer to organize common meetings with partners and visits to sites

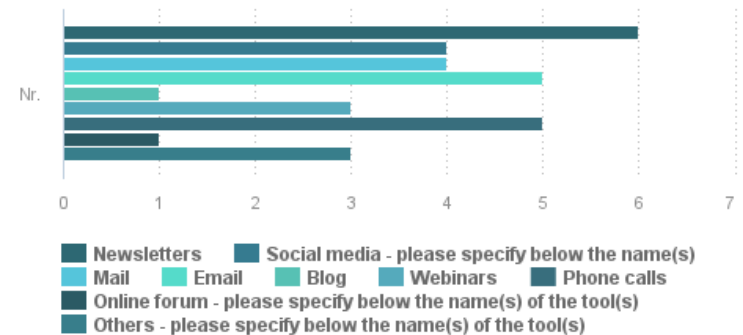
16.1 What type of meetings or events do you organize with your members?



Results of survey - tools

- Communication tools
 - Ranking of tools most used by REScoops
 - Most appealing formats
 - Video, text, images and infographics
 - Type of information provided
 - News about the actions taken by the REScoop and official information (annual reports)
 - Information about the energy or cooperative sector, energy efficiency or partners information

17.1 What type of tools do you use to communicate with your members?



Results of survey - tools

- ICT tools

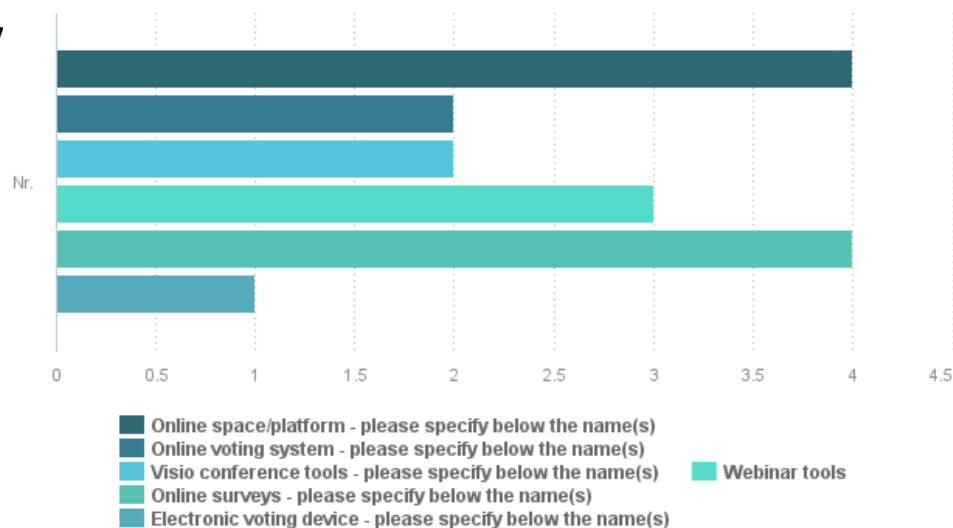
- Ranking of tools mostly used by REScoops

- 1) online spaces, platforms and online surveys 2) webinars 3) online voting systems

- No respondent uses electronic voting devices

- 25% of which are not specifically represented in the governance of the cooperative and 50% have their own local governance

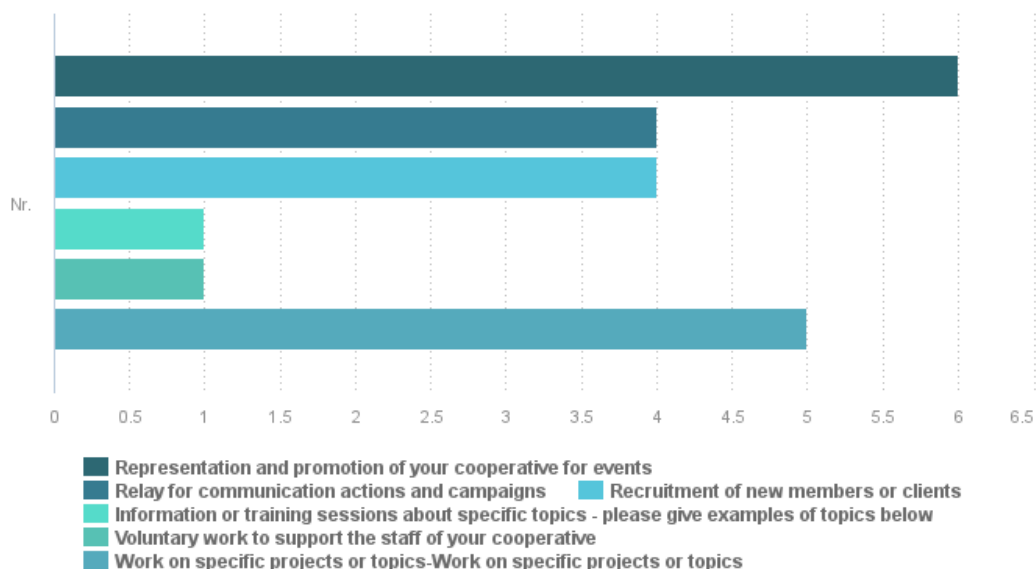
20.1 What type of ITC tools do you use to consult with/inform your members?



Results of survey - tools

- Direct actions by members
 - Mostly representation and promotion of the REScoop
 - Communication relays and recruitment of new members

21.1 What type of actions are undertaken by your members on behalf or for your cooperative?



1st session - reactions

- Turn to the people sitting next to you and ask them
 - Why do you engage with your members in your REScoop?
 - What are your first reaction from the results of this survey?



2nd session - World café

- 15 minutes per theme then switch tables
- Write what you learn on the paper boards
- 3 themes
 - Theme 1: General Assemblies
 - How long? Format? Online broadcast? Online voting?
 - Theme 2: IT and communication tools
 - What works, what doesn't? What would you like to set up and why?
 - Theme 3: Facilitation methods within groups
 - What tools do you need? When to use them?

Conclusive brainstorming

- What can our members do together?
- Cross-border members engagement





Thank you for your participation!