



Co-operative WordArt

~ an Icelandic pilot case

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**CREATING A CO-OP
INSTEAD OF BEING**



UNEMPLOYED

Hi!



- **This is how I feel!**

The Call

OCT 20 2012

- Thousands unemployed
- An invitation sent to unemployed by:
 - Directorate of Labour (The Unemployment Office) +
 - Bifröst University (Háskólinn á Bifröst) +
 - Innovation Centre Iceland (Nýsköpunarmiðstöð)

Atvinnusköpun með góðan bakhjark:

Stofnun samvinnufélaga - atvinnuúrræði

Úrræði til atvinnu- og nýsköpunar í krafti samtakamáttar
og samfélagslegra sjónarmiða

Kynningarfundur verður haldinn **30. október kl. 14:00 - 15:30** hjá Nýsköpunarmiðstöð Íslands, Arleyri 8, Reykjavík.

Gildi samvinnufélaga lúta að því að stuðla að sjálfbærni í rekstri, sjálfsþyngð, lýðræði, jafnretti, samvinnu og samheldni félagsmanna. Gildi eins og heiðarleiki og félagsleg ábyrgð eru þar ótarlega á blaði.

Dagskrá fundar:

- Lýsing á tilgangi verkefnis og framkvæmd
Emil B. Karlsson, Rannsóknasetur verslunarinnar hjá Háskólanum á Bifröst
- Réttindi og skyldur þátttakenda
Gísur Pétursson, Vinnumálastofnun
- Einkenni samvinnufélaga, tilgangur og umfang þeirra í öðrum löndum
Einar Svansson, Háskólanum á Bifröst
- Kennsla í verkefninu
Dr. Sigrún Lilja Einarssdóttir, Háskólanum á Bifröst
- Handleiðsla
Sandra Brá Jóhannsdóttir, Nýsköpunarmiðstöð Íslands
- Næstu skref og umræður
Karl Friðriksson, Nýsköpunarmiðstöð Íslands

Í lok fundarins verður áhugasömum boðið að skrá sig til þátttöku í verkefnið.

Skráning fer fram í gegnum heimasíðu Nýsköpunarmiðstöðvar Íslands, www.nm.is.



Nýsköpunarmiðstöð
Íslands

Ákureyri | Eygissstöum | Húsvík | Höfn | Ísaförð | Reykjavík | Saoðarkirkvík | Vestmannaeyjum

The Meeting

OCT 30 2012



- **Some 270 showed up**
 - **Many having attended various other courses**

The Introduction

- One-year trial operation
- The attendees would have to decide before Dec. 3, 2013
- Those qualified would have to attend a set of courses and hands-on projects/training
- They would be offered some free guidance
- Receive continued benefits without having to be active in a job search

Pre-School

NOV 14 2012

NOV 15 2012

NOV 20 2012

- **A workshop for those interested in taking part**
 - Introduction to the Cooperative
 - Business Model Canvas (BMC)
- **Information on how to apply for the project/course**
 - New information: The project reduced the certain period of assistance from 12 months to 6 months with a possibility for a 6 months extension, but not for certain.
 - 41 people ready to apply

The Narrow Gate

DEC 2012

- **Some 40 people applied Dec. 3, 2012**
- **Only a few ideas about projects for a Co-operative**
- **Three projects for a Co-operative accepted by the end of the year**
- **All applicants receive the plan for the course**

The Training

JAN 7-8 2013

- 18 applicants meet up at the Training Course at Hverfisgata 4-6
 - Some applicants allowed that did not attend the introductory meetings
- Part I.
 - Communications abilities Jan. 7-8
Mostly covered for most in an earlier course regarding job-seeking skills
 - Applicants introduce their three groups:
The Conquerors
The Translators
The Volcano

The Training

- **Part II.**
 - IT: MS Word, Excel, PowerPoint, Prezi, Creating promotional material, Social Media, The Web
- **Part III:**
 - Marketing (introduction) and Social Media
- **Part IV:**
 - Creating a business plan
- **Intermediate delivery of the groups' Business Plans**

JAN 9-11 2013

JAN 14-15 2013

JAN 21-22 2013

FEB 11 2013

The Training

- **Part V:**
 - Bookkeeping
- **Part VI:**
 - Business finances
- **Parts VII and VIII were not held**
 - **Intended:**
Management, strategy and
human resources (staff)
and Creating Policies—The Future of Coops

MAR 6-7 2013

MAR 11-12 2013

Regrouping

- Intended date of establishment: April 15
- The remaining two groups decided to regroup into one project
- Teams work on their policies and structure
 - Meetings and consulting

The Establishing

- Introduction of the Co-operative
- Actual date of establishment: June 12
 - Decision to commit
- Continuation Meeting
 - Name: OrðList svf. (WordArt Co-operative)
 - Bylaws
 - Board

JUN 10 2013

JUN 12 2013

JUN 20 2013

In Hindsight

- **Planning**
 - Defining the target group
 - More intense curriculum
 - Mentor
- **Rules of not having to engage in active job hunt too ambiguous**
 - Most people spent most of their time job hunting
- **„Words“ about financial support were withdrawn, except the ones regarding the facilities at the Centre for Retail Studies**

In Hindsight

- Hunting for support (finances) gave no result
- —Creating insecurity within the attendees



- No psychological advise

Who's Calling Who?

- Usually it is the one with the ideas who tries to get in with the Innovation Centre to get some help
- With us it was the opposite
- Calls for different actions



Approved Life-Belt

- Unemployed people on benefits feel insecure
- The group needed better analysis
- No approved life-belt



A Mentor Needed

- We had a lot of help, but
We would have needed a mentor



Against the Traffic

- Felt like swimming against the traffic



Asking For a Free Ride?

- No one's asking for a free ride



A Sort of a Carrot?

- Some finances would have come in handy
- Maybe a sort of a carrot



Speed It Up

- The course and workshops not intense enough
- Better to run it in a shorter time
- Set a place for the group meetings
- Have the group members check in at the meetings
- Wasn't it meant to be work?



OrðList svf

WordArt Coop

AUG 13 2013

- We made it!
 - OrðList svf created
 - Got our ID: 530813-0100
 - Starting slow
 - Already getting contracts
 - Working on a website
- We shall prevail!



Thank you!



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