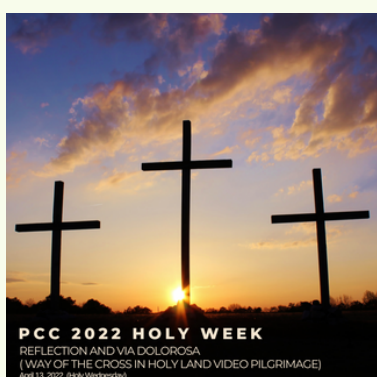


# COOPVOICE

The Official Newsletter of the Philippine Cooperative Center



## 24th ANNUAL GENERAL ASSEMBLY



PCC 2022 HOLY WEEK  
REFLECTION AND VIA DOLOROSA  
(WAY OF THE CROSS IN HOLY LAND VIDEO PILGRIMAGE)  
April 22, 2022 @HolyWednesday

2022 HOLY WEEK  
REFLECTION and  
Via Dolorosa

p. 6

PCC 24th AGA

p. 3



ICA GENERAL  
ASSEMBLY

p. 3

FEATURED  
COOPERATIVES

p. 15



PCC TYPHOON  
REHABILITATION  
PROGRAM

p. 12

CO-OP VOTE

p. 18

# CHAIRPERSON'S CORNER



**Ms. Divina C. Quemi, DBA**  
PCC CHAIRPERSON

*Welcome new members  
of the Board!*

**Congratulations  
on the success of PCC's 24th  
Annual General Assembly!**

*Panata at Pagtataya*: vow, devotion, and sacrifice remains as PCC's integral theme for year 2022-2023. As we just elected our new leaders, may Philippine

Cooperative Center leadership be guided by cooperative devotion and their continuing service to the sector and movement.

In a similar vein, we welcome the new leaders of our country. PCC welcomes and supports Pres. Ferdinand "Bong Bong" Marcos Jr in his presidential journey. We would also like to congratulate our cooperative supporting senators and party-lists, namely: Sen. Migz Zubiri, Sen. Risa Hontiveros, COOP NATCCO Partylist, and Agap Partylist. May your legislative support to the cooperative sector remain strong and true.

In the international scene, the International Cooperative Alliance (ICA) also conducted their general assembly (last June 17, 2022). We also send our regards to Pres. Ariel Guarco on his new term as ICA leader. PCC, together with esteemed cooperators and leaders from FPSDC, VICTO, CLIMBS, and NATCCO represented Philippines in the congress.

For our communities, PCC – with the assistance of ICISP and Caritas - was successful in assisting cooperatives ravaged by typhoon Odette. Currently, we have students from PUP deployed in PCC for their On the Job Training and Internship Programs.

This second quarter, we welcome new leaders in our sector and country. Let vow and devotion be the guiding light for our leaders – all for the benefit of cooperatives and communities. Amidst the changes happening inside and outside PCC, let service to the sector remain in our hearts.



Agapito "Butz" Aquino Bldg.  
#90 Balete Drive Ext., Quezon City 1112  
Telefax Nos. PLDT (02) 8723-7392; Globe (02) 7739-4794  
Email Address: philcoopcenter@yahoo.com <>Website: www.pccapex.coop

## EDITORIAL BOARD

Divina C. Quemi, DBA  
Edwin A. Bustillos

## EDITORIAL STAFF

Writer : Noel Dolor, Ray Santiago  
Layout/Photos : Katherine Lomboy, Nicole Calapati

## PHILIPPINE COOPERATIVE CENTER

Board of Directors  
2022-2023

**DIVINA C. QUEMI, DBA**  
Chairperson  
NSCC

**RAUL Q. MONTEMAYOR**  
Vice Chairperson  
FFFC

## DIRECTORS

**GARIBALDI O. LEONARDO, DBA**  
MSCB

**REV. FR. ANTONIO CECILIO T. PASCUAL**  
ICISP

**REV. FR. CLAUDIO L. BAGANO**  
NORLU CEDEC

**MARLENE D. SINDAYEN**  
CLIMBS

**PONCIANO D. PAYUYO**  
PHILFECO

**WILFREDO F. CALUBAYAN**  
TAGCODEC

**CHRISTIE ROWENA C. PLANTILLA**  
FPSDC

**ZENAIDA N. NOVABOS**  
PCF

**ROMMEL B. RIVERA**  
NCMF

**MODESTO S. MARGARICO JR.**  
WVAC

**ROMULO F. CACERES**  
NATCCO

**DORIS C. CAÑARES**  
VICTO National

**RAMIL C. SANTOS**  
NAMVESCCO

**ATTY. LYMAN A MANZANARES**  
Board Secretary

**JOSELITA F. CARDONA**  
Treasurer

# PCC 24TH AGA

The 24th Annual General Assembly of the **Philippine Cooperative Center (PCC)** was held on *June 30, 2022, at the Cocoon Boutique Hotel, Quezon City*, in accordance with the By-Laws of the Cooperative. Vice-Chairperson Rev. Fr. Anton CT Pascual led the invocation to start the general assembly.

Outgoing *President Rodrigo R. Duterte* shared his message of support and solidarity to the PCC General Assembly. Senate Committee on Cooperatives Chairperson and *Vice-Chairperson Sen. Migz Zubiri* and *Sen. Risa Hontiveros* shared their continuous support to PCC and the sector at large. Also sharing their greetings and message of support were *Dir. Balasubramian 'Balu' Iyer (Regional Director, International Cooperative Alliance Asia-Pacific)*, *Hon. Josefina Joy Belmonte (Mayor, Quezon City)*, *Ms. Celia L. Atienza (National President, League of Cooperative Development Officers of the Philippines)*, and *Mr. Sofronio V. Talisic (OIC Cooperative Sector Representative – National Anti-Poverty Commission)*.

## 24th General Assembly Elections

For year 2021-2022, there are a total of 8 vacant positions in the Board of Directors. There are also vacant position in the Audit and Election Committee (1 each) – with no candidates. There were also 2 additional vacancies in the Board of Directors due to a 1 year unfinished term. Aside from a vacant position in the election committee, there were 2 vacancies in the aforementioned committee. This is also due to a 1 year unfinished term.

*The Philippine Cooperative Center would like to give thanks to the following cooperatives for making 24th General Assembly and Solidarity Night possible:*

- 1 Cooperative Insurance System of the Philippines (1CISP)
  - ACDI Multi-Purpose Cooperative (ACDI)
  - Barangka Credit Cooperative (BCC)
  - Cooperative Health Management Federation (CHMF)
  - Iloilo Provincial Employees & Community MultiPurpose Cooperative (IPECMPC)
  - Lamac Multipurpose Cooperative (LAMAC MPC)
  - MetroSouth Cooperative Bank (MSCB)
  - Nabunturan Integrated Cooperative
  - National Confederation of Cooperatives (NATCCO)
  - Novaliches Development Cooperative (NOVADECI)
  - Nueva Segovia Consortium of Cooperatives (NSCC)
  - Online Micro Sellers Marketing MultiPurpose Cooperative (OMSMMPC)
  - PERA Multi-Purpose Cooperative (PERA MPC)
  - San Dionisio Credit Cooperative (SDCC)
  - Soro Soro Ibaba Development Cooperative (SIDC)
  - Silangan MultiPurpose Cooperative (Silangan MPC)



The elections – guided by the PCC by-laws and the election committee was successfully conducted. The following were the newly elected PCC Board of Directors and Officers.

<b>NATIONAL ORGANIZATION CATEGORY</b>	
1 Cooperative Insurance System of the Philippines Life and General Insurance (ICISP)	Rev. Fr. Anton CT Pascual
Federation of Free Farmers' Cooperative (FFFC)	Raul Q. Montemayor
Philippine Cooperative Central Fund Federation (PCF)	Zenaida N. Novabos

<b>REGIONAL ORGANIZATION CATEGORY</b>	
Nueva Segovia Consortium of Cooperatives (NSCC)	Dr. Divina C. Quemi, DBA
Western Visayas Alliance of Cooperatives (WVAC)	Modesto S. Margarico, Jr.
Northern Luzon Federation of Cooperatives and Development Center (NORLU CEDEC)	Rev. Fr. Claudio L. Bagano

<b>AT-LARGE CATEGORY</b>	
National Confederation of Cooperatives (NATCCO)	Romulo F. Caceres
Federation of Peoples' Sustainable Development Cooperative (FPSDC)	Christie Rowena C. Plantilla

<b>BOARD OF DIRECTORS WITH 1 YEAR TERM</b>	
National Market Vendors Confederation of Cooperative (NAMVESCCO)	Mr. Ramil C. Santos
VICTO National Cooperative Federation and Development Center (VICTO National)	Mr. Joe Detablan

## Management Report

With regards to the consolidated management reports, CEO Edwin Bustillos stressed on how unity adds diversity, with new hope and new challenges. He commended PCC's vigorous participation in National coop Month, the 1st Coop Vote Orientation along with the Solidarity Covenant that resulted in a 16-point Agenda with an agreement with Sen. Risa Hontiveros and Cong. Ed Esparos to have a transition on who will be the next leader of the Senate Committee on Cooperatives as well as to reach out to AGAP Partylist with Cong. Nick Briones.

“We were very successful in our campaign on taxation, thanks to PCC's position paper of which includes that interest on share capital are not taxable” proudly stated the PCC CEO. It was also in this light when PCC made a position paper that was submitted to the BIR, and of PCC hiring a lawyer on tax expert, Atty. Salvador, to give further advise on tax matters.

In terms of calamity response, he cited how the Typhoon Rehab Program was very successful, with ICA, Caritas Manila, ICISP, CHMF and MSCB—along with other coops, allied entities and individual supporters such as CPF and MASS-SPECC—gave their donations in due time. It also included a partnership with a coop based in Catanduanes. He equally also thanked those donors to the relief fund.

As for the PCC-PUP (Polytechnic University of the Philippines MOA), 139 students were deployed to do their OJT with various cooperatives. As for rentals, he mentioned that the land alone costs P100 million plus, with P3.5 to P4 million tax amelioration, with tax revenues amounting to P250,300. He also cited how the PCC main building has deteriorated a bit, with the need to do some repairs, especially with leaks in the upper floors.

### **Towards the Future: Commitment to the Cooperative Sector**

The general assembly also discussed the importance of the PCC identity. Amidst the differing opinions, it is to be noted that the PCC board of directors is solid and united in their efforts to improve PCC and its services. In these – still ongoing – discussions, what is highlighted are the extraordinary achievement of PCC in the past two and a half decades. More than identity dialogue, the 24th General Assembly recognizes the invaluable role of PCC in the cooperative sector.

PCC assures that its 25 years of service will continue onwards – it will continue its strong support to its members, stakeholders, and the sector. It shall remain as harbingers of social change and transformation. With its new set of Board of Directors, PCC will remain sure and steadfast in fostering cooperativism in the country.

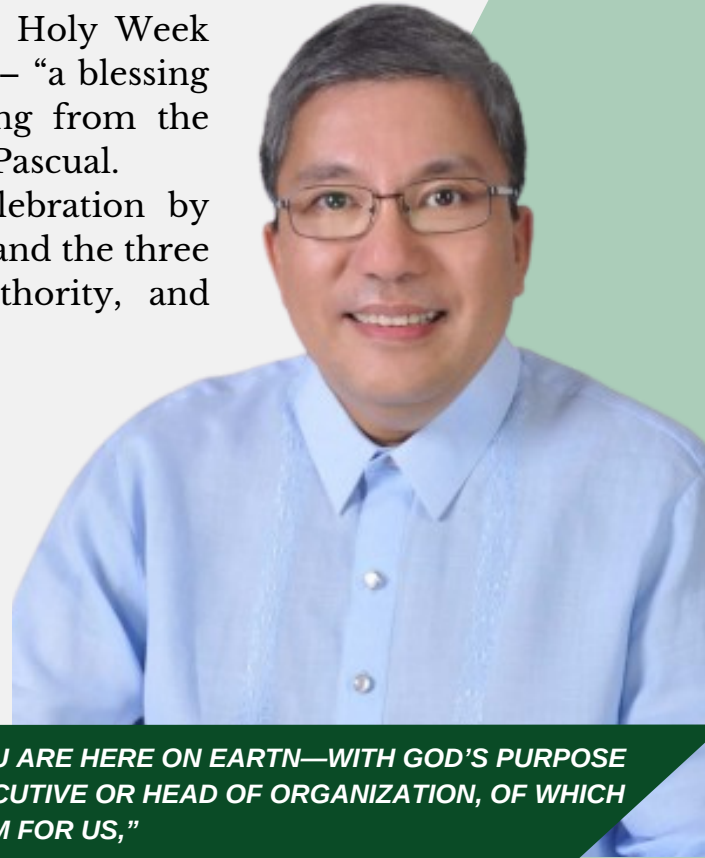
## FAITH-LED LEADERSHIP BRING MORE LIGHT TO COOPERATIVES

The Philippine Cooperative Center celebrated Holy Week with a reflection on what the Lenten period is – “a blessing for us [cooperators] to be together” – coming from the words of esteemed coop stalwart, Fr. Anton CT Pascual.

Fr. Anton ended his introduction of the celebration by emphasizing the virtues of faith-led leadership and the three elements of effective leadership: power, authority, and influence.

### Still the need for Learn, Unlearn, Relearn

Great, effective leadership, however, does not stop with the above mentioned three elements; it is also a continuing learning process. This is also why Fr. Anton also pointed out the need to Learn, Unlearn and Relearn.



*“THINGS START ON THE DAY YOU DISCOVER WHY YOU ARE HERE ON EARTH—WITH GOD’S PURPOSE IN YOUR LIFE, AS A FAMILY MAN, COOP LEADER, EXECUTIVE OR HEAD OF ORGANIZATION, OF WHICH GOD HAS A DREAM FOR US,”*

“With Learn, this means to know something new, as knowledge is power that generates that sense of being impactful to become better,” he pointed out. “With Unlearn, we must learn to distinguish truths and half-truths, as well as things that are not sincere—and to be more discerning that aids in us to cast away what is not correct. And with Relearn, this holds true for all of us to reacquaint knowledge as well as some new trends and processes especially as we get older—as the more we age, the more we easily forget”.

In addition, Fr. Anton discussed the Five characteristics of Authentic Leadership. The first one is that of Pursuing Purpose with Passion.

“Things start on the day you discover why you are here on earth—with God’s purpose in your life, as a family man, coop leader, executive or head of organization, of which God has a dream for us,” he stressed.

Fr. Anton quotes both Ralph Waldo Emerson and Nelson Mandela: “In life, it is not just being here to be happy but to be useful by being compassionate and to make a difference”, and that there is a need for “thinking big and aiming high for both the people and the community”.

Passion also means intense enthusiasm and compelling drive for something ideal—of which Fr. Anton noted how authentic leaders have enthusiasm, as reflected in the way they devote their passion into several enriching, inspiring and noble pursuits. This in turn, uplift, and touch the hearts and minds of others to further offer their time, talent, and treasure, for the arts, charity work, and community life.

The second characteristic of leadership is Practicing Solid Values. This is best reflected in maintaining very good attitudes consistently. Consistency demonstrates integrity of the value system - and integrity is the essence of a proactive person.

“As Abraham Lincoln once stressed, ‘if you want to know the character of the person, give him power,’” stressed Fr. Anton.

### **Abiding by the Golden Rule**

Many of us were instilled to put into practice the Golden Rule – the third characteristic of leadership, according to Fr. Anton: “do not do unto others what you do not want others to do unto you.” By Living the Golden Rule, you are “respecting others, as you respect yourself”, said Fr. Anton.

“Buddha admonished that health is the greatest gift, but contentment is the greatest wealth,” added Fr. Anton, who went further saying that each and every one of us must also be open to changes, by living together with others, dialogue, and diplomacy.

Self-Discipline is the fourth characteristic. In Fr. Anton’s view, self-discipline means delaying gratification for long-term success. “It is as if we take the hard part first as the best thing to do,” he stressed. “Also, self-discipline is a self-enlarging process, of which we become much more responsible and lead a balanced life; these, in turn, enable us to be cool, calm and consistent.” Of which he also quoted Lao Tzu where balance and self-discipline is also echoed in the adage: “Mastering others is strength, mastering yourself is true power.”

Lastly, the fifth characteristic is Leading With Compassion, which in Tagalog translates as ‘malasakit’. “Leaders with compassion have heart; they also feel as well as install positive values to those who need help most,” stressed Fr. Anton. He also cautioned that compassion may not only be viewed with pity, but by equally instilling more productive, positive values that combine with sharing love and empathy.

“Compassion means willing to go out of one’s way to help others help themselves and uplift their well-being; in short compassion with action,” graciously summed up Fr. Anton.



After Father Anton’s presentation, everyone was treated to a virtual tour of the Holy Land in Jerusalem, which includes the Via Dolorosa – the path where Christ suffered on his way to the crucifixion. Guided by Fr. Anton, the Holy land tour also featured interesting insights from Israeli tour guide Badir Rabadi who is an expert on Biblical history.

As we ponder on how we in the movement can attain true, effective leadership, let us be reminded that experience, know-how, or academic attainment alone does not dictate an effective leader. One must also inject strong spirituality in their cooperative service to develop a more holistic and harmonious cooperative sector.





# INTERNATIONAL COOPERATIVE ALLIANCE GENERAL ASSEMBLY 2021-2022

*A report by PCC Representative and Director,  
Garibaldi O. Leonardo, DBA*



The Philippine Cooperative Center participated in the International Cooperative Alliance General Assembly conducted in Seville, Spain last June 17-22, 2022. I represented the Philippine Cooperative Center, while other esteemed cooperative leaders from FPSDC, VICTO, CLIMBS, and NATCCO also came as delegates and representatives of Philippine cooperatives.

At the onset, on the evening of June 17, we met with Pres. Ariel Guarco at the hotel registration desk. Outright, he extended his thanks to the Philippine member-coops for our continuing support for ICA. During the networking in the afternoon, we had the opportunity to interact with the candidates for the ICA Presidency.

On June 20, we started the day by listening to the discussion panels, the topics of which revolved mainly around cooperative identity and on the theme of the Assembly which says that the moment is now for change in – and change by as well as growth of - cooperatives. There was some focus also on the importance of involving and engaging the youth. Notable speakers are:

Rosa Lavin, *President of Konfekoop*;  
Maravilas Espin, *General Director of Self-employment, Social Economy and Social Responsibility of Companies of the Government of Spain*;  
Inigo Abizuri, *President of CICOPA*;  
Juan Antonio Pedreno, *President of Social Economy in Europe and CEPES*;  
Carlos Zarco, *President of IHCO and Espriu Foundation*.

Youth/student participation came from the 4th year students of Cooperativa de Ensenanza San Alberto Magno who shared the crowdfunding campaign that they initiated in order to raise Euro 2,500 for what they called as “A Dignified Education” project for a school; emphasizing that quality education is one of the Sustainable Development Goals of the United Nations.

Malena Riudevets, Vice President of COCETA, acted as moderator. A solidarity message was delivered by Rocio Blanco - Acting Minister of Employment, Training and Self-Employment of Junta de Andalusia.

Thereafter, the General Assembly commenced. Highlights are as follows:

1. Incumbent President Ariel Guarco cited the major accomplishments of ICA in the midst of, and despite, the two-year crisis that also affected the Board’s mobility.

2. He stressed that the strength of the youth will enable the cooperative movement to drive the necessary changes towards “consolidating cooperation among the ICA member-countries” and serve as a “tool for a truly sustainable development”.

3. He also cited the series of online events hosted by ICA towards building up the “international cooperative entrepreneurship think tank”.

4. Cooperative identity and solidarity economy were also part of his report.

5. Director-General Bruno Roelants then went into some specifics as regards ICA’s accomplishments the past 3 years, e.g. global member surveys, consultations with ICA bodies, creation of technical working groups, webinars, legislation/advocacy/policy/representation, partnerships.

6. As early as 2018, they started preparing for the Coop Congress on Coop Identity; with various events tied into the Congress in various locations. Promotion of DOTCOOP and the coop marque was particularly highlighted. The approval of the ICA 10-year strategy is also worth mentioning in this regard.

7. Growth numbers were also presented; i.e. in terms of membership, communication, coordination, capital (e.g. Global Cooperative Impact Fund), increased youth involvement, and rightful gender sensitivity/participation.

8. To foster cooperation among cooperatives, the International Cooperative Entrepreneurship Think Tank – as mentioned earlier by President Guarco - was particularly launched in 2018 with its work themes made up of the: (1) future of work, (2) human rights in value chains, (3) SDGs with focus on climate change and health, and (4) cooperative identity as a competitive advantage.

9. The financial highlights were also presented, with Asia Pacific and Global Office showing significant drops in revenue. Good thing, the increases registered by Africa and notably America more than made up for the drops in AsPac and Global Office towards an overall positive figure for ICA in 2021.

10. Other highlights are the: report of the Coop Identity Advisory Group, the Youth Committee and the appeal for support for Ukraine from the Chairman of COOP Ukraine, Illia Gorokhovskiy. Said appeal for support was followed through by the representative from Poland who reiterated his earlier recommendation submitted to the ICA Board to solicit donations for Ukraine.

11. Thereafter, the candidates for ICA President delivered their 7-minute campaign spiels, namely: Ariel Guarco (Argentina), Melina Morrison (Australia) and Jean Louis Bancel (France).

12. It was during the gala dinner that we learned who won, Ariel Guarco.

For the coop tour the following day, June 21, our group (together with Ms. Tetay, Ms. Doris, and Ms. Heidi) went to two school coops – Escuela de Economía Social (Osuna) and Colegio Aljarafe S.C. A. Asia Pacific Regional Director Balu Iyer was in the same tour. The resource persons at Escuela de Economía Social shared with us the history of the convent-turned-school offering courses to interested cooperators. On the other hand, the resource person at Colegio Aljarafe put emphasis on the unique architectural design of the school that allows for free-flowing movement of students within and around the school periphery.

The General Assembly is one way to interconnect with other cooperatives and cooperators worldwide. As such, the ICA general assembly – more than the election of its next leaders, is a show of force of the presence of cooperativism globally. More than a night of connection building, it is a night of solidarity, cooperative dialogue, and a lesson – that we could learn and do more through interaction with our fellow cooperators in the other parts of the globe.

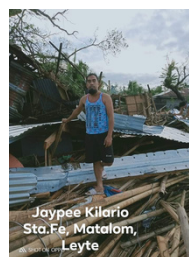


**PCC would like to give thanks to the following donors:**

- City of Parañaque MPC
- Tagum Cooperative
- Abra Diocesan Teachers and Employees MPC
- Union of Catholic Church-Based Cooperative (UCC)
- San Dionisio Credit Cooperative (SDCC)
- AMKOR Technology Philippines Employees Cooperative
- Tagalog Cooperative Development Center (TAGCODEC)
- Metro South Cooperative Bank (MSCB)
- Cooperative Health Management Federation (CHMF)
- 1 Cooperative Insurance System of the Philippines (ICISP)
- CARITAS Manila
- Noel Dolor

## TYPHOON ODETTE REHABILITATION PROGRAM

Typhoon Odette unleashed the destructive force of Super Typhoon Signal #4 affecting practically the whole province of Cebu, Bohol, Negros Oriental, and Mindanao, especially in the CARAGA Region. Immediately after Typhoon Odette landed, loss of connectivity, telecommunication lines, power supply, and water services have been cut off. The extent of damage to lives, properties, and agriculture according to the UN Office for the Coordination of Humanitarian Affairs (UN OCHA) initial assessments, “nearly 1.7 million houses damaged or destroyed, massive damage to infrastructure, agricultural land, fishing communities and livelihoods across a vast geographic area of the country. In total, the typhoon severely affected an estimated 9.9 million people across the six worst hit regions, leaving about 2.4 million people in need of assistance”. The super typhoon left hundreds dead and hundreds of thousands of families homeless.





Thus, the Philippine Cooperative Center organized a **FUND DRIVE** for rehabilitation assistance to cooperative members' houses. Pivoting to actions with a long-term approach and bigger impact, PCC hopes that rehabilitation would re-establish the socio-economic vigor of those affected by Odette and help them stand on their own again.

Since we have member cooperatives in the affected regions, PCC entered into a partnership with PCF and MASS SPECC in the Visayas and CARAGA regions respectively in the implementation of the Rehabilitation Project.

The Philippine Cooperative Central Fund Federation (PCF) is a member-cooperative of the Philippine Cooperative Center, whose main area is in the Visayas. They conducted ocular surveys of neighboring houses and validated initial reports of totally and partially destroyed houses. Most of these houses were made of light materials and built close to each other. Given the force of the typhoon, hundreds of these kinds of structures in Metro Cebu are either totally or partially damaged as can be seen later in the attachment. Residents request at least an immediate supply of zinc roofing, plywood for walls, and nails.

MASS-SPECC Cooperative Development Center (MASS SPECC), is also a member-cooperative of the Philippine Cooperative Center whose main area is in Mindanao. In the aftermath of typhoon Odette, they extended financial assistance to cooperatives and provided relief operations. But much has to be done, they need to focus on rehabilitation efforts. They also started Operation Pagtinabangay intended for typhoon victims in CARAGA Region but they need additional funding.

With PCF and MASS SPECC on the ground, the data on houses of members affected by the super typhoon that need to be prioritized was established and accounted for in the rehabilitation project. Together with their members, the capacity to provide a significant response in the implementation of the rehabilitation project even with meager resources; created a positive impact on the communities, that cooperatives and the church really care.

With the assistance of CARITAS MANILA and ICISP, PCC was able to gather Php4,968,680.30.

### Rehabilitation Success

MASS-SPECC's "Operation Pagtinabangay – New Roof, New Hope Campaign" aimed to provide roofing materials to 1,000 households-members in affected areas in CARAGA with a target timeframe of 6 months (January to June, 2022).

We are happy to announce that MASS-SPECC was able to provide the said roofing materials to 1,005 cooperative members in the following areas:

Dinagat Province (200 households)  
 Surigao Del Norte (400 households)  
 Surigao City (405 households)

More than that, the operation finished 2 months earlier than predicted (finished, May 5, 2022).

PCF, meanwhile, is assisting multiple cooperatives in their immediate area. The rehabilitation project aimed to fully rehabilitate the destroyed houses of the members of the participating cooperatives. The following are the cooperatives that are currently covered by the amount donated to PCF:

Cordova Multi-Purpose Cooperative (33 member family beneficiaries, construction still ongoing)  
 San Jose Parish MPC-Matalom (9 member family beneficiaries, construction still ongoing)  
 COMAVENCO (25 member family beneficiaries, construction still ongoing)  
 DEWSECO (3 member family beneficiaries, construction still ongoing)

The principles of cooperation among cooperatives and care for the community embody the true meaning of cooperativism. In life, the simple act of sharing and giving without expecting anything in return is the highest form of selflessness. Once again, in theory, and in practice, we in the cooperative sector and in partnership with CARITAS Manila demonstrated these - after all, we are here in this world for a meaningful journey.



**FEATURED COOPERATIVE**

**REDROOT ARTISTS COOPERATIVE**



From simple college friends to one of the most successful and well-known co-operative founders. RedRoot Artists Cooperative has experienced both gains and losses throughout its 14 years of service. Ms. Teresa Paula Gile, CEO and Co-founder of the co-op shared how the youth-initiated co-operative started, developed, and how it has grown and thrived inspite of several challenges and difficulties.



Written, Researched, and Interview by:  
**PUP 2nd Year OJT students:**

**Khurtland Pregoner  
 Jenny Ondis, Len Rosario  
 Jessica Catingcoy  
 Josephine Aranzanso  
 Marielle Lazaro, Rouella Mesa,  
 Trisha Haduca**

In 2008, the pioneers of Redroot Artists Cooperative started a small co-operative with an intention of serving the people. Through this, the co-op was able to establish and promote their core values. According to Ms. Gile, there are five core values that serve as a reminder when they are facing difficulties. First is to “Promote passion from the ground up”. Second, “Try new things, spread new ideas, develop and innovate.” Third, “Save the world through education, inspiration and capacity building.” Fourth, “Always make something that make you and those around you proud.” Lastly, “Nurture and affirm the infinite potential of mankind”. These core values opened an opportunity to showcase their passion, creativity, and talent in an organization that freed them from restrictions and control of other entities while giving back to the society and people at the same time. On the other hand, the forefront of the advocacies of RedRoot Artists Cooperative are the co-operative’s principles of cooperation among co-operative and concern for community. The co-operative wants to give our future generations a fighting chance to help those in need, to reach out to our fellow youth, and promote environmental awareness through art. RedRoot has always been eager to find creative ways to bring positive transformation in our society. From their humble beginnings in 2008, they have organized an annual event that is called Doodle Earth. It has been conducted alongside Earth Day Celebrations for the last 2 years in SEACAMP Bantayan Island, Cebu.

Redroot Artists Cooperative’s journey wasn’t easy, it has had some bumps along the way. The co-op had struggled on funds and financial security, lack of machinery and equipment. Despite these obstacles, the lessons they learned have molded and strengthened them to be more innovative, creative, and optimistic while utilizing their resources in their full capacity. In 2014, the co-op’s perseverance paid-off and they were able to expand the organization. With the help of the Small Enterprises Technology Program of the Department of Science and Technology (DOST SETUP), they were able to upgrade their machines and acquire new materials to expand their service and boost their production. But the co-op’s big challenges didn’t stop there as in 2020, Redroot Artists Cooperative was greatly affected by Covid-19. Since the pandemic struck their cooperative, they had to come up with desperate stop-gap measures in order to ensure their co-operative survival. They had to close down their physical offices and their newly-opened branch. They also had to cancel their expansion plans that could have provided more employment opportunities. In order to sustain the co-operative, they had to shift to a work from home setup. Fortunately, one of their clients approached them with a one-of-a-kind virtual event. The co-operative immediately mobilized their core team to develop, produce, and set-up a live demonstration of the services they can offer. And RedRoot has successfully developed a technology solution that is live, customizable, and goes beyond the typical webinar format.





Currently, the co-operative has a total number of 27 active members who are also working under them. Their skills, talent, and creativity are their greatest contribution to the organization. In addition, these members came from the youth sector which makes RedRoot Artists Cooperative more unique and stand-out given that most of the youth in our generation today are not aware of co-operatives. Ms. Gile also shared the strength of having youth in the co-operative. “Youth sector has energy to keep up from work overload, they are a big help to explore more ideas in modernization, they know how to market themselves in the modern era, they have the courage to take bigger risks, and innovate faster.” She said

RedRoot Artists Cooperative is the first artists’ cooperative in the Philippines. Their cooperative may have started as an ideal: change the world or save it. However, in pursuing goals, they encountered a severe lack of resources and support. But eventually, they found inspiration from Mondragon’s cooperative model and became the first artists’ cooperative in the Philippines. Their cooperative wants to provide a platform where young people can organize themselves. They hope that this platform will become a model to replicate their vision of creating unique cooperative enterprises led by the next generations.

# Congratulations TO OUR ELECTED COOPERATIVE ALLIES!



*\*Sen. Zubiri, Sen. Hontiveros, COOP NATCCO Partylist, AGAP Partylist, among others, were signatories of the Solidarity Covenant. The covenant is a consolidated document containing key legislative agendas for addressing key cooperative issues. The document was prepared by the conveners of the Coop Vote seminar – PCC, LCDOP, and NCDC.*

Last May 9, 2022, the country held its 2022 Philippine General Elections. In preparation for the upcoming elections, the Philippine Cooperative Center held a series of Coop Voice seminar to educate the sector regarding the necessity for a unified cooperative vote for the increased legislative participation of the sector.

The cooperative movement is in high notes as key legislative champions and allies won key positions in the senate and congress.

<b>Senator Juan Miguel Zubiri</b>	<i>(8th, garnering 18,582,962 votes)</i>
<b>Senator Risa Hontiveros</b>	<i>(11th, garnering 15,273,594 votes)</i>
<b>COOP NATCCO Partylist</b>	<i>(1 seat)</i>
<b>AGAP Partylist</b>	<i>(1 seat)</i>

Again, we would like to give thanks to cooperators who supported the election/re-election of our key legislative allies and champions. Without your support, this would not be possible.

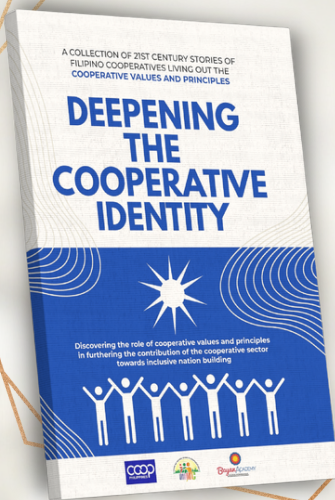
The cooperative sector and movement will be moving to 2022 and beyond, amidst the challenges that lay ahead. With our allies in the legislative arena and our signed Solidarity Covenant (containing key issues of the cooperative sector), we hope that our sector and communities will further develop and prosper. PCC, and the conveners of the Solidarity Covenant will assure the sector that its key issues will be addressed for the coming future.

For Cooperativism!



# Books for SALE!

**LIMITED  
COPIES  
AVAILABLE**



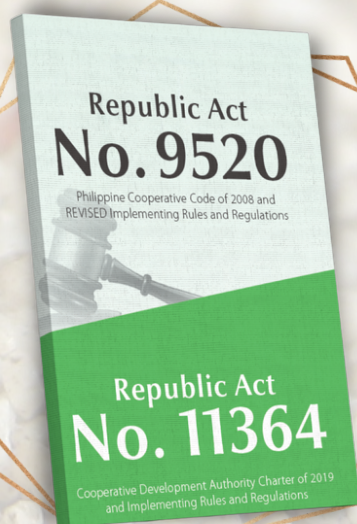
## **DEEPENING THE COOPERATIVE IDENTITY BOOK**

Marrying theory, principles, and real-life experiences – Deepening the Cooperative Identity contains 24 evidence-based case studies narrating the successful enterprises of 12 of the most respected cooperatives and cooperative movement leaders in the country. The collection shows how cooperative ideologies, values, and principles can – and should – serve as a guideline for a successful cooperative enterprise.

**SRP: P 1,000.00 / book**

order form:

<https://forms.gle/qjsN7GbbwQgKobjWA>



## **REPUBLIC ACT NO. 9520 and REPUBLIC ACT NO. 11364**

**SRP: P 250.00/ book**

**For orders 5pcs and above : P 220 / book**

**CONTACT US FOR ORDERS:**

**philcoopcenter\_adfin\_1997@yahoo.com ; philcoopcenter@yahoo.com  
0910-5694967 ; 09469253753**

**Look for Ms. Mariel Belmonte and Ms. Choolyn Depra**