

This distance learning course is certified by the quality label of the Open ECBcheck initiative

[www.ecb-check.org](http://www.ecb-check.org)



## Language

The distance learning programme is available in English.

## How to enroll?

Register yourself at the [www.agriculture-my.coop](http://www.agriculture-my.coop) and check the “news” section for course dates during the “2012 International Year of Cooperatives” and beyond.

## Contact

For more information, contact:

- ✓ ILO's Cooperative Branch, [coop@ilo.org](mailto:coop@ilo.org), tel: +41.22.799.70.95
- ✓ ILO My.COOP on-line courses [mycoop@itcilo.org](mailto:mycoop@itcilo.org)

For orders of hard copies, contact:

- ✓ ITCILO Multimedia Design and Production [publications@itcilo.org](mailto:publications@itcilo.org) (costs will be charged).

[www.agriculture-my.coop](http://www.agriculture-my.coop)

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# My.COOP

Managing your agricultural cooperative

**My.COOP** is a training package and programme on the management of agricultural cooperatives. Proper management enables cooperatives to offer high quality, efficient and effective services to their members. Moreover, well managed agricultural cooperatives can also contribute to wider development issues such as food security, sustainable use of natural resources and inclusive employment creation.



## My.COOP partnership

My.COOP is the result of a collaborative effort involving a wide range of partners such as cooperative development agencies, cooperative colleges and universities, cooperative and producer organizations, knowledge institutes and agencies of the United Nations.

Initiated by the ILO Cooperative Facility for Africa and the ILO's Cooperative Branch, the partnership involves: Agriterra, the FAO, the International Training Centre of the ILO, the Royal Tropical Institute and the Wageningen University and Research Centre, among others.



# My.COOP training package

## What is My.COOP about?

The objective of this training material is to enable existing and potential managers of agricultural cooperatives to identify and address major challenges that are specific to cooperatives in market oriented agricultural development. Cooperatives may find themselves stretched between (at times conflicting) members' interests, business opportunities and social considerations. Within such context cooperative managers should ensure sound decision-making on service provision for services that are common to many agricultural cooperatives, including supply of farm inputs and marketing. These issues are reflected in the modular structure of the My.COOP package.

## What is in the package?

The My.COOP package consists of 4 modules, a trainer's manual and a mobile learning toolkit:

- 1 Basics of Agricultural Cooperatives**  
Basics of agricultural cooperatives  
Challenges for cooperatives  
Cooperative governance  
Management, capital formation and finance
- 2 Cooperative Service Provision**  
What are the needs of the members?  
What services to provide?  
Who will provide the service?
- 3 Supply of Farm Inputs**  
Procurements of inputs  
Storage and stock management  
Selling the service
- 4 Cooperative Marketing**  
Marketing services  
Strategic marketing  
Certification

**Trainer's manual**  
A series of learning activities for each Module and a sample training programme

**Mobile learning toolkit**  
Learning activities using the mobile phone to enhance classroom training before, during or after the event

## For whom is My.COOP?

My.COOP has been designed for:

- ✓ Existing and potential managers of agricultural cooperatives as well as for members involved in managerial tasks. The material is not developed for people who are starting an agricultural cooperative for the first time.
- ✓ Organizations and individuals that train agricultural cooperatives.

The My.COOP package is available online at: [www.agriculture-my.coop](http://www.agriculture-my.coop) where you will also find a series of services and tools, such as translated and adapted My.COOP training material, information on partners and the distance learning programme for training of trainers.

## Distance learning programme for training of trainers

### What is the My.COOP distance learning programme?

Having access to the My.COOP training package does not immediately imply that you will be a competent My.COOP trainer. An on-line training of trainers programme has been created to support participants in the design and delivery of the My.COOP training package.

The My.COOP distance learning programme offers trainers the possibility to familiarize themselves with the contents of the Modules and to get prepared to deliver the training by learning on interactive, participatory facilitation techniques.

In particular, after having completed the TOT package participants will be able to:

- ✓ plan and implement a My.COOP training from an initial learning needs assessment until the final evaluation of the My.COOP training workshop;
- ✓ adapt and design contextualized My.COOP training activities using a broad range of participatory methodologies;
- ✓ address a wide diversity of learning styles;
- ✓ explain My.COOP content to the target audience taking adult learning principles into account;
- ✓ equip participants with the competencies needed to design, develop and implement My.COOP training;
- ✓ apply facilitation techniques to deliver the training in a FtF setting.

### Who is this pilot distance learning programme for?

The My.COOP training of trainers is for organizations and individuals that train managers of agricultural cooperatives. These can include:

- ✓ leaders and managers of cooperative structures, such as unions, federations and confederations;
- ✓ trainers working in cooperative colleges, universities, non-governmental organizations (NGOs) and other (including private) training providers;
- ✓ cooperative officers and extension staff of government departments and agencies.