



**b of joy co-op**

**newsletter**

## 4<sup>th</sup> quarter 2025



The effect of the traces you leave behind is usually not immediately apparent

Dear interested party, supporter and participant,

The year 2025 is almost over. Nature follows a clearly recognisable cycle of seasons. For society, the pattern is not so clear, but time inevitably brings change. It is up to each individual to choose which direction to go. If you want, we'll continue to build the House of the People together, motivated and with confidence. We hope you enjoy reading.

---

## **WE LOVE PROGRESS**

If all goes well, you will have noticed the positive tone in recent years and know progress is being made. However, sometimes progress is difficult to depict because it might damage her vulnerability. It does not mean there is nothing you can do, but more on that later.

With the official establishment of the European B of Joy co-op and its registration with the Chamber of Commerce, an essential step forward has been taken.

### **MANAGER DAILY OPERATIONS**

The board is pleased with the appointment of a Daily Operations Manager. This professional, who has extensive experience in the business world, has drawn up a plan to streamline daily management. Under his leadership, several teams will be formed, consisting of existing and new team members. Grateful that he has taken on this task, he is wished every success. In the future, you may be able to read a personal introduction about him here.

### **THE HOUSE OF THE PEOPLE**

BoJC's mission includes growing its membership, which will create scope for developing additional services and functionalities (of, for and by members). This will increase the impact exponentially. BoJC aims to attract a wide audience. It is important to also attract volunteers with a professional background. According to the principle of, for and by the people, your commitment is indispensable.

### **THE URA PLATFORM**

The URA platform is, with [The URA as a means of service](#), the heart of the cooperative. To be successful, a wide range of products and services is necessary.

It is up to the members to use the URA platform with the marketplace. Perhaps you see an opportunity to:

- ◆ inform potential sellers about the possibilities of the URA platform
- ◆ use the URA if you want to buy or sell something

Ultimately, the members are the driving force behind the cooperative

---

## CRM SPECIALIST REQUIRED IMMEDIATELY



Due to a growing number of members, there is a need for a Contact Centre professional to further develop customer service.

Do you have knowledge in this area and are you available? Contributing to the further development and roll-out of the CRM system will greatly benefit the members and the cooperative.

As a co-owner of your own cooperative, you will work together with other members to build a better future.

The position is currently on a voluntary basis. You can contact us via the [contact form](#) and after your registration you will receive further information.

---

## WE LOVE HAPPY FACES!

Following the call to show your happy [SMILE](#), new smiling faces have been added to the [website](#). This is a wonderful addition and may inspire you to join in too. The call remains open, so we can show each other that the cooperative is alive and growing.

---

## COULD WE LEARN TO RETHINK?

Striving for a more positive environment means that there are many ways to look at life. Below are a few interesting comments and situations to inspire you.

### FROM PUNISHMENT TO REWARD IN INDIA

How do you tackle the extremely high number of fare evaders when you are dealing with 24 million train passengers per day?

“Oh, wait,” they thought in India, “there’s about 30 billion worth of lotteries here, so what if we turn the train ticket into a lottery ticket?”

And it worked! This clever approach has put an end to fare evasion. Not by discouraging it with penalties, but by encouraging it with a positive incentive.

## AMAZING DISCOVERY: PLANT ABSORBS TOXIC SUBSTANCES



Phytoremediation or green remediation is the use of living plants to clean soil, air or water when they are contaminated with hazardous substances (such as heavy metals, pesticides and PFAS). Nature can help us to undo the pollution caused by humans. So instead of despairing, new economic developments can be set up. Watch the video for more information: [superplants Caledonia](#)

### BICYCLE FACTORY BACK ON TRACK

A bicycle factory seemed to be going under. Due to the cooperative nature of the factory, the employees are also co-owners. Thanks to their strong commitment, they came up with a solution that challenges current thinking and practice. The bicycle factory's cooperative structure enabled it to overcome its problems in a smart and fair way:

- Breakthrough 1: Everyone took a pay cut... to ensure that no one would lose their job.
- Breakthrough 2: Thanks to the high level of commitment, ideas emerged... and the possibility of producing other products in the bicycle factory was explored.
- Breakthrough 3: Consumers were asked what kind of bicycle they needed, instead of offering them bicycles that had been designed in-house.
- Result: The factory now only manufactures bicycles for which there is genuine demand. The bicycle factory is flourishing once again and everyone regained their previous salary.

How heart-warming are these examples?



## THE HOUSE OF THE PEOPLE

Please visit the “[join us](#)” page of the current BoJC website to explore the opportunities available for participation. There, you can register as a volunteer, donor, supporter, or EMC holder. The new website currently under development will contain new and more specific information, particularly regarding the EMC and supporter options.

---

## A LOVING WISH FOR THE COMING YEAR



Quarterly consideration: 🍄 what traces do you want to leave behind?

