The 32 Seikatsu Club Consumers’ Co-operatives in 21 prefectures together with the Seikatsu Club Consumers’ Co-operative Union of Mutual Aid (SCCCUMA) form the Seikatsu Club Consumers’ Co-operative Union (SCCCU). There are roughly 370,000 members and nine related and associated companies, such as a milk factory and a transport company. Each of the regional Seikatsu Clubs carry out their own independent management and activities.

A Seikatsu Club near you

Independent Seikatsu Clubs are active in each region.
Seikatsu (Daily Life) Declaration (Brand Statement)

Living means consuming. The choice of “what” and “how” to consume is directly linked to “what kind of future we want” and “what we will leave for the next generation.” We choose a “sustainable lifestyle” in which we coexist with nature, and, as far as humanly possible, aim for self-sufficiency and recirculation in Food, Energy, and Care. We conduct all our activities on the basis that the next generation is as important as the people who are alive today.

Food

Food that has clear ingredients, production method and price

Seikatsu Club members develop and consume the food we need for our daily lives by working together with producers. As the goods developed in this way are not products made for profit, we call them “consumer materials.” This is not limited to the food itself; we are also making efforts to improve the safety of and reduce energy used to produce food containers and packaging materials as well as items for daily use.

Seikatsu Club’s 10 “Safety, Health and Environment” Principles

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- Principle 10: Inclusive participation

Measures against GMOs

In 1997, Seikatsu Club made the decisions to “not handle GM crops or food as fundamental policy” and to “disclose full information in cases where GM ingredient use is unavoidable.” Two kinds of marks are used to indicate the state of countermeasures against trace ingredients.

Food additives

Seikatsu Club has reduced the use of food additives under the fundamental policy of “no use of anything unnecessary” and “full disclosure of everything used.” Seikatsu Club has reduced to a mere 85 the 814 food additives approved for use by the Japanese government. (As of September 2015)

Measures against radiation

Seikatsu Club has set autonomous standards for radiation based on the thinking that “there is no threshold level of health effects from radiation.” Especially in the “Sukusuku Catalog,” which supports child rearing, all food items listed carry the autonomous standard of “not detected.” Thoroughgoing radiation measurement is carried out using six radiation detectors, including a germanium semiconductor detector, and the results are all disclosed on our website. Food items that exceed the autonomous standards are not distributed to members. A “Fund to Support Producers in their Fight against Radiation Pollution” has also been established to provide compensation to producers when their produce has been rejected and to support the activities of producers to reduce radiation pollution.

How Seikatsu Club Works

Seikatsu Club is a consumers’ co-operative. In contrast to private companies, whose first goal is commercial gain, Seikatsu Club is founded on its members’ “contributions,” “use” and “governance.”

Contributions

Members contribute money to support Seikatsu Club activities and the collective purchase business. The contributions are put to work in the co-operative’s activities and businesses.

Use

All the members use the food items, goods for daily use and services. We have a mechanism by which the members create together the consumer materials they need for their daily lives through building relationships of trust with our producers.

Goverance

A great many members participate in the governance of the Seikatsu Club. The members pool their thoughts on the product line, the contents of the catalog and the governance mechanism itself in order to resolve problems.

Autonomous management and auditing system

A mechanism for improving consumer materials

Seikatsu Club sets autonomous standards, such as for agriculture, processed foods and radiation, for consumer materials through dialog between members and producers. Members and producers together check that the autonomous standards are being maintained by engaging in activities such as “participatory autonomous auditing” at producer sites, leading to quality improvements in the consumer materials.

Fair trade

Partnership and solidarity with overseas production areas

For foods that cannot be produced domestically, we are forming partnerships with overseas production areas, setting autonomous standards for the raw materials produced and ensuring traceability. We aim to raise quality and contribute to local societies by purchasing Vietnamese black pepper, Papua New Guinea coffee and Balangon bananas at appropriate prices. Members are also visiting the local production areas to deepen exchanges with the producers.

Bio-support

Food × Eating designs = health and beauty

Seikatsu Club is attentive not only to food safety, but also actively proposes nutritional “eating designs” that are important for building a healthy body. Meal plans that take into account trace nutrients that modern diets tend to lack, as well as nutritional knowledge and cooking tips that include information on issues such as calories and salt content, are published in the order catalogs and posted on our website. We are also disseminating information on skillful food budget management by introducing techniques for making resourceful use of reasonably-priced food materials, such as the best way to prepare in-season food items and food preservation methods.

Support for recovery

Eating to support recovery from the Great East Japan Earthquake

The recovery from the 2011 Great East Japan Earthquake requires sustained support. Each year our members organize a fundraising campaign to support the recovery and are continuing to donate money to allow Fukushima children to go on “refresh tours” to less contaminated areas of Japan for relaxation and recuperation, and for thyroid gland checkups. With other citizens’ groups, we have set up the Foundation for Co-operative Community Creation, which provides support that is rooted in the Tohoku region. We are also supporting the recovery by increasing the use of consumer materials from disaster-affected producers.
Seikatsu Declaration (Brand Statement)

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**Energy**

A nuclear-free society through the collective purchase of renewable energy

Your energy choices will determine your lifestyle. Seikatsu Club is promoting the path to a nuclear-free society on the three pillars of “producing” renewable energy, “reducing” energy consumption and “using” renewable energy.

**Seikatsu Club’s Seven Energy Principles**

1. We will rely on energy conservation as a pillar of the activity.
2. We will build a nuclear-free society that reduces CO₂ emissions.
3. We will push forward a power-generating business that makes contributions to the community and has consideration for the environment.
4. We will seek transparency in the price of the electricity and the mechanism of the electricity distribution.
5. We will strive for energy self-sufficiency by deepening our collaboration with the Seikatsu Club partner producing areas.
6. As “ethical consumers”, we will engage positively in the collective purchase of electricity generated by renewable sources.
7. We will take responsibility for the total process from production to waste disposal.

**Creating energy**

Producing renewable energy

Working toward a nuclear-free society and to generate renewable energy, Seikatsu Club is pushing forward with the construction not only of wind power facilities but also megasolar generating stations and the installation of solar power generating facilities at distribution centers and depots (stores). Cooperating with producers and citizens organizations, Seikatsu Club is also making active efforts to develop power sources such as small-scale hydro-power, biomass, and geothermal energy.

**Reducing CO₂ emissions**

Reducing energy consumption

According to the CO₂ Emissions Reduction Autonomous Action Plan of the Seikatsu Club Group, we aim to cut total CO₂ emissions by 25% (compared with the base year of FY2007).

We are reusing and recycling these items for natural energy development and energy conservation activities.

**Collective Purchase of Electricity**

Using renewable energy

The collective purchase of electricity focusing on renewable energy is coordinat ed by Seikatsu Club Energy Co., Ltd., which supplies and sells electrical power. We disclose the actual performance of the components of the energy mix, solar power, wind power, biomass, etc., on the detailed statement to users each month. Members are also involved in creating the power charge plans. We have also established a “Seikatsu Club Natural Energy Fund” to which members donate 5% of each month’s energy bill. The donations may be used, for example, for natural energy development and energy conservation activities.

**Care**

Welfare and mutual aid – where human relations come alive

A sustainable society that has hope for the future is a society that is alive with flourishing human relations. Seikatsu Club has created mechanisms for diverse forms of mutual aid through coordination with social welfare corporations, workers’ collectives and NPOs to help people to live as they want in the communities where they have always lived, whether they are elderly or have disabilities.

The Seikatsu Club eight principles for welfare and mutual support:

1. Diversity: We aim for a society in which all people are recognised as equal individuals, sharing joy and happiness together.
2. Respect for diversity: We will create communities where all can live in research and enjoy life from birth until their final day.
3. A participatory society: We will create participatory communities where our children, elderly, children and social isolation is everyone’s issues.
4. Human and ethical society: We will create diverse forms of work and social participation in which life and work are harmonious and mutually enrich.
5. Creating places to be: We will provide places to be and roles to perform to enable everyone to spend time productively and energetically.
6. Pension care support: We will provide pension care support in the community to enable children to live with security.
7. Elderly nursing care support: We will provide support to enable elderly people who give and who receive nursing care to live with care and security.
8. Support to prevent social isolation: We will encourage independence by giving mutual support and ensuring that poverty and isolation are not overlooked.

**Support for the elderly**

Daily life care rooted in the community

In order to realize “life in the community one is used to, loving the way one wants to live” for everyone, we are carrying out welfare care that is rooted in the community.

We are aiming to support all elderly people 24/365 by providing special elderly nursing homes, group homes, day service and short stays at local care centers, visiting nursing care, meals services, transport services, and so on.

**Childcare support**

Support for children and parents by the whole community

In the society of low birthrates and the nuclearisation of the family, to resolve the anxiety and a sense of entrapment felt by parents bringing up children, it is necessary to create an environment where adults work together to provide childcare. Creches and day-care centers support children while bringing them into contact with a variety of people in the community, enabling all children to play to their hearts’ content in accordance with their individuality and growth stage.

**Support for the disabled**

Support that enables continued life in the community

We aim for people who have illness or disabilities to live in the community while receiving the necessary support for daily life. For children with disabilities to relax after school or on holidays, we have day service at local care centers, care homes, group homes where children can play to their hearts’ content, and employment support services that aid young people of 18 years of age or more to build an independent life.

We provide support while coordinating with the community and welfare services, and discussing the future with the young person and his or her family.

**Support for the needy to become independent**

No one should face difficulties in daily life

As an support strategy for people who face difficulties in daily life, such as those wanting to work but are unable to do so, or those who do not have a place to live, we are also carrying out support businesses for needy people that attempt to resolve these issues using community power.

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**Seikatsu Club kyosai (mutual assistance or co-operative insurance) and the Ecolo System**

Creating the security we need

Based on the ideas that “we won’t leave our peace of mind up to others” and “we will think about and create the security we need by ourselves”, we developed the Seikatsu Club Kyosai Kagakum, which means “nurturing”. We intend to continue to revamp the contents of the aid in line with members’ opinions and wishes. Seikatsu Club also has a mechanism for mutual support between the member known as the Ecolo System, which provides security against small problems that arise in daily life, theft during collective purchase, and injuries, etc. while performing members’ activities. While the system’s contents differ depending on the locality of the Seikatsu Club, such as whether childcare is offered or not, the common feeling between the members of “helping each other out” is the same everywhere.
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According to the CO₂ Emissions Reduction Autonomous Action Plan of the Seikatsu Club Group, we aim to cut total CO₂ emissions by 25% (compared with the base year of FY2007). We are reducing the energy used to produce containers for consumer materials and packaging wastes by adopting the use of “reusable bottles” that are washed and used repeatedly. Milk bottle caps and plastic delivery bags for consumer materials are also made of recycled raw materials. These efforts to reduce container and packaging wastes are called the “GREEN System.” We are also encouraging the use of our “Ecolife Household Account” website that makes it possible to see members’ household CO₂ emissions at a glance.

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3) Childcare support
4) Support for the disabled
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6) Support to prevent social isolation
7) No one should face difficulties in daily life
8) Creating the security we need

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As a support strategy for people who face difficulties in daily life, such as those wanting to work but are unable to do so, or those who do not have a place to live, we are also carrying out support businesses for needy people that attempt to resolve these issues using community power. In Tokyo and Chiba, we are also operating independent support businesses, domestic finance consultation businesses and livelihood rebuilding loan businesses on commission from local municipalities.

Seikatsu Club/Art Mutual assistance or co-operative insurance and the Ecolo System

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Overview of Seikatsu Club Consumers’ Co-operative Union

Seikatsu Club Consumers’ Co-operative Union (SSCCU) is promoting social business, the reconstruction of mutual aid among the co-operative members, and includes the SSCCU’s co-operative insurance “Seikatsu Club Kyosai Hagukumi,” the CO-OP insurance (joint underwriting with the Japan CO-OP Insurance Consumers’ Co-operative Federation) and others. In addition to the insurance agency business, we also create opportunities for welfare activities and information exchanges for member Seikatsu Clubs and carry out educational work such as life-plan courses.

Founded: March 12, 1998
Address: Seikatsu Club Consumers’ Co-operative Union

Overview of Seikatsu Club Consumers’ Co-operative Union of Mutual Aid (SCCUUA)

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Founded: October 29, 2009
Address: Seikatsu Club Consumers’ Co-operative Union of Mutual Aid (SCCUUA)

Global evaluation of Seikatsu Club

Seikatsu Club has received the highest level awards – the Right Livelihood Award (1989), known as the “alternative Nobel Prize”, and the Peoples’ Choice Communities Award given by the Friends of the United Nations to commemorate the 50th anniversary of the founding of the United Nations. As a result of our positive consideration for the environment and the living environment, we will publish an order information magazine and PR materials for member clubs. We also establish committees and project management committees on issues for which the entire group is working collaboratively, and do our best to provide backup support.

History of Seikatsu Club

(Fiscal Year)

1968 - "Takarazuka Club" launched, introduction of "Life logos"
1969 - Seikatsu Club Consumers’ Co-operative Union founded. Started D "Seikatsu Club Cooperative" to sell fresh produce.
1970 - Growth of family purchasing systems.D "Seikatsu Club Cooperative" commenced a system of sending delivery orders by post to customers.
1971 - "Yoya Club" developed in the Seikatsu Club original consumer material
1972 - Seikatsu Club Cooperative Union started to purchase fresh fruits and vegetables from local farmers.
1973 - Seikatsu Club Cooperative Union established "Seikatsu to Jichi" project.
1974 - Seikatsu Club Cooperative Union began promoting the Seikatsu Club "Link System".
1975 - Seikatsu Club Cooperative Union started to purchase fresh fruits and vegetables from local farmers.
1976 - "Seikatsu to Jichi" project was expanded to other regions.
1977 - Seikatsu Club Cooperative Union started to publish "Seikatsu to Jichi" magazine.
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2019 - Seikatsu Club Cooperative Union started to publish "Seikatsu to Jichi" magazine.
2020 - Seikatsu Club Cooperative Union started to publish "Seikatsu to Jichi" magazine.
2021 - Seikatsu Club Cooperative Union started to publish "Seikatsu to Jichi" magazine.
Overview of Seikatsu Club Consumers’ Co-operative Union

Seikatsu Club Consumers’ Co-operative Union (SCCUA) is a co-operative union of the Seikatsu Club Consumers’ Co-operative Union of Mutual Aid (SCCCUMA) which is a co-operative union of the Seikatsu Club Consumers’ Co-operative Union. It is one of the leading co-operatives in the world in terms of size, number of members, and sales. It is a member of the International Co-operative Alliance (ICA) and the Asia-Pacific Co-operative Network (APCOP).

Founded: March 12, 1998
Address: Seikatsu Club Consumers’ Co-operative Union
6-24-20 Shinjuku, Shinjuku-ku, Tokyo, Japan 160-0022
Contact details: TEL: 03-5285-1711 FAX: 03-5285-1837
E-mail: info@seikatsuclub.coop
Website: http://www.seikatsuclub.coop

Reps: Koichi Kato
Managing Director: Yoshiyuki Fukuoka
Executive Director: Takayuki Watanabe

Seikatsu Club Consumers’ Co-operative Union

Overview of Seikatsu Club Consumers’ Co-operative Union of Mutual Aid (SCCCUMA)

Seikatsu Club Consumers’ Co-operative Union of Mutual Aid (SCCCUMA) is an important co-operative union of the Seikatsu Club Consumers’ Co-operative Union. It is a member of the International Co-operative Alliance (ICA) and the Asia-Pacific Co-operative Network (APCOP).

Founded: October 29, 2009
Address: Seikatsu Club Consumers’ Co-operative Union of Mutual Aid (SCCCUMA)
6-24-20 Shinjuku, Shinjuku-ku, Tokyo, Japan 160-0022
Contact details: TEL: 03-5285-1865 FAX: 03-5285-1864
E-mail: info@scce.coop
Website: http://www.seikatsuclub-kyokai.coop/

Reps: Yoshiyuki Fukuoka
Executive Director: Junichi Aso
Managing Director: Yuriko Ito

Global evaluation of Seikatsu Club

Seikatsu Club Consumers’ Co-operative Union of Mutual Aid (SCCCUMA) has received several high-level awards, including the Right Livelihood Award (2009), known as the “alternative Nobel Prize”, and the World People’s Communication Award (2013), known as the “alternative Nobel Peace Prize”.

History of Seikatsu Club

(1968) Seikatsu Club was founded. “Seikatsu Club” formed. Joint purchase of milk begun.
(1970) First “Seikatsu Club Kyosai Hagukumi”.
(1975) Start of Seikatsu Club “Bio-support” healthy eating designs.
(1977) Start of Seikatsu Club Kyosai Hagukumi.
(1979) Signing of the sister co-operative agreements with Korea’s Happy Consumer’s Co-op (formally called the Women Link Consumers’ Co-op) and Taiwan’s Homemakers Union Consumers Co-op.
(2011) Start of Seikatsu Club Kyosai Hagukumi.
(2020) Start of Seikatsu Club Kyosai Hagukumi.
(2021) Start of Seikatsu Club Kyosai Hagukumi.
(2022) Start of Seikatsu Club Kyosai Hagukumi.
Independent Seikatsu Clubs are active in each region.

The 32 Seikatsu Club Consumers’ Co-operatives in 21 prefectures together with the Seikatsu Club Consumers’ Co-operative Union of Mutual Aid (SCCCUMA) form the Seikatsu Club Consumers’ Co-operative Union (SCCCU). There are roughly 370,000 members and nine related and associated companies, such as a milk factory and a transport company. Each of the regional Seikatsu Clubs carry out their own independent management and activities.

A Seikatsu Club near you

A Guide to the Seikatsu Club Group