



Member Value in Housing Co-operatives

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Swiss Co-operative Sector

- 10'000 co-operatives → one co-op per 830 people
- Community awareness of the sector runs far behind community reliance on the sector
- Positive image of co-operatives and a high level of trust
- 1'800 housing co-operatives – mainly in urban areas
 - Approx. 5% of the whole housing supply (160'000 apartments) in CH
 - Approx. 20% of the housing supply in Zurich
 - Political efforts to increase the percentage of co-operative housing

Challenges

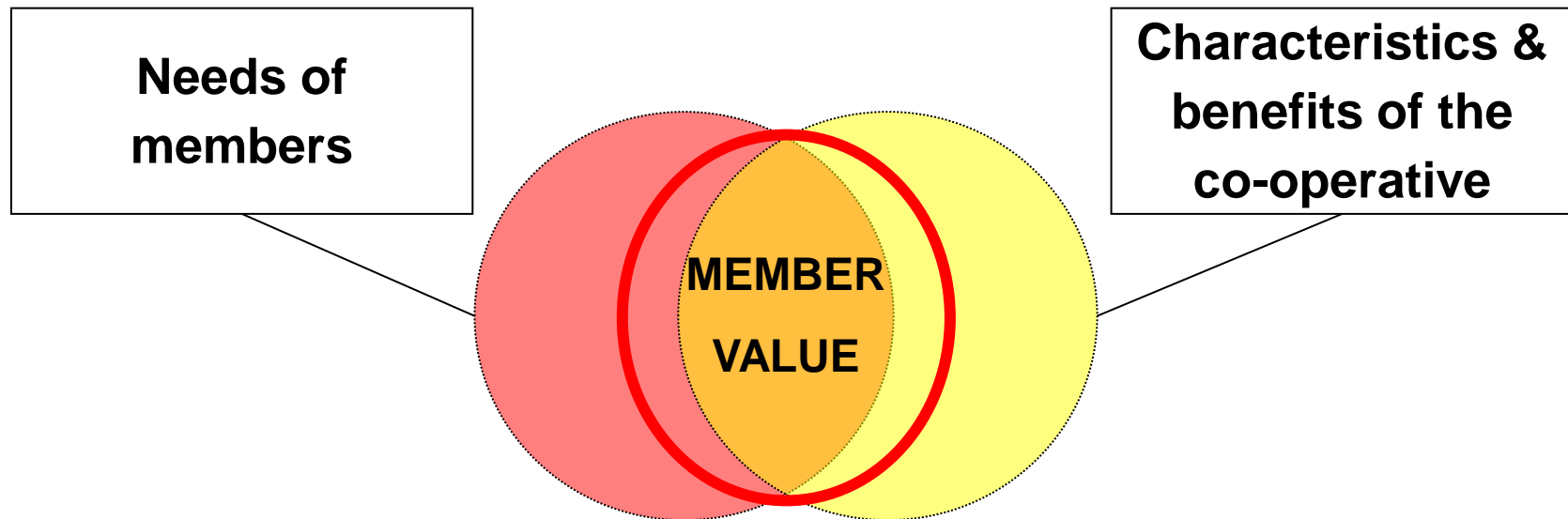
- External factors
 - ▶ Growing wealth
 - ▶ Increasing costs of building land
 - ▶ Structural conditions
- Internal factors
 - ▶ Increasing demands towards the apartment and the co-op
 - ▶ Decreasing motivation to assume responsibilities and to participate actively
 - ▶ Decreasing sense of community and solidarity

Housing Co-ops as Civil Society Organizations

- Good reputation and favorable treatment → public support
- Higher trust and lower rents (cost-induced rents)
- Members profit of the housing co-operative just as much as they are willing to make their own contribution to the civil society character of the co-op.
- Members are willing to make their own contribution only if they see an (added) value in their action.

Research Question

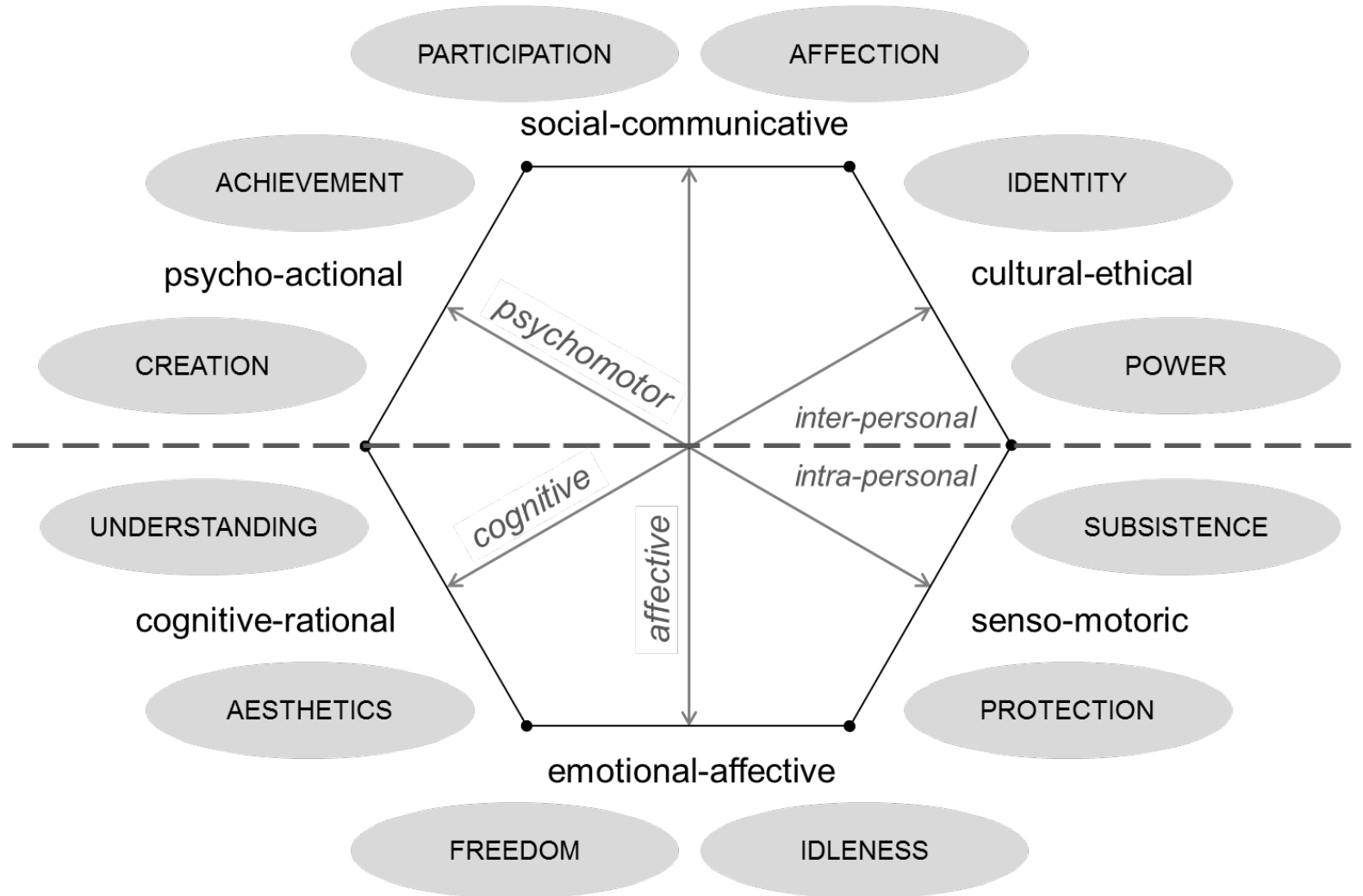
- What kind of characteristics and benefits of housing co-operatives generate a value in the perception of their members?



Housing Co-ops as Social Enterprises

- Hybrid form
 - ▶ Economic goals
 - ▶ Social goals
- Co-operative research mostly focus on the economic goals and the manifest benefits provided by the co-op.
- Change of perspective
 - ▶ The member and its needs are at the center of a co-op.

Basic Human Needs



Research Design

- Research cooperation: «wohnbaugenossenschaften schweiz» WBG
 - ▶ More than 1000 members and over 100'000 apartments

- Two phases
 1. Qualitative interviews with active members and managers of housing co-ops in order to develop a questionnaire.
 2. Quantitative (online) questionnaires
 - Management of the housing co-operatives
 - Members of the housing co-operatives

Research Goals

- Identification of the member's needs and its determining variables.
- Analysis of the management of housing co-operatives and the way they perform their essential functions.
- Identification of best practices in the management of housing co-operatives.

Thank you very much for your attention

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