## Abstract

This report presents experiences from the INQA project “Gesunde Region Eifel” (Healthy Eifel Region), from which recommendations for the work of other rural service cooperatives will be derived.

The project described herein, by way of example, focused on the promotion of individual, organisational and regional health and resilience. Offerings and formats were developed in the spirit of the cooperative principle that are useful for a service cooperative – regardless of the respective thematic focus. Methodologically, a needs analysis was conducted at the beginning. The results determined like a compass the selection of topics and offerings in the course of the project. Evaluation at regular intervals served the verification of effects and enabled adjustments. The additional individual counselling of six pilot companies was helpful, and the insights they had gained could be made available and useful to all members of the service cooperative. The six pilot companies thus mirrored, by way of example, the wide variety of industry sectors represented in our member companies. The coronavirus pandemic initially posed a challenge for the project, but was then exploited to analyse organisational resilience factors in crisis management (growth in crisis) for small and medium-sized enterprises (SME), using the example of DLG member companies.

**Keywords**

*Service cooperative; Cooperative principle; Impact factors in the start-up and settlement process; Individual, organisational and regional resilience; Growth in crisis.*