REconomy Project

helping you build a new kind of local economy, where you live

www.REconomyproject.org

Transition Network.org
We’ve organised the resources we have found/made so far into a logical framework...

REconomy shares the stories from the real world. Works with partners. And fill some of the gaps.

Poll: which of these aspects are you most interested in (4 for all!)?

1. Leadership & vision  2. Transform organisations  3. Start new enterprises
What is it?

Things to help build the capacity of Transition Initiatives to grow a new local economy

- web resources
- face to face
- social media
- online training
LEADERSHIP & VISION

Why transition to a new economy?

What’s a Transition Enterprise?

Understanding economics

Forming a leadership group

Create a vision

Develop a strategy
What’s a Transition Enterprise?

• **Resilience outcome** - TEs contribute to the increased resilience of communities in the face of economic uncertainty, energy/resource shortages and climate change impacts. TEs are themselves resilient and financially sustainable.

• **Appropriate resource use** - TEs make efficient and appropriate use of natural resources (including energy), respecting finite limits and minimising and integrating waste streams. The use of fossil fuels in particular is minimised.

• **Appropriate localisation** - TEs operate at a scale appropriate to the environment, economy and business sector with regard to sourcing, distribution and interaction with the wider economy.

• **More than profit** - TEs exist to provide affordable, sustainable products and services and decent livelihoods rather than to generate profits for others. TEs can be profitable but the use of their excess profits prioritises the community benefit, rather than benefit to investors.

• **Part of the community** – TEs work towards building a common wealth, owned and controlled as much as is practical by their workers, customers, tenants and communities. They have structures or business models which are as open, autonomous, equitable, democratic, inclusive and accountable as possible. And work in harmony with other TEs.
TRANSFORM ORGANISATIONS

Which orgs are ready for change?

Building relationships

What actions are already being taken?

ERA and other services
START NEW ENTERPRISES

Inspiration – case studies

Offering support

Set up an incubator
The story of the new economy in 50 enterprises

“A friend of mine is a racing car driver. He once told me what he’s trained to do if he is facing an imminent crash. Imagine that his car goes out of control and, for example, on one side of the road there is a brick wall and on the other is a nice big open field full of flowers. He is trained to focus on the safe zone in the field. This increases his chances of landing there.”
Offering local support - some questions...

Use a needs based approach?

What models of support are being used?

How might these be financed?

How might these need to adapt to take Transition aims into account?
Some enterprises are emerging

www.reconomyproject.org/?p=3938

Poll: are you involved in any of the following types of enterprise...

1. Energy generation / efficiency
2. Food related
3. Remakery – repair - fixing
4. Local currency
5. Other
REconomy Roadtrip

- Energy flows out from TI core into enterprises, often leaving a vacuum
- Organic approach vs a planned strategy
- Resourcing the work at the heart of a TI
- TIs do more outreach? Or is there another approach?
- More detail here...
  [www.reconomyproject.org/?p=3887](http://www.reconomyproject.org/?p=3887)
Our objectives

- To quantify the potential economic value of key resilience-building sectors
- To focus on food, retrofitting homes and renewable energy
- To recommend a number of projects or activities
- To unite local strategic partners behind their delivery

Outcome... better informed strategic economic planning and decision-making that will help build the resilience of the local economy, and so the local community, in the face of economic uncertainty, rising energy prices and climate change.
Totnes Local Economic Forum
The purpose...

“The purpose of our local economy is maximise the happiness and wellbeing of our entire community – to create an abundance of opportunity to satisfy our needs, and use and distribute resources fairly – in a way that respects natural limits.”

The growth we want to see is **growth in happiness and wellbeing**, within the constraints of the above. Economic growth is welcome in this context, but is not the primary objective.
Growing our local food economy

Q: How much do we spend on food and drink here today? £30m per year

Q: Where is this money spent? £20m in 2 supermarkets (£17m in just 1) and £10m across about 60 independents

Q: What value is the food and drink we produce locally? £58m per year (worth more at retail prices)

Q: How much do we spend on local produce? Roughly £8m on local produce, the remaining £22m on ‘imports’ from outside our area

Q: Why does it matter where the money gets spent, or where the food comes from?
<table>
<thead>
<tr>
<th>Locally sourced products</th>
<th>Products from other places</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good for our local farmers, producers, growers, processors (suppliers)</td>
<td>Good for others somewhere else</td>
</tr>
<tr>
<td>Helps keeps local suppliers in business plus other env-social benefits and local multiplier effect applies</td>
<td>Pays some local wages</td>
</tr>
<tr>
<td>Good for our local suppliers and local outlets</td>
<td>Good for our local outlets and retailers</td>
</tr>
<tr>
<td>Maximum local multiplier, - keeps most £ circulating in T&amp;D, provides most jobs, optimum social and env benefits</td>
<td>Provides more jobs for local people per £ spent, plus local multiplier effect applies</td>
</tr>
</tbody>
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Bought from supermarkets | Bought from local independent outlets
38 potential projects emerged that will help realise this potential

Includes essential enablers like support and advice (Incubator), employment space planning, skills and training provision, a culture of re-investment and giving back. And most critically, paid resource to manage and co-ordinate all of this work.
Poll on previous section – Economic Blueprinting.

Do you feel this might be a useful process to run in your own community?

1. Definitely
2. Maybe
3. No way would this work here!
4. No, we already have done something like this
5. Don’t know
Ensuring emerging enterprises have appropriate finance available

**GET INSPIRED**
- Build collective vision
- Identify opportunities
- Share inspiring stories
- Connect entrepreneurs
- Young people

**GET HELP**
- In all business aspects via
  - Mentoring
  - Coaching
  - Training/workshop
  - DIY / self-service

**GET MONEY**
- Access to local investors
- Crowd funding
- Community shares/bonds
- Green angels
- Credit Union, Micro-finance

**GET MONEY [NATIONAL]**
- Access to Investment Readiness Programme, National Investor Network, Start-up revolving loan fund

**GIVE BACK**
- Membership & fees
- Mentor new enterprises
- Training/apprenticeships
- Sponsor/donate
- Report data

Transition Incubator