Totnes REconomy Project

Working for a strong, local economy
‘Community-Supported Entrepreneurism’

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Totnes REconomy Project

www.reconomycentre.org
What’s REconomy?

- Citizen-led economic change
- Fair and inclusive
- Regenerative and resilient
- Sources - permaculture, Degrowth, community wealth building, sustainable development, economia solidaria, cooperatives, open source and commons, and so on.
Community Supported 'Entrepreneurism'
Creating the conditions for new economic actors and relationships to emerge and flourish.
Our approach

- Catalyse entrepreneurial problem-solving culture
- Mobilise local financial and social capital
- Building out ‘enterprising ecosystems’
Our approach

- **Catalyse entrepreneurial problem-solving culture**
  - Activist + organiser + permie + entrepreneur
  - Financial investor + expert + mentor + supporter
  - Roles and relations

- **Mobilise local financial and social capital**
  - Friendly & patient capital
  - Skills, knowledge, expertise
  - Under-utilised capacity & resources

- **Building out ‘enterprising ecosystems’**
  - Institutional infrastructure and systems
  - ‘Multiple pathways’ and ‘convergence networks’
  - Examples - investor and entrepreneur networks, incubators, ‘entrepreneur schools’, etc.
CREATE YOUR OWN FUTURE.

PITCH AT LEF5

Do you have a business idea you’d like to have supported by your community?

Thursday, May 12th, 2016
2-10pm, Totnes Civic Hall

For more information email info@reconomycentre.org or come in and see us at the REconomy Centre, 13 Leechwell St., across from The Lamb.

CREATE YOUR OWN FUTURE.

INVEST AT LEF5

Do you have ideas, time, skills or resources to invest in new social enterprises in your community?

Thursday, May 12th, 2016
2-10pm, Totnes Civic Hall

For more information, email info@reconomycentre.org or come in and see us at the REconomy Centre, 13 Leechwell St., across from The Lamb.
Results

- 5 in Totnes, 1 in Brixton
- In Totnes
  - 600 attendees
  - 22 enterprises pitched, 19 still going
  - Approx. £80,000 raised in form of debt and grant
  - Approx. £15,000 in non-financial ‘investments’
  - 350 investments, 120 investors
  - Approx. 15 new jobs
  - Costs = approx. £1200/event + plus activist/’volunteer’ time
Our criteria

- enterprise is ethical, sustainable and appropriately local
- demonstrates competence through business plan and/or track record
- business model does not rely on donations or grant funding
- ‘investment’ required would allow venture to ‘get to the next level’ – investment could be financial and/or non-financial.
- ideally would operate in one or more of the sectors identified in the Local Economic Blueprint – food, renewable energy, housing, health & care
- contributes to the long-term resilience of the community
- one slot is reserved for a youth-led enterprise.
Who has pitched?
1. Preparing the soil

- Assess local conditions
  - Key sectors - (Local Economic Blueprint)
  - Import substitution survey - (Berkshares)
  - Mapping networks - allies, catalysts, influencers, supporters
  - Mapping ‘new enterprise’ ecosystem
  - Mapping assets - land, buildings, skills

- Engage and build support
  - Develop collaborative relationships
  - Visioning and awareness raising events
  - Build networks - coffees, socials, pubs
  - Communications - email newsletters, social media
2. Planting the acorn (the LEF!)

- 12-3 months
- 6-3 months
- The Day
- Follow up
<table>
<thead>
<tr>
<th>12-3 months out</th>
<th>6-3 months</th>
<th>The Day</th>
<th>Follow up</th>
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<tbody>
<tr>
<td>● Building you team</td>
<td>● Venue</td>
<td>● Producer role</td>
<td>● Results of sessions &amp; pledges</td>
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<tr>
<td>● Finance plan</td>
<td>● Logistics plan</td>
<td>● Be like a Bee</td>
<td>● Follow up with ‘pitchers’</td>
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<td>● Communication plan &amp; implementation</td>
<td>● Recruit &amp; select entrepreneurs and/or enterprises to pitch</td>
<td>● Needs &amp; offers wall</td>
<td>● Email newsletter</td>
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<td>● Warm up events</td>
<td>● Coaching</td>
<td>● Shared meal</td>
<td>● Press releases</td>
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<td>● Mobilise your networks</td>
<td>● Community of Dragons facilitator</td>
<td>● Community of Dragons</td>
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3. Cultivating the garden

- Nurturing relationships and networks of relationships
- Incubator/co-working space
- Training and capacity-building programmes
- Local investor networks
- Mutual credit system
- Local/regional bank
- New models - pollinator, anchor institutions, cooperatives, peer 2 peer, circular, community land trusts
- Fab labs
- Crowdfunding and other internet platforms
- Social enterprise networks
Enterprising ecosystem

Community Supported Entrepreneurism

LEF

Local Investor Network

Mentor & ‘pro’ network

Reconomy Centre

‘Convergence’ network
Enterprising ecosystem

- Local Investor Network
- Entrepreneur programs - SSE
- Mentor & ‘pro’ network
- Mutual credit system?
- Universities - Schumacher, Plymouth, Exeter
- Reconomy Centre
- ‘Convergence’ network
- Local political actors

- Bank of Devon?
- Fab lab?
- Atmos?

Totnes REconomy Project

Transition Town TOTNES
Enterprising ecosystem

Could this support:

● Green and/or social enterprise?
● Cooperatives?
● Economia Solidaria?
● Degrowth?
● Commoning?
REconomy Centre
Workplace for the new economy
Welcome to the REconomy Centre.

REconomy: Mean to you?

More local jobs supporting the local economy.

Please clean and tidy up after use.

Totnes REconomy Project

Transition Town Totnes
'Transition Oriented Enterprise'

- Strengthens community resilience
- Appropriate resource use
- More than profit
- Part of the community
- Appropriate localisation
Growing our local food economy

In T&D we spend about £30m pa on food and drink

RE-LOCALISING FOOD

£22m leaves our local food economy each year.

Local retailers support 3 x more jobs as the main supermarkets.

Local food producers employ 50% more workers than larger scale farms.
Community-Led
Regeneration

Totnes REconomy Project

Transition Town TOTNES
CLTs and Cooperatives
Community Land Trusts

TRANSITION HOMES
built by the community for the community

Totnes REconomy Project

THE HEART OF A NEW ECONOMY
THE HEART OF A NEW ECONOMY

be part of the story

You are invited to have a say and get involved at Atmos Totnes.
Fridays & Saturdays from 17th October - 6th December, 2014
Drop in, bring your memories, your thoughts, your ideas.

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