

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'



Totnes

**REconomy
Project**

 **Transition Town
TOTNES**

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**?

LOCAL
ENTREPRENEUR
FORUM
TOTNES

www.reconomycentre.org [f /rpleft](https://www.facebook.com/rpleft) [@REconomyCentre](https://twitter.com/REconomyCentre)

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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.

Totnes

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CREATE YOUR OWN FUTURE. INVEST AT LEF5



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

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TOTNES







GroCycle
Urban Mushroom Farm





A youth-led community group



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.

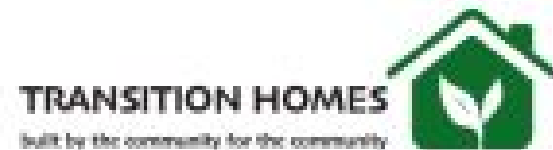
Who has pitched?



Grown in Totnes



Wild &
CURIOUS



Common sense with money



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

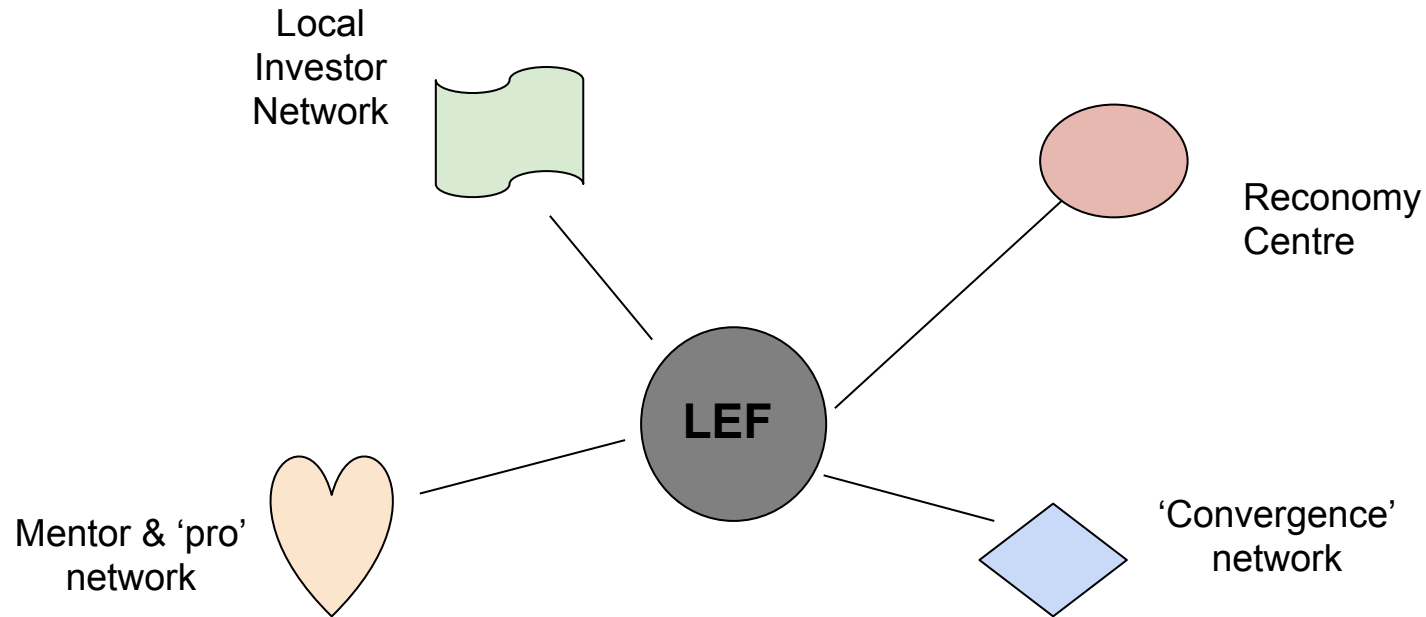
12-3 months out	6-3 months	The Day	Follow up
<ul style="list-style-type: none"> ● Building you team ● Finance plan ● Communication s plan & implementation ● Warm up events ● Mobilise your networks 	<ul style="list-style-type: none"> ● Venue ● Logistics plan ● Recruit & select entrepreneurs and/or enterprises to pitch ● Coaching ● Community of Dragons facilitator 	<ul style="list-style-type: none"> ● Producer role ● Be like a Bee ● Needs & offers wall ● Shared meal ● Community of Dragons ● Flavour ● documentation 	<ul style="list-style-type: none"> ● Results of sessions & pledges ● Follow up with 'pitchers' ● Email newsletter ● Press releases

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

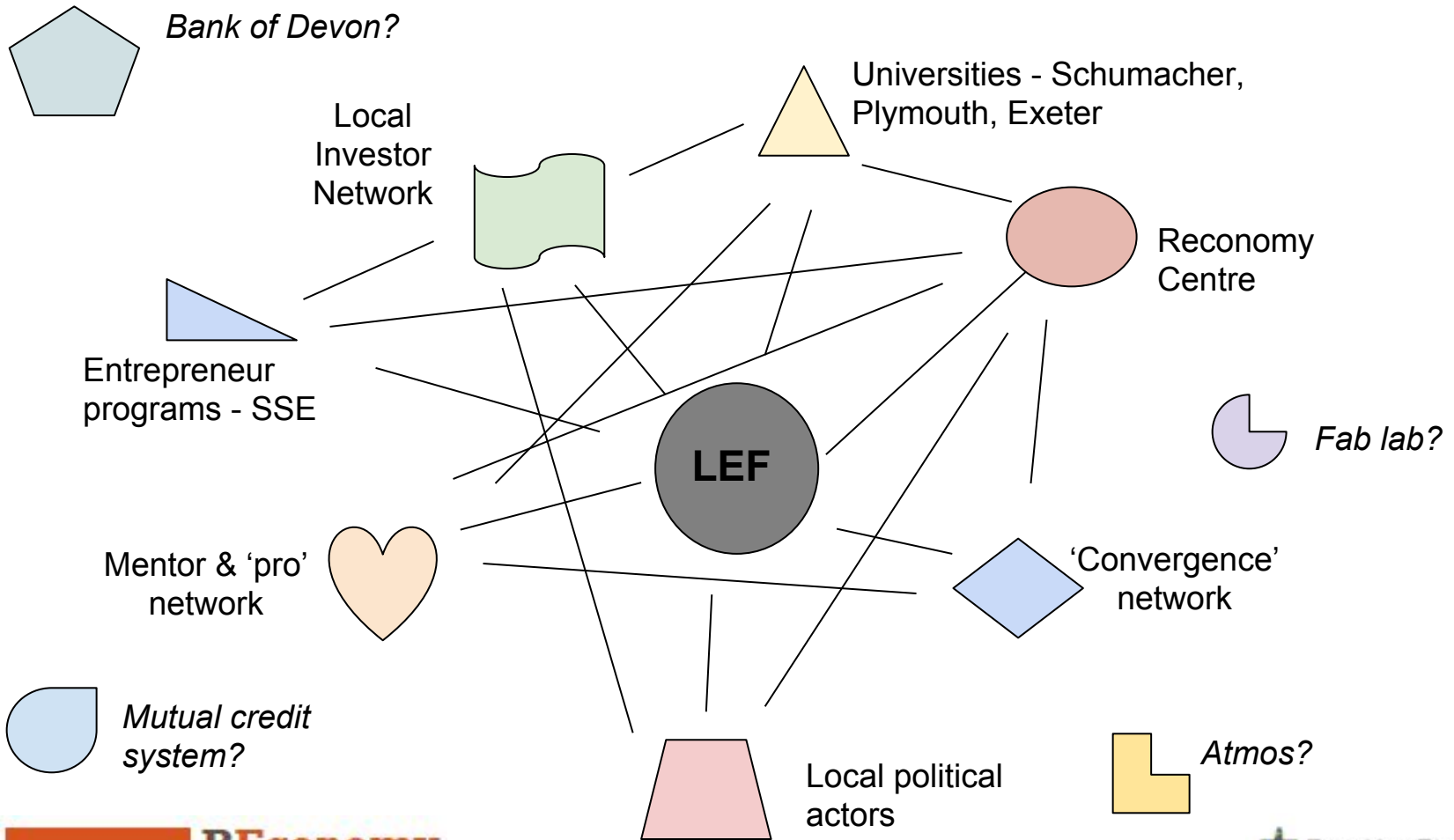


Enterprising ecosystem



Community Supported Entrepreneurism

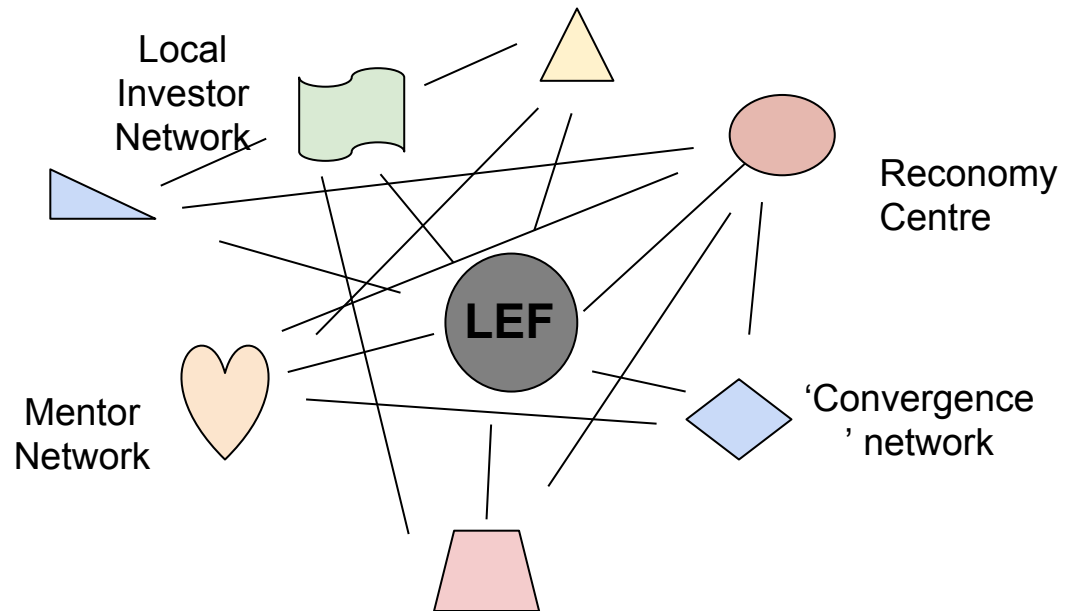
Enterprising ecosystem



Enterprising ecosystem

Could this support:

- Green and/or social enterprise?
- Cooperatives?
- Economia Solidaria?
- Degrowth?
- Commoning?



REconomy Centre

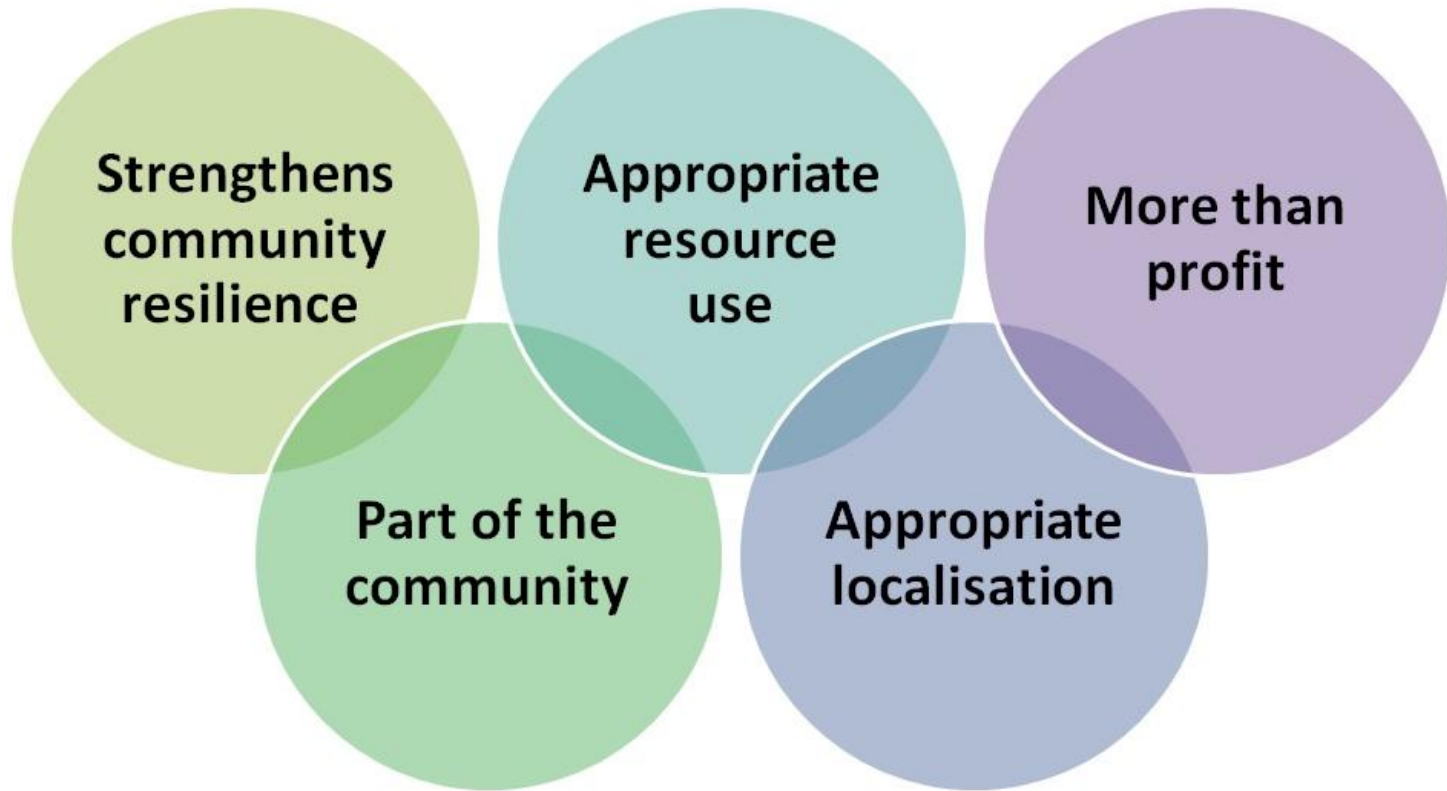
Workplace for the new economy

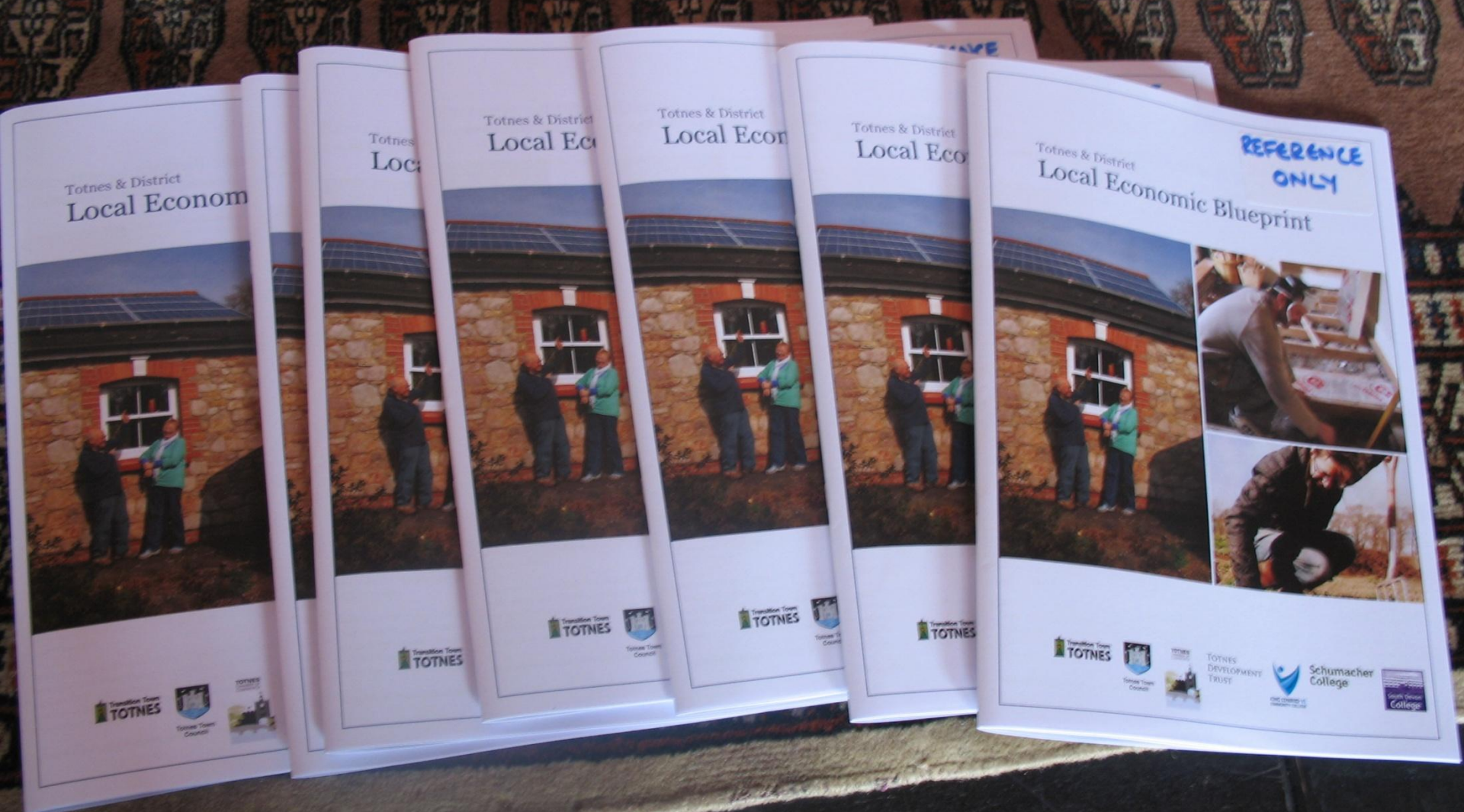






'Transition Oriented Enterprise'







Growing our local food economy

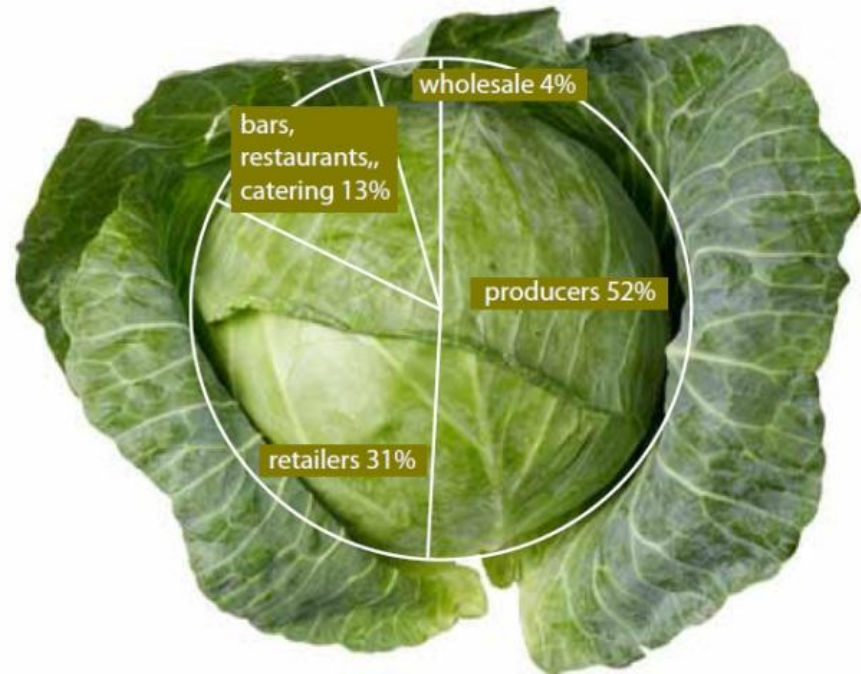
In T&D we spend about £30m pa on food and drink

RE-LOCALISING FOOD

£22m leaves our local food economy each year.

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

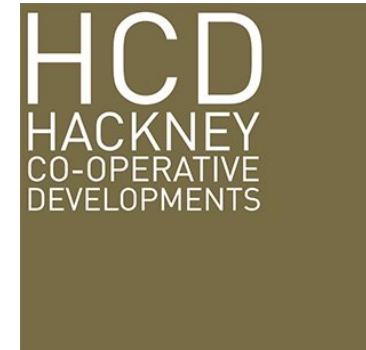
Local food producers employ 50% more workers than larger scale farms.



Community-Led Regeneration



CLTs and Cooperatives



Community Land Trusts



TRANSITION HOMES
built by the community for the community



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PUBLIC REALM - SHARED SPACES - HARD & SOFT LANDSCAPE







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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