

**Embracing the New Economy: An audacious exploration into the emerging paradigm
Friday, November 29, 7pm**

"How do we leverage the innovation, know-how and resources in our communities to accelerate the shift to a new economic paradigm? Facilitated by filmmaker, Ian MacKenzie (Sacred Economics and Reactor), take a journey into what's possible right now and discover what the wisdom of Indigenomics and Permanomics can teach us."

Panel: Ian MacKenzie, Carol Anne Hilton, Ethan Roland, Donna Morton, Lauren Dobell

Kevin's Notes

Did not take notes at this panel. It was interesting, but mostly overview and thinky-thinks rather than anything actionable.

Opportunity Fair

Saturday, November 30, 9am

"Join diverse entrepreneurs, enterprises and other big thinkers and doers for a day of innovative ideas and exciting opportunities. Learn what's happening in the New Economy locally, find where your creativity and energy can be applied now, and be rewarded."

Kevin's Notes

This was a bunch of tables with local projects (non-profits and businesses) giving out info and making contacts. They included:

GoodBomb.com

Mapping and database app for projects, intended to help connect people with projects locally. Currently has 21 projects listed in Vancouver, 2 in Victoria. Could be useful as a platform for the "local resources" database which has been discussed so many times.

<http://www.goodbomb.com/projects>

The Make House

Sewing and other fabric arts/crafts maker space. Fun idea and running successfully in Victoria: PR probably doesn't have enough population to make it work in current conditions.

Climate Action program / Capital Regional District

Climate action "to go" kit available from local libraries.

<https://www.crd.bc.ca/education/at-home/climate-action/climate-action-to-go-kits>

Victoria Community Microlending

<http://communitymicrolending.ca/>

Online peer-to-peer microlending.

Vancouver Island Green Business Certification

Local certification program developed by Synergy Sustainability Institute. Currently only in Victoria, planning to expand to the rest of VI. At that point might be possible to include PR.

<http://www.vigbc.ca/>

Remove and Renew

Online database and classifieds/sales site for recovered and reusable building materials.

Planning to partner with Re-Store later on to include their stock in the database. Individuals can list available materials, and search for what they need.

<http://removeandreuse.com/>

MyThinkTank

Online collaboration and brainstorming tool.

<http://mythinktank.net/>

InterArts Centre for Makers

<http://interartscentre.ca>

Maker space for artists and creatives. Tools, equipment, space and education around: screenprinting, letterpress printing, laser cutting, 3D printing, film & video, bookbinding, and more.

Wish Laboratory (sic)

<http://wishlaboratory.com>

Design house and media lab offering creative services to small businesses, entrepreneurs and project launchers.

Creatively United for the Planet

<http://creativelyunitedfortheplanet.org>

"Environmental protection through community connection". Arts, events, education in Victoria.

Vancouver Island Green Scene

<http://vigreenscene.org>

" Mission: To build and promote an environmentally-conscious, values-based green business network and resource guide to ensure Vancouver Island remains a healthy and beautiful place to live, work, eat and play."

" not-for-profit association committed to building, enhancing and supporting a values-based green economy that inspires environmental awareness which promotes sustainable choices and responsible practices."

Viridian Energy Co-operative

<http://viridianenergy.ca>

"Workers co-operative based in the Cowichan Valley of Vancouver Island, BC. By offering design, installation and consulting services, we provide renewable energy and energy recovery options. Our driving purpose is the reduction of greenhouse gas emissions and dependence on fossil fuels."

OUR Ecovillage

<http://ourecovillage.org/>

Sustainable living permaculture demonstration site, education centre and learning community.

Social Environmental Alliance

<http://socialenvironmentalalliance.wordpress.com/>

" SEA advocates for the application of ecological and democratic socialist principles to public affairs and the governance of our communities, building support for these ideals through public education, grassroots coalitions, electoral methods and cultural work."

Community Social Planning Council

<http://www.communitycouncil.ca/>

Many interesting programs, especially:

Building Resilient Neighbourhoods

<http://www.communitycouncil.ca/RN2013.html>

CRFAIR - Capital Region Food and Agriculture Initiatives Roundtable

<http://www.communitycouncil.ca/initiatives/crfair/index.html>

Community Investment Fund

<http://www.communitycouncil.ca/initiatives/cif.html>

and more.

Vancity

<https://www.vancity.com/BusinessBanking/Financing/SpecializedSectorSolutions/>

Many very interesting investment and funding programs for New Economy enterprises.

Idea Jam
Saturday, November 30, 2 pm

"Tap into the co-creative power of our community to envision a future that is resilient, prosperous and green. The New Economy Idea Jam will mash bright minds, big hearts, hands-on experience and playful innovation into a juicy, exuberant vision of the future. Connect with folks who have ideas, projects and enterprises that could transform everything — food, energy, transportation, housing and finance."

Kevin's Notes

Panel and audience brainstorming session for New Economy ideas. Slow start.

Interesting activity "snowball fight": everyone wrote an idea on a piece of plain paper, balled it up, and then when all ready, threw the "snowballs" around for others to retrieve. People read out interesting ideas they received.

New Economy Round Table Sessions (40-minutes each)
Sunday, December 1, 10 am

"Short, rich, facilitated sessions on a wide range of topics to get your feet wet (or soaking) in the New Economy."

Kevin's Notes

I attended these two:
Financing the Future
Building Resilient Neighbourhoods

Both had a person in who monopolised the conversation, so less useful than they could have been.

Financing the Future

1st simple step: move your money to a local CU
Community microlending in Victoria - microlending org does the screening and deciding who to lend to, then they post the loan requests online for local people to take up (like Kiva).
Spread geographical risk - invest in other local economies as well as your own.

Building Resilient Neighbourhoods

Resilient Streets program - development of Transition Streets
Asset mapping with neighbours - skills, equipment, etc
In older areas - where did people get their water before city water? Are there old wells around?

Community Resilience through New Forms of Ownership

Sunday, December 1 1:20 pm

"The costs of land, housing and commercial space are increasingly obstacles to community economic development and sustainable/affordable living. What if there were more affordable ways to participate in property ownership while living more lightly on the planet and enriching our communities? Join us to learn about inventive and robust ownership models that lower risk and increase regional resilience. Discover how local groups are advancing projects that employ cooperatives, co-housing arrangements, land trusts, ecovillages and more!"

Kevin's Notes

Panel who led breakout groups: Brandy Gallagher (OUR Ecovillage), Rupert Downing (Community Social Planning Council), James Pratt, Kira Gerwing, Dylan Sherlock

Rupert Downing (Community Social Planning Council)

Community investment co-op

registering in January

hoping to publish a how-to guide for others in March

open to all VI and Gulf Islands - contact them about including PR?

investing in affordable rental housing projects (co-operation with PR Lifecycle Housing?)

also investing in social impact businesses and projects

initial funding came from Vancity, Real Estate foundation of BC

advice from BC Coop Association

Question: where does the PR Community Foundation invest their money? Potential fossil fuel divestment?

Brandy Gallagher (OUR Ecovillage)

They did a huge amount of legal work to get over all the legal, zoning, funding etc hurdles they have had. Will be publishing online but contact Brandy if needed.

Permanomics: Applying ecological principles to future-proof modern economies

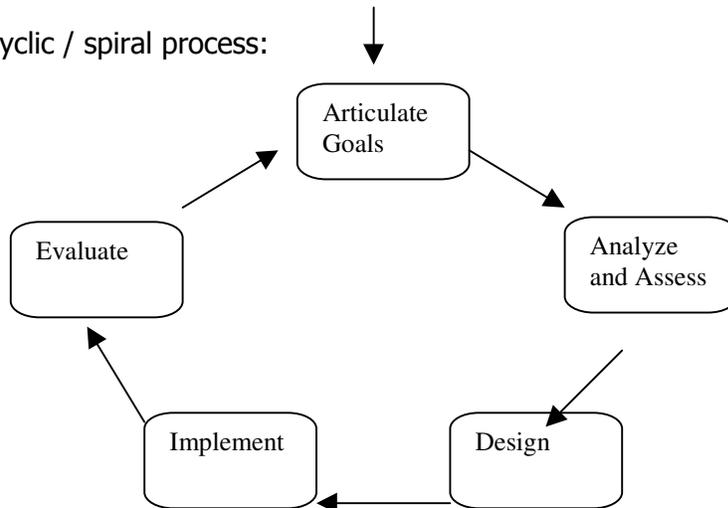
Sunday, December 1 6 pm

"Permanomics extends from growing your own food to making your passions profitable; it describes a model for living the new economy. Author Ethan Roland will explain the Eight Forms of Capital and offer a 5-step Permanomics Design Process, followed by a participatory project applying permaculture principles to local economic opportunities and challenges."

Kevin's Notes

Book - "Regenerative Enterprise" available as ebook for 1c on 8forms.org (don't put in 0c on form, doesn't work).

Cyclic / spiral process:



What might goals be for a New Victoria Economy?

- Everyone has a livable income
- everyone has a decent place to live
- everyone has access to healthy, appropriate local food
- alternative sources are available for important needs

Definition of capital:

a valuable resource of a particular kind
anything that enhances the capacity to do useful work

8 forms of capital

- Financial (money)
- Living (carbon in soil, biodiversity...)
- Social (influence, connections between people, relationships...)
- Material (physical, non-living things: raw materials eg stone, wood: equipment; infrastructure)
- Intellectual (knowledge, ideas, explicit information...)
- Experiential (skills, experience, "embodied know-how" ...)
- Spiritual (faith...)
- Cultural ("ability to step into ceremony together"... knowing teh same songs...)

We want to increase the quality and richness of each form, not just quantity
Focus on inter-capital flows, not just growth in a single kind

Analysis & Assessment for a community / project / organisation

- What are the primary flows of this form of capital?
- In terms of New Economy goals:
 - What's going well for this form of capital?
 - What's challenging?
- What enterprises are "leverage points"?

Some enterprises increase / improve forms of capital other than financial, but don't make money. So, create enterprise ECOLOGIES where a group of enterprises join together and interconnect - each focuses on one or more type of capital - capital of all kinds is shared across the whole group

Use to map the New Economy - which forms of capital does each enterprise improve? Are any missing? How can interconnections and synergy be improved?

3 workshops by Mark Silver

<http://heartofbusiness.com>

1) Marketing with Integrity in the New Economy: The true purpose of marketing (and it isn't attraction)

Monday, December 2

"When you care, when what you do is trying to make a difference in the world, it's even more important that your marketing is effective without compromising your integrity or your heart. This workshop gives you three things: a heart-based shift to understanding marketing, an organic model that dispels much of the discomfort with marketing, and practice developing a non-hypey, natural-sounding core marketing message."

Kevin's Notes

3 journeys of marketing

1: stranger to prospect (eg advertising, personal chats, FB pages, website...)

2: prospect to customer (sustainably and generously give to those who are interested but not ready to buy)

3: customer to evangelist / raving fan (do a fabulous job: educate customers about how to bring people in.)

The "OMG I have to have this" customers happen at the beginning of a venture: in a mature businesses, customers need more lead time to make the "journeys".

Examples for PR\$:

Journey 1

info tables

newspaper articles

ongoing classified ad

FB page, website

FB ads

Journey 2

email newsletter

info tables

(obviously need more here)

Journey 3

some people do this part by themselves, but we need more!

Create one compelling sentence to use in marketing. WHO you can help (both demographic and psychographic), and WHAT problem you solve for them.

I help ___demographic___ ___psychographic___ who struggle with (or want)
___what_____

Test the message: when you try it on someone, does a name/face pop up for them, of someone they think it would be perfect for?

2) The Graceful Art of Selling in the New Economy: How to talk to potential clients with integrity and heart (and still get paid!)

Tuesday, December 3

"People may say they are interested in what you do, but instead of buying they tell you, "I'll think about it" before disappearing forever. When that happens five or ten times in a row, it's depressing, and scary financially. This workshop gives you a heart-felt, organic alternative to scripted, fake, manipulative approaches to sales. Especially for heart-based entrepreneurs, you can feel comfortable and be yourself in the sales conversation with a potential client, and still be effective. We'll work on handling emotional/spiritual issues with selling, preparing prior to the conversation, and the three parts to an organic yet focused sales conversation."

Kevin's Notes

PR\$ recruiting is "sales"

Need way more Journey 1 marketing so people are already familiar with the idea when we talk to them

Offer info-sessions for individuals, businesses?

Connect to the other person by receiving, not by reaching out - put self in service to the other person

Conversation:

What's the situation?

what have they already tried?

What are goals?

what does success look like?

enterprise-specific questions

show examples / case histories of how you have helped others

keep asking compassionate questions until 2 conditions are met:

1. They feel seen / heard / understood
2. You can see a path forward (or that there is no path)

then PIVOT to new question

What were you hoping I could do for you?

Their answer gives you permission so say what you really can do for them.

3) Breaking the Log Jam - Business Organizing for the New Economy: How to create heart-centered systems for your business so it can carry you (and you can stop lugging the poor thing around. Oy! your achin' back!)

Wednesday, December 4

"Systems are often the bane of heart-centered, intuitive entrepreneurs, bringing up associations with heartless, dead-feel corporate voicemail and "We sincerely regret any inconvenience we may have caused." But systems are organic! Without systems, your body couldn't continue to live! Similarly, heart-based, organic systems are critical to an effective business. We'll cover the nature of systems, the three spheres of systems, an overview of the stages of micro business development, and then plunge into how to create a system that works."

Kevin's Notes

Stages of micro-business development

1. Creation
exploration, figuring out, who am I trying to reach, what's the offer. Not many systems, not yet sustainable, OK to be that way
2. Concentration
Some regularity emerges. Have at least one good offer and a consistent way to get people to it. May be some feast or famine still. Some leveraging: not everything done by hand or one-off.
3. Momentum
Multiple dependable, reliable offers, marketing funnel, leverage. Systems in place. Consistent income stream.
4. Independence
Shift from "I am the business" to a biz which can run without me

Spheres of systems

Self	Clients	Network
Business's communication with itself eg Financial information and accounting Memory (of decisions etc) Time (calendar) Project and task management Materials (inventory) Roles Plan B (redundancy) Self-care systems	Communication and relationships with clients and prospects CRM systems, autoresponders invoicing and payment shipping and delivery client feedback	People / orgs who are outside the business but not clients support network contact database vendors and suppliers media others in the same industry / market collaboration with colleagues / competitors People you refer work to mentors and advisors family non-profits in the same market / area

3 types of project

1. Get something done
2. Learn something
3. Gathering support (eg hiring someone, building partnerships)

Often a single task inside a project needs a learning or support project of its own - need to identify these or will cause a sticking point.

Revitalizing Your Downtown Core - A Design Collaboration

Monday, December 2

"How do we design a downtown core that attracts new energy, nurtures magnetic business clusters and births new social enterprises? Participate in a charette/design process that will map out a model for a rejuvenated, resilient downtown."

I was so sick this afternoon I gave up and went home to bed after the first 30 mins or so.

Social Media and Mobile Tech: Empowering the New Economy

Monday, December 2

"Connectivity is greasing the wheels of a new local-centric, values-based economy where reputation and trust are the new currency and the mindset shifts from ownership to access. Think the success of AirBnB, Zip Car, tool libraries, and other collaborative consumption enterprises. The evolving consumer can now use technologies to do more with less by renting, lending, swapping, bartering, gifting and sharing products on a scale never before possible."

Sick, missed this one.

Starting a Regional Food Hub

Tuesday, December 3

"The Victoria Community Food Hub Society plans to create a food Hub in the CRD region including a commercial production kitchen, shared office space, and storage and distribution facilities for food banks and local growers while acting as a Social Enterprise incubator."

Panel: Jason Found, Dwane MacIsaac, Danella Parks

Kevin's Notes

Many different kinds of food hubs eg farmer distribution coops (Cowichan, Comox, Nelson), and Community Food Centres like The Stop in TO.

Victoria hub plans to include:

- High quality, medium-scale food processing facilities (multiple stations can be in use at the same time)
- Efficient storage and distribution
- Shared office space (similar to coworking spaces like the Hive)
- Food business incubator

and maybe later... training restaurant, culinary trades training, retail store for food processors, gardens, food bank distribution location.

They have done "food security roadmap planning": what's being done, where are the gaps.

Rest of this session was breakout groups where we could comment on and make suggestions about their plans.

Indigenomics

Tuesday, December 3

"What can we learn from indigenous economies that prospered for thousands of years and what wisdom can we apply in solving modern crises? 'Indigenomics' is a phrase coined by Carol Anne Hilton, a First Nations person of Nuu chah nulth descent. Indigenomics is about understanding and exploring the Indigenous ways of being, the contrasts with modern economics and traditional systems and outlining characteristics of emerging ecological business models. Indigenomics is a modern expression of Indigenous existence. As we can see in Canada, the tension of this expression plays out daily through the legal and business relationship between First Nations, government and corporations. Indigenomics outlines the current and historical context, the shifting influences, the continuum of thought processes and lays out the invitation to participate in a new economy that includes Indigenous ways of being."

Sick, did not attend

Shared Spaces & Hubs for Collaboration

Wednesday, December 4

"What does 'work' look like in the new economy? How do we design spaces for the kind of collaboration required to break out of our silos and truly work together? You are invited to bring your knowledge and perspectives to advance projects happening now around shared spaces and hubs. Local non-profits, social enterprises and entrepreneurs are marshalling their collective resources to create shared spaces in the CRD that turn rent into equity, offer enterprise-building services, and incubate local innovation. This workshop will seek input on local shared working space projects, providing an opportunity for the project leaders to engage each other and the broader community and to explore and map the types of outcomes that the projects may deliver."

Kevin's Notes

Shared space projects presented:

InterArts Centre for Makers

West Shore Social Enterprise Centre

(WS Chamber of Commerce)

<http://westshore.bc.ca/about-us/>

Want to use existing space at Chamber office (which they rent for cheap from the City) different target demographics to downtown - young families, immigrants, lower income. growing by 30%/year
targeting home-based businesses and aboriginal bands / businesses

Community Social Innovation Centre

multi-tenant non-profit cent with a side of "hub"
partnering with community microlending
project sponsored by CS Planning Council
see printed sheets for more details

City of Victoria "Community Centre for Entrepreneurs"

Victoria Food Hub (see separate session notes on prev page)

Food For Thought: How a thriving local food scene and community support can fend off the impending farmland succession crisis

Wednesday, December 4

"This forum will bring the brightest minds from Southern Vancouver Island's farming community together with key players from Greater Victoria's local food scene. Viable solutions to current succession challenges will be highlighted, discussed and presented."

Kevin's Notes

Presentation from multiple stakeholders -

CR-FAIR - Capital Region Food and Agriculture Initiatives Roundtable

<http://www.communitycouncil.ca/initiatives/crfair/index.html>

Linda Geggie

Broad coalition of lots of groups

Haliburton Farm "incubator farm"

<http://haliburtonfarm.org/wp/>

Elmarie Roberts

They provide land, mentoring, education for new farmers (who have to move on after 8 years or so to their own space)

Presentation from one of their farmers, Mike Nyberg of New Mountain Farm - making \$60k/yr off one acre

<http://www.newmountainfarm.ca/>

Guy Dauncey re his Farm Villages idea

<http://www.slideshare.net/GuyDauncey/farm-villages>

Madrona Farm - another multi-farmer learning farm

<http://blog.conservancy.bc.ca/properties/vancouver-island-region/madrona-farm/>

Nathalie Chambers

raised \$2.5 million from 3000 people

Rob Buchan CAO for Saanich

Municipality is planning for local ag eg Sandown racecourse - allow owners to develop smaller area in exchange for 1xx acres to the municipality to be used for farming.

<http://www.vicnews.com/neighbourhoods/sidney/226226621.html>

Farmlink.net - linking land and farmers (Canada-wide)

<http://www.farmlink.net/en/index.html>

Lessons from Transition Towns

Thursday, December 5

"How DO we engage a whole city in building a new, low carbon economy? This session will introduce Transition Towns and focus on three key ingredients of the model: Communicating our Context for a new economy, Engaging Citizens and Multi-Sector Leadership."

Kevin's Notes:

Awareness raising: works best when people can talk to each other. Our most successful example of that so far is the home movies we used to do - maybe re-start that?

Resilience: adapting to change while retaining what is essential.

WHAT is essential about and for Powell River?

Invite reps from other groups to have a "seat" on the initiating group.

"Elder salon" connecting elders with Transition groups

Transition Sebastopol: <http://transitionsebastopol.org/node/539>

"Resilient Streets" project in Victoria, grown out of the Transition Streets pilot a few years ago. in partnership with Community Social Planning Council

<http://resilientneighbourhoods.ca/>

Emphasise TI role as "community connector" and "holder of positive vision".

Head / Hands / Heart:

head (speakers, documentaries, statistics, films etc)

hands (practical hands-on activities)

heart (inner transition: appeal to "think of the children / grandkids")

Targeting events to specific groups (eg women, elders, rich people); stage of change (pre-contemplation, contemplation, action etc); and topic

The Power of Raising Local Forms of Capital

Thursday, December 5

"For many of us, a financial return of our investment portfolio isn't enough. We are demanding options that invest our money locally, minimize harm to the ecology, and support human welfare. Join us to discover existing local initiatives including the new Community Investment Fund, Community Trust for Ethical Investment (community funded "mortgages"), Community Micro Lending and others! And learn how you too can participate! "

Sarah Amyot
Brandy Gallagher
Stephen Whipp
Kate Fleming
Rebecca Pearson
Kristi Mader

Kevin's Notes

Ref: Halseth and Ryse, 2010 - Community impacts of investment dollars leaking out

Potential vehicles to raise social capital:

- Community bonds (eg OUR Ecovillage)
- Credit Unions (where does First CU invest?)
- Crowdsourcing / crowdfunding
- Community micro lending
- Exemptions for accredited & eligible investors (high income, high net worth)
- Community investment funds
- Ethical investments
- Co-operatives
- Canadian Worker RRP co-operative

What kind of investments do they target?

- affordable housing
- non profits
- social purpose real estate
- social enterprises
- ethical businesses

Investment co-op

has a Membership share (one member, one vote)
and Investment share (no more votes)

Could an investment co-op itself be an investor in Sean's fund?

FOG (finance, own, govern) project - building legal etc paperwork resources for various forms of community investing. Connected to OUR Ecovillage - as they did the work they documented it. Some may already be available online - contact Brandy for more.

Vancouver Island Community Investment Fund Co-operative

Community Social Planning Council - Sarah Amyot
See peach-colored resource list.

All about relationships - both a power (especially in a smaller community where people know each other) and a limitation. Can also be a community of interest, not just a geographic community.

About 50 funds already in Nova Scotia, eg New Dawn.

Their fund will be selling memberships starting in January, but not investments yet. First investment will probably be an affordable housing project.

Van City CU

Partnerships with businesses they invest in or loan to: provide help and advice as well as \$\$\$. A conduit for information. Provide meetings space, space in branches for promo materials. Purchasing from partners. Procurement targeted for economic development.

They don't currently work in PR, but maybe could though it would be challenging.

FCU is a member org so become active as members - make proposals - stand up and ask for what is wanted. Vancity only started doing New Economy support work 5 years ago (in Victoria, or generally?)

Community Bonds / OUR Ecovillage

To set up a bond which is RRSP eligible, use Concentra Finance as a trust co to act as 3rd party admin.

Use the lawyer OUR used so don't need to re-educate someone new - contact Brandy for name. OR use a syndicated mortgage for straight investment or RRSPs (??)

Good alternative for buying Mitchells would be a For-Profit coop with membership and investment shares - simple to structure.

The Fish Bowl

Thursday, December 5

"Think "Shark's Tank" or "Dragon's Den" but with empathy — support local entrepreneurs and enterprises as they pitch a business idea to a panel of investment professionals and a cheerleading audience — for prizes!"

The pitchers include:

1. Jenny Ambrose of "The Makehouse," who has created an active local hub for DIY projects all on her own and has expanded beyond her capacity.
2. John Shoy, who is launching a consultancy to help homes and businesses design comprehensive installation plans for renewable energy (micro-hydro etc.).
3. Taylor McLeod, a UVic student completing a double major in Economics and Environmental Studies who has partners in other parts of the country, all moving forward to create a cooperative wireless telecommunications company called "Raven Wireless."
4. Drew Rokeby-Thomas, who is ready for mass production and distribution of his designed "ART wind turbine," and who will be doing demonstrations of his units throughout LNE.
5. Stefan Roodbol, who is launching removeANDreuse.com to repurpose and upcycle building materials while diverting waste from the landfill.

Our MC, Jason Guille, and three illustrious judges:

Graham Boulding (Vancity)

Lisa Helps (Community Microlending, City Councillor)

Stephen Whipp (Financial Advisor)

Kevin's Notes

All 5 projects were interesting and worthwhile. Most interesting to me was the ART Turbine which looks like a really usable small vertical axis turbine (unlike most in that class).

Most presenters were not really ready to ask for money - they didn't present numbers of any kind - except Jenny Ambrose, who won 1st prize. All got very useful feedback and advice from the panel on how to move forward.