VOICES OF NEW ECONOMIES

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How do we define ‘new economies’? Is it useful to search for one definition or to explore the edges and contours of emerging ideas? This Voices of New Economies report is inspired by all those who are rising up to shape new economies in recognizing that our current economic system is no longer serving us well – ecologically, socially and even financially. The following pages give voice to innovative leaders who are finding different paths forward.

This series is a collaboration between One Earth and the Canadian Community Economic Development Network (CCEDNet) because of our common purpose in bringing together individuals, organizations and movements advancing more sustainable, just, democratic and inclusive economies. We came together to crowdsourced definitions of new economies. What began as a series of blogs has been assembled into this compendium report. We encourage you to continue this dialogue and map out key ideas, patterns and perspectives and chart new economic approaches.

Defining the shape and scope of new economies is an international exploration. Around the world, people are shaping new economies and we include some of their voices in this volume. They are rich in texture and diverse. They provide firsthand perspectives on theory and practice from different sectors. They ask us to reflect on how the dominant structure of the economy falls short on key metrics like equity, ecology and wellbeing. They show how old ideas become new again through connecting with new audiences, technologies and expressions. Those profiled here were interviewed or submitted their writing with a focus on their area of expertise. Our goal was to hear from those who are active in new economies in their own voice.

As you make your way through this report, can you see the outlines of new economies and their seeds in the present? Lis Suares explores co-operatives in action; Ken Lyotier highlights one way we can tap into the vast resources of our most marginalized people and revalue people and resources in the process.

The economy is based on our values, and by exploring what we value we can start to see how to build a society that is more supportive of diversity. Some of the contributors in this report outline what is meant by new economies and how it is being defined in this emerging movement around the world: Bill Rees on reducing our ecological footprint; Charles Montgomery on the role of happiness; Carol Anne Hilton on expressing our indigenous relationship to our economies.

Voices of New Economies is part of Cities for People – a Canada-wide experiment in advancing urban resilience and sustainability through connecting innovation networks. The Voices series is part of the North American movement as Voices was launched during New Economy Week hosted by the New Economy Coalition, which includes CCEDNet and One Earth as members.

This series is an exploration of what it takes to build the economies we need – ones that work for people, places, and the planet. We are connecting key actors, finding common ground, noting interesting differences, and highlighting promising concepts and initiatives. We invite you to join us in this journey to define and create new economies.
Forty years ago, Robert Kennedy had the following to say about our economic measures of success:

“The gross national product does not allow for the health of our children, the quality of their education, or the joy of their play. It does not include the beauty of our poetry or the strength of our marriages; the intelligence of our public debate or the integrity of our public officials. It measures neither our wit nor our courage; neither our wisdom nor our learning; neither our compassion nor our devotion to our country; it measures everything, in short, except that which makes life worthwhile.”

Although the large-scale patterns of economic inequality and inadequate measures continue to prevail, individuals, institutions, and communities around the world are beginning to awaken to a new economic era. This compendium was put together to spark dialogue around the question: What might new economies in the 21st Century look like? The following pages feature the insights of various thought leaders and practitioners from across North America, with backgrounds ranging from policy to computer science to accounting to biology.

They discuss these principles based on their experience and area of expertise, and relate these elements to the form and function of our global cities. The final section of the compendium features responses to the question: “What does real wealth mean to you?” from these Voices and participants from the YIMBY Festival in Toronto and 100in1Day Vancouver. We hope that this compendium will incite your thoughts and we encourage you to share this with your friends, family, colleagues, and community to continue the dialogue.
1. **RETHINKING OUR FUNDAMENTALS**
   Grounding our economy with the goals of restoring people, place, and planet
   Focusing economies on increasing well-being within individuals, communities and ecosystems

2. **HEALTHY ECOSYSTEMS, HAPPY COMMUNITIES**
   Celebrating the diversity and connections within and between communities
   Developing intimate connection to our land and place

3. **BUILDING AN INCLUSIVE ECONOMY**
   Recognizing historical power structures and systemic inequalities and building and repairing relationships in a collective shift towards new practices

4. **TOOLS & POLICIES TO GET US THERE**
   Investing materially, socially, and intellectually in the creation of institutions and infrastructure for the economies we need

5. **NEW ECONOMIES AT WORK**
   Opening up to new (and old) notions of value, innovation, and the purpose of economy
SOME QUOTES

“Social trust is the most powerful ingredient of human happiness.”
– Charles Montgomery

“Businesses cannot succeed in societies that fail.”
– Todd Scaletta

“New economies are about using the traditional marketplace to accomplish our social, cultural, or environmental missions.”
– Anne Jamieson

“We need to bring in the ‘brown’ (non-sustainable) models of industry in our economy, to shape their future in a way that lightens their footprint.”
– Alex Wood

“We need to be aware of who is at the table, and who must be included.”
– Carol Anne Hilton

“People don’t want money; they want the feelings that money gives them.”
– Justin Ritchie

“We can harness the energy of the free market economy and recycle it into social change.”
– Ken Lyotier

“People aren’t making things anymore; we’re just exchanging dollars and services.”
– David LePage

“It’s important to take stock of the new economies we are drifting into and guide them towards the new economies we desire.”
– Sean Goebey
1. RETHINKING OUR FUNDAMENTALS
The invisible thread that ties the development of Canada and our current economy plays out daily in the story of the First Nation relationship in the Canadian media. These pivotal moments can support the opportunity for our continued definition of modernity, to right our past relationship, and to define our current relationship.

My work in Indigenomics acts as a vehicle for understanding, creating meaning and expressing our indigenous relationship to economies. First Nations are defining our modern presence and our need to delineate our future through participation in the Canadian economy. With the recent win of the Tsilhqot’in Decision, and numerous other court rulings such as the Nuu chah Nulth case, the re-definition of wealth within the economic system of this country through the First Nation relationship is emerging. What is directly in front of us is the question “What new thinking is now required of us?”

First Nations consent and insight into the decision-making process of regional and global economies is an essential part of this process. The legal and economic context is directly related, while never mistaking the role of justice as a pillar of humanity.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?  
This time calls on us to be asking the difficult questions while exploring the discomfort zone of a colonial legacy. In the context of Indigenomics, three essential elements of new economies are:

1) strengthened relationships;  
2) deeper purpose and relevance to the future;  
3) collaborative shift in measurement of new economies.

Never in the history of humanity has there been this opportunity to redefine economies. What a beautiful opportunity to re-define wealth! We cannot have a meaningful conversation if all participants do not understand the language and dimension of this economic relationship. The time is now to build a collective toolbox to fill with our deepest questions – to find out why, how, and what is possible in the search for deeper meaning and relevance to new economies.

TOOLBOX CONTENT
1. UN Declaration on Rights of Indigenous People  
2. 2008 Canadian Apology to First Nations people  
3. The 8th Fire Series  
4. Free, prior informed consent outline – what is it and why does it matter?  
5. Summary of Tsilhqot’in Decision

These topics are a key starting point of bridging understanding and context. Whatever you name the new economies - Purpose, Circular, Collaborative, Sharing - we need to be aware of who is at the table, and who must be included. What is being named here is a value set - an outline of purpose of how we experience economies. This is the shift to connectivity, to local relationships. I recently met a mayor of a small town who told me that since the establishment as a municipality, not one single mayor had ever set foot on the local reserve. He crossed the line equipped with the question- “What can we do together?”

It’s time to cross the fabricated lines and start a new relationship of working together – the heart of our work in New Economies.

The story the Canadian media tells about this economic relationship leaves far too much room for uninformed opinion - the smallest unit of measurement. The real measurement is the shift towards impact. What is emerging today is that people are simply expecting more of our economies. It is time to move beyond fear. Let’s have the courage to do this together – all my relations.

CAROL ANNE HILTON  
CEO  
Transformation International

Carol Anne is a recognized leading First Nations business entrepreneur with a Masters Degree in Business Management from the University of Hertfordshire, England. Carol Anne is from the Nuu chah nulth Nation. Carol Anne has a solid understanding and application of First Nation’s economic development best practices and brings extensive knowledge and experience in community development, business management, corporate relations, engagement strategies and project management. Carol Anne works to incorporate an Aboriginal worldview while bringing First Nations, industry and government together to design new approaches for sustainable, inclusive development. Carol Anne brings project management experience across industries in resource management, governance, and regional development. Carol Anne was a founding Director of the BC First Nations Health Society/Interim BC First Nations Health Authority.

Carol Anne currently serves on the Community Social Planning Council, Chairs the Community Micro Lending Society and serves as a Director of the World Fisheries Trust.  

“FIRST NATIONS ARE DEFINING OUR MODERN PRESENCE AND OUR NEED TO DELINEATE OUR FUTURE THROUGH PARTICIPATION IN THE CANADIAN ECONOMY.”
Alex Wood is one of Canada’s leading experts on the green economy. Alex has over twenty years’ experience working at the interface of the environment and the economy, with a particular focus on the development of market-based policies that contribute to a sustainable economy. He has worked in the non-profit (WWF), public (NRTEE), private (TD Bank Financial Group), and is now Senior Director, Policy and Markets at Sustainable Prosperity. Alex is a graduate of the University of Toronto (B.A.) and the Johns Hopkins School of Advanced International Studies (M.A.). For Alex Wood, the concept of new economies is directly aligned with that of green economies.

Currently, Alex is working on the Sustainable Prosperity Framework project. Focusing on the three pillars of environment, economy, and society, the Framework is designed to create a new vision for what a sustainable, competitive Canadian economy might look like in the coming years. That vision, which will be developed with leaders from business, civil society, and academia will form the basis of a sophisticated communications effort that will engage and inspire Canadians.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?

The Sustainable Prosperity Framework will focus on three elements:

1. **Sustainable** – When defining green or new economies, there is a tendency to emphasize new forms of economic development and new sectors that have a lighter footprint. Our take on this, is that the definition can and should be recognized in the Canadian context, but we also need to bring in the ‘brown’ (non-sustainable) models of industry in our economy, to shape their future in a way that lightens their footprint. This is about how and who you engage, and why. We find a negative reaction when we discuss sustainability in traditional sectors of our economy (especially the extractive sectors), so we need a definition that includes these sectors and defines for them the opportunity that a more sustainable and competitive economy presents. We want to focus on building out the greenest green, and engaging the “brown” green, to see how they can all contribute to our long-term sustainability.

2. **Competitive** – This tracks closely with the sustainability point, which looks at how we build an economy on the back of a growing greenest green sector. If we’re going to continue to extract resources and use our natural capital, how do we do that in a way that sets us up for long-term competitiveness? A focus on sustainability in those sectors that is driven by innovation, that improves our competitiveness globally, and creates solutions that then drive sustainability is important. As they focus on their models and solutions, they become more competitive. Sustainability then makes a business case because it can be competitive.

3. **Inclusive** – We wrote our green economy white paper two years ago, and since then, there has been an increased focus on the social dimension of the green economy in global discussions. The basic assumption is that even if you choose to green your economy, there are choices that promote better social outcomes versus other options. Social outcomes such as economic opportunity, inclusivity, and improved economic benefits for Aboriginal communities are all critical. The steps that Canada takes to create a sustainable economy can’t lead to worse social outcomes. The policies and solutions in the green economy must have concern around social issues embedded in them.

HOW DOES THIS RELATE TO CITIES?

Our framework project will have a substantial component focused on cities. There will be three likely elements to this: cities, innovation, and investment. When it comes to cities, you have a platform that allows you to integrate policies, public, and private sectors. This is a huge opportunity – cities give us a platform on which we can say look at this city, its infrastructure, transportation, natural capital, etc., and think about how you can transform this into something more sustainable. The other dimension of this, of course, is that over 80% of Canadians live in an urban setting. So engaging Canadians in a positive, affirmative discussion of the green economy needs to describe what that looks like in an urban setting.

What happens in cities is what will determine the course of our sustainable economy.

WHAT IS YOUR PERSPECTIVE ON THE RECENTLY LAUNCHED ECOFISCAL COMMISSION?

There is a personal thread running through Canada’s Ecofiscal Commission for me, which dates back to work that I did 10 years ago on the National Roundtable on the Environment and Economy, as the project I managed was on ecofiscal reform in Canada. I worked on that for four years, and it had some profile and success, but the Ecofiscal Commission has really taken that discussion to a completely different level. This is important, because it points out the significance of communications around this. We have known for some time the economic and environmental arguments for ecofiscal reform, but coming from “us”, it hasn’t always translated the way it is now. When it comes to shaping economic decisions, people with backgrounds like mine (coming from the environmental side with an economic background) need additional voices of support in making the economic case. So the Ecofiscal Commission is a very exciting opportunity to do just that.
**WHAT WE REALLY MEAN BY “THE NEW ECONOMY”**

It’s important to be clear about the language we’re using. Certainly there are new economic arrangements being formed in various places and at various scales, and those innovations are important to think about as we imagine the future economy. But when we talk about the “New Economy,” we’re talking about the next political and economic systems that we need to build to displace the dominant economic paradigm (a.k.a. corporatism, capitalism, neoliberalism... depending on who you’re talking to) that is driving inequality, instability, and ecological crisis worldwide. And we’re trying to have that conversation in the context of social movement and economic history.

**WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?**

As a network, New Economy Coalition is interested in pragmatic experimentation and is open to a range of perspectives when it comes to the details of exactly how such a system would work, but we’re also united by some strong underlying principles.

We believe that the New Economy should:

- Be restorative to people, place, and planet. That means getting beyond the kind of thinking that says we can grow our way out of problems at the expense of the natural capital and social capital on which our communities and our society depend.
- Operate according to principles of democracy, justice and appropriate scale. This means reclaiming the concept of the common good and introducing democracy into economic life from the local to the global, rather than concentrating power in the hands of political or corporate elites.
- Be a just transition, which means we can’t get to the New Economy we need without centering the leadership, needs, and vision of those who have been marginalized by the current extractive economy.

When we apply that lens to the real world, and look at the kinds of work that our members are doing, we see that the individual practices in the New Economy – things like cooperation, democratic management of the commons, and more holistic views of wealth – are not actually new at all. Yes, people are using technologies and legal innovations to make this stuff accessible to new audiences but ultimately we’re building on practices that have been used by marginalized people for centuries as a means of survival and it’s important to honor that.

**HOW DOES THIS RELATE TO CITIES?**

Cities are, in so many cases, the fertile ground where seeds of a New Economy are starting to sprout. Here in the US, our federal government hasn’t exactly built much of a reputation for being able to do bold and innovative things lately. On the other hand, we’ve been seeing really exciting developments in cities across the country. We often point to the impressive [Evergreen Cooperatives](https://evergreencooperative.org) in Cleveland, which are certainly worthy of the attention that they get but there’s so much more happening. In Boston, where our main office is located, we’ve seen an incredible ecosystem of organizations in low-income communities come together to build a growing, affordable, largely community-owned sustainable food economy.

In Buffalo New York, community organizers are engaged in a sophisticated campaign to redevelop their neighborhood while creating living wage jobs and building green permanently-affordable housing. In the city of Boulder, Colorado, campaigners recently won a huge victory driving out a private-utility owned coal plant and replacing it with a new green municipal energy utility. The city of Chattanooga, in Tennessee, is now home to the nation’s fastest internet speeds thanks to a municipally owned broadband network.

These are just a few of the more dramatic examples. We’re also seeing major cities raising their minimum wages, diverting their pensions funds from the fossil fuel industry, investing in co-ops and community ownership, embracing participatory budgeting, and much much more.

To talk about system change and building a New Economy in the face of the stagnation and regression of our national politics may seem naïve. However, to call for anything less than system change in the face of urgent and regressive demands can be met with pragmatic and transformative possibilities.
**Québec and the Social Economy**

**What are the Key Elements of “New Economies”?**

When we talk about the ‘new economies’ we refer to the production and exchange of goods and services for the benefit of people and communities first and not for the benefit of outside shareholders. In fact, this type of economy is part of our history through the many cooperative and non-profit enterprises that have flourished across Canada over the past century and more. Today we call it the new ‘social economy’ and it is an increasingly powerful force for economic and social development in Québec, across Canada and around the world.

The recognition of the current and potential role of the social economy has made important progress here in Québec in past two decades. In 2013, the Quebec National Assembly unanimously adopted a new law on the social economy. This framework legislation recognizes the important contribution of collective enterprises and requires government to take into account their potential in the development of new policy and programs across government. The framework legislation recognizes the five principles or operating rules of a social economy enterprise:

1. aims to serve its members or the community, rather than simply striving for profit
2. is independent of the state
3. establishes a democratic decision-making process in its statutes and code of conduct, requiring that users and workers participate
4. prioritizes people and work over capital in the distribution of revenue and surplus
5. bases its activities on principles of participation, empowerment, and individual and collective responsibility

**How Has Québec Played a Role in the Social Economy?**

The social economy has been part of Quebec for over a century, but only officially entered the public policy discourse in 1996. The many networks of non-profit and cooperative enterprises, social movements and local and regional development organizations came together in the context of a Summit on the Economy and Employment to put forward innovative proposals to create employment while responding to social, environmental and cultural needs. From a temporary working group, the Chantier de l'économie sociale has become a network of networks that is now recognized by the government of Quebec and many others as a representative of the sector and as a dynamic contributor to sustainable economic and social development. Our mission is not only to promote the social economy and nourish its development, but also to promote a new development model. We feel strongly that we must go beyond simply supporting enterprise development, even when they are social enterprises; we must be part of a broader movement for social and economic transformation.

Since we first began to talk about the social economy in Quebec, we can now consider that it has become a real movement, rooted in all regions in Québec, collaborating with our First Nations (the Assembly of First Nations of Quebec and Labrador joined our Board of Directors in 2011) and with many other private, public and social partners. More and more municipalities are becoming aware of the important role of the social economy in the development of local communities. In Quebec, even without considering its institutionalized components (the Desjardins movement and the two largest agricultural co-operatives), the social economy accounts for over 7,000 collective enterprises and community organizations that employ over 200,000 workers with sales of over $4.3 billion.

This rising force is not only present in Quebec. In the rest of Canada, for many years the social economy was more closely associated with a territorial approach known as community economic development (CED), involving a wide range of practices in quest of a common goal of improving economic and social development for marginalized communities and individuals. However in the past years, social enterprise, social finance, impact investment and cooperative development have become more visible components of the ‘new economies’.

The social and solidarity economy has become a growing international movement, present on every continent. The creation of a United Nations Task Force on the Social and Solidarity Economy in 2013, involving 20 UN agencies, is an illustration of this growing phenomenon. In September 2016 the Chantier and the City of Montreal will be hosting the Global Social Economy Forum, bringing together local governments, social economy actors and other partners and stakeholders to promote a shared vision and learn from each other about how the social economy can contribute to healthy and sustainable cities. Major metropolitan governments, including Seoul and Rio da Janeiro, will be involved in preparing the event.

The Chantier has devoted a lot of time and energy to the negotiation of public policy to support the social economy. For decades, public policy has based itself on an economic strategy that has failed to deliver, relying on supporting wealth creation through private sector development and counting on the ‘trickle down effect’ to solve problems of poverty and overall development challenges. It has been a disaster for people and...
the planet! Even the OECD has clearly shown that over the past 30 years, there has never been so much wealth creation in the world and yet the gap between the rich and the poor has never been wider. There is a clear need to reorient economic policy and we are committed to working with others to make it happen.

Over the years, we have observed the importance of different types of policies to support the development of the social economy:

- **Territorial policy:** Social economy enterprises emerge from communities that are mobilized to promote sustainable development. Public policy that supports local communities in the creation of networks, strategic planning processes and collective projects is essential. A good example was the tripartite support for community economic development corporations in most Quebec cities. These nonprofit, citizen-based organizations were the birthplace for some of the most original and successful social economy initiatives. Unfortunately, the new Quebec government has changed the local development landscape with its austerity measures, though the social economy will continue to be supported by municipally controlled structures. However, regional social economy poles in every region in Quebec are playing an increasingly important role in promoting and supporting the social economy across the province.

- **Generic tools for enterprise development:** As is the case for all small and medium sized enterprises (SMEs), social economy enterprises must have access to suitable investment tools, adequate markets, research and development, and instruments to ensure efficient management. Many of the programs and policies that have been made available to SMEs over the past two decades require only slight adaptation to respond to the needs of social enterprise and have shown very positive results. For example, the investment arm of the Quebec government, Investissement Quebec, has a vice-presidency for the social economy: its investment portfolio in collective enterprises has the lowest loss rate of all IQ’s sectors of intervention!

- **Sectoral policies:** Certain economic sectors represent tremendous potential for social entrepreneurship, such as environmental enterprises, personal services, housing, new technologies, communications, tourism, food security and sovereignty and arts & culture. Social enterprises often emerge in response to needs that neither the market nor government can satisfy. By combining market resources, voluntary contributions and public support, the social economy enterprise plays an important role in structuring certain unstructured markets or responding efficiently to needs for certain types of goods and services.

- **Targeted policies:** Social economy enterprises play an important role in providing access to employment and certain services to marginalized groups. Rather than investing only in income programs, investing in the social economy opens up possibilities for integrating citizens who are considered unproductive into the workforce. Many European countries have invested heavily in supporting the socio-economic integration of target groups (youth, people with disabilities, new immigrants, etc.). In Italy, for example, public purchasing has been used as a strategy to encourage social co-operatives, which in return have to hire at least 10 percent of their labour force from identified marginalized groups. Recently the City of Montréal and the City of Longueuil committed to introducing social clauses in their procurement policy. These are exciting developments that must be promoted and replicated across Quebec and Canada.

### HOW DOES THIS RELATE TO CITIES?

The social economy is an integral part of urban development. This is not a new phenomenon but the recognition of its importance is progressing rapidly. Cities are complex constructions where social, economic, environmental and cultural realities intersect constantly. The social economy approach to development is a powerful tool because its mission to serve community rather than answer to outside shareholders allows it to take into account many dimensions of urban life. Cooperative and non-profit housing, community real estate, recycling businesses, cultural initiatives, sports and recreation, tourism, food security, and social and economic integration of marginalized groups are major sectors in which the social economy contributes to healthy cities. In Montreal, we have seen neighbourhoods revitalized through the presence of important social economy initiatives. In recent years, social economy actors in the new technology sector have played a dynamic role in putting new technologies to use in solving social problems and building social cohesion. Cultural mediation has also taken on an important role in building communities and offering opportunities for marginalized groups to become active citizens.

The social economy can also play an important role in positive relationships between metropolitan areas and rural regions. For the social economy has become an essential component of rural development, allowing rural communities to survive, to retain families and youth and in this way contributing to counteracting the exodus to urban centres by preserving local services. For example, in many rural communities, food and multiservice cooperatives are sometimes the only sources of essential goods within a radius of several dozen kilometers. Few private entrepreneurs would consider a village of several hundred inhabitants a large enough market to set up shop. Yet, everyone there still wants to be able to buy milk and other basic necessities without having to travel into the nearest city. As a solution, community members can combine their resources to create a cooperative that renders the service both accessible and economically viable, without necessarily generating a profit.
NEW ECONOMIES AND CED: FOR PEOPLE, PLACE AND PLANET

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?

1. Holistic measures of progress: There are many new measures bubbling up (e.g., Gross National Happiness), but they need to take a more central place in decision-making, and they need to be refined and expanded in what they measure and how well they measure.

2. Respect natural limits: I see this as one of the central flaws of our current economic system. Environmental goods and their externalized costs are a major blind spot; we need to internalize those costs and respect natural limits, especially in the context of climate change. We have to work with nature, not against it.

3. (Eco)systems thinking: the recognition of the influence of relationships, and that human beings are not only part of the world, but connected to the world. This includes relationships between people and nature, but also between people, including the new connections that technology is facilitating. Taking a systems lens to thinking about economy and society is a foundation for understanding the impacts of decisions and actions.

4. Democratizing the economy & localizing control: New technologies can facilitate crowdsourced investment, connections and participation, but in-person communities, human and social capital are crucial. We are experimenting with the new ways technology allows us to connect, and re-discovering some older wisdom about organizing. The bottom line is that there’s an essential role for human connections in democratizing the economy.

WHY IS NEIGHBOURHOOD-LEVEL DEVELOPMENT IMPORTANT?

I think “communities” is the term most often used in CCEDNet, in part because it’s widely applicable, from geographic neighborhoods to communities of identity or interest. A community is a venue for people to get organized, connect and learn about each other, identify shared interests, challenges, opportunities to cooperate, and to change. For example, an immigrant community has specific needs — developing language skills, getting help to reach out to employers or starting businesses — and the foundation is that a community acts as an organizing vehicle to address those needs and create change.

HOW DO THESE RELATE TO CITIES?

Since cities have the highest concentrations of people, they are among the most dynamic places for connections, opportunities, and possibilities to be created. But the way they’ve been built has disconnected us from nature and each other. Cities need to be understood as part of broader regions. We need to recognize urban-rural relationships and the flows of goods and services, including ecological services that a broader region provides. On the human side, there are many ways that cities can be better designed to deliberately create opportunities for relationships and cooperation, and connect the different spheres of our lives. Much of today’s built environment was created when zoning and building practices reflected an older mentality of separation. Integrating systems thinking into the design of cities can create opportunities for people to relate and care for each other better.

WHAT ARE SOME MAJOR CHALLENGES TO ENHANCING SUSTAINABLE LOCAL ECONOMIES?

In the New Economies world, there is a significant focus on business & finance, with valuable attention paid on growing more blended business models (social enterprises, BCorps, co-ops) and new finance models (impact investing, new types of investment capital, crowdfunding). These are creating lots of local opportunities for transition, which is exciting. However, I’d say there is less attention on places and people, from our angle of community economic development. Ideally, we should be connecting the dots between all four pillars: business, finance, places and people.

Another one of our biggest challenges is communicating these opportunities to a wider audience, both professionals in various sectors and the general public, in a way that is meaningful and engaging.

A good example of a places- and people-centered project is the Quint Development Corporation in Saskatoon, which has a mandate for the city’s core neighborhoods. Among the local residents, there is a large Aboriginal population that has particular needs, so the employment and housing opportunities are combined with outreach that is tailored to their needs.
ECONOMIES ON ONE EARTH

VANESSA TIMMER
Executive Director
One Earth

Vanessa co-founded and is the Executive Director of One Earth, a Vancouver-based “think and do tank” focused on sustainable consumption and production. One Earth is curating the New Economies theme of Cities for People, initiated by The J. W. McConnell Family Foundation. Vanessa is a social entrepreneur dedicated to positively transforming human and ecological relationships. She weaves together sustainability and systems thinking, and believes that envisioning positive futures is a powerful draw for social change. Vanessa is an Associate at Harvard University’s Kennedy School of Government researching innovation and sustainability, with graduate degrees from Oxford and the University of British Columbia. She co-hosts the television show ‘The Sustainable Region’ and was awarded the 2013 Columbia. She co-hosts the television show ‘The

Finding a name for a nonprofit leads to some serious and playful conversations. In 2006, four co-founders and I brainstormed until Bill Rees suggested One Earth. The name resonated - coming home to our incredible living planet. It’s time to re-discover the wealth in our living systems of which we are a part and reveal our global interdependence.

Our economies shape our relationships with nature and with each other - and we are the designers of these relationships. Real wealth comes from designing economies to preserve clean air, clean water, healthy food and ecosystems, energy, shelter, love, and purpose for all species now and into the future. It is not about continuing to consume more and more and to produce more and more waste in ways that lack resilience and are unfair, undemocratic and unsustainable.

The good news is that positive and healthy economic alternatives already exist and are actively being further explored and tested. I am inspired by our endless human imagination in advancing fundamental systemic change.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”? 

Slowing down and taking the long-view: In new economies we know when short-term and a vibrant pace is appropriate, and when a measured pace and long-term approach guides better decisions. By slowing down, we can quiet the constant drive for more and listen to each other and to nature as we develop solutions. We correct our pervasive short-termism in order to recognize that long-run and long-lag problems (as Jamais Cascio rightly notes) require us to lengthen our decision-making perspective and adopt a resilient and adaptive approach.

Tracking the numbers: New economies are designed with evidence-based feedback loops. We want to know, and not assume, that our actions are leading to increases in and maintenance of the things we want (e.g., community, resilience, healthy ecosystems) and reductions in the things we don’t want (e.g., inequality, waste, toxins). By tracking the numbers, we can catch undermining effects – such as increasing efficiency in cars and then polluting the same amount by driving more – and focus on implementing transformative long-lasting solutions – such as designing walkable cities.

Diverse designers, especially vulnerable peoples: It matters who is at the table in shaping the alternatives to our current economic challenges. Those who have vested interests in maintaining dysfunctional aspects of our current economy are not well-placed to explore other options. Those who are most vulnerable and marginalized hold critical perspectives and capacities that open up possibilities for just, equitable and restorative economies. In fact, we need a variety of voices - redesigning new economies is about creating collaborations across unlikely allies including between grassroots movements and the mainstream.

The following are just a few of the many resources that provide further insight into the shape of new economies:

• Janine Benyus, Biomimicry – http://www.cbid.gatech.edu/biomimicry_defined.html; http://biomimicry.net/
• One Planet Economy – http://www. oneplanetconomynetwork.org/eureapa.html

BY SLOWING DOWN, WE CAN QUIET THE CONSTANT DRIVE FOR MORE AND LISTEN TO EACH OTHER AND TO NATURE AS WE DEVELOP SOLUTIONS.”
WILLIAM REES
Professor Emeritus
University of British Columbia

William Rees is an ecological economist, Professor Emeritus and former director of the University of British Columbia’s School of Community and Regional Planning. The originator of the eco-footprint analysis, he has an extensive opus of peer-reviewed articles on the biophysical prerequisites for sustainability in an era of accelerating ecological change. Dr. Rees was a founding director and past-president of the Canadian Society for Ecological Economics, a co-founder of One Earth, and, a Fellow of the Post-Carbon Institute and the winner of several major international awards.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?  
1. Recognizing natural limits. The overarching problem is one that the mainstream has yet to acknowledge: on a planet already in overshoot, there is no possibility of raising even the present world population to developed country material standards sustainably with known technologies and available resources. By 2008, the world population had reached 6.7 billion – it’s 7.3 billion today – while there were only about 12 billion productive hectares on Earth, or just 1.8 average hectares per capita. We can refer to “1.8 average hectares per capita” as one’s equitable “Earth share.” It represents the biocapacity available to support each person, assuming the world’s productive ecosystems were distributed equally among the entire human population. The problem is, it currently takes 4–7 global average productive hectares to provide ‘natural income’ (resources) and life-support services to the average European or North American. How many more planets do we need for sustainability? You do the math!

2. Societal cooperation. (Un)sustainability is a collective problem. No individual can implement the policies necessary (e.g. carbon taxes, resource quotas) to significantly reduce his/her ecological footprint or revamp the social programs needed for social stability. No country, however virtuous, can be sustainable on its own or remain insulated from global turmoil. Thus, the so-called developed world, long steeped in the rhetoric of competitive individualism, must now grapple with the notion that individual and national interests have all but converged with humanity’s common interests. Working co-operatively for the common good will require the ardent exercise of several intellectual and behavioural qualities that are unique (or nearly so) to our species, such as high intelligence, the ability to plan ahead, socio-behavioral means for cooperation, moral judgment, and empathy. The question is, are we up to the task or will we succumb to primitive combative tribalism?

3. Planned economic degrowth. Renegade economist Kenneth Boulding once said, “Anyone who believes in indefinite growth in anything physical, on a physically finite planet, is either mad or an economist.” The contemporary growth economy is a malignant social construct. We need to replace it with an ecologically benign and socially equitable no-growth variant. This idea is not new—in the mid-18th Century, Adam Smith predicted the slowing of growth as inevitable. Almost a century later, John Stuart Mill argued that society would reach a “stationary state”, but he hoped people would plan a deliberate transition to this steady state before nature imposed it upon them.

WHY DEGROWTH, AND WHAT DOES STEADY-STATE SUSTAINABILITY WITH JUSTICE LOOK LIKE?
First of all, remember that continuous growth of anything in a finite space is anomalous and ultimately self-correcting. For 99.9% of human history, local populations rarely grew for extended periods but rather fluctuated near carrying capacity as a function of food supplies, disease, etc. The recent 200 years of continuous growth that we consider the norm is actually the single most abnormal period in human history. Keep in mind that economic production is actually mostly a consumptive process. Manufacturing, for example, immediately irreversibly transforms large quantities of useful energy and material into an equivalent mass of useless waste (and even the smaller quantity of useful product eventually joins the waste stream). Humans are literally converting the both the non-renewable and self-producing ‘resources’ of Earth into more human bodies, toys and furniture, and the infrastructure needed to maintain civilization. The present scale of economic activity depletes essential ecosystems faster than they can regenerate.

Remember too that beyond a certain income level (long passed in high-income countries), there is no further positive correlation between GDP per capita and objective indicators of either population health or perceived well-being. Indeed, growth can become destructive. Once basic material needs are met, it is not rich countries but rather countries with greater income equality that perform better on standard quality-of-life indicators. Greater social equity is “better for everyone.”

With integrated fiscal, tax, employment and population policies and the like, it should be possible to create an ecologically viable, more equitable, economically stable, no-growth economy with minimal unemployment and poverty. It is important to emphasize that such a ‘steady-state’ economy need not be a stagnant economy. It can be dynamic, evolving, constantly improving. For example, as we phase out obsolete industries, new technologies and the service sector will actually expand. The idea is to maintain energy and material consumption at constant sustainable levels while creating the conditions necessary for greater personal development and improved quality of life. Society needs to get better, not bigger.
HOW DOES THIS RELATE TO CITIES?

Urban designers and planners should begin now to rethink cities—or rather urban regions—so they function as complete quasi-independent human ecosystems. The least vulnerable and most resilient urban system might be a new form of urban-centred bioregion, or eco-city state, in which a densely built-up core is surrounded by essential supportive ecosystems. The goal is to consolidate as much as possible of the human community’s productive hinterland in close proximity to its consumptive centre. Organic “wastes” and nutrients could then be economically recycled back to farms and forests. Such a bioregionalized city would reconnect its human population to “the land.” Citizens would see themselves to be directly dependent on local ecosystems and thus have a strong incentive to manage them sustainably. Ideally, regional eco-cities would develop economic and social planning policies to maintain sustainable populations and to facilitate reducing their residents’ ecological footprints to a globally equitable 1.8 gha per capita.

“THE RECENT 200 YEARS OF CONTINUOUS GROWTH THAT WE CONSIDER THE NORM IS ACTUALLY THE SINGLE MOST ABNORMAL PERIOD IN HUMAN HISTORY.”
2. HEALTHY ECOSYSTEMS, HAPPY COMMUNITIES
HEALTHY COMMUNITIES, HEALTHY ECONOMIES

I’m really interested in the possibilities that arise from two realities:

1. There are multiple benefits of providing health care to people where they live. In order to keep people and communities healthy, the evidence tells us we need to prioritize offering accessible, interdisciplinary care and support in communities – and when needed, in individuals’ homes.

2. Current ecological, economic, and social imperatives call on us to rebuild our communities around locally-based, fair, and resilient economies.

Locally-based health care services, such as community health centres with interdisciplinary teams, have excellent health and wellness outcomes and are able to integrate with other community spaces and services that help keep people healthy and connected.

They also provide good, local, skilled (and green) jobs – one of the cornerstones of resilient local economies.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?*

• An integrated approach to health – the health of individuals, communities, economies, and the environment as intimately connected. An understanding that health is more than treatment, it’s about taking measures to maintain and improve our health before we get sick. When people get sick in Canada, half of our health outcomes are a result of social determinants of health – things like access to early childhood care and housing.

• Community-based care – prioritizing the provision of care and support to people where they live.

• Universally accessible care – an economy where access to necessary care and support is based on need, not an individual’s ability to pay.

• Care that celebrates people – I work with a wellness centre that is led by –and for – transgender and gender diverse people. I’ve seen firsthand the remarkable power of providing care that celebrates gender diversity. It’s a simple concept, but one that I think could be applied to many other aspects of how we care for each other.

HOW DOES THIS RELATE TO CITIES?

One of the projects I work on involves a mapping exercise with high school-aged youth. Groups of participants get a large piece of paper and markers and are asked to draw what a healthy community looks like to them. Over the years I have been struck by the number of students who illustrate the importance of having health care services located near the other places and services that members of their families, especially elders, need to access. For instance, they draw clusters of grocery stores, immigration services, and community health clinics.

There is a real alignment between living in balance with our environment and supporting healthy communities and people. Just as clustering services and public spaces like parks, grocery stores, libraries around transit hubs supports vibrant communities and reduces the need for emission-intensive car travel, evidence shows that providing care for people in their homes, communities, and clustering multi-disciplinary teams in community health clinics have very positive impacts on people’s health. Moreover, localizing the provision of care localizes jobs.

ADAM LYNES-FORD
Medicare Campaigner
BC Health Coalition

Adam Lynes-Ford is a father of two and an avid fisher and gardener. He served as National Director for the Canadian Youth Climate Coalition and is the founder of Eatable East Van, a community food sustainability network. Adam was a board member of YouthCO AIDS Society and is a former educator with the Gulf Islands Centre for Ecological Learning. He has served as Co-Chair of the Coalition to Build a Better B.C. and is a current board member of the Catherine White Holman Wellness Centre. He works as the Medicare Campaigner with the BC Health Coalition, an organization that champions a strong public health care system.

HEALTH IS MORE THAN TREATMENT, IT’S ABOUT TAKING MEASURES TO MAINTAIN AND IMPROVE OUR HEALTH BEFORE WE GET SICK.”
Charles Montgomery has travelled around the world to better understand what it means to have a Happy City, how we can build it by focusing on what makes us truly happy, and how it changes everything when we do. This concept is a key part of the shift towards economies that work for people and the planet, because when we build cities around happiness, we are simultaneously building an economy that works for us as a whole.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”? First up: new economies must value happiness and well-being, rather than relying on cold, hard GDP as a guiding objective. I think this is a reasonable transition, because the reliance on GDP as a measure of societal success was an invention itself. More than 200 years ago, when the intellectual elite of the Enlightenment concerned themselves with the pursuit of happiness, economists pronounced happiness unmeasurable, and concluded that since we can’t measure good and bad feelings, policymakers need to rely on what people spend their money on to tell them what makes people happy.

Now, scientists have studied human wellbeing, health, and happiness, and they’ve discovered two things: First, is that people’s self-reports on their own happiness correspond to physiological states in the human body as well as public health outcomes; Second, we can correlate these self-reports with all kinds of economic, societal, environmental, and health, contributors. So we now have the tools to move on from this simplistic idea of what it is to succeed as a society.

Another element driving new economies is that we are starting to measure things that really matter. We used to measure GDP, or products moved, or vehicle speeds on our streets; now, policymakers and the rest of us are considering things like life satisfaction, job satisfaction, health outcomes, and the most important ingredient of human happiness, resilience, and productivity, which is social trust.

Social trust is the most powerful ingredient of human happiness, but it is also a key driver of economic productivity, community resilience, and health outcomes. Cumulatively, the previous two points add up to this one – new economies are social and collaborative, rather than individualistic and proprietary. This acknowledges that the most powerful driver of human happiness is social relationships. It is positive relationships along with social trust together that keep our communities resilient, healthy, and wealthy. These relationships also drive our economy.

HOW DO WE WORK TOWARD FOSTERING THESE TYPES OF GENUINE SOCIAL RELATIONSHIPS? The most powerful tool for fostering social trust is the face-to-face encounter. So, while the internet and social media have been helpful in creating and broadening our social networks and in building useful connections, psychologists are finding that online connections are almost never as deep, honest, supportive, and trusting, as those that happen in person.

HOW DOES THIS RELATE TO CITIES? This is why the way we design our cities is so important. Cities mediate all of our relationships. We spent the better part of a century building cities that disperse people and destinations far away from each other. Now we know that this dispersal corrodes what geographers call social interaction potential, which is the ability for people to meet face-to-face. Fortunately, we’ve started to embrace complexity and connectivity in our cities. We’re recognizing that the mixed-use, walkable, connected, neighbourhood is not just a healthier place, but also a more social place, and a more creative and economically productive place.

SHOULD WE TRY TO MEASURE HAPPINESS? IF SO, HOW? This is the great challenge. We have to avoid the trap that the high modernists fell into a century ago. We cannot rely on one measurement of success. It is tempting to want to use one survey question, such as a question about subjective wellbeing, like “how happy are you?” as the measurement of success of any initiative or place. While we can learn from these surveys, we must not use any one measure to guide us, because human well-being is as complex and layered and multidimensional as our cities themselves. What we have done with Happy City is to draw lessons from all of the social sciences, and from great cities around the world, and then empower people at the local level to use those tools and create places that meet their needs, and are inspired by their own hyperlocal, complex, organic, nuanced, version of the Happy City.

For example, my team and I worked with the citizens of Mexico City to do a Happy Neighbourhood Audit of a contested neighbourhood called Doctores, and the participants stopped us part way through the process, and told us that our model needed a serious tweak to work in Mexico. We asked what they meant, and they pointed out that on our happiness framework we use in Canada, we don’t emphasize safety and security. In Canadian cities, security is no longer people’s first concern. But in Mexico, security is everything. It consumes people’s nights, days, and political passions. It shapes their worldview. Interestingly, while they were driven by a concern for security, they still suggested the same sidewalks, streets, parks, and interventions that we heard from Canadian, American, and European participants. There are some things that are always part of the conversation, but the local context matters. They taught us that no matter how robust a theoretical model may be, the local experience always trumps the global approach.
ENVIRONMENTAL CONTAMINANTS: AN OPPORTUNITY TO REDISCOVER ECOSYSTEM HEALTH

In the 1940s, we were promoting campaigns for the widespread use of chemical pesticides with jingles like “DDT is good for me!” and videos showing people literally eating DDT by the spoonful.

In retrospect, of course, we know that we messed up bad. Yet we kept developing and distributing more and more chemicals, which often end up becoming harmful environmental contaminants. Why does it seem as though we have failed to learn our lesson time and again?

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?
Environmental contamination is often treated as a local issue; however, it is rarely such. Many contaminants are subject to long-range environmental transport, either through the atmosphere or ocean currents. Many persistent organic pollutants (POPs), like DDT for instance, are transported from lower latitudes (i.e., the tropics) through a process referred to as the ‘grasshopper effect’, and are eventually deposited in the Arctic, where they remain (video).

Many of these POPs are highly toxic and bioaccumulative, and build up in very high concentrations within the fatty tissues of high trophic level organisms (i.e., near the top of the food web). Ultimately, this negatively impacts the health of northern populations who often depend on these animals as part of their diet. The big picture is that when a chemical is manufactured or released, say, in North America, natural Earth processes take what is temporarily a local issue, and distribute it such that environmental contamination becomes a much bigger global problem.

Contaminants can end up in northern, Arctic cities where the concept of a ‘city’ itself is quite different from that elsewhere in the world. In Arctic communities, hunting remains very important and crucial for families’ wellbeing. Consuming animals with extremely high contaminant concentrations impacts northern city inhabitants more so than people in other urban cities where contaminants do not accumulate as much.

DEVELOPMENT OF NEW COMPOUNDS
The development of new, anthropogenic compounds focuses on practicality and usefulness in the market – and understandably so. But this process should always keep in mind the long-term impacts these compounds may have for the health of the environment and ecosystems (including human health). This is a key element of new economies - designing chemicals with the health of the planet in mind, not just for the benefits or convenience it will bring to its users.

Currently, the approach to regulating contaminants in Canada involves an initial universal screening process, assessing health and environmental safety. Any modifications to a compound’s status are made if future research or events determine that it poses a threat to ecosystem health. This has been flagged by some as a problem, as it is said to assume a ‘market now, study later’ approach.

Consumer education is important to consider in general, especially for terminology. Notice how I refrain from using ‘toxin’ throughout. That’s because it doesn’t mean what everyone seems to think it means. About 99% of the time, people are actually referring to ‘toxicants’. Toxins are of plant or animal origin (i.e., biological in nature), and is not the correct term for human-made contaminants – fun fact!

MOVING FORWARD WITH REMEDIATION
New economies must include a larger focus on holistic remediation efforts. Remediation efforts usually focus on a few contaminants known to be present in a specific area. Larger-scale remediation efforts should include a search for and cleanup of all contaminants of significant concern for ecosystem and human health, rather than only taking care of specific chemicals as prerequisites for a project or development. If done properly (e.g., on a municipal level), there can be a lot of success in widespread remediation, which would hopefully provide chemists, engineers, toxicologists, ecologists, and others with the tools to collaborate and invest efforts into large-scale remediation. If remediation is done on municipal scales, with the appropriate funding, it could become much more efficient and tackle a large issue all at once instead of breaking it down into smaller pieces, which does not always eliminate the full issue of environmental contamination.

We must keep in mind that localized decisions regarding environmental contaminants are sometimes necessary. For instance, DDT continues to be used in tropical areas of the world where malaria persists.

It’s essentially a trade-off between reducing the chance of contracting a potentially deadly disease, or risking long-term adverse effects of a bioaccumulative, toxic compound.
Understandably, when making a choice between immediate wellbeing and potential long-term health effects we will lean towards short-term benefits (i.e. survival), and risking health problems in the future is a chance many governing bodies and individuals would be willing to take.

Urban dwellers must also question chemical alternatives. When you see a water bottle labeled “BPA free”, is there simply another less infamous toxicant in its place that has not yet to get the same kind of negative attention as BPA? Conversely, we cannot get so caught up in a product’s ingredients that we forget the first rule of toxicology: the dose makes the poison. Everything is toxic at some dose – even water. As consumers, it is not practical to base our purchasing and economic decisions solely based on an ingredient list.

We also must be wary of ‘green washing’ – when products marketed as ‘green’ or ‘environmentally-friendly’ are either exaggerating this claim or are really no different from the ‘regular’ (and usually cheaper) version of the product. This CBC Marketplace story should give you an idea of how the ‘green’ chemical movement really operates, how much of it is true, and how to be a smart chemical consumer in general.

Environmental health, through proper management of toxicants, is a significant component of real wealth. How much does substantial material and financial wealth really matter in the long-term if it is accompanied by constant exposure to nasty contaminants such as metals, toxic POPs, and other dangerous chemicals (including carcinogens and endocrine disruptors)? It is time to see the benefits in holistic ecosystem health – large scale environmental remediation is just one component.

“WE NEED TO BE DESIGNING CHEMICALS WITH THE HEALTH OF THE PLANET IN MIND, NOT JUST THE BENEFITS OR CONVENIENCE IT WILL BRING TO ITS USERS.”
NEW ECONOMIES AND THE ENERGY SECTOR

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?
The three key elements of new economies is:
1. Resourcefulness: Utilising unused or underused resources, seeing opportunity in what was traditionally considered waste
2. Disruption: breaking down the old and creating better, brighter solutions
3. Increased citizen engagement, participation and access

ENERGY SECTOR AND THE COLLABORATIVE ECONOMY
Decision-making in both public and private domains, especially in government projects, have moved in recent years to warrant the inclusion of a variety of stakeholders. As Sherry Arnstein said in her 1969 paper, A Ladder Of Citizen Participation, “citizen participation is citizen power”. This shift in attitudes towards citizen participation has been characterized as a rejection of the top-down policymaking approach and realisation of the importance of citizen inclusion and participation in sustainable development: “Sustainable development cannot be imposed from above. It will not take root unless people across the country are actively engaged.”

We can see collaboratively owned and managed energy projects as representing the highest rung of citizen control and an important stakeholder serving as the voice for citizen mandate. The conventional system of energy provision involves highly centralised energy infrastructures. There is only top down policymaking with end-of-the-line dependent consumers who have no say in the process. Locally and cooperatively owned facilities for energy production can constitute a substantially differing model of energy provision and distribution. This empowers its members to become producers and not be just traditional consumers. Recently, liberalisation of energy markets as well as feed-in tariff programs introduced in different jurisdictions around the world for renewable electricity are empowering citizen groups by opening up new roles and markets. With the possibility to sell their electricity to the grid as independent power producers or even to act as utility companies selling directly to customers spread out across an entire country, collaboratively owned energy projects are becoming market actors in their own right.

Energy has always been an issue of prime importance and concern. In India, for example, where millions of people still don’t have access to regular and assured supply of electricity, affordable and secure electricity supply is a frequent election campaign promise. However, little is being done to empower communities to create their own energy projects. Traditionally the burden of providing electricity and power supply is rested on the government, who has not been doing a great job of this in the past. The idea of consumers owning their energy supply, having a say in the choice of energy source, management of facilities etc. is quite liberating.

CITIES, ENERGY, AND NEW ECONOMIES:
New economies are exciting prospects for cities, to re-define and re-develop ourselves in the face of different challenges. Estimates suggest that hundreds of millions of people will be added to urban populations over the next 10 years, leading to major demands on resources, particularly energy. Thus, smart city designs equipped to handle the demands of increased urbanization need to be built. Energy security is of prime importance and plays a significant role in the urban landscape, as cities are heavily dependent on assured supply of energy for development.

The energy sector, which has been traditionally highly controlled, has immense potential to be revolutionised through new economic practices.

New economic practices in the energy sector have the following potential impact on cities:
1. Increasing the renewable energy sources in the energy mix thus reducing GHG emissions
2. Moving towards an energy supply that is more assured yet not fossil-fuel based
3. Increasing citizen participation in energy planning and policies
4. Creating more resilient cities and communities

“THE ENERGY SECTOR, WHICH HAS TRADITIONALLY BEEN HIGHLY CONTROLLED, HAS IMMENSE POTENTIAL TO BE REVOLUTIONIZED THROUGH NEW ECONOMIC PRACTICES.”

PALLAVI ROY
Youth Environmental Coordinator
CultureLink Settlement Services

Pallavi is an environmental researcher and community activist with interests in sustainability, energy policy and community engagement. She is passionate about sustainability issues of urban life and is active in the community promoting adoption of sustainable lifestyle choices. Pallavi graduated from Ryerson University with a Masters in Environmental applied Science and Management. She most recently worked at CultureLink Settlement Services as a Metcalf Sustainability Intern. There, her project aimed to bring an environmental focus to settlement work, making the environmental movement more inclusive for newcomers, and the settlement sector greener. Her previous work experience includes various not-for-profit organizations in Toronto, such as Jane’s Walk, Toronto Green Community, Foodshare, and The David Suzuki Foundation.
3. BUILDING AN INCLUSIVE ECONOMY
MAKING THE LEAP TO A TRUE ECONOMY

David LePage
Principal
Accelerating Social Impact

After working in the non-profit and social enterprise arena for over three decades, David LePage founded Accelerating Social Impact in 2013 to pioneer an unusual type of business—a Community Contribution Company. This hybrid enterprise model blends the traditional for-profit corporate model with a targeted social purpose, and allocates 60% of its dividends to this purpose. This differs from typical social purpose businesses and benefit corporations, who are not legally bound to divert profits from investors.

The purpose of ASI itself is to accelerate this blended business world and help invigorate the social value of business, from policy all the way to purchasing and supply.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?

I think it’s actually the old economy. In North America 2000 years ago, the Aboriginal communities had a thriving cross-continent trading system that went from Mexico to Quebec to Vancouver, based on the exchange of goods and services anywhere, it was based on a culture of mutual benefit, or “what do you have that I need?” mentality.

It wasn’t until the industrial revolution that we developed this idea of “you can’t have what I have unless you pay me more”. We created workers and factories, exploitation and the profit motive.

What some call the “new economy” is what I call the “true economy” or “community economy” — the economy as a tool to help us create healthy communities. In the modern world, we’ve switched it around and made the economy the objective.

HOW DO WE MAKE THE LEAP TO A COMMUNITY ECONOMY IN THE 21ST CENTURY?

A recent article by Robert Reich looked at how many people employed now are actually producing material things. When you add in the new technology of 3D production and robotic construction, there aren’t many people making things. We’re just exchanging dollars and services.

I think the conversation we’re having is about shifting the culture of today’s economy. It’s a new exchange, but we haven’t figured out how to shift from the old model of paying someone to make stuff and someone else buying it. The structure of our economy needs to catch up with how we function as a society.

WHAT WOULD A MORE JUST AND EQUITABLE SYSTEM LOOK LIKE?

We need to change the structure of the economy and what we value as a society. We still have a minimum wage that makes people poor, and the notion that working at fast food restaurant is not a legitimate job. We need to rethink what’s considered professional versus a service. We now have doctors running businesses based on what they can charge, yet people working in the service industry - nurses, naturopaths, homeopaths, and others outside of mainstream - having to struggle because it’s not seen as professional. This applies to any industry, where there exists a dichotomy of working versus owning.

Another aspect is that we have to do the environmental, social and economic all together. People complain about Walmart selling organic food because organic without a fair living wage is only halfway there.

HOW DO THESE RELATE TO CITIES?

As more opportunities arise, we won’t have everyone moving to cities but we may start having urban and rural cities again. In Canada especially, we have a concentration of people in urban areas, and rural communities are devastated in terms of jobs and opportunities. If we start to shift the meaning of a job or opportunity, people can start to be healthy in their own communities.

ARE TODAY’S NEW SHARING ECONOMY PLATFORMS GOOD EXAMPLES OF “TRUE ECONOMY”?

Again, people are saying this is all new, but libraries have been around for a long time, and they’re a great example of the sharing economy. Farmers have had co-ops for almost 200 years and there are other models like tool-sharing and credit unions. Calling it ‘the sharing economy’ and then exploiting people doesn’t make it any different from the traditional economy. Take Uber for example, where they charge people more at busier times. Instead of paying a taxi driver, you’re just paying this other guy. I think whenever we create a platform, we have to look behind the name and evaluate the exchange value.

More people nowadays are conscious of externalized social and environmental costs. The government has subsidized so many things to create a market for certain partners. We just don’t know what a McDonald’s hamburger costs, for instance. When we account for all of its impact on environment, society, and future generations, who’s going to pay $175 for a hamburger? We need to look past the artificially low prices, and be aware of the actual “costs” of what we’re buying.
For Women Transforming Cities (WTC), the present-day economic reality is one of increasing inequality that has disparate outcomes for marginalized communities. This is to say that economic inequality tends to fall along gendered and racialized lines (to name only two). Such inequality is echoed in the Canadian labour force, which is still arranged along these divisions, and gendered and racialized arrangements closely coincide with our focus on non-renewable natural resource extraction - industries that largely employ men with access to good wages, benefits and entitlements, and one that we know heavily contributes to climate change. Combating climate change and inequality is a simultaneous battle, and formulating visions of a new economy need to be equally green and just. Natural and social costs of economic growth must be internalized into economic valuations because if we move towards making our economy green without addressing social inequities, we will be replicating the same structures that reinforce the exploitation of both the environment and the labour of women and marginalized groups.

Key elements of a green and just economy include:

- Reclaiming the union advantage: we need to recognize the vital role unions have played in women’s, and other marginalized communities’, equality and economic independence. Collective bargaining is important for job security as well as securing benefits and entitlements—all of which will ensure a more equitable labour force.
- Decreasing precarious labour practices: increasing the amount of temporary, part-time, and casual work will continue deeply gendered and racialized divisions in the labour force. We need to properly value the care economy, increase minimum wages to living wages, attain pay equity, resist two-tiered wage systems that penalize younger workers, and ensure the consistent implementation of labour laws and regulations.
- Strengthening social infrastructure: access to affordable childcare, public transit, housing, and community and recreation services all play a vital role in equitable and green cities. In essence, accessible public services in the community that are vital for ensuring social equality are easily co-opted for the goals of a green economy.

HOW DOES THIS RELATE TO CITIES?
According to the 2011 census, 81% of Canada’s population lives in urban centres. Clearly then, transforming our cities into gender-sensitive, equitable and green economic centres is a priority. Cities drive the Canadian economy and Canada needs to recognize the importance of cities and invest in the wellbeing of local residents to foster a sustainable and inclusive future. Central to sustainability and inclusion is the need to focus on and deliver on the needs of the diversity of its residents equitably - including in terms of a good job and a decent living wage.

GRASSROOTS CHALLENGES TO INEQUITABLE POLICYMAKING
Women Transforming Cities aims to transform our cities to work for all self-identifying women and girls by amplifying women’s voices and raising their issues for municipal policymakers. We hold grassroots-focused monthly cafes where women and allies in the community come together to discuss issues and brainstorm solutions that would make our communities more equitable. We also partner with other local organizations and service providers to increase the pressure on municipal policymakers to put an intersectional lens on all of their work that we believe will help implement the changes we want to see in our communities. Looking at public policies intersectionally means that we deny the belief that any one policy will affect all citizens (and groups of citizens) in the same way. Using an intersectional lens will account for disproportionately unequal outcomes of public policies, allows us to assess where inequalities are stemming from, and ultimately, allows us to make specific policy recommendations that would remedy such problems.

WTC is also part of the national coalition, Up for Debate 2015, which advocates for a federal leaders debate about women’s issues in federal elections. The debate will be an important part in getting politicians to address the measurably unequal economic outcomes of current Canadian policies for marginalized groups in both urban and rural communities.
FINDING OUR INNER SORCERER

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?
I really wonder if there is truly such a thing as “new economies”, or simply variations on old ones. New wealth is only created where there is additional human input, hopefully some of it genuinely innovative that produces new value. We happen to live in a material world where we spend a lot of time and energy converting some forms of material into other forms that we hope will be of more use and value to us. Unfortunately, this process frequently ends up causing pollution. Frequently the way we use materials is actually quite primitive.

For example, like some species of birds which are heavily invested biologically in dramatic colourful plumage used to attract mates, we humans do a lot of showing off too. We display our material possessions in ways that attempt to relate them to our value as individuals. *I drive a big flashy car therefore I must be important. I own a mansion therefore I must be of worth as a human being.* This kind of behaviour is a misuse of materials. It is an attempt to make materials be and do something that it will never be able to be or do... Material possessions can never give us an accurate measure of a person’s character nor, apart from satisfying essential needs, or when used in creative expression to satisfy aesthetic senses, can they complete the spiritual and intellectual dimensions of being human. Perhaps some human qualities can be commodified and measured, like attaching a commonly agreed upon value to the worth of certain work, but I’m not so sure that things like human imagination can be so easily measured. In addition, time, space, and repetition of certain actions create structural boundaries that tend to limit abstract conceptions including our ability to even imagine genuinely different ways of creating value.

Because we have a material aspect to us that is supported and sustained by material, we tend to get bound up in the material world.

HOW HAVE YOUR LIFE EXPERIENCES SHAPED THE WAY YOU VIEW ECONOMIES?
I’ve lived in Vancouver my whole life, and in making my way have come to live Vancouver’s Downtown Eastside for many years. There are many reasons why people live on the streets here. While living on and close to the street myself, I picked cans and bottles and things that I thought might have value out of the garbage. In this process of hunting and gathering, I learned something about the amount of effort it took to collect material and convert it into currency, in this case nickels and dimes. While the compensation for this work may not have always equated to my sense of what would have constituted a fair value, it did at least equate to something inasmuch as I was able to exchange the currency I gained in this effort for goods to be had for a price in the broader economy.

For us in the West, there are other supports available that help compensate for the extremely limited returns that can be realized through activities like binning. Here in Vancouver, I think of us as living in the later days of the welfare state. We still have health care, homeless shelters, public income assistance, bread lines, and drop-in centres. During the years I was binning more seriously, all of these kinds of services were available to me. Such benefits are often not available in other parts of the world. While probably no one can ever truly have a life experience that equates exactly with someone else’s experience, I think that through my time on the streets and binning in Vancouver, I gained some degree of empathy for people in other parts of the world who managed to live on very few dollars a day.

WHAT DO YOU THINK WE NEED TO PRIORITIZE AS A SOCIETY AND AS INDIVIDUALS?
We need to look at the broad sweep of human history, rather than this narrow perspective represented by the short few decades punctuated by our own births and deaths.

Human neediness, especially European neediness of recent centuries, initially responded to actual material needs, but our economy has moved systematically over time from efforts to meet basic needs to attempting to fill our spiritual and intellectual needs with material goods. We’ve veered dramatically off on a tangent, which has done some serious damage to our own psyches, to other critters in the neighbourhood, and to the planet as a whole. It reminds me of the Mickey Mouse cartoon The Sorcerer’s Apprentice – we are still that apprentice though we don’t like to acknowledge it, we have created a flood of junk, and we desperately need the sorcerer back.

In our discovery of each other and our multitudes of various cultures, we’ve come face to face with the fact that on the surface anyway, the cultural values and beliefs of the diverse groups that go to make up the 7.3 billion of us who populate planet Earth, do not always seem to match. But hopefully we will be able to discover that there is a deeper shared humanity slightly hidden underneath these apparent cultural divides. To make these discoveries about our common humanity requires some humility.

As societies, we tend to want to find that one perfect solution, put it in a box, put our stamp of approval on it, and say, now we finally know the truth. It is all so self-contained. This tendency...
often gets us “stuck” and into a great deal of trouble. This life is not about packaging our solutions after all. It’s not about forcing our solutions on each other to prove how powerful and clever we are; it’s about what it means to care for one another, and about the spirit that is generated in the process of this caring. I believe it will be crucial to our future, to learn to create safe places for ourselves and each other, where we can share our unique experiences of the truth together.

I’m an optimist. We humans have repeatedly demonstrated a willingness to cooperate in times of need, and this encourages me. Of course, we do have lots of counterexamples where civilizations have gone seriously off the rails. But we really need to get it right this time because the work we need to be doing is global in scale and if we get it wrong, we don’t have another planet where we can hide. To our advantage, we do have about 5000 years of written records and millions of years of archeological evidence from which to glean and learn.

We also need to change and adapt in an equitable way. This likely means sharing power and wealth. It also means realizing that not everyone needs the same things at the same times. Adults have different needs than children, the sick, than the healthy... we need measures that respect these kinds of variables.

There is tremendous energy in the free market economy, with its ability to generate a pace of change that far exceeds the pace at which we are willing and able to address social inequities. If we could harness that energy and put it in the service of generating progressive social change, for example, we may be able to create the change we need. To succeed, this would take an unusual amount of humility, willingness, hope, commitment, moral courage, and ultimately, action that is not only predicated on a guaranteed positive outcome but is also based on principles that allow us to distinguish right from wrong.
WOMEN AND THE GLOBAL SOUTH

LIS SUAREZ
Founder
FEM International

Lis Suarez Visbal-Ensink is an ASHOKA fellow, passionately engaged with women's inner force, sustainable development, and socially responsible entrepreneurship. Born in Colombia, and having lived and worked with women and micro-enterprises in more than 6 countries over 3 continents, Lis finds herself connected with the causes she fights for in Montreal Canada, were she founded FEM International, a non profit organization of Bi-national Cooperation that empowers women to become self sufficient through socially responsible entrepreneurship. Lis has been the instigator of all successful initiatives of FEM International. Modethik, ETHIKA, the 5a7ETHIKA, and most recently Ethik-BGC, the sustainable business incubator for ethical fashion in Montreal. She was also the principal trainer and Coordinator of the Aurora micro-credit program of Compagnie-f.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”? 
For me, new economies are people’s economies, rather than profit-oriented economies. Community-centered economies are those that encompass the interactions between individuals and their environments. I see there being four pillars:

• Fundamental Rights: This includes social rights, environmental rights, economic rights, and also cultural rights. When we are looking at the division between the global north and global south, the capacity to approach issues from your own culture’s perspective is critical.

• Self-determination: Developing nations have been following the path of the developed nations, replicating their development model, a path that is clearly not working, and they are now starting to frame things in their own perspective and context. This frame itself, of developing-developed, or global north-global south, is shifted in new economies. It moves from a colonial (how I impose on you- model), to how do we exchange as equals and work together.

• Equality: Inequalities are essential to address in new economies. Access to opportunities for men and women, but also between countries, is important. Access to opportunities is key for poverty reduction, and inequalities are a barrier to this.

• Circular economy: In new economies, the extraction of resources is reduced and waste is reduced. The principles of the circular economy are based on closed loop production, where there is zero waste production because waste is an input. We try to work with this in our projects because through a people-centered economy, the emphasis is on the services, on the people and then the material resources become minimized. We are able to generate necessary revenue, income that people need to access opportunities, through new kinds of products or services that reduce the use of actual materials, and that can loop back into the economy on a constant basis.

HOW DOES THIS RELATE TO CITIES?
It is essential that new economies provide community centered activities within cities. Cities contain and act as microorganisms that depend on one another, particularly in a global space. Global interaction is becoming more and more decentralized, and more direct between cities. There is an increase of sharing of information, experiences and services. Cities play a key role as the entities that allow these exchanges to take place.

When I say city I do not mean the local government, or any institution, I mean the communities; the organic component of the communities seems to be more important to communities as a gathering of people that come together over particular issues. They have their own dynamics, and can be embedded within larger city structures. It is the city in this sense, the communities, which are connecting with each other around the world.

WHAT IS THE IMPORTANCE OF WOMEN’S ECONOMIC INDEPENDENCE WITHIN NEW ECONOMIES?
There is no one country in the world that has truly achieved gender equality. Inequality is one of the biggest barriers for poverty reduction globally and locally, so creating equal access to opportunities for women everywhere is critical. Even those countries that pride themselves on gender equality have a long way to go in terms of female empowerment, and the resulting ability to tackle poverty. Women in general tend to create enterprises differently than the way men do, maybe because women often have a deeper sense of interdependence. This is visible in their enterprises. The role of communities seems to be more important to women, and you see that in their projects. That way of thinking ends up being channeled into ensuring that there is continued increase of equal access, it paves the way for more men and more women to have that same access that they had. This becomes an opportunity for men and women, because empowerment affects both.

It is fundamental for men to participate in this too. In a society we are connected, and men need to work along the same way that we are moving with women. In new economies, equality is about access for both, including those that haven’t been able to participate in the past due to barriers. This is not a lowered role for men – it is a partnership. In patriarchal societies, men are the ones that need to be convinced that equal access is a positive thing. They are a vital part of inequality reductions.

RELATED LINKS:
- FEM International
- Ethik-BGC
- Gender Inequality Index
- Circular Economy
INCLUSION IN NEW ECONOMIES

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?

When I envision New Economies...

I see engaged citizens with equal voices being the stewards of their communities and their world.

I see companies and organizations having their decisions made by the people who utilize and are impacted by them.

I see the urge to participate in new economies as second nature because the connection to each other and the planet is evident.

I see responsible consumerism because we are informed and educated in our decisions. Transparency is the norm, not an exception.

I see values-based economies where collaboration is prominent and the goal is striving to be better for all, not for one.

I see long-term thinking for the generations ahead. Real wealth to me is not getting as big as we can as fast as we can as a society, but rather getting to where we need to be without leaving anyone behind. It’s a shift from viewing others through the lens that life is a competition and success is rated by our job title, what is in our bank account, and what is in our garage. Real wealth means I am engaged in my work because it aligns with my values, that nature isn’t just something that appears when I leave city limits, and that I care about the person I pass on the street. Instead, I recognize it’s not a situation of more for you is less for me, but that equality means we are all wealthier in the long run.

How do we achieve these new economies where we don’t leave others behind? I firmly believe a key component is engaged citizens through democratic self-governance.

Yes, the democratic process can mean decisions can take more time, but I can tell you through my experience working within a financial co-operative that those decisions are different. They are grounded in the people who are impacted by them, and are stronger decisions for this reason. They reflect the needs of the members because they are made by the members.

When we look at our systems in place today, even within democratic governance, we need to improve in ensuring that those who are contributing towards the decisions reflect the population. We know youth are our future therefore investments to educate, mentor, and most importantly to ensure they are contributing to the decisions of today are invaluable. The Co-operators and the Canadian Community Economic Development Network (CCEDNet) are both committed to giving youth, including myself over the last few years, the opportunity to be included and shape the world of tomorrow.

To continue the momentum on new economies, I urge you, regardless of age, to become involved with organizations such as The Co-operators and CCEDNet and spread the word to others to ensure our new economy is one that includes each and every one of us.

VIDEO: 2014 Impact! Sustainability Conference

MARIANNE JURZYNIEC
Governance Liaison Manager
Affinity Credit Union

Marianne Jurzyniec is a Governance Liaison Manager with Affinity Credit Union in Saskatoon, Saskatchewan. Her involvement with the Canadian Community Economic Development Network, Impact! The Co-operators Youth Program for Sustainability Leadership and past community development experience have led her to being a champion of co-operatives, the sharing economy, and citizen engagement. Currently she is pursuing a certificate in Social Economy and Co-operatives led jointly by Johnson-Shoyama Graduate School of Public Policy and the Center for the Study of Co-operatives.

WE KNOW YOUTH ARE OUR FUTURE THEREFORE INVESTMENTS TO EDUCATE, MENTOR, AND MOST IMPORTANTLY TO ENSURE THEY ARE CONTRIBUTING TO THE DECISIONS OF TODAY ARE INVALUABLE.”
4. TOOLS & POLICIES TO GET US THERE
PHILANTHROPY AND SOCIAL ENTERPRISE

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?  
1. Collaboration at the individual and organization level is hugely important because there are many groups focused on a particular activity or vision, but we all need to work together.  
2. Using the traditional marketplace to accomplish our social, cultural, or environmental mission.  
3. Cross-sectoral partnerships with the corporate and public sectors. We should not set up an antagonistic relationship with large corporations, but really build on good work being done to get the best of all worlds.

WHAT IS THE ROLE OF PHILANTHROPY IN NEW OR SOCIAL ECONOMIES?  
It’s a critical pivot point for the new economy because there are people in the philanthropic world who are able to take more risk and have a better understanding of how the marketplace works in a traditional sense, and also understand how it might work for social good. What we call the “first risk” – the most risky capital – can be philanthropic capital. There are just as many types of philanthropists as there are activities in the social economy, but philanthropy can be a catalyst for a social economy. We just have to be careful that it’s not the only pillar on which the social economy rests.

For new social enterprises, the aim is to diversify the sources of revenue, with sales being the primary focus, and that might be supplemented by government funding, grants from charitable organizations, donations, and fundraising activities.

WHAT IS THE TORONTO ENTERPRISE FUND?  
The TEF is a funding partnership between four contributors: United Way Toronto, the City of Toronto, the Province of Ontario, and the federal government’s Homelessness Partnering Strategy. Our fund was set up in 2000 to invest in social enterprises to hire marginalized people, primarily those who are homeless or at risk of homelessness. We have supported 50 unique enterprises and currently support 18. We provide seed funding for startups, three-year operating funds, and continual support to those that meet our goals of generating significant revenue from sales and moving towards being a proximal business that helps a certain type of individual become permanently connected to the labour market. For the most part, the fund has been extremely successful in helping people disconnected from labour market to become and stay connected.

One of most successful social enterprises is Furniture Link, which is part of a charity called Furniture Bank, which accepts used donated furniture and reuses it for people who are moving out of shelters into independent accommodation. Furniture Link provides the paid service of furniture pickup, and employs about 30 workers who have multiple barriers to employment, whether they are living in shelters, newcomers to Canada, or youth unable to find work.

HOW DOES THIS RELATE TO THE CITY OF TORONTO?  
Toronto has been around for hundreds of years, and grown enormously in last 50 years without very strong urban planning. My sense is that there hasn’t been a strategy to include the social economy or social enterprises in the planning. However, that’s starting to change. In the last few years we have been rezoning our inner suburbs, which have been plagued by low levels of community service organizations, high unemployment, and unattractive residential towers. Part of the challenge is that these communities are zoned 100% residential, which means there are no businesses nearby. The rezoning would mean the businesses can be located in the towers or adjacent locations. That will help to change the dynamic of those areas to create local employment, access to goods and services, and reduce reliance on cars. Many of these businesses will be part of the traditional economy, but there is now space for organizations to think about how they can help revitalize these communities through social enterprise.

WHAT IS THE ROLE OF TRADITIONAL BUSINESSES IN THE NEW ECONOMY?  
In the last few years, more and more businesses have become interested in being part of social economy. Many traditional businesses are going for the BCorps certification, which for some may be a mere marketing exercise but for others is grounded in their values. For years, large corporations have been looking to incorporate values of sustainability, and are now looking to be more socially beneficial. This might be changing the way they hire, including people who are marginalized. There is a movement driven by the philanthropic and non-profit sector to get businesses to be aware of their social impacts, but I’m noticing that the businesses themselves are much more interested in making those changes. This is happening at all different levels from businesses operated by individuals to family businesses to large multinational corporations. I’m hopeful that this is not just fringe movement, but a deep-seated visionary movement.

ANNE JAMIESON  
Senior Manager  
Toronto Enterprise Fund (United Way)

Anne Jamieson is Senior Manager, Toronto Enterprise Fund, at United Way Toronto. In addition to overseeing grants to a portfolio of social enterprises, Anne is committed to building a strong, vibrant and sustainable social enterprise sector in Canada. She launched the Canadian Conference on Social Enterprise series in 2004, is a founding member of the Social Enterprise Council of Canada, chairs the Ontario Social Economy Roundtable, and is involved with the Toronto Community Benefits Network. She presents regularly on social enterprise development and impact investing at conferences, seminars and webinars.

Anne’s background is in small business development and, for contrast, international commercial finance. She helped young entrepreneurs get started with loans and mentoring while working at the Canadian Youth Business Foundation, and before that provided self-employment training and advice to out-of-work aspiring business owners in her position at the Community Business Resource Centre. Anne previously worked in the UK in trade finance and commercial lending. Anne holds an MBA from Ivey, and an Honours BA from U of T.
FINANCING THE SHIFT TO LOW-CARBON ECONOMIES

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?  
A key part of developing a New Economy is through redefining what it means to have a viable investment. I see that now with divestment, a movement that is stigmatizing the idea of investing in fossil fuel infrastructure, and diverting those funds to invest morally for the future. In the past, ideas of natural capital and externalities weren't available to us. Now we understand what environmental and human impacts are. The idea of financial return hasn't incorporated that yet.

Finding the investment – financial and labour resources – to fuel this low carbon future will be very important. From a traditional cost-benefit analysis, it may be that a low-carbon economy never makes sense, and we may not be able to sell it to your typical Chief Financial Officer. But we'll need to mobilize not only at the government and municipal level but also at the level of individual firms.

HOW DOES THIS RELATE TO CITIES?  
With the existing built infrastructure in North America, it's still hard to get by without a car in many places. We are sprawled out, but on the verge of many new technologies that will change our relationships to vehicles. Whether it's Uber or car-sharing, new options are slowly whittling away at the incentives for individual car ownership. In 10 or 20 years, things will look very different, and it won't necessarily be for environmental reasons. Owning a car can mean $6,000 to $9,000 in gas and maintenance fees every year, and you may just decide that it makes more financial sense to spend a fraction of that on a car-sharing membership.

Cities will need to densify in a way that maintains mobility. Patrick Condon at UBC's School of Architecture and Landscape Architecture has done a lot of work on regional planning in Vancouver and his modeling work shows that we can add about 800,000 people to the city without building another highrise – it can all be done with four to six-storey buildings. Vancouver is actually not that dense, though we like to think it is. Our expectations around returns on real estate biases Yaletown-style highrise development, but a study from the Vancouver Foundation shows that the sense of community in these kinds of buildings is not that great. I hope we move towards more holistic regional planning that accounts for affordable real estate, and a retrofitting of suburbia that works with existing physical and social infrastructure.

HOW DO WE FINANCE THE SHIFT TO LOW CARBON?  
How municipalities will finance infrastructure will be the key question for coming decades. In Vancouver, sea level rise will become an issue. With all the municipality's existing obligations like health, education, etc., how are we going to finance climate change adaptation needs? We need to retrofit the city's water infrastructure, and the full costs of living are going to change. Where the money will come from is still an open question. Based on my recent research on fossil fuel divestment, one possibility is putting the money diverted from fossil fuels into proactive funds or bonds or anything that can address the needs for infrastructure changes. We'll have to look towards forward-thinking policy, and carbon taxes and pricing carbon always helps.

CAN YOU SHARE A FEW SUCCESS STORIES OF LOW-CARBON TRANSITIONS?  
The city of Feldheim in Germany was forward thinking and has transitioned away from fossil fuel and nuclear electricity completely. Communities are starting to co-own and produce 100% renewable electricity, and that can actually be a revenue source for communities. From a financial perspective, borrowing rates are lower than anyone anticipated years ago and have stayed that way. When European governments had almost zero yielding debt, people are putting money into government bonds that only have less than 1% or negative returns – very risk-averse investments. So if you had the option to put your money into a solar farm, with a rate of return of three to five percent a year, that looks much more attractive.

Another great example is Solar City, which is using securitization of solar installations and bulk packaging them together as a financial instrument you can put money into, as solar is quite reliable as an investment. There are programs like Mosaic Solar in California that allows individuals to invest in solar installations and Abundance Generation in the UK which is a peer-to-peer platform to invest in renewable energy projects. Here in Vancouver, our credit union Vancity just started a fossil-free investment fund.

WHAT GIVES YOU HOPE THAT WE'LL MAKE THE TRANSITION?  
I like to go back to the early days of capitalism, when Adam Smith wrote about the “invisible hand” in 1776. That’s the idea that most people jumped on, but less talked about is his theory of moral sentiments: the moral developments of human society as a result of the pursuit of wealth. He wrote about a mutual sympathy, something like a physical force that ties society together. That’s the reason why trends go viral. We as humans have a deep innate desire to see our sentiments shared by others.

A good friend of mine who worked in several major investment banks told me that people don't want money; they want the feelings that money gives them, and so often you can get those brain chemicals delivered by the experiences we purchase with money in different ways.
COMMUNITY RESILIENCE AT A CITY SCALE

MIKE MCGINN
Former Mayor
City of Seattle

Mike McGinn, Mayor of Seattle 2010–13, was the first Mayor in the country to begin the process of divesting from fossil fuel companies, building upon Seattle’s leadership on clean energy, green buildings, and sustainable urban practices. Before becoming Mayor, Mike founded and ran a non-profit, Great City, to urge elected leaders and the public, to adopt practical changes to enhance quality of life and prepare for the challenges of global warming. Mike McGinn knows exactly what real wealth means for him, and it’s simple: health, and friends. These have been fundamental to everything he has done, from being a community member volunteer, to a lawyer, a non-profit founder, and the Mayor of Seattle. Mike has found the motivation for his ongoing work in his children. “We are the first generation to see the effects of global warming, and we are the last generation that can do anything about it - I want to tell my children we did everything we could.”

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?  
There are three central challenges that I have seen as a part of new economies, certainly for America, and Seattle specifically, but I think it is true on a wider scale as well. These key challenges are:

1. Rising economic inequality;
2. The need to address institutional racism and bridge our diverse cultures, and;
3. Climate change.

When we consider new economies, we need to look for policies, investments, and strategies that, right from the front end of their development, are designed to work across all three of these challenges. What makes these difficult to address is that we don’t have limitless resources. We have to heal the mistakes of the past, while looking forward. This makes it an era of choices in a way that is starker than ever before.

HOW DOES THIS RELATE TO CITIES?  
These are deeply related, as cities are the closest form of government to the people in a way that no other legislative body or government executive is. The streets, land use, libraries, schools, children, families, are all affected. We run social programs, and deal with just about every aspect of day to day life - electricity, sewage, garbage, water, and so on. We oversee police and fire departments. Mayors are expected to respond to an extraordinary range of issues that affect people. The neighborhood level is where people make a difference by coming up with new ideas. The types of policies and changes that are going to impact people’s quality of life won’t be solved with some big new highway, or dam, or industry – the solutions we are talking about have to be at a fine-grain level that reach people where they live. For example, how we deal with sidewalks, bike lanes, transit, solar panels, and natural drainage, is all impacted by a sense of community, and an understanding that we can look out for each other and for the future.

This doesn’t come from national capital, it comes from people in their neighborhoods, and they look to their local governments to facilitate it. The challenge of the future is how to build a multicultural city that can lift everyone up, and deal with the environmental and social issues at the same time.

WHAT DOES LEADERSHIP NEED TO LOOK LIKE FOR NEW ECONOMIES?  
My own personal evolution within these issues has been interesting. When I was volunteering with the Sierra Club, working on congressional races, state legislative races, and city level races, I found myself drawn to more and more local issues. Two things began to coincide for me – I began to understand that creating a place with lots of housing and housing types, so that people can live near grocers, doctors, and transit, also positively affects global warming. There is real alignment between reducing our environmental impact and creating places that are appealing for people, with things like libraries, sidewalks, bike lanes, and all of the things that make a place delightful for people.

Recognizing this motivated me, which is why I moved from being a volunteer and a lawyer, to starting a non-profit (Great City). Getting out of my own neighborhood, and seeing other neighborhoods and the levels of disparity and challenges faced by marginalized communities that are systematically deprived of the ability to create wealth, through discrimination and government policies, was a big transition moment for me. This was a learning experience that deepened while I was Mayor. One thing I learned from this, is that we can’t solve these big issues like climate change and the threats that come at us from the horizon, if we can’t figure out how to work together on the issues right in front of people, like education, safety, and being able to put food on the table. If we can’t come together around the basic issues, we will fail on the bigger challenges.

When I think about resilience, the new buzzword we keep hearing, I think that a lot of the time, peoples’ minds go to physical infrastructure and resisting changing environments. But I think that resilience is really about the capacity of a community to identify and solve problems. Effective leadership in new economies stems from the community level; it means going to where people are, listening to them, and letting go of authority so that people can create the change themselves.
FREEING OURSELVES FROM THE ‘FREE’ MARKET

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?

1. At the core, new economies have to be focused around people and protecting public interests, not falling prey to short-term, profit-driven private interests. They are designed with the real experiences of people in mind and both accessible and accountable to those people – not just the relative minority that most of the market caters to.

2. We are often told that the current mainstream economic system is theoretically focused on the most efficient allocation of resources, which is pitched as the equivalent of maximizing returns to the greatest number of people. But we also know that structural failures, varying political interests and simple lapses and incompetence lead to massive inequity. So the second element is that new economies understand and take into account questions of power and privilege. They are grounded in an understanding that the economy and power are intimately linked and changes in one have powerful implications for the other.

3. New Economies are normative, based on a set of values that center around questions of fairness, such as preventing oppression. Too often we hide behind shaky claims of objectivity and shake our heads sadly at the outcomes that follow. An approach that claims to be objective often fails to protect the basic values and rights that should be at the foundation of our society.

HOW DOES THIS RELATE TO CITIES?

As sites of concentrating both people and ideas, cities are ideal grounds for piloting new economies that are connected and accountable to communities. Those who are supporting the development or adoption of these new economies can garner feedback from communities even in the process of trying out new ideas. It can be easier to track and measure the progress of a system in a dense area - and easier for people to hold others accountable.

And of course, cities are where most people already live and where power relations are most clearly visible - this supports the development of the new economies I began to describe above.

HOW HAVE YOUR PERSONAL EXPERIENCES SHAPED THE WAY YOU VIEW ECONOMIES?

Living in the big, messy city of Karachi, Pakistan is what drove me to think about and understand political economy. It’s where I first understood how alternative models could flourish, where I learned about social enterprises and when I first began to poke holes in the mainstream economic system we live within. Since then my work has focused around helping great non-profits and social enterprises flourish, and in this I have been reminded over and over again of how pervasive economic and political structures are.

Even when initiatives think they are somehow free of these external influences, even when entrepreneurs resolve to stick to their values and never compromise on their beliefs, they eventually succumb and either submit or fail. The most stable, well-funded and well-respected organizations are the ones that go with the flow and don’t ruffle too many feathers. Large multinational non-profits know that it is risky to be too outspoken, to be too honest. This is deeply frustrating to me because it means that markers have been laid down about what constitutes acceptable speech or not, and clearly shows how economic dependence stifles freedom.

NABEEL AHMED
Member Experience Manager
Sustainability CoLab

Nabeel helps non-profit social enterprises launch target-based sustainability programs in Ontario as Member Experience Manager at Sustainability CoLab. Nabeel worked at the MaRS Centre for Impact Investing as the Managing Editor of SocialFinance.ca before a fellowship with Aga Khan Foundation Canada in Kyrgyzstan. He is currently a Guest Editor on the New Economies theme with Cities for People and volunteers for a number of local and international non-profits. Nabeel studied public policy and administration at the University of Toronto after business school in Karachi. He enjoys cricket, culture (especially from the subcontinent) and good arguments.
Peter Pula
Founder & CEO
Axiom News

Peter is the Founder and CEO of Axiom News. During his 22 years in business he has also founded and led a community newspaper and a corporate communications agency. He has served as a member and chairperson on the boards and committees of children’s services, schools, municipal grants, arts, and local exchange organizations.

Peter has been invited to host workshops in Canada, Europe, and the United States on the practice of Generative Journalism, an open communications approach for emergent and constructive change in organizations, networks, and communities.

He has been integrating lessons from the Asset-based Community Development, Appreciative Inquiry Gifts and Possibilities communities with the journalistic arts as practiced at Axiom News.

To bring dialogic and narrative arts together Peter has hosted dozens of conversations shaped by Appreciative Inquiry, A Small Group, Open Spaces, and Rapid Prototyping. Most recently, he has been exploring the wisdom in the Art of Hosting community.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?

1. Intimate ownership
I define economics as the study of the ways in which we make a living, or better, a life. Capitalism, to me, is a system in which capital is the ideology, the means, and the end. It is disembodied from perspective, place, and people.

Our large systems and institutions including corporations, non-profits, and state actors surely have a role to play, but the way they are structured does not encourage a sense of real ownership. Because of this, we have growing income gaps, which sow the seeds of social breakdown. We have a whole class of people some call the Precariat – people doing work below their level of education and patching a living together with disparate projects rather than honing their craft. What most people want is a good job. By that, I mean a community of colleagues and co-workers in which they can see to enough financial capability that they can do creative, contributing work, develop their skills, cultivate community, in a setting with some stability over time.

This doesn’t happen now as much as it could because of our capitalist system. Capital invests, takes credit for the innovation, takes it to market, and then moves the production to some place cheaper. Capital isn’t rooted. The income divide increases. The Precariat grows and gets left behind at each iteration. So ownership is a fundamental piece. Whether it is by employee ownership, cooperatives, or other means of holding the commons, those who are parts of economically productive organizations will also own them. Ownership can be a form of deep democracy, carried out in the way people do their work operationally, attached to value creation, surplussing structures, and governance.

2. Place / Localizing
Just as a predominant focus on capital has uprooted ownership, it also uproots economy from place. Too many of our local economies are entirely dependent on global actors. I believe there is great economy to be built in enriching local, indie commerce. In my city, there is no central depot at which all food producers can collaborate to distribute food to our community. This is crazy! With the education and talent in our communities we could certainly create these things for ourselves.

Localizing our supply and demand chains also allows us to become more connected to the land and local geography. If we are more focused on what we can create in collaboration with our environs we also see the constraints. This ought to ground and centre us even more.

Currently there is a tremendous amount of wasted energy and lost opportunity to explore our talents and our place in our globalised approach to goods. If we wish to be ‘economical’ about things, getting good close to home is a tangible place we can see vast ‘efficiencies’ and personal efficacy gains. The best of it is that we learn more deeply about our place, our neighbours, and our personal gifts.

This does not mean we build a fortress around our communities. While we will continue to be connected as a global community, we may just become regenerative rather than exploitive in earth terms.

3. Exchange
This is a critical tool for understanding the value of a thing in a community. This is an energy, process, and mode of relationship that is alive and well and works. The introduction of Sharing and Gift Economy sometimes confuses things. There will probably always be an emphasis on exchange. There are different tonal spaces for exchange but it remains a core element. In an honest exchange, I am able to see what a person is offering and what I have to offer so as to make a commitment to one another, take risks with each other, in order to cultivate the value in each of us.

4. “Indie-ness”
My small city, Peterborough has a sister city, Ann Arbor, Michigan. There, Zimmerman's Deli was my first awareness of an indie business and I fell in love with what I saw. Businesses that are as much as possible owned and shapped by those who work and buy from them and express their creativity and personality are acts of beauty.

HOW DOES THIS RELATE TO CITIES?
For me, small cities, communities, and neighbourhoods are key to the sort of New Economy I long for. When I contemplate large cities and the buzz around them lately, I become confused and overwhelmed at the complexity of it all. How do people engage in a way that makes for a sense of personal efficacy? I can see some fun, hope, and potential in the idea of the New Neighbourhood Economy. In large cities, providing specificity of place and relationships to create the necessary intimacy and efficacy between actors is important.

WHAT IS THE ROLE OF STORYTELLING AND MEDIA IN NEW ECONOMIES?
There is a great deal more going on with regards to the New Economy activity than is easily seen. I am astounded by the aliveness and vibrancy already occurring in communities. And the stories are powerful and plentiful. What’s crazy is that we don’t have a mediascape to match. So, people continue to foster resilience in isolation. Finding a way to sustain storytelling over time with community-owned and created media will
suddenly connect us all in a new understanding and possibility.

In most community media the paradigms of objectivity, one-to-many broadcast, gate-keeping, and old social and economic paradigms stand in the way of community-building narrative work.

The clearest path forward is for communities and citizens to make their own media to carry their stories into the larger community. Making media is an act of artful expression. Doing so can serve as reflecting practice for the media maker while at the same time create the artifacts of a new narrative for others to riff off of.

Rather than creating a one-to-many, centralized news outlet the thing to do is work weave a network of community-owned media together. The bridge builders are important. Who connects the pockets of activity and related media to one another? Association with each other is the trick for connecting all those stories into a new narrative ecology.

A community owned, nodal media scape is an important, lightly held but intentional, stage to set. This way the media that carries our stories will be intimate, informed, and effective, because it is owned by the people who it matters to most, and it connects diverse groups in associational sharing and co-creation.

There are big jumps to make if we tie dialogue to storytelling and media. To truly live a story is to first have to connect with others, create the relationships, crash into cool characters, have a little tension, challenge our perspectives, and see things unfold. That felt experience is such an important part of story. Then expressed through narrative arts and media making the story becomes both felt and visibly manifest in artifacts we can share and contemplate.

“I AM ASTOUNDED BY THE ALIVENESS AND VIBRANCY ALREADY OCCURRING IN COMMUNITIES. AND THE STORIES ARE POWERFUL AND PLENTIFUL. WHAT’S CRAZY IS THAT WE DON’T HAVE A MEDIASCAPE TO MATCH.”
INTERDEPENDENCIES REQUIRED FOR SUSTAINABILITY

I had the fortune of meeting Paul Hawken, author of “The Ecology of Commerce”, and I asked him: “Do sustainability issues need to be measured in order to be effectively managed?” Paul’s response was “Yes, they need to be measured in order to be managed but they do not need to be monetized in order to be managed.”

Organizations, no matter their size or the sector in which they operate, can benefit by focusing on sustainability. The practice can help to better identify and understand key risks, opportunities and stakeholders. Effective measurement then allows the organization to determine if its goals are being achieved.

I live in Winnipeg and the city provides an excellent example of a sustainability effort. A website that was developed with resources from the International Institute of Sustainable Development and United Way Winnipeg is called MyPeg. This website provides the user with economic, environmental and social data about Winnipeg in order to track and inspire transformation to a more vibrant and thriving city.

Having the necessary data accessible in order to measure and manage sustainability initiatives is critical for success but what is ultimately required is action.

For many organizations, taking that first step toward sustainable practices and management is often difficult. I am glad to be part of a profession that is actively trying to help organizations focus on sustainability and effectively address the challenges that lie ahead.

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TODD SCALETTA
Director of Research
Chartered Professional Accountants of Canada

Todd Scaletta, MBA, CMA, FCMA, C.Dir has over 30 years of management accounting experience in various sectors including construction, education, financial services, not-for-profit and real estate.

Todd leads the conceptualization, formulation, and distribution of CPA Canada’s research related to sustainability. Todd represents CPA Canada on the Accounting Bodies Network (ABN), International Federation of Accountants Committee (IFAC)’s Professional Accountants in Business (PAIB), and the Consortium for Advanced Management – International (CAM-I) Sustainability Interest Group.

He has written articles on sustainability from a management accountant’s perspective and has presented at several international conferences throughout North America on the subject of environmental sustainability.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?

Our world is based on nested dependencies (see work by Bob Doppelt, Peter Senge as well as Bob Willard). The environment is all-encompassing with society being nested in the environment and in turn the economy being nested within the environment and society.

I have often used a quote from Björn Stigson, former President of the World Business Council for Sustainable Development (WBCSD) – it is as follows: “Business cannot succeed in societies that fail. Likewise, where and when business is stifled, societies fail to thrive.”

Societies can fail due to economic, social and/ or environmental reasons so a balance and a relationship among these elements needs to be understood in order to achieve real wealth creation today and for future generations.

Being a father of three children, I tend to have a future-oriented focus. What will the world be like in the years ahead for my children, grandchildren and great-grandchildren?

I am fortunate that my role at Chartered Professional Accountants of Canada (CPA Canada) allows me to explore, develop and test forward-thinking ideas that can help position the accounting profession to effectively address sustainability issues. As Peter Bakker, current President of WBCSD, has famously stated on numerous occasions “Accountants will save the world.” The competencies of professional accountants can be invaluable to organizations seeking to be more sustainable.
NATURE AS THE REFLECTION OF OUR BEST SELVES

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”? 
1. Education for sustainable development integrated at all levels of education.
   There is a lot I am grateful to the public education system for. However it’s clear that currently there is a lack of education for sustainable development in the classroom. Concepts of what constitutes sustainable development, its history, its issues and challenges, and its applications to real life have to be made common knowledge. How else can we have the skills and attitudes required to choose sustainable lifestyles? Looking back at my years in the Canadian provincial system, sustainable development was commonly reduced to flat ideas about the environment and conservation. Though important concepts, these are not enough to empower and motivate large-scale behavioral change.

An important component is also looking to new, non-traditional ways of teaching and learning. I am a big proponent of experiential education and have been lucky to have learned about issues like consumption and production, climate change, and the state of policy through independent participatory learning programs. We need to have both government and citizens committed to the idea that sustainable development should no longer be seen as an “interest” developed in a few enterprising students, but as a necessary part of life, and a necessary component to shaping an informed society.

2. Holding true to the Principle of Non-Regression
   We need forward movement on stakeholder participation and engagement in all arenas. The non-regression principle is an international law principle which requires that norms that have been adopted by States cannot be changed, if changing them means moving backward on the protection of collective and individual rights. In practice, it means that we need to continue to bash and batter at the institutional constructs that hold citizens and decision-makers at arms-length from one other. We need to break down the glass wall between negotiating bodies and the people they are negotiating for, and we need to be vigilant watchdogs on any attempt to lessen the presence and input of stakeholders. I am using the Principle of Non-Regression particularly to refer to meaningful and effective citizen participation, but it is certainly something that applies horizontally to other, even all, concepts.

3. Empowering the next generation
   Including young people in meaningful conversation is an emerging practice that bodies such as the United Nations and certain governments are beginning to implement. That’s certainly a good step! But let’s also jump forward and make sure that conversations aren’t all that we are having. I’ll let you in on a secret: young people are the ingredient X to really carving out the future that we want. Polling youth and engaging the social media generation on Twitter or Google Hangout is a solid start – but it’s really just a baby step and one that does not leverage the massive, massive latent power that a group comprising almost half of the world’s population naturally has. If we can engineer a behavioral shift in demographic of under-25 demographic, the consequences are significant enough to change the direction of our collective futures.

WHAT THE IMPORTANCE OF YOUTH IN THIS MOVEMENT?
Real wealth is understanding that we need nature to be the reflection of our best selves. It is living the good life, but not necessarily the same “good life” that some of us are living now. Real wealth is living in a way that is fulfilling and free, certain in our knowledge that we are making choices that do not compromise the ability of future generations to live their lives in the same way. As a computer science major, I am reminded of the concept of recursion – the process of repeating items in a self-similar way. Our generation needs to be the base-case, the leaders who define the new, long-term values of the good life, and serve as the standard by which the succeeding generation borrows from. Then, our succeeding generation serves as the standard for the following, who pass on inherited values to the next, and so on. So buckle up! It’s all dominoes from here.

VICTORIA WEE
Computer Science student
Stanford University

Victoria Wee is completing her Bachelor’s degree in Computer Science at Stanford University. As the Youth Engagement Director of We Canada, she led the organization of a national mobilization tour to consult Canadians across the country in preparation for the UN Conference on Sustainable Development (UNCSD, Rio+20). On the tour “Dialogues and Action for Earth Summit 2012,” Victoria hosted presentations and workshops at schools and universities in 16 cities. The results of these consultations were compiled into a report submitted as stakeholder input into UNCSD, and published in a paper co-authored in Earth Commons Journal. After spending the summer studying climate change in the Arctic, Victoria coordinated an international youth declaration to the Arctic Council in 2011, and founded an initiative to widen youth participation and engagement in all arenas. The Starfish Canada named Victoria 2012’s Top Canadian Environmentalist Under 25.

“YOUNG PEOPLE ARE THE INGREDIENT X TO REALLY CARVING OUT THE FUTURE THAT WE WANT.”
5. NEW ECONOMIES AT WORK
INTERNET FREEDOM, RAINBOW LOOMS AND THE NEW ECONOMY

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?  
- Rethinking what we value and how we measure success. What does success look and feel like at all levels of the economy? To answer this question, we must be willing to redefine wealth and move beyond what our current economic systems value as indicators of success and well being. At a macro level, the Genuine Progress Indicator and the Gross National Happiness index offer positive approaches. At an organizational level, we might measure impacts based on the triple bottom line (people, planet and profit). At a personal level, my commitment to redefining wealth means making daily, conscious decisions about how I choose to spend or invest my family’s money and time. Sometimes this means, as a parent, I’m the odd mom out. Saying no to McDonald’s or no to my kids playing or buying Rainbow Loom Bands. And saying yes to my kids riding bikes to school (even in the rain) and sorting the weekly recycling. Most importantly, I don’t shy away from talking to them about why I make the choices I do.

- Rethinking our point of departure for creating businesses. Start with what is (im)possible. Start with the large, system-scale problems that exist in the world or our communities (waste, poverty, unsustainable food systems, depleting oceans), and ask how we can build a business model that not only generates value but works at bringing positive change to these issues. I am inspired by business schools and organizations such as Pinchot University, Presidio, and the Unreasonable Institute who are embracing this approach to entrepreneurship.

- Rethinking how we work together. I am passionate about creating the containers that support individuals to actualize their greatest potential to transform the world. By containers, I mean businesses, organizations, and institutions that bring individuals together. What I often observe - whether it be in purpose driven businesses, non-profits or social enterprises – are people who launch organizations with clear purposes, values, or ideas of impact they want to make. At some point during their growth trajectory, they tumble with how to operationalize the values and changes they are trying to make externally through how they function internally. The individuals in these organizations, so full of energy, creativity, and soul, get worn down by old embedded systems (patriarchy, capitalism, to name a few) that serve neither people nor planet. My work in this space takes inspiration from Carol Sanford’s The Responsible Entrepreneur and Frederic Laloux’s Reinventing Organizations who offer a new paradigm.

WHAT ROLE DOES THE MEDIA PLAY IN NEW ECONOMIES?
My work with OpenMedia gives me a deep appreciation of how important the Internet and digital tools are for new economies. How we describe, understand, and interact with media has changed dramatically in the last 20 years. The Internet is a critical tool to enable people to build a more connected and collaborative world. As Malkia Cyril, founder and Executive Director of the Center for Media Justice writes, ‘in a digital age, communities that have long been either the subject of debate or voiceless stereotype now have the means to control their own story.’ This sharing of ideas and experiences creates the conditions for a new economy.

OpenMedia’s vision is to unlock the enormous potential of the Internet through universal access. We use the Internet to save the Internet. We are building a community that is finding new ways of actively engaging people with depth and authenticity through online tools. We had over 300,000 people from 155 countries help create Our Digital Future, a crowdsourced policy report for free expression online. As a leader in the massive, grassroots campaign involving over 5 million people from across the U.S. and internationally, we fought for Net Neutrality and won!

HOW DOES THIS RELATE TO CITIES?
Cities are the sandboxes for change. They are where people have easier access to the systems (bureaucracies, financial markets, scope of stakeholders) that are otherwise out of reach. A great example of the power of municipalities is OpenMedia’s upcoming work to educate, promote and support the swell of Municipal Broadband initiatives. As Cynthia Khoo, OpenMedia’s Policy Research intern states “more and more municipalities across Canada have taken it upon themselves to ensure affordable, citywide Internet access through community-based networks known as municipal broadband.” Local ownership and control over Internet infrastructure is a key component to thriving new economies of the future.

“HOW WE DESCRIBE, UNDERSTAND, AND INTERACT WITH MEDIA HAS CHANGED DRAMATICALLY IN THE LAST 20 YEARS.”

ALEXIA PITOULIS  
Managing Director  
OpenMedia

Alexa Pitoulis is the Managing Director with OpenMedia. Alexa brings over 15 years of experience building and leading teams and projects for government and community organizations. A self-proclaimed kale-powered supermom on two wheels, she is a creative strategist driven by her passion for building regenerative social and ecological systems. With an MBA in Sustainable Systems from Pinchot University, Alexa views organizations as living systems and is excited to bring this perspective to the “how” of OpenMedia’s work. Inspired by Margaret Wheatley’s wisdom that “people support what they create”, Alexa is committed to authentic engagement and collaboration.
THE SHARING ECONOMY

To sharing economy innovator and collaborativeconsumption.com curator Lucy Gao, real wealth is immediately definable but altogether intangible. It means having enough money to sustain oneself, but more importantly to sustain relationships with friends and family. It means having the opportunity to do things that challenge you, such as pursuing goals and mastery. It means being able to embrace life experiences, like going to a park and enjoying the city.

Lucy’s fascination with (and admirable dedication to) the sharing economy in Toronto emerged from watching a TED talk by Rachel Botsman that made the case for collaborative consumption. It just made sense. As she researched these new business models, she realized they addressed many of the discrepancies she had witnessed between her studies in political science and business. They were solving real problems.

Inspired, Lucy took the four months she had free after university to join the small team preparing to launch Unstash, a peer-to-peer lending platform. This was an education in marketing and using social media to promote the platform, while making sure the supply (of shareables) existed before the demand. Through the project she networked with players in the new economies movement locally in Toronto as well as globally. This led to attending OuiShare Fest in France and an invitation to be a curator for collaborativeconsumption.com. From this position, Lucy broadened the reach/strength of the local Toronto sharing economy including through Meetups and events.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?  
- Systems that promote peer to peer (p2p) interactions. Creating small neighbourhood-level connections rather than centralized and corporate systems.
- Access rather than ownership. Enhancing the reality of people’s lives, while making services available to community members with low incomes.
- Empower people to “be their own business.” Enabled by technology, enterprising individuals can reach others interested in what they already have.

HOW CAN WE CONNECT AND LEARN FROM SUCCESSFUL EXPERIMENTS, PILOT PROJECTS, AND CAMPAIGNS TO BUILD BROAD-BASED POWER AND EFFECT DEEP TRANSFORMATION AT SCALE?

This will be achieved by adding structure to our current networks and enabling current players to reach out to other groups more easily. This will allow easier replication while we share what we have learned. It will also be important to take a more proactive approach with government regulation and building their buy-in. Once we have defined who the new companies are, we can work to help create a new set of regulations. Government involvement can increase the impact of companies that already exist.

LU CY G AO  
Curator  
Collaborative Consumption

Lucy Gao is a connector, facilitator and advocate of Toronto’s sharing economy. She writes articles, speaks at events and hosts meetups and ShareFests to grow this movement in her city.

RELATED LINKS
Rachel Botsman on TED: The Case for Collaborative Consumption  
Shareable – Sharing Cities Network – Toronto  
collaborativeconsumption.com

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RESTORATIVE ENTERPRISE DRIVES NEW ECONOMIES

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?
New economies mean rethinking notions of value, innovation and the purpose of business. It requires collaboration with non-traditional business partners. At Interface, we are driven by questions like: what would it mean to be a restorative enterprise? I.e. how can we create economic value while also creating social and ecological value?

One example is our global partnership called Net-Works – a collaboration with one of our yarn suppliers, Aquafil, ZSL (Zoological Society of London) and villages in the Danajon Bank region of the Philippines, home to one of 6 double barrier reefs in the world, threatened by overfishing. In the last few years, Aquafil has expanded their ability to recycle discarded Nylon 6 fishing nets into carpet fiber.

Net-Works provides a new stream of recycled content for Interface products while generating positive impacts in vulnerable human communities and marine ecosystems by:
- Removing the nets (which can take hundreds of years to degrade) and thereby eliminating the detrimental environmental effects (eg. ghost fishing);
- Creating a new source of revenue for local community residents, and setting up community banking associations in the local villages. This creates savings accounts for local families to help build long term, sustainable livelihoods going beyond charitable donations and one-shot beach clean ups.

HOW DO THESE RELATE TO CITIES?
Cities play a key role in broader systems level collaboration toward closed loop economies (e.g. regionalizing carpet reclamation and recycling). They serve as important nodes of activity facilitating material throughputs, transfer of goods and services as well as waste management.

IN WHAT WAYS DO YOU SEE FOOTPRINT REDUCTION, PRODUCT INNOVATION, AND CULTURE CHANGE AS BEING LINKED?
It is hard to separate these things. When your company’s purpose, lens, mindset and culture are all driven by sustainability, it transcends all areas and activities. For example, we will not innovate and launch new products if they don’t bring us closer to reaching our mission zero goals to get off oil and eliminate any negative environmental impacts our company might generate by 2020. Interface does not exist in a vacuum. Rather, it operates within a much larger, more powerful, and some might say unsustainable economic system. What is the obligation of a global carpet tile manufacturer to leverage its influence and collaborate with others to facilitate broader systems change? Systems transformation begins with transforming ourselves, inspiring a culture of sustainability while adopting new business models and innovations that respect the biophysical limits of Earth.

WHAT DOES CHANGE LOOK LIKE?
Personally, it means creating sustained health, wellbeing and quality of life. From a business perspective, it means creating more holistic value opportunities. At Interface, we are redesigning our operations and supply chain to generate positive impacts in buildings, communities and society in general.

It goes back to the question of what it might mean to serve as a restorative enterprise and generate social and ecological value along with economic. It also means making products that can enhance quality of life that work in a space to foster health and well-being by inspiring positive connections between humans and nature. Interface believes that false notions of humans as separate from nature’s systems are at the root of industrial ugliness. Biophilic design is a huge source of inspiration for us, and it is key to making products that not only have zero negative environmental impacts but also reconnect us with the natural world.

“SYSTEMS TRANSFORMATION BEGINS WITH TRANSFORMING OURSELVES, INSPIRING A CULTURE OF SUSTAINABILITY WHILE ADOPTING NEW BUSINESS MODELS AND INNOVATIONS THAT RESPECT THE BIOPHYSICAL LIMITS OF EARTH.”

NADINE GUDZ
Director of Sustainability Strategy
Interface

As Director, Sustainability Strategy with global carpet tile manufacturer, Interface, Nadine drives and develops sustainability leadership through education, community engagement and innovative market solutions. With more than 18 years of experience in the fields of environmental education, community development and planning, Nadine taught in the Faculty of Environmental Studies at York University and served as a research fellow with the Institute for Research and Innovation in Sustainability before joining Interface. Her areas of focus include sustainable business strategy, organizational change and learning, materials stewardship and ecological design. Nadine is a LEED Accredited Professional and is currently completing a PhD in Environmental Studies at York University.
CONSCIOUS CAPITALISM, COMMUNITY CONNECTIONS

Portia Sam is the Program Coordinator for Miscellany, a social enterprise that operates two thriving thrift stores and a variety of women and youth focused programs in Vancouver, BC. For Portia, the idea that a business can viably integrate revenue with community-based social programs just makes sense. In fact, she doesn’t think business is sustainable if done any other way.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”?  
There are many elements that make up how we run our economies in ways that work for communities. Two of the ways that Miscellany works, is through the idea of ‘conscious capitalism’, and through integrating community connections into our business practices and our daily routines.

- **Conscious capitalism**: This doesn’t mean that we don’t want to make money – we do. It means that we want to make, and use, money in a way that is conscious of the needs of our direct community. There are a lot of microscopic examples of how we do this, such as recycling in a responsible way, and taking time to help people find out where they can properly dispose of materials that we can’t take, like mattresses. If you take the time, you can work in a way that your community approves of. We let our interactions evolve naturally, and then we take a closer look at how we want things to continue evolving.

- **Community connections**: Conscious capitalism is impossible without recognizing that communities depend on each other, and that people matter. There are specific ways that we are touching our community: through networking with health, policing, and employment groups, for example. They know we are there and open to training people. A big part of what we do is train women for work experience when they get out of prison. As far as I know, there is no government program or stipend for this; it is simply not a priority to them. But we know different. We use our profits to pay for this program because we know that this is important, and we partner with women to give them a chance to break the cycle.

WHAT ARE SOME WAYS THAT YOU LISTEN TO YOUR COMMUNITY IN ORDER TO GENUINELY CONNECT?  
We do this in several ways, and it largely depends on what is needed. We listen directly, one-on-one, but also have some business-wide practices in place. These work together, so that we can respond to what people need. For example, we have gift certificates that we give to transition houses, where they give it to the women as needed. They usually give it to women as they are transitioning from the house into second stage housing, and they use it to buy things to set up their new home. When they come in, they are equal to anyone else in there. It is ultimately a thrift store, but it has been organized by our volunteers to feel like a boutique. So when a woman comes in with a gift certificate, she doesn’t feel like she is getting leftovers, she is getting quality items that are useful. Our donors recognize that just because a woman is marginalized, that doesn’t mean that she should have the dregs of whatever we can give her. And when we don’t have what she needs, we take the time to connect her with trusted organizations that do.

We also work with PLEA, a community courts service program for youth that have been in the system. We offer basic training for youth that have never had training or a job, that don’t know how to dress for a job, or how to talk to customers. These kids haven’t had anyone watching their backs and lifting them up, telling them that they can do it. They have been in the system, and we work with them to overcome their obstacles. They are usually very ready for this. They are willing to do whatever it takes to change their lives. It is really empowering to work with them and to see this. They show me how amazing humanity can be.

CAN THIS TYPE OF CONNECTION SCALE UP WITHIN CITIES?  
Yes I think it definitely can. It scales up beyond one business by being part of standard policies and business practices. Integrating the expectation that through connecting with other groups around you, we are all stronger. For example, over time we have connected with the community policing group, and they come to us when they know of someone that needs something that we can provide, like sleeping bags or blankets. They are always telling people that we are great to them – but we’re not; we are just enacting an important part of a social enterprise. Our mission is to take what we are given, and re-invest it in things that matter, in a responsible way. That is an idea that can easily go beyond our thrift store.

To me, a social enterprise is simply a business with a social element. It could involve training, which is our main thing, but it is more than that. You take the profits, and you put it back into social programs that ultimately contribute to a stronger economy overall. I don’t see any reason that all traditional business can’t move toward acting like a social enterprise. You still make a living and feed your own family, but you give back to humanity at the same time. Instead of making money for the sake of it, we can make money to help others, which in turn helps us. Everyone is better off because of it. If even a third of our businesses became social enterprises, we would solve a significant portion of our problems.

PORTIA SAM  
Program Coordinator  
Miscellany Finds  

Social justice entrepreneur Portia Sam is the program coordinator of Miscellany Finds thrift store for social change. With decades of experience in business management and a dedicated passion to conscious contribution for community sustainability, Portia combined her talents to create a thriving resource to meet the diverse needs of a vibrant community. Portia is proud of the foundational programs Miscellany offers.

RELATED LINKS:  
- Miscellany  
- Social Enterprise Canada  
- Conscious Capitalism
SOCIAL FINANCE AND NEW ECONOMIES

When Sean Geobey was in university, he helped start a community capacity-building nonprofit. It introduced him to the challenges of how social service organizations financed their work, a question he has grappled with in his doctoral research at the University of Waterloo and the Waterloo Institute of Social Innovation and Resilience. His work on social finance looks at alternative funding models and how they can transform the social sector, private markets, and governments that encourage more inclusive, democratic, and real-wealth creating activities.

For Sean, real wealth comes from the things that allow us to better express ourselves; things that allow for individual talents and interests to flourish in a way that doesn’t harm other people’s capacity to do the same. That wealth comes from our capacity to invest materially, socially and intellectually in the creation of institutions and infrastructure that support collective efforts to try and make the world a better place.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”? It’s important to take stock of the new economies we are drifting into and guide them towards the new economies we desire (which may very well include elements of the ‘old’ economies).

Increasingly, real wealth is being diminished by the commodification of human inputs and creativity. This is a world of increased automation, designed more by bits and data rather than the creation of actual goods and services. It is a globalized world, not just economically but also socially and culturally. There has been a troubling shift towards institutions that are fundamentally unaccountable to the general public and community; corporate actors that act with impunity across borders present a real challenge for the remaining democratic institutions to channel productive capacity towards broader positive impacts rather than just shareholders.

Despite the discontents, more flexibility does hold an incredible amount of promise, and technological advances can increase material well-being and creative potential.

Ultimately, new, resilient economies that better serve people will require a revitalization of democratic people-controlled institutions, from governments, to finance, to worker organizations, to company ownership and control. It means a better understanding of local environments and the increasing variety of people in them, learning from past institutions while creating new ones, in ways that can leverage advances in technology.

HOW CAN WE SUPPORT NEIGHBORHOODS, CITIES, TOWNS, AND REGIONS AS THE FERTILE GROUND FOR THE KIND OF ECONOMY WE NEED? At the local level, we have a real opportunity to revive and modernize this idea of a mutual aid driven society that was prevalent in the late 19th century. This includes the credit union sector, cooperatives, craft unions, and creating opportunities for people to support each other’s work around the world. Such organizations can maintain autonomy while working together at a global scale, which large multinational corporations and the financial sector do quite well, but older models of mutual aid have historically struggled with.

This is where social finance comes in. Just as the prevalence of sophisticated, globalized financial tools has helped the modern economy develop, a more human-oriented way of social, economic, and ecological prosperity can come from getting regular people engaged with finance to help develop their own communities and support the work of like-minded people wherever they may be.

The credit union sector, for example, has been pushing for innovation in local economic development through various means, including the creation of community bonds. These are small investments created by nonprofits and social sector organizations, mostly administered by credit unions, that allow organizations without traditional access to debt financing to convert erstwhile donors into more substantial supporters in the form of a loan. This allows social sector organizations with real capital and assets to leverage value in a way they have not been able to do so previously.

Crowdfunding is the most obvious technology-driven social finance innovation, emerging in the last decade to allow an unprecedented global flow of capital from ordinary people. It has been particularly transformative in turning retail consumers into financiers; in the entertainment, music, film and video game industries, the pre-purchase model has allowed new people to produce interesting ideas and tell new stories that were impossible a few decades ago. As a pre-purchaser, you effectively give a loan to a producer, which completely changes the relationship between consumers and producers.

Through tapping into both local and global social finance tools, individuals can transform institutions to be more inclusive of people’s creativity and fundamental dignity.

SEAN GEOBEY
Senior Associate
MaRS Solutions Lab

Sean Geobey is an economist and social sector strategy consultant who recently earned a PhD from the University of Waterloo with a focus on social innovation and social finance. He is also a Senior Associate with the MaRS Solutions Lab, and in July he will be joining the faculty at the University of Waterloo’s School of Environment, Enterprise and Development as Assistant Professor in Social Entrepreneurship.
CITIES, FAIR TRADE, AND THE 21ST CENTURY ECONOMY

SEAN MCHUGH
Founder & Executive Director
Canadian Fair Trade Network

Sean McHugh is the founder and Executive Director of the Canadian Fair Trade Network (CFTN). Since 2009, he has worked with Fair Trade Vancouver, helping the municipality become Canada’s 11th Fair Trade City in May 2010. Sean also worked to support the University of British Columbia and Simon Fraser University in becoming Canada’s first and second Fair Trade Campuses. For the past two years, Sean has worked to strengthen the Fair Trade movement in Canada by founding and then leading the CFTN in its work to support advocates across Canada, helping to share resources and create connections between stakeholders. Sean is a graduate of Simon Fraser University and has worked and travelled in developing countries around the world.

Building a 21st century economy is not an easy endeavour by any means. That said, we’re at an interesting point in history where the decisions we make today will have long-standing effects on the generations to come.

WHAT ARE THE KEY ELEMENTS OF “NEW ECONOMIES”? 
To date, we (in Canada) have lived in a world of abundance. Our economy has grown steadily, our ability to access the goods and services we need have been available to us, and we’ve enjoyed relative calm, compared to much of the world. Canada has largely stayed hidden from view, and we have been looked upon as both friendly and welcoming. However, Canada has changed in recent years, as has the world. Countries which were once considered “Third World” now garner considerable attention on the world stage, traditional centres of power are changing, Canada’s position in the world has changed, and our values, goals, and aspirations have changed; some by choice, others through necessity or circumstance.

While the world has evolved and become increasingly interconnected in many ways, it has grown apart in many others. Income inequality has topped the charts, and new threats (such as climate change) threaten our very existence. We now stand on the edge of a divide, with traditional values, methods, theories and approaches on one side, and new, changing, and innovative ideas on the other. Will we move away from fossil fuels (because the burning of them is changing our atmosphere), or will we shift to solar, wind, geothermal, and other sources of clean energy and technology?

IMPERATIVES FOR CHANGE
On a global level, we’ve got hard choices to make. Today, 1.1 billion people continue to live on less than one dollar a day, and the majority of the world’s inhabitants continue to struggle. Despite broad sweeping economic policy reform, free trade agreements, and the opening up of the world’s economies, wealth has become increasingly consolidated, rather than distributed, as notions of trickle-down theories falsely promised. Instead of seeing economic gain, workers, labourers, and farmers find themselves stuck, with little opportunity for advancement or change.

So what are we going to do about it? How are we going to turn the current situation on its head and build a better world, of which everyone is a part?

Governments at all levels absolutely have a role to play, as they have the ability to put in place protections and systems that can enable all of us. But in many cases government, international accords and agreements, corporate structure, and trade policies, have locked us into a world that is difficult to change.

Restructuring the System from the Ground Up

We can circumvent these barriers however, by building alternative economies. Each of us chooses what type of world we want to live in, through what we buy and where we invest. Choosing one banana over another, or one bag of coffee over another, can in fact restructure the system from the ground up. Buying from a better business, who sources and sells fair trade, means shifting revenue from a system which is exploitative, to one that is empowering; if everyone made that choice, change would unfold rapidly. Similarly, if everyone looked at where their investments sit, and made the choice to pull them out of oil, and put them into solar or wind, we would see a drastic shift in priority, and wealth.

Public institutions such as municipalities and universities are at the forefront of this shift. Both are in touch with their constituents, and are accountable to them. They are being bold, challenging traditional norms, and setting the ground-work for new economies. When a university divests its 1.3 billion dollar endowment fund and shifts it to cleaner energy and other areas of focus; that shocks the system, the market, and the economy. When a city commits to becoming Fair Trade Designated, it commits to sourcing and selling fair trade coffee, tea, and sugar that have come from better sources that empower rather than exploit, redirecting considerable flows of money, which again, changes the system.

Our cities and communities in Canada are now at the forefront, investing in the future, rather than in the past. They are becoming more liveable, more enjoyable, and more community-oriented spaces. They are leading globally through activities such as ethical procurement, investment in clean energy and technology, alternative transportations from bikes to transit, recycling, and divestment.

We’re at both a scary time and an exciting time. There is doom and gloom, and there is also incredible promise. Our cities are leading the way, and will continue to do so, if each of us ensures that they do. The action of choosing fair trade items is simple, but important. The values and impacts run deep, and are part of something much larger.
WE ASKED OUR CONTRIBUTORS, “WHAT DOES REAL WEALTH MEAN TO YOU?” AND THESE ARE THEIR RESPONSES...
“Designing economies to preserve clean air, clean water, healthy food and ecosystems, energy, shelter, love, and purpose for all species now and into the future.”
— Vanessa Timmer

“A balance and a relationship among social/environmental elements.”
— Todd Scaletta

“A more holistic definition of a well-lived life.”
— Alex Wood

“Having enough money to sustain oneself, but more importantly to sustain relationships with friends and family.”
— Lucy Gao

“Not getting as big as we can as fast as we can as a society, but rather getting to where we need to be without leaving anyone behind.”
— Marianne Jurzyniec

“It means I have what I need to stay strong, connected, and challenged, while thriving. The foundation of that is always going to be my relationships with other people.”
— Charles Montgomery

“Truly having the opportunity to give back.”
— Portia Sam

“Understanding that growth for the sake of it is undesirable, taking a triple bottom line approach for the long run, and not falling in the trap of consumerism and competition.”
— Pallavi Roy

“The capacity to choose what is best for you and yours and embrace it, not to take what you can because it is your only option, or the only thing you can afford.”
— Lis Suarez

“Living in a way that is fulfilling and free, certain in our knowledge that we are making choices that do not compromise the ability of future generations to live their lives in the same way.”
— Victoria Wee

“The contentment that comes from a sense of self-worth and belonging.”
— Bill Rees
“FROM A BUSINESS PERSPECTIVE, IT MEANS CREATING MORE HOLISTIC VALUE OPPORTUNITIES.”

– Nadine Gudz

“THE ABILITY TO CONNECT WITH THE LAND WE LIVE ON, INCLUDING AN UNDERSTANDING OF, AND RELATIONSHIP TO, THE HISTORY OF THAT LAND.”

– Adam Lynes-Ford

“ENVIRONMENTAL HEALTH, THROUGH PROPER MANAGEMENT OF TOXICANTS.”

– Mandy McDougall

“PRIORITIZING HUMAN WELLBEING, HEALTHY PERSONAL RELATIONSHIPS, AND BIASING THAT BEFORE THE ACCUMULATION OF FINANCIAL CAPITAL.”

– Justin Ritchie

“KNOWING THAT YOU AND YOUR LOVED ONES ARE SAFE AND COMFORTABLE, WHICH LEADS TO FREEDOM.”

– Nabeel Ahmed

“WHAT TRULY MAKES A COMMUNITY WEALTHY IS HAVING A BALANCE, MAYBE EVEN AN ABUNDANCE, OF MULTIPLE CAPITALS.”

– David LePage

“USING MATERIAL WEALTH IN WAYS THAT RECOGNIZES ITS IMPACT ON THE REAL WORLD AND PROTECTS US FROM POTENTIAL DANGERS CAUSED BY ITS USE IN THE PHYSICAL AND SOCIAL ENVIRONMENT.”

– Ken Lyotier

“HAVING A JOB THAT ALLOWS YOU TO BE A NET CONTRIBUTOR (RATHER THAN NET RECEIVER) TO THE ECONOMY AND TO SOCIETY.”

– Anne Jamieson

“A GOOD STORY I CAN LIVE INTO WHILE IN DEEP CONNECTION WITH PEOPLE WHO I CARE ABOUT AND WHO CARE FOR ME.”

– Peter Pula

“REAL WEALTH IS THE CAPACITY OF A COMMUNITY AND A SOCIETY TO ANSWER THE BASIC NEEDS OF ITS CITIZENS, INCLUDING ACCESS TO CULTURE, POSSIBILITIES FOR ACTIVE CITIZENSHIP AND THE EXISTENCE OF SOCIAL COHESION.”

– Nancy Neamtnan

“FREEDOM, WELLBEING, AND HAPPINESS, FOR CURRENT AND FUTURE GENERATIONS, AND FAIRLY DISTRIBUTED FOR AS MANY PEOPLE AS POSSIBLE.”

– Mike Toye

“HEALTH, AND FRIENDS.”

– Mike McGinn

“SELF-IDENTIFYING WOMEN AND GIRLS HAVING REAL SOCIAL, ECONOMIC AND POLITICAL POWER, WITH THE RIGHT TO LIVE IN A HEALTHY ENVIRONMENT.”

– Jessica Knowler

“ENVIRONMENTAL HEALTH, THROUGH PROPER MANAGEMENT OF TOXICANTS.”

– Mandy McDougall

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PHOTOS FROM 100IN1DAY VANCOUVER, JUNE 7, 2014
WITH AMI MURANETZ AND ALICIA TALLACK

Burnaby Fire Department: “Real wealth is good times with friends and family”

Real wealth is waking up and being happy with life everyday!

Constable Jules: “Real wealth is being happy with oneself”.

Because real economies are supposed to be fun!

City of Burnaby agrees that a new economy will work for people and the planet.

Vernon from Burnaby thinks real wealth is loving what you do – and Bingo!

#budomixedmartialarts says real wealth is fulfilment of the soul.

Real wealth is snails!

These girls believe that real wealth is kindness, and sharing wealth!

Patricia from Burnaby Heights Community Garden – real wealth is people power!

Real wealth is being in love!
PHOTOS FROM
SHAREFEST TORONTO,
JULY 2014
WITH NABEEL AHMED AND AURELIA DALINDA

For @baarbor, real wealth is community.

Real wealth is being able to buy organic, local food, says @Jusenijska

Being able to get where I want to go

To Chris (@cswc), real wealth is the freedom to pursue your dreams.

To do anything I want!

Aurelia and Nabeel talk to people about real wealth and cities for people.

PHOTOS FROM
YIMBY FESTIVAL,
SEPTEMBER 2014

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HOW ARE YOU DEFINING AND SHAPING NEW ECONOMIES? JOIN THE CONVERSATION.

CCEDNet
www.ccednet-rcdec.ca/en

One Earth
www.oneearthweb.org

Cities for People
www.citiesforpeople.ca