

Developing an Eco-social Enterprise

Session 4

Friday, 31 March, 2017

Tim Crabtree, Schumacher College

Tim Ingold: The “firming of form”

Tim Ingold suggests that the “hylomorphic” model, whereby a form is created in the mind then applied out in the world, needs to be replaced by an approach inspired by, amongst others, Paul Klee:

“Form is the end, death, Form-giving is life”

Ingold argues “that what Klee said of art is true of skilled practice in general, namely that it is a question not of imposing preconceived forms on inert matter but of intervening in the fields of force and currents of material wherein forms are generated. Practitioners, I contend, are wanderers, wayfarers, whose skill lies in their ability to find the grain of the world’s becoming and to follow its course while bending it to their evolving purpose.”

SOCIAL INNOVATOR SERIES:
WAYS TO DESIGN, DEVELOP
AND GROW SOCIAL INNOVATION

THE OPEN BOOK OF SOCIAL INNOVATION

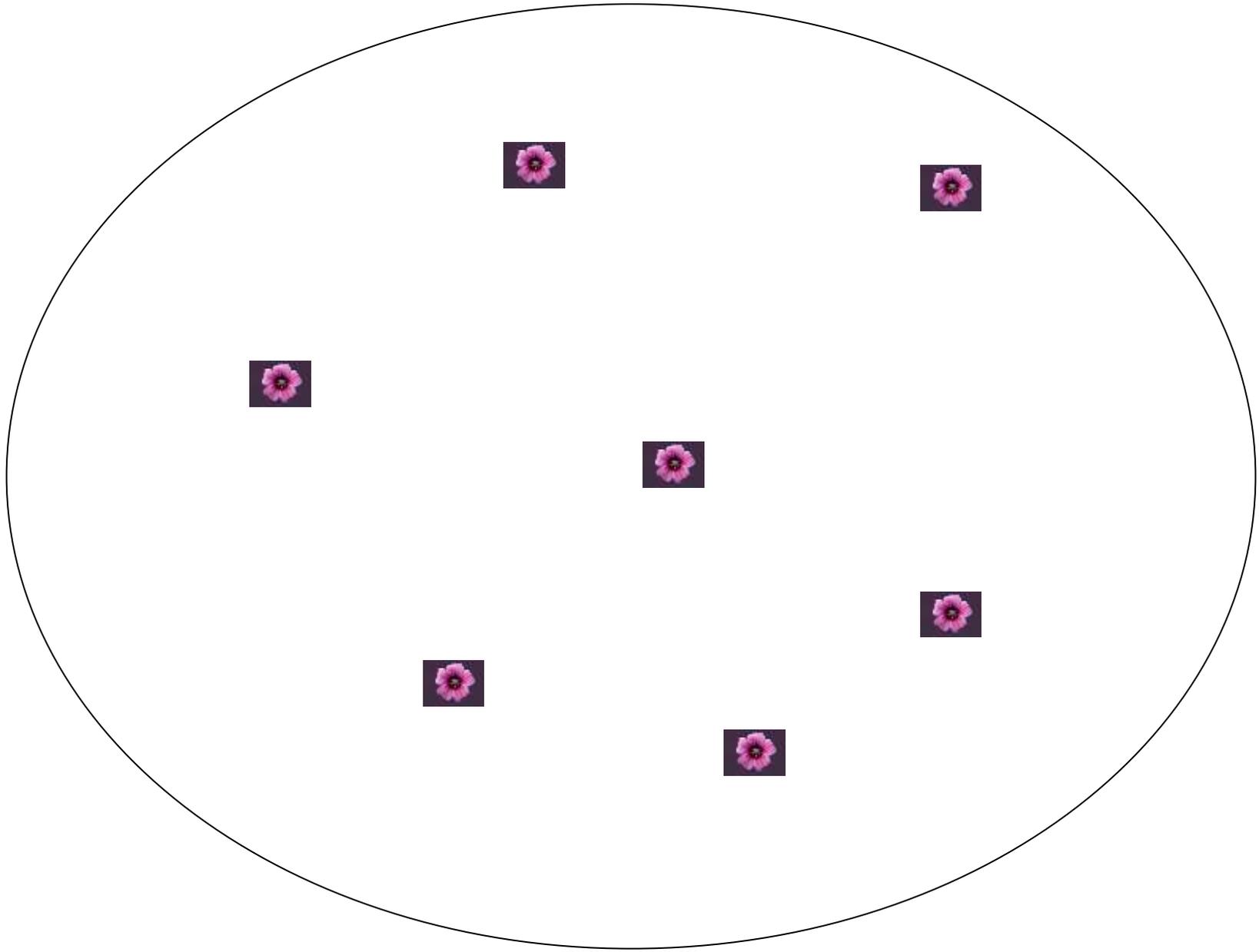
Robin Murray
Julie Caulier-Grice
Geoff Mulgan


THE YOUNG FOUNDATION

 NESTA
THE LAB
Innovating
public
services

Robin Murray

For the spread of a social innovation what is needed is to establish the relative autonomy of new practices from the prevailing 'contextual forces' and attract others into this emerging sub-system - extending its strength and deepening its complexity







Ten characteristics of 'enlivened' civil economy

i.driven by idea (purpose or mission).

ii.Formation/formacion

iii.process as significant as outcomes

iv.strong element of the voluntary

v.management as mobilisation.

vi.collective intelligence & sharing of know how

vii.human centred technology

viii.not scale but organic distributed growth.

ix.expansion of network rather than expansion of enterprise

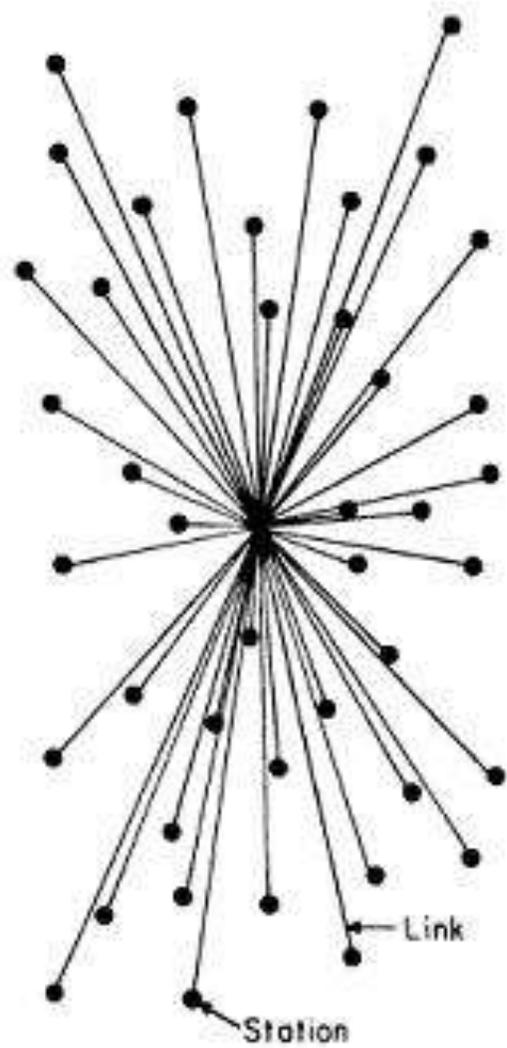
x.social financing

From scaling to complexity

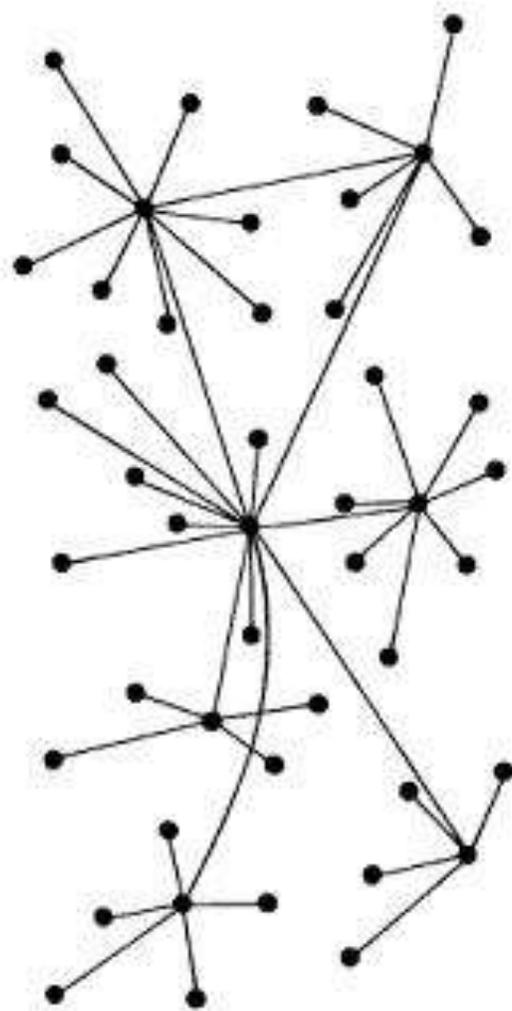
Starting point not a particular project or technology but emerging ecology of projects each of which has its own generative capacity, and constantly creating new networks with other projects

Capra's principles of ecology:

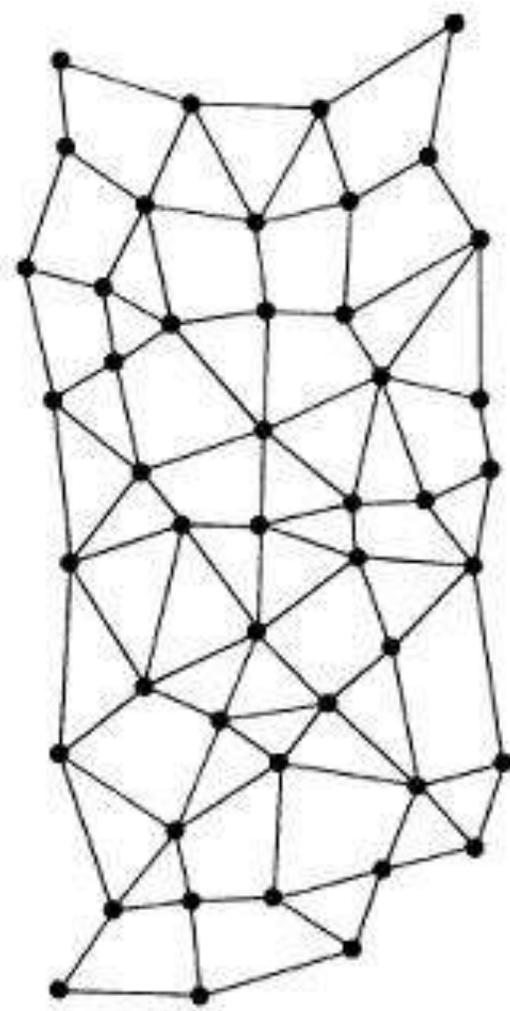
- Networks
- Cycles
- Solar energy
- Partnerships
- Diversity
- Dynamic balance



CENTRALIZED
(A)



DECENTRALIZED
(B)

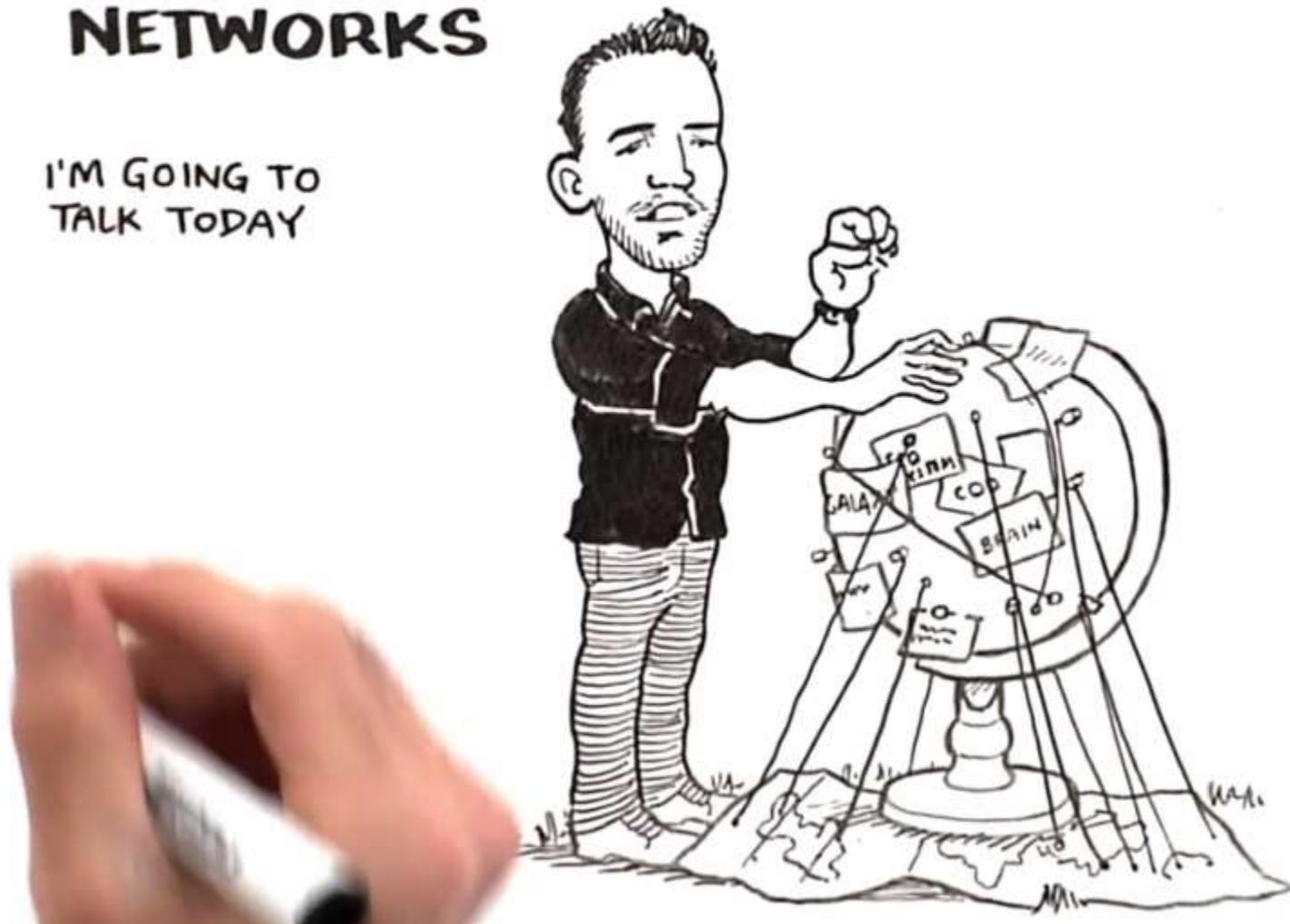


DISTRIBUTED
(C)

MANUEL LIMA

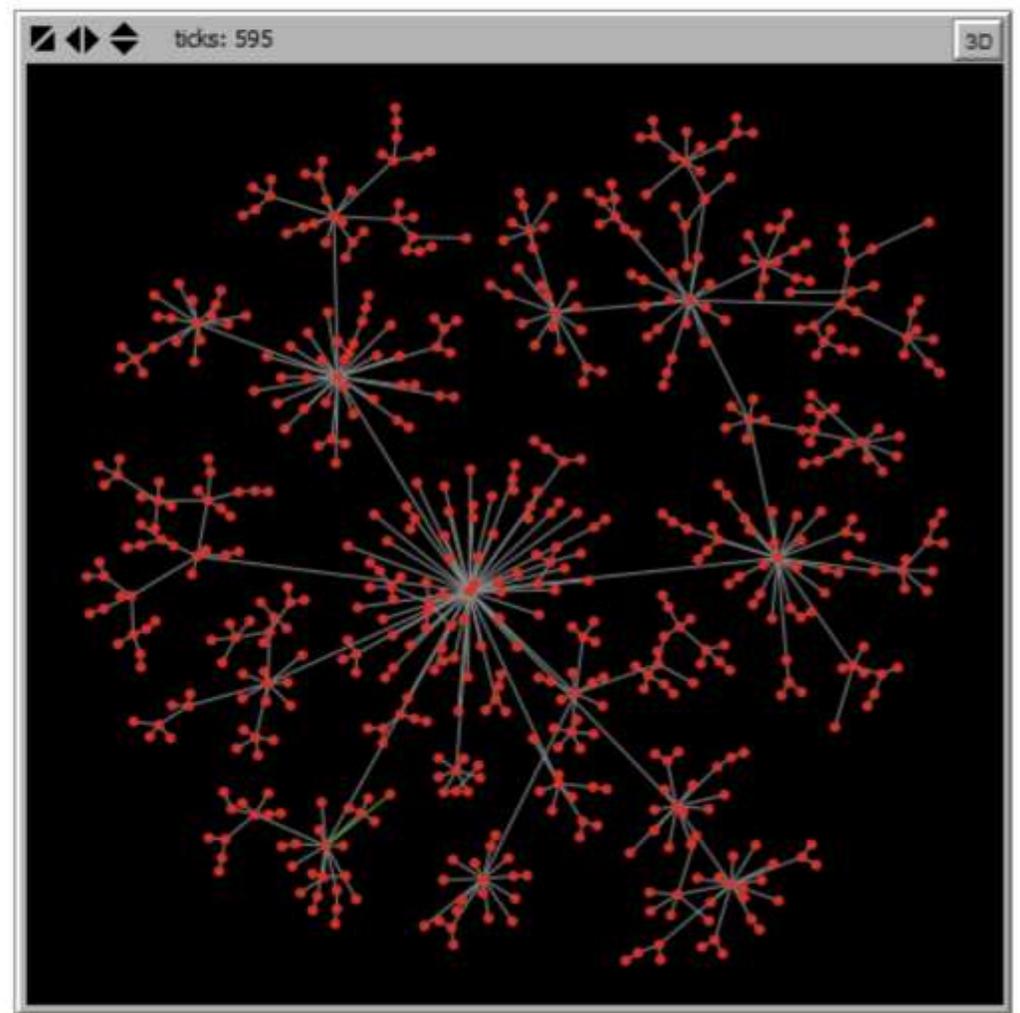
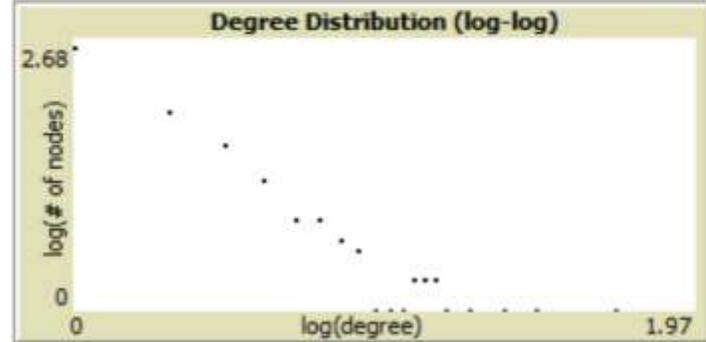
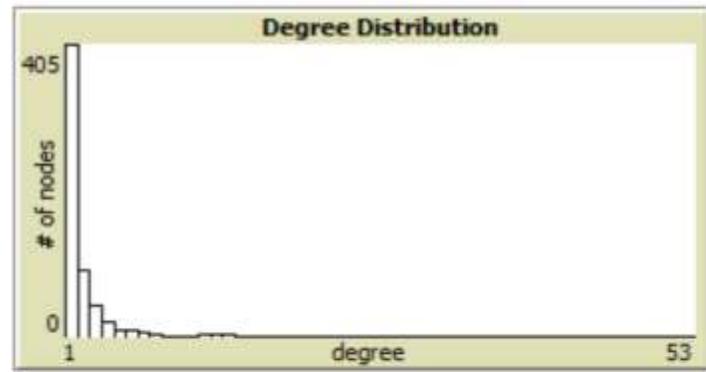
THE POWER OF NETWORKS

I'M GOING TO
TALK TODAY

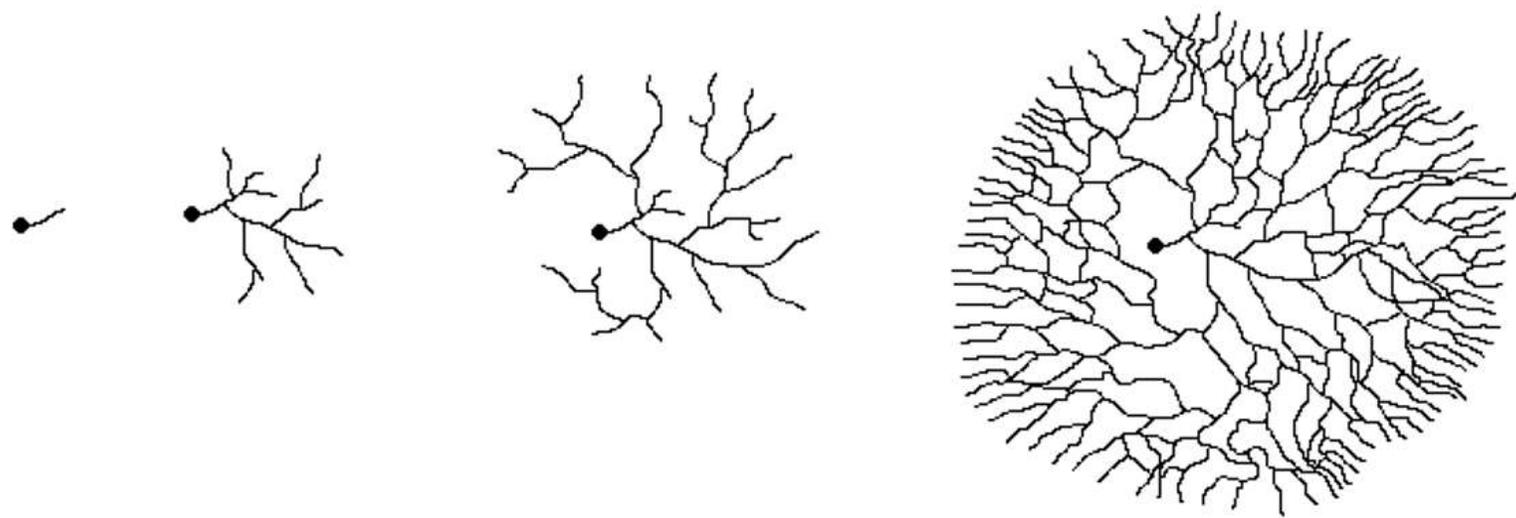


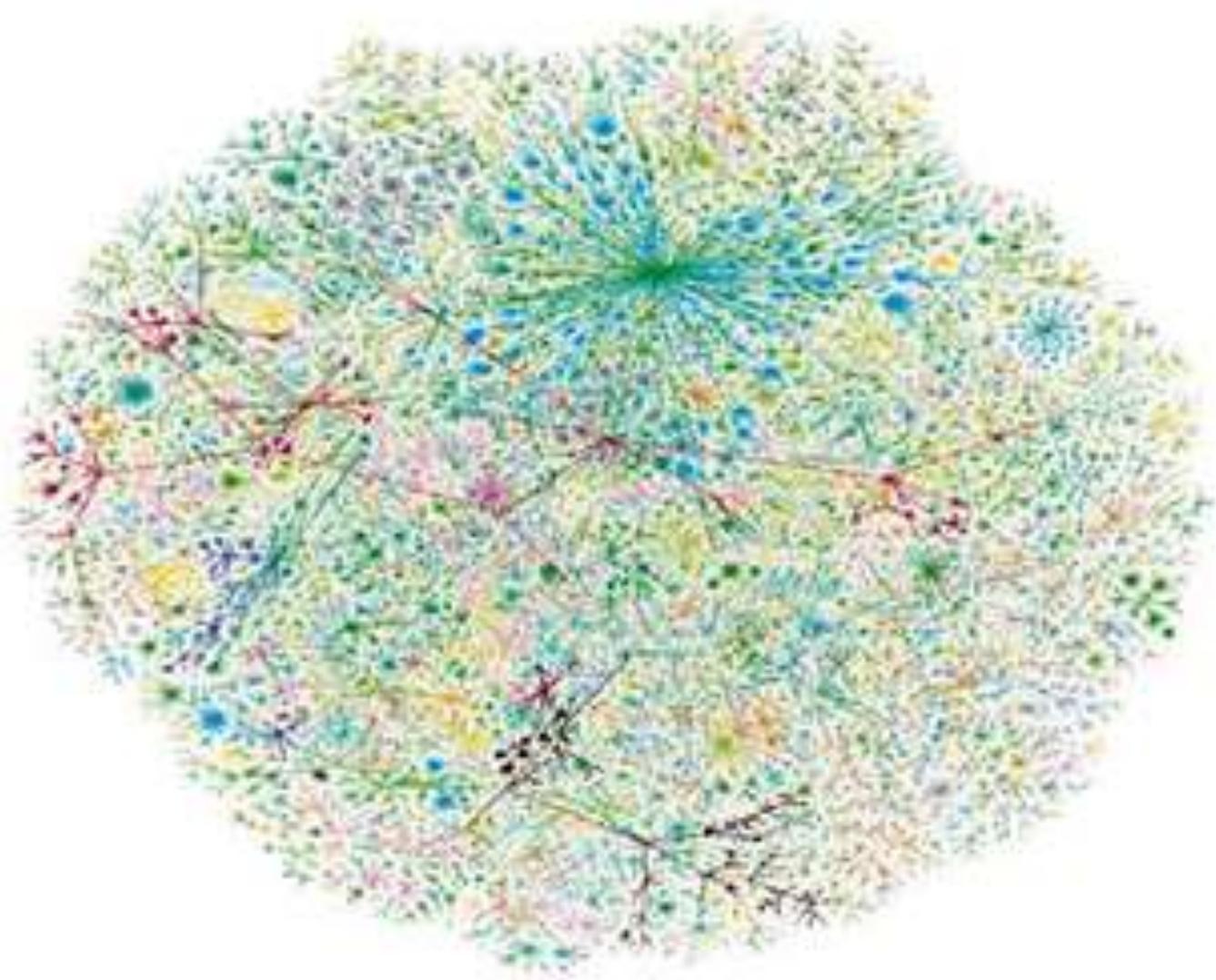
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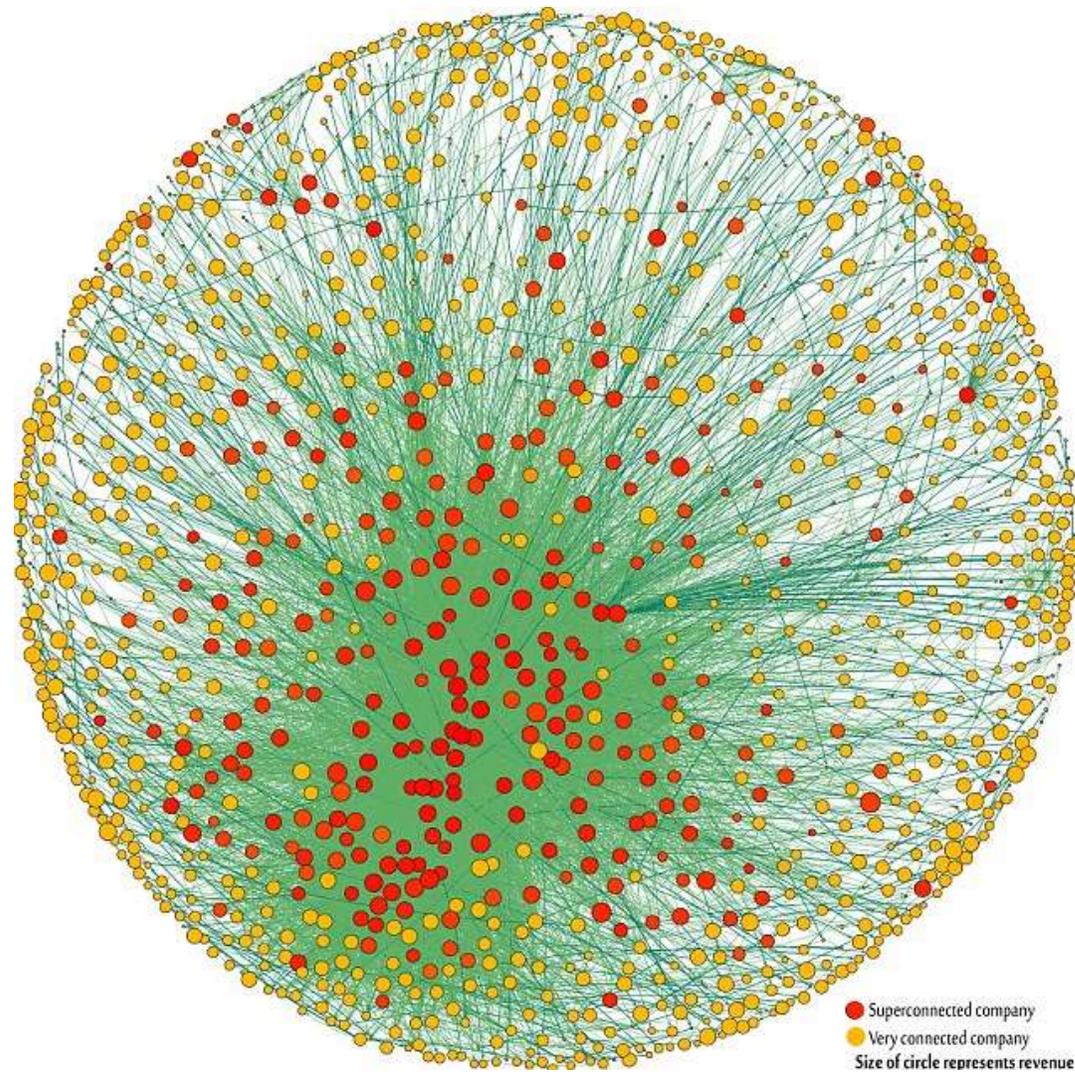
setup On plot? Off
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The 1,318 transnational corporations that form the core of the globalised economy - connections show partial ownership of one another, and the size of the circles corresponds to revenue. The companies 'own' through shares the majority of the 'real' economy

Mondragon, Spain

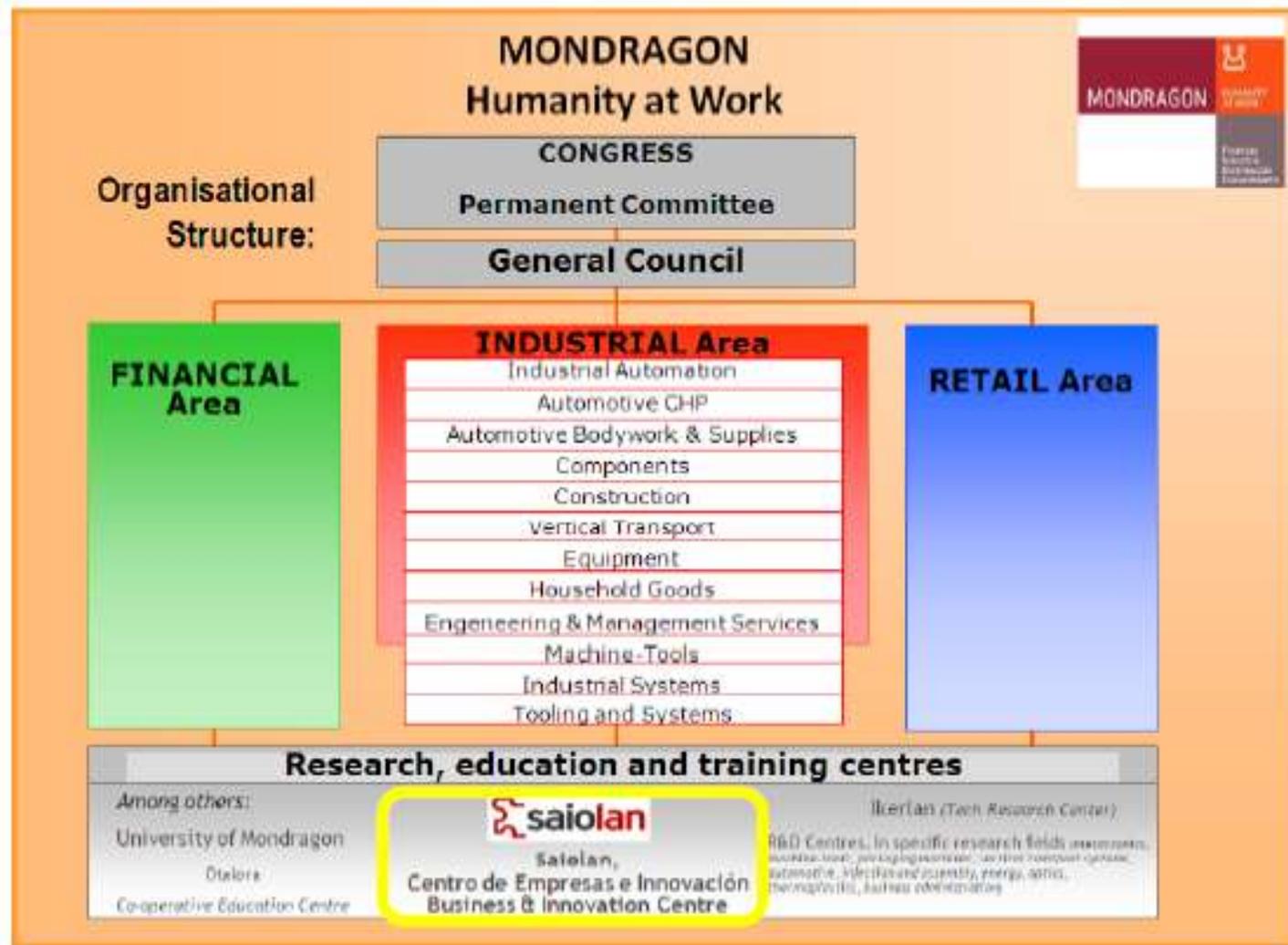
84,000 employed in
256 co-operatives

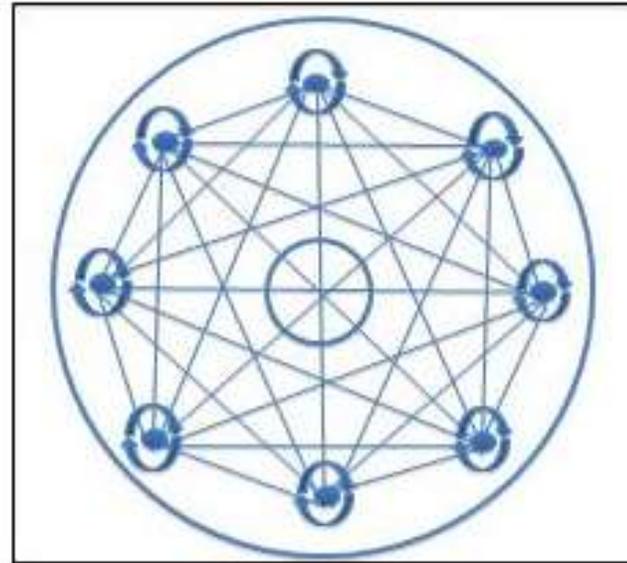
Supported by Mondragon Co-operative Corporation



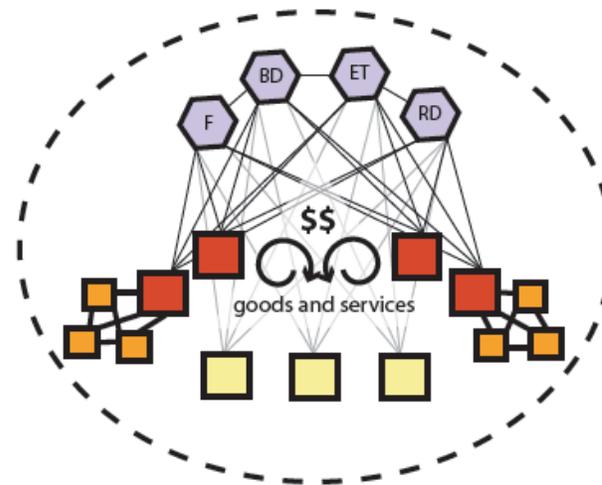


Mondragon: 1st Basque industrial group; 7^o in Spain





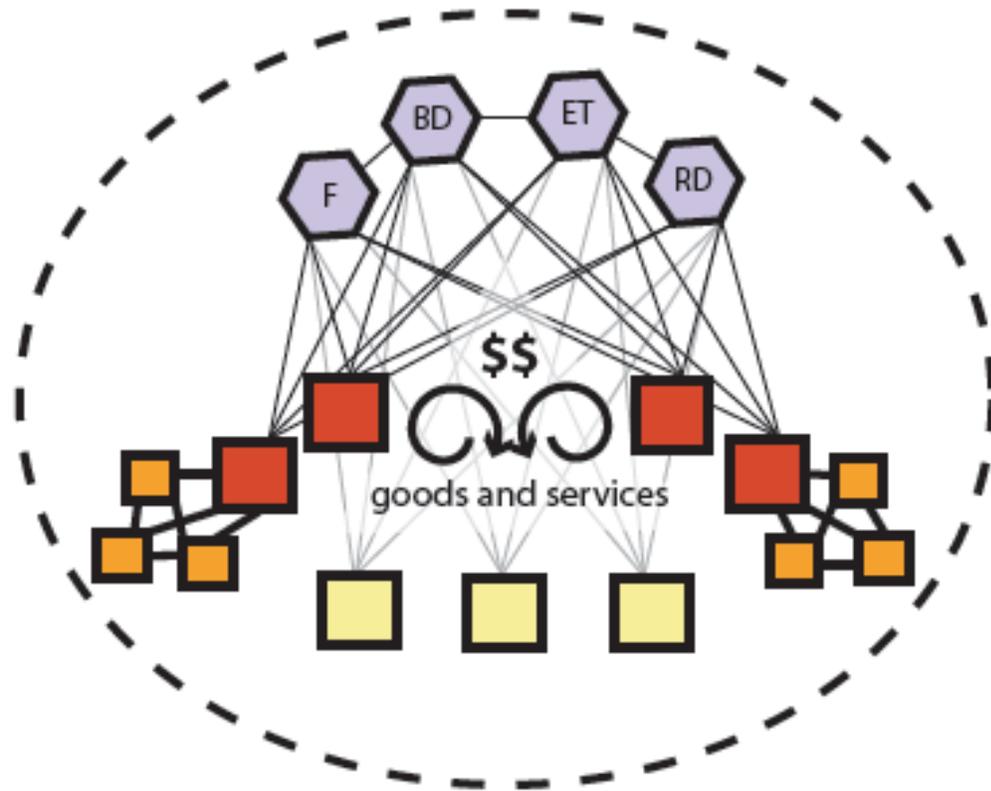
Cooperative Network Model of Endogenous Economic Development



LEGEND

- (dashed) Defined Geographic Area
- ⬡ (purple hexagon) Secondary Cooperatives or Institutions:
F = Finance
BD = Business Development
ET = Education/Training
RD = Research & Development
- ⬡ (red square) First generation cooperatives
- ⬡ (yellow square) Second generation cooperatives
- ⬡ (orange square) Spin-off Cooperatives
- ⬡ (cluster of squares) Cooperative Groups

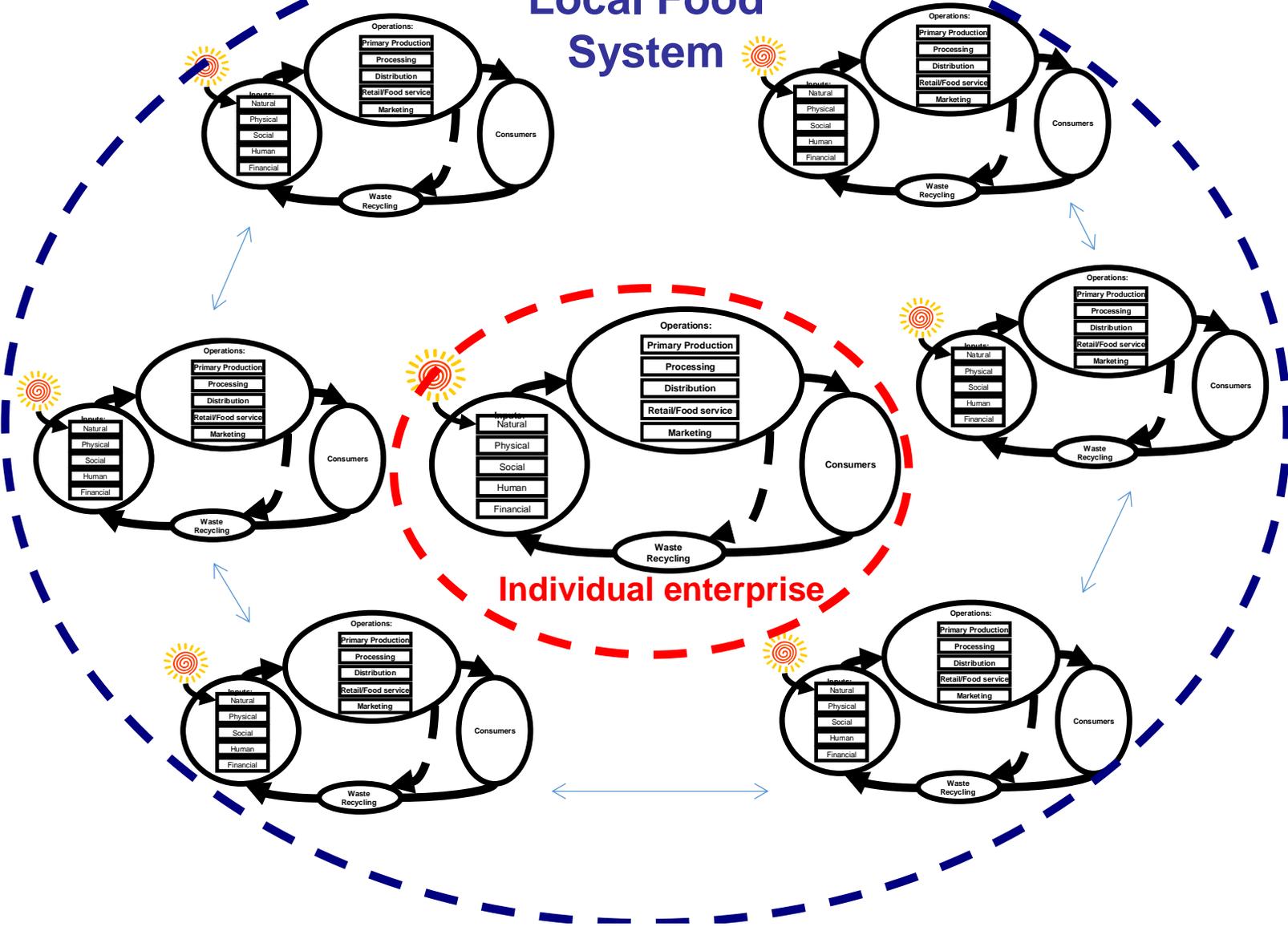
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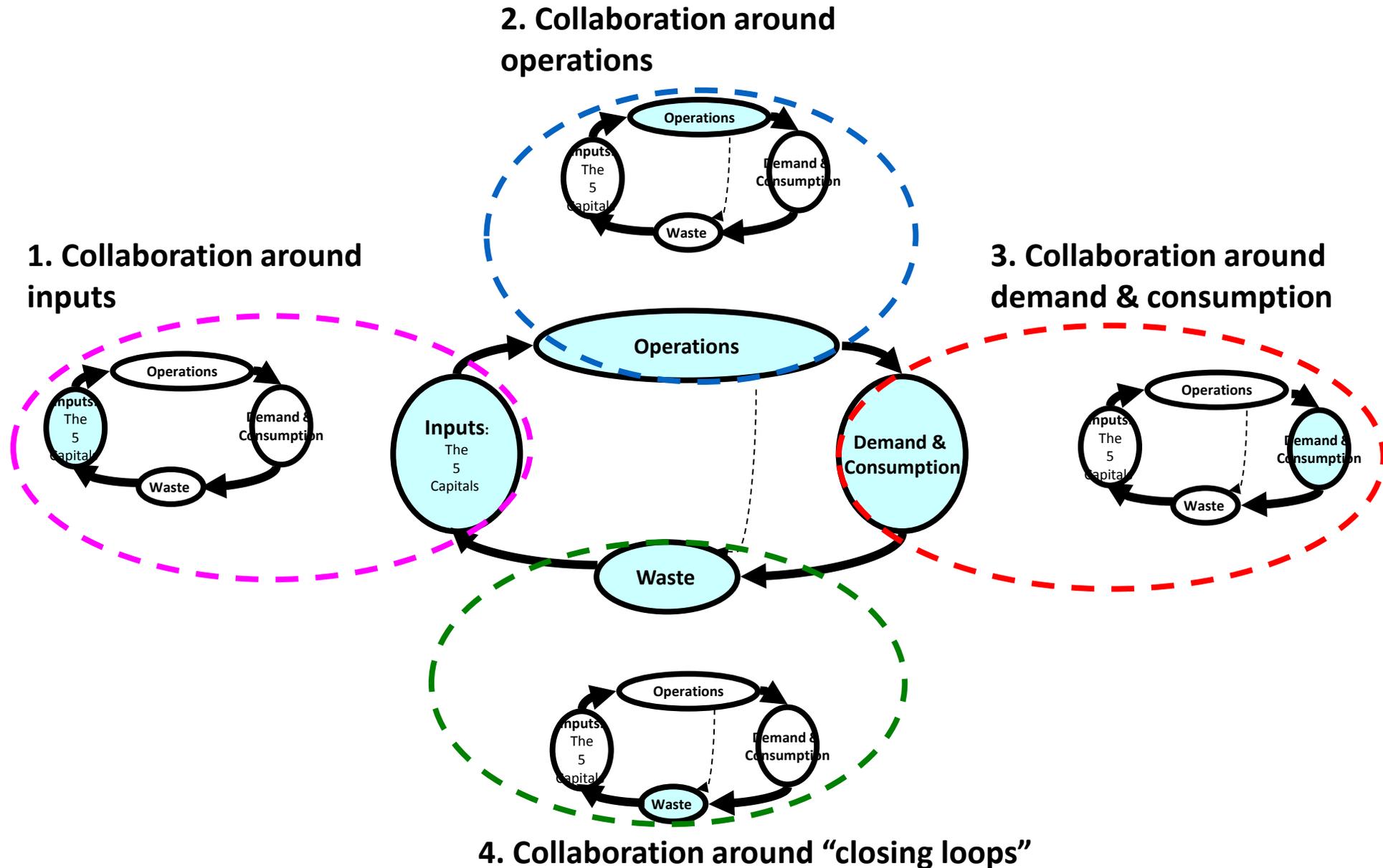
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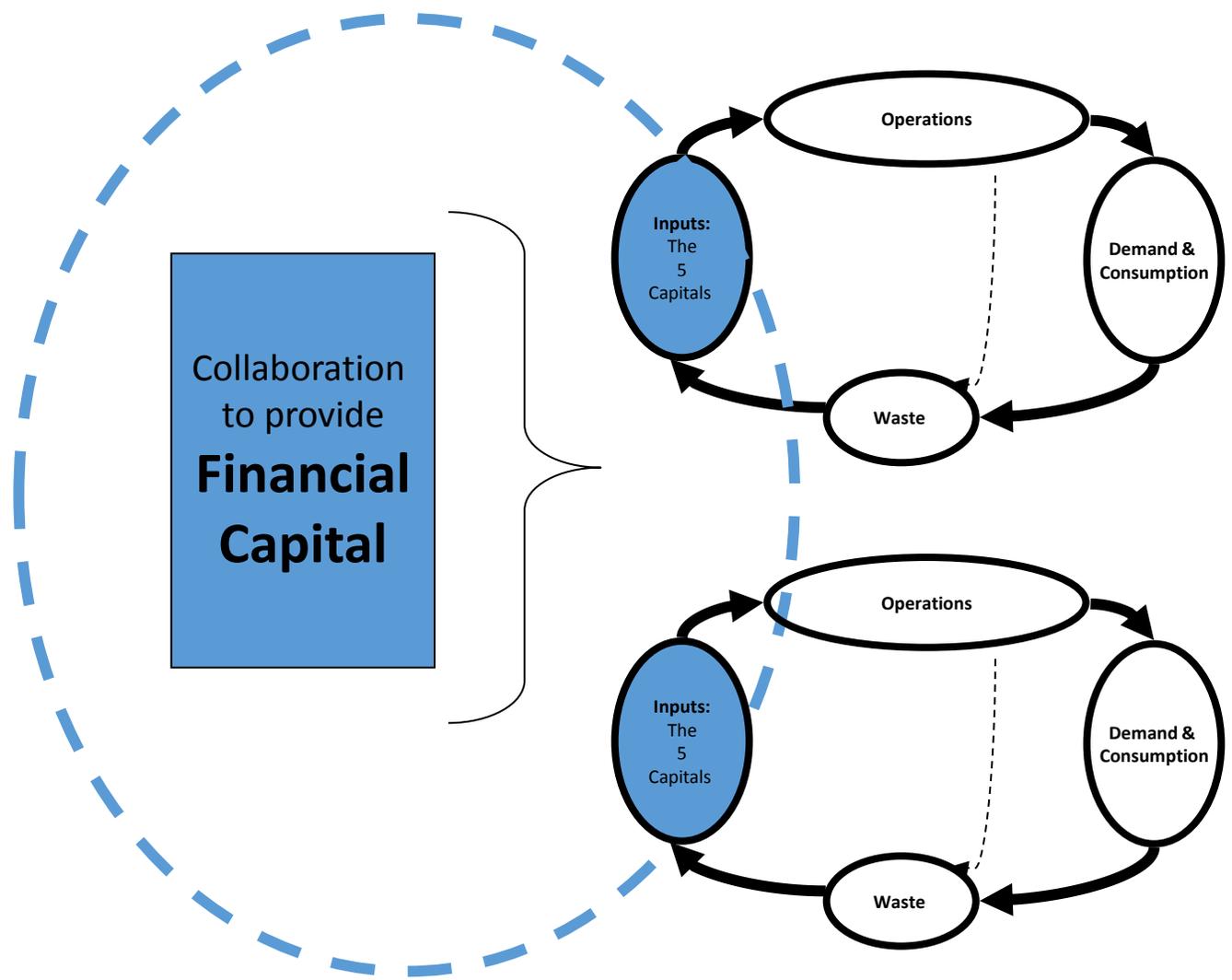
Local Food System



Linking with other enterprises in the local food system



1. Collaboration around resources



Wessex Community Assets

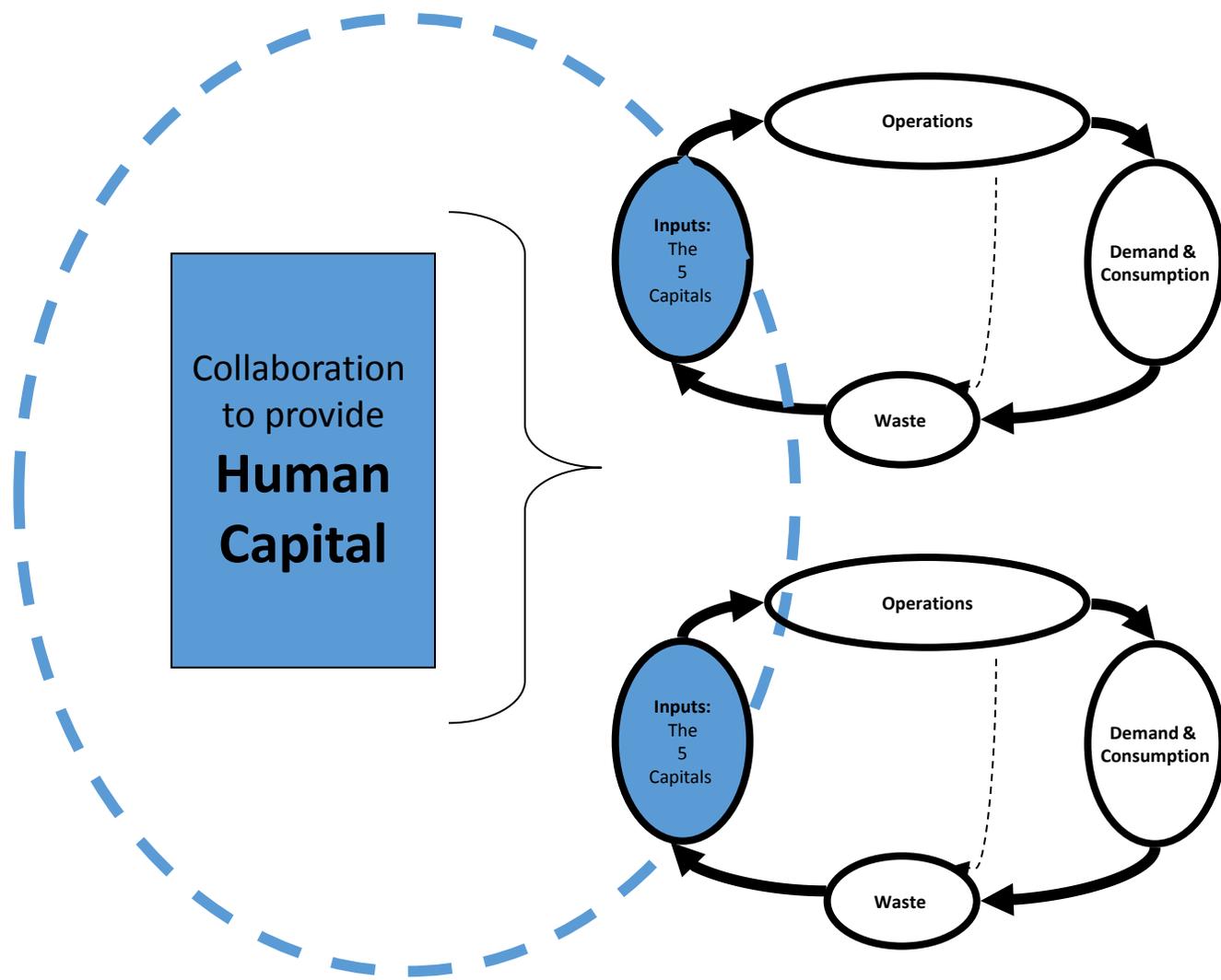
a secondary structure helping communities raise local finance through share issues and loans



£152,775 raised



£105,000 raised



Manchester Land Army



Offers a solution to a number of challenges faced by local organic growers including:

- Labour issues and costs for local growers at busy periods e.g. harvest time.
- Lack of skilled labour for illness and holiday cover.
- More growers are needed to meet future demand.
- Lack of a way into growing commercially for individuals.
- Lack of opportunity for practical involvement in sustainable food systems.

Growing Communities: Urban Apprentice Scheme

Growing Communities

Transforming food and farming through community-led trade



Home Organic box scheme Market Food growing Recipes About us FAQs Annual Report 2010/11 Blog

Home » Food growing » Volunteering » Urban Apprentices

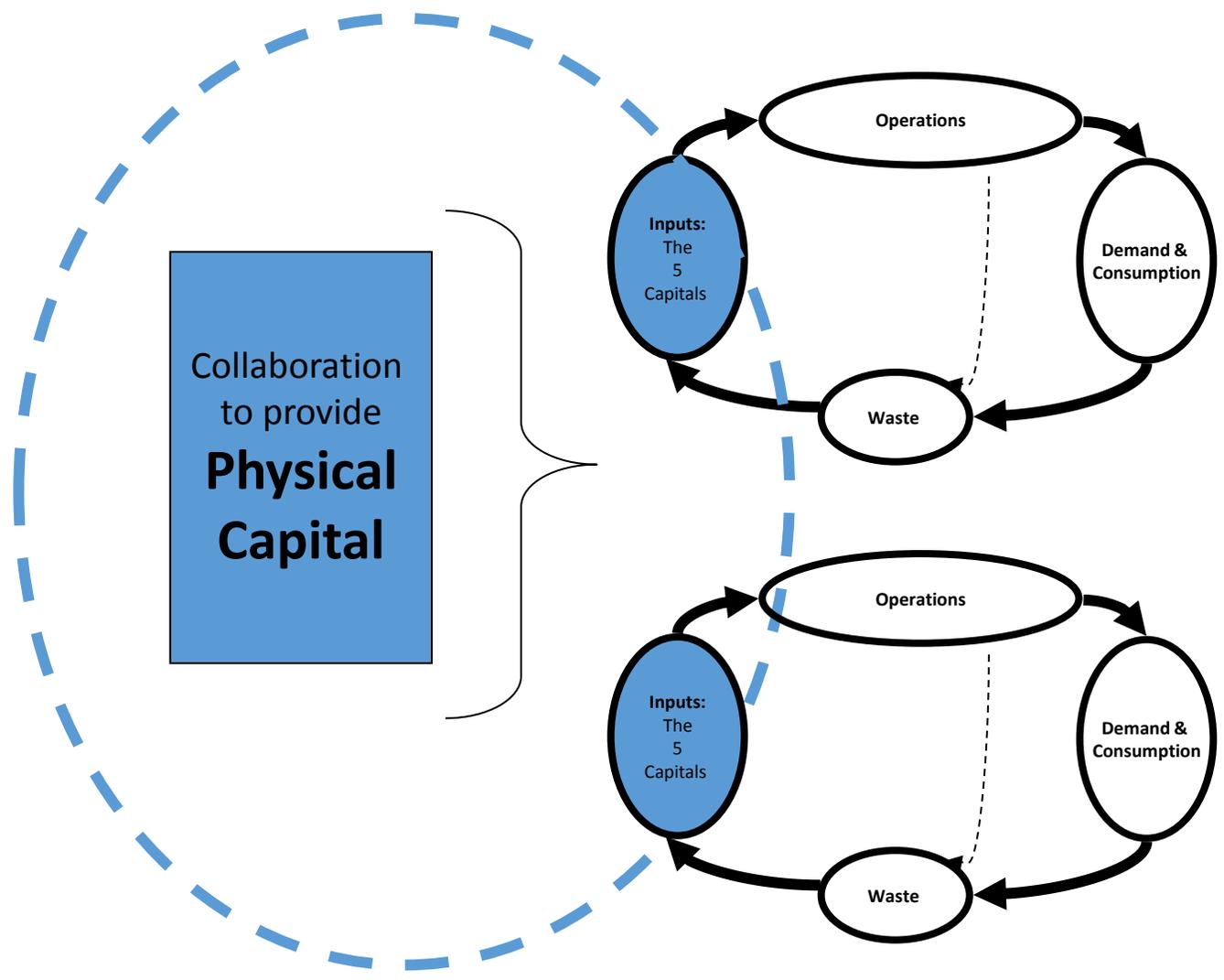
- Market gardens
- Volunteering
- Urban Apprentices**
- Patchwork Farm

Our Urban Apprentice scheme

One of the key challenges facing us in terms of creating a re-localised food supply, is the lack of skilled growers. Our Urban Apprentice scheme attempts to address this in an urban context.

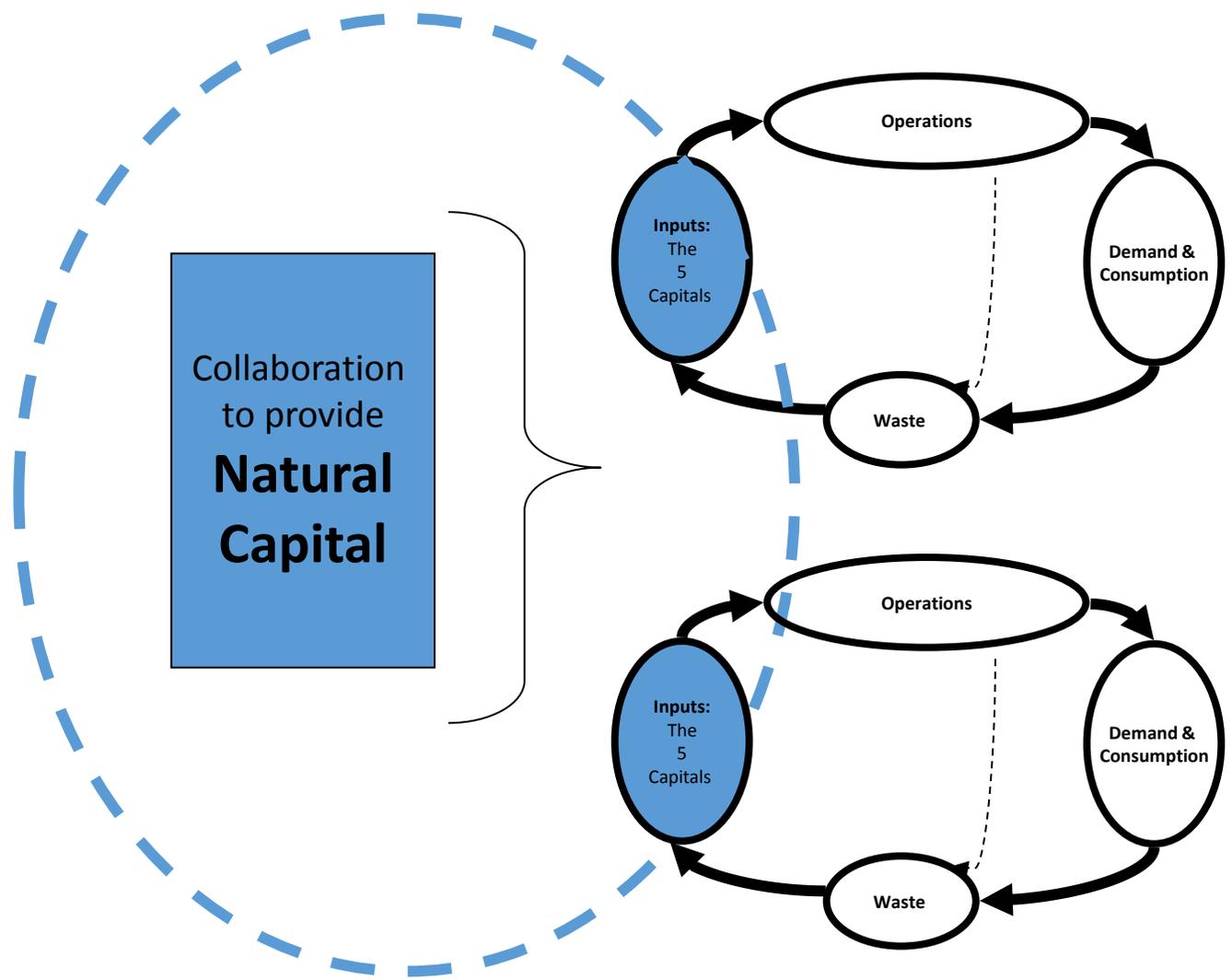
Growing Communities is helping to 'grow more growers' through our Urban Apprentice scheme. We take on four Urban Apprentices a year who spend a day a week working with Sara our grower receiving free training in organic growing. Since the scheme started in several ex-Apprentices have gone on to set up food growing projects of their own. Our current Urban Apprentices for 2011/12 are Julie, Jo, Jack and Shelagh. Our current grower Sara





Dorset Small Producers' Network – Processing Barn at Five Penny Farm





New ways of accessing land



Community Land Trust in the Southern Berkshires



[HOME](#) [ABOUT](#) [EVENTS](#) [PROPERTIES](#) [BOW WOW FARM](#) [MEMBERSHIP](#) [RESOURCES](#) [CONTACT US](#)

Farmland Access Symposium

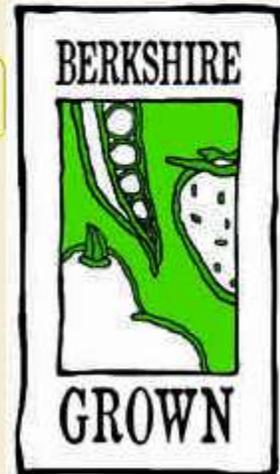
Saturday, April 12, 10:00 am to 2:00 pm

Let's put more farmers on the land and more land into farming!

Berkshire Athenaeum (Pittsfield's Public Library), One Wendell Avenue, Pittsfield

Lunch will be served + Advance registration required + Space Limited

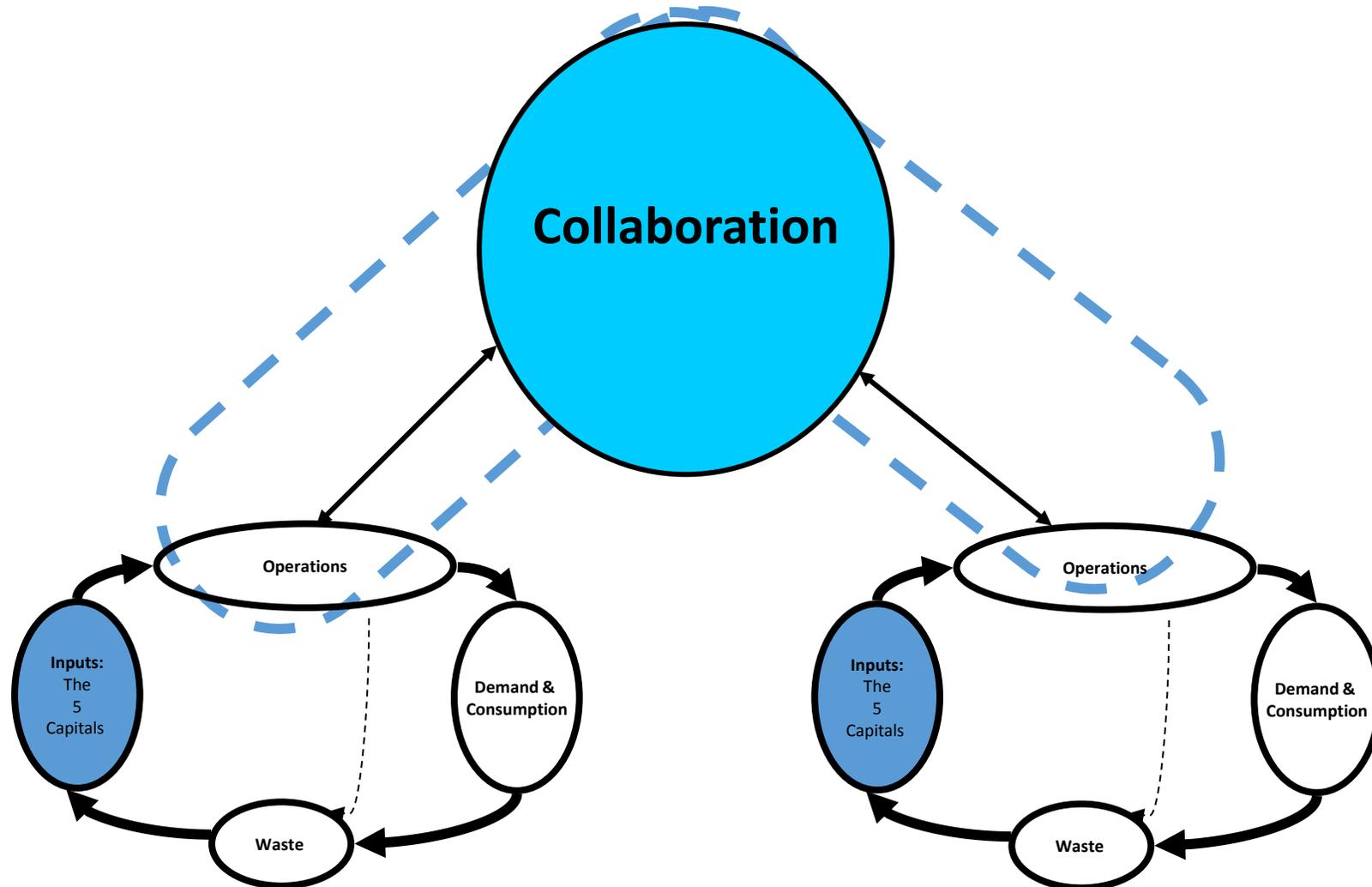
Berkshire Grown and Community Land Trust in the Southern Berkshires are convening a conversation among people and organizations working in the Berkshires to put more farmers on the land and more land into farming. We believe access to affordable farmland is critical to our food security and the sustainability of our economy. We would like to discuss with you how you can build a more secure land base for



Greater Berkshire Agriculture Fund
in affiliation with

THE carrot

2. Collaboration around operations



2. Collaboration around operations

There are different strategies which can be employed:

- Dissemination / sharing learning
- Social franchising or licensing
- Spin offs
- Secondary structures
- Joint ventures

Dissemination

Unicorn Grocery: “Grow A Grocery” Guide



about us | produce | ethics | recipes | jobs | contact us | search site | home

page finder I'm looking for...

GROW A GROCERY

There's no doubt that the food system needs improving. Unicorn has succeeded in carving out a genuine alternative to the supermarket for its local community, but shopping options remain sadly limited for much of the UK. We think there's room for a Unicorn-type store in every city, and perhaps more besides. We have no plans to expand outside the one shop, so we've put together a guide intended to help facilitate the emergence of new stores run on similar lines all over the UK.



Starting a new business is a daunting process, and starting a new food business in this era of supermarket dominance is perhaps even more so. We have put together a guide based on the model Unicorn has tried & tested since 1996, designed to assist in the establishment of new wholefood co-operatives. The 'Grow a Grocery' guide walks potential grocers through all areas of the business, in the hope that it will make starting a new shop an easier process and help existing shops

[Download the Grow a Grocery Guide](#)



Additional Resources

* = On application only

People

- [Rotas](#)
- [Teams List](#)

Planning

- [Prehistory](#)
- [Chronology](#)
- [Prospectus 1996](#)

Produce

- [Statistics](#)
- [Supplier List *](#)
- [Wholesalers](#)
- [Packaging](#)

Practical Resources

Social Franchising & Licensing:

Growing Communities – Start Up Programme

Growing Communities *start-up programme*
Transforming food and farming through community-led trade

Home What is GC? ▾ The model The programme ▾ **Get involved ▾** Members

Home » Start-up Programme » Get involved

So what next?
Sign up for news

How you can get involved



If you are interested in setting up a community-led box scheme using the **Growina**



Sign up here to receive news by email



Spin offs: Mondragon, Spain

84,000 employed in
256 co-operatives

Supported by Mondragon Co-operative Corporation



Eroski Supermarkets

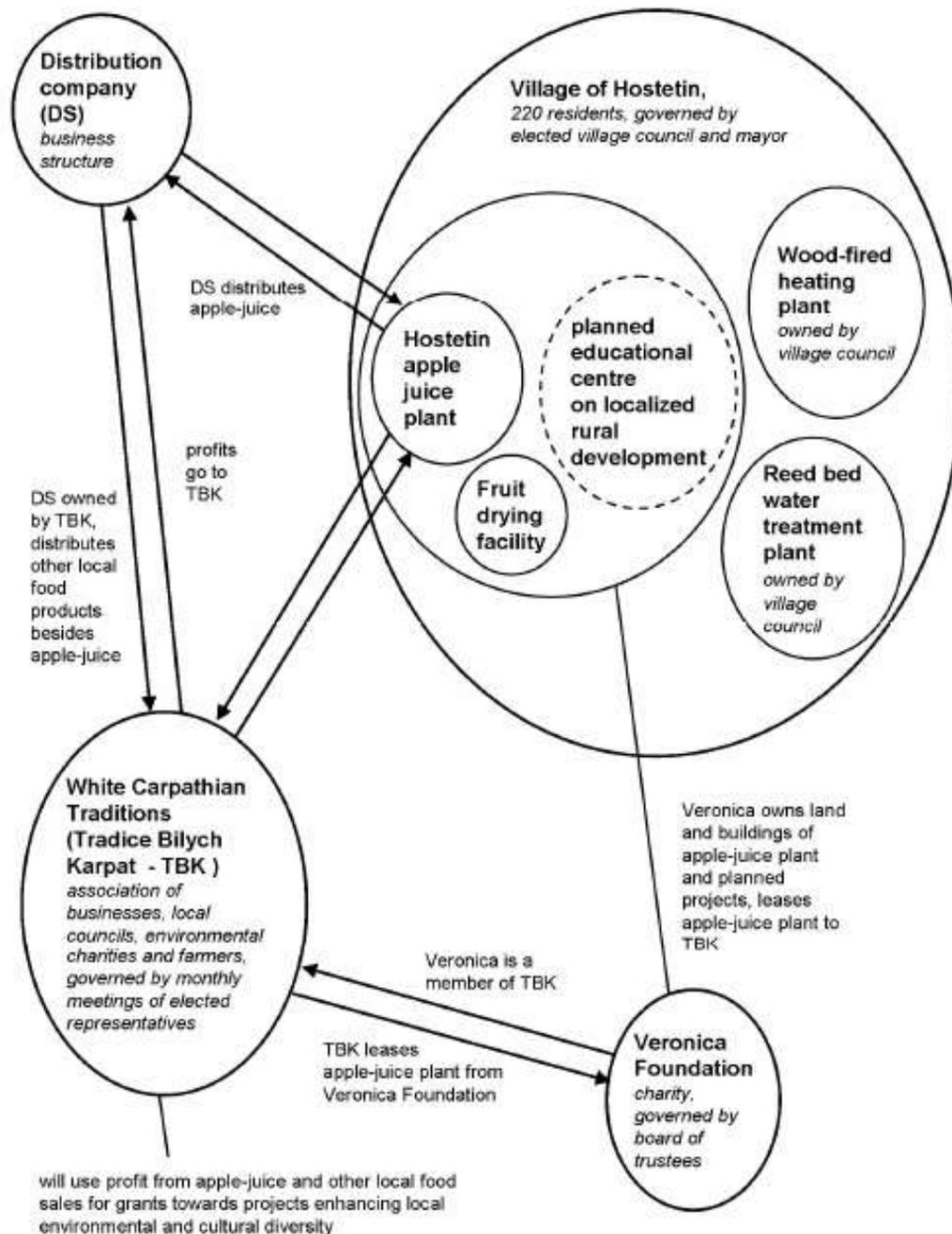


A05-673893 - © - Gonzalo Azumendi

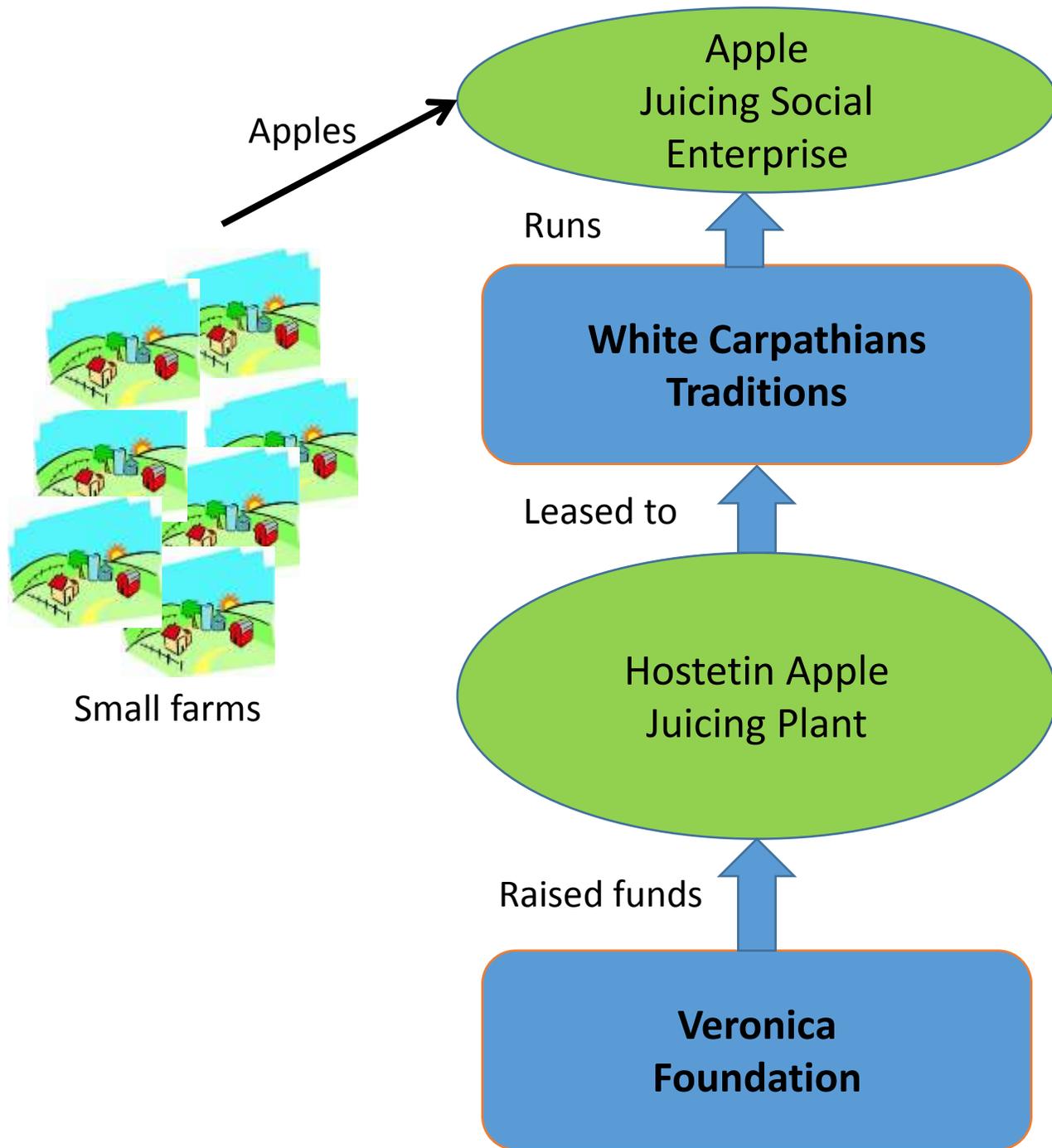
Secondary Structure:

Hostetin Apple Juicing Plant, Czech Republic

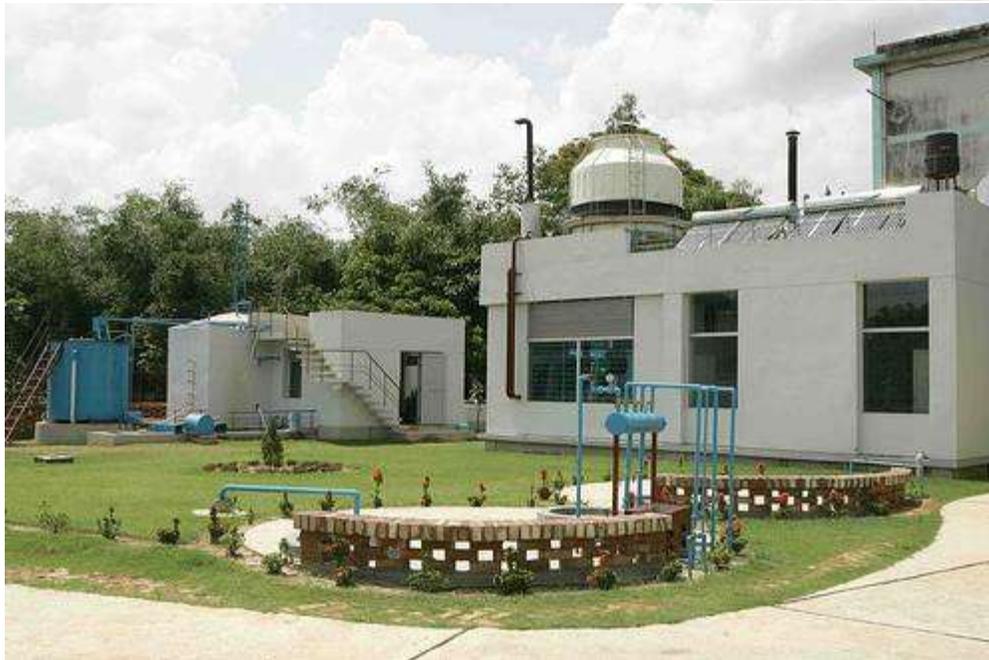




will use profit from apple-juice and other local food sales for grants towards projects enhancing local environmental and cultural diversity

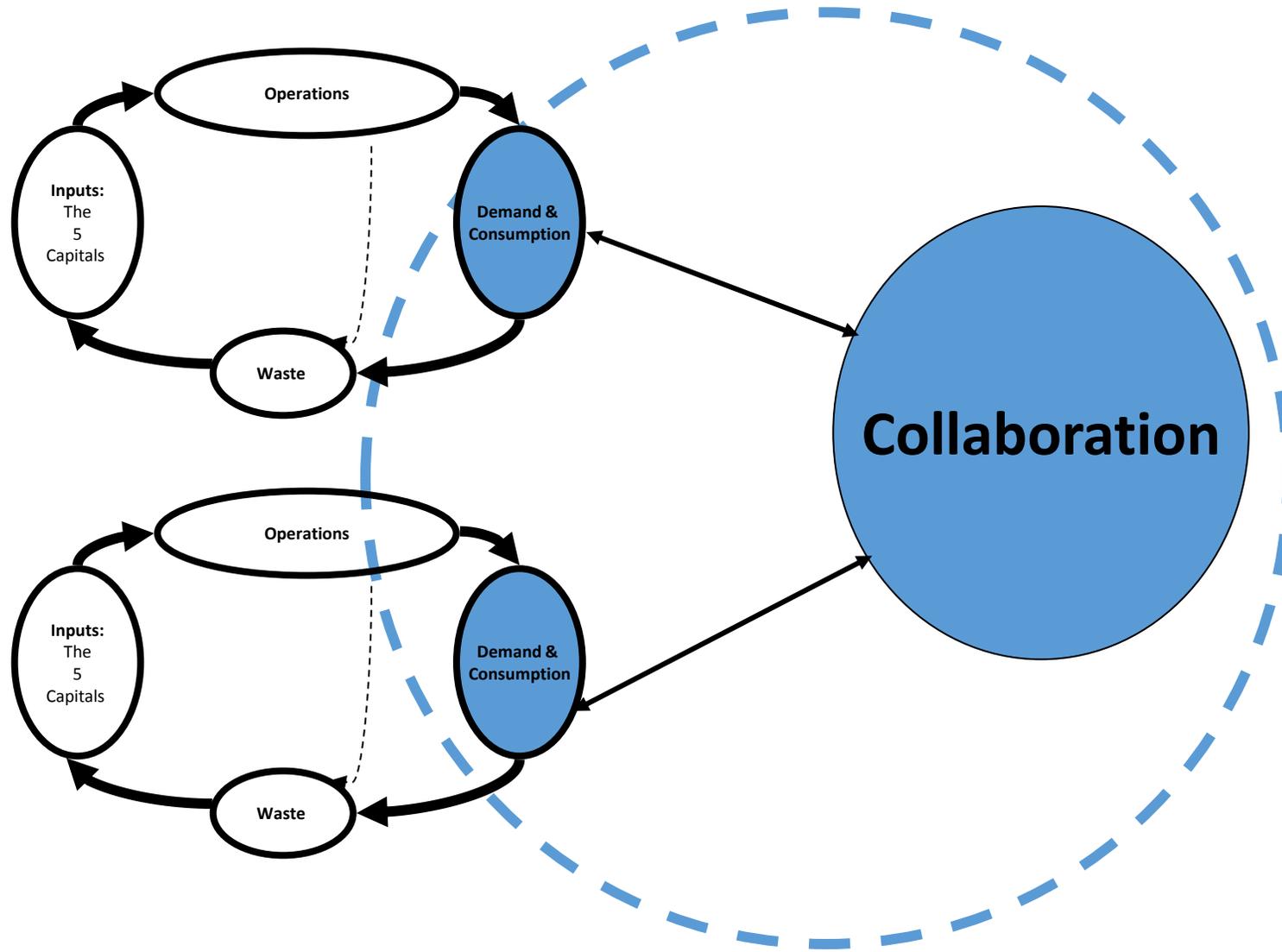


Joint Venture: Grameen – Danone Yogurt Business



Grameen-Danone Shoktidoi
yogurt factory in Bangladesh

3. Collaboration around consumer engagement



Farmers' Markets

- a collaborative marketing mechanism



Taste Tideswell:

Using branding to promote local producers



Colne-U-Copia



MANCHESTER
Veg people

MANCHESTER'S FAIREST FOOD...

Keeping it fresh, organic & local



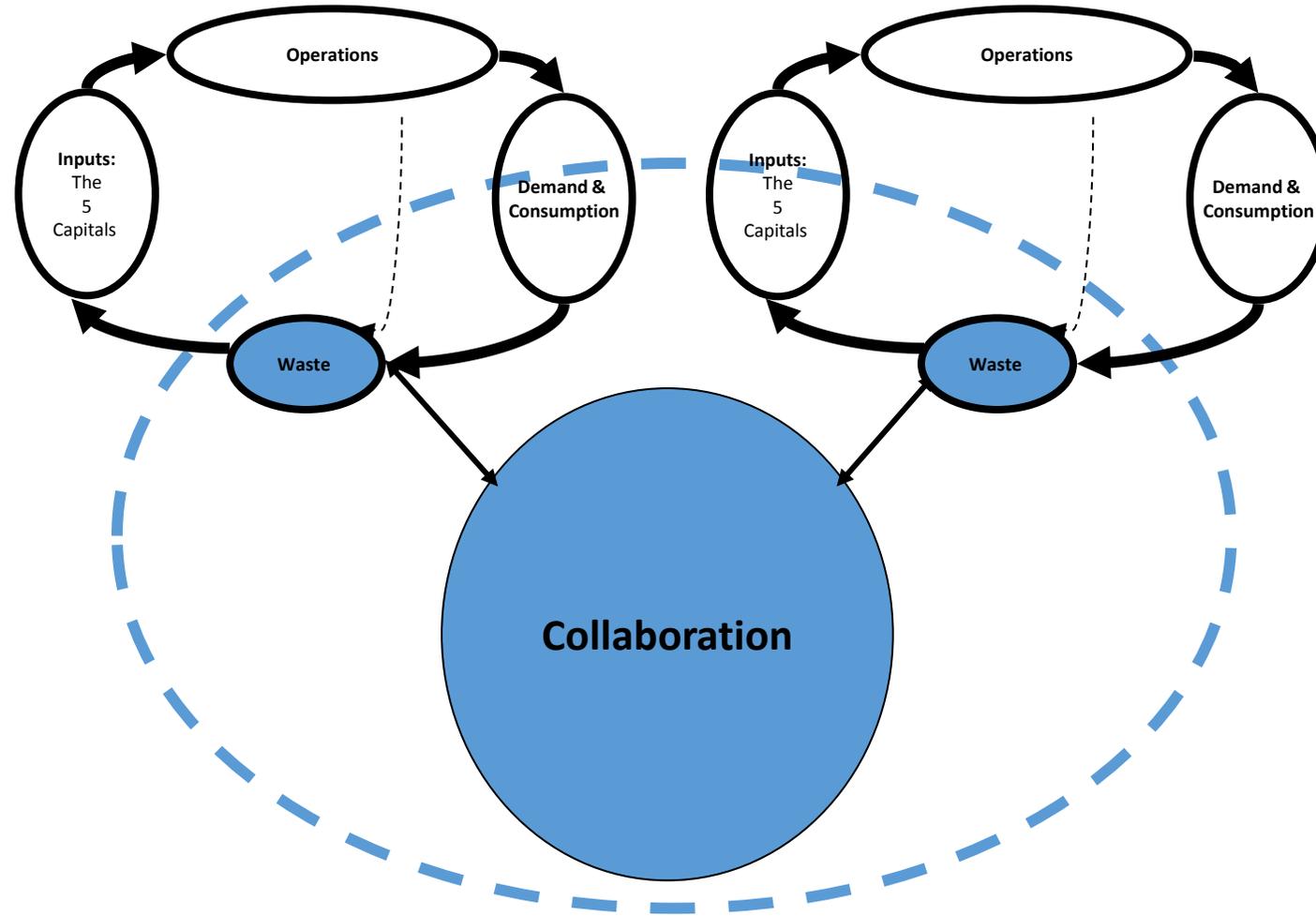
We are Manchester Veg People

We are something new. A co-operative of Greater Manchester Organic growers and restaurants working together to provide fresh, seasonal food of the highest possible quality.

Bringing consumers into the system

- Consumers can provide more than just cash.
- They can become part of the “social capital” of the organisation – as members or supporters.
- They can provide loans and equity:
 - Real Food Store (community shares)
 - Unicorn & Glebelands (loan stock)
- They can provide human resources:
 - Village shop volunteers
 - Non-executive directors

4. Collaboration around “closed loop” cycles



Cwm Harry Land Trust and Anaerobic Digestion: Collaborating to create “closed Loop” processes

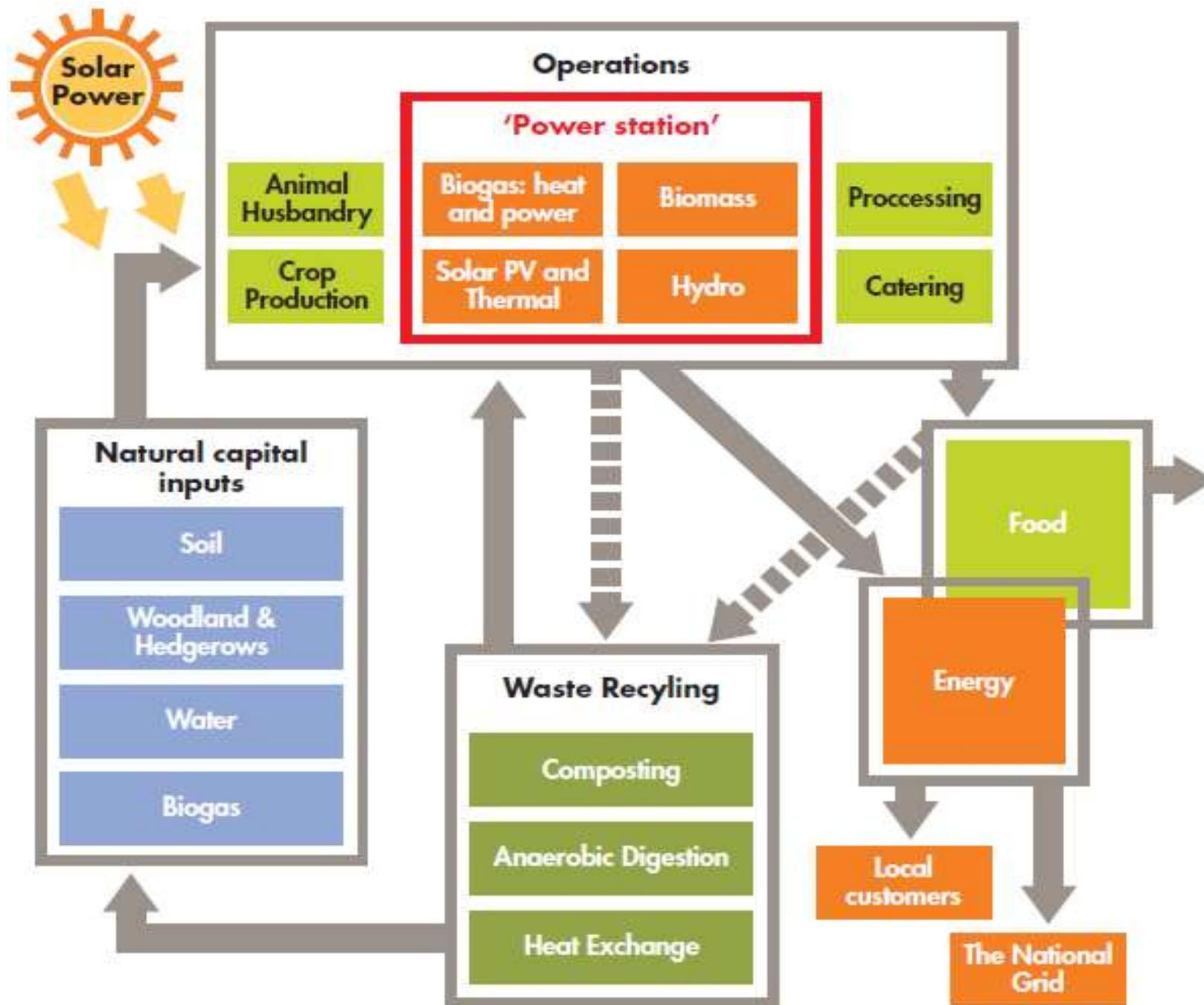


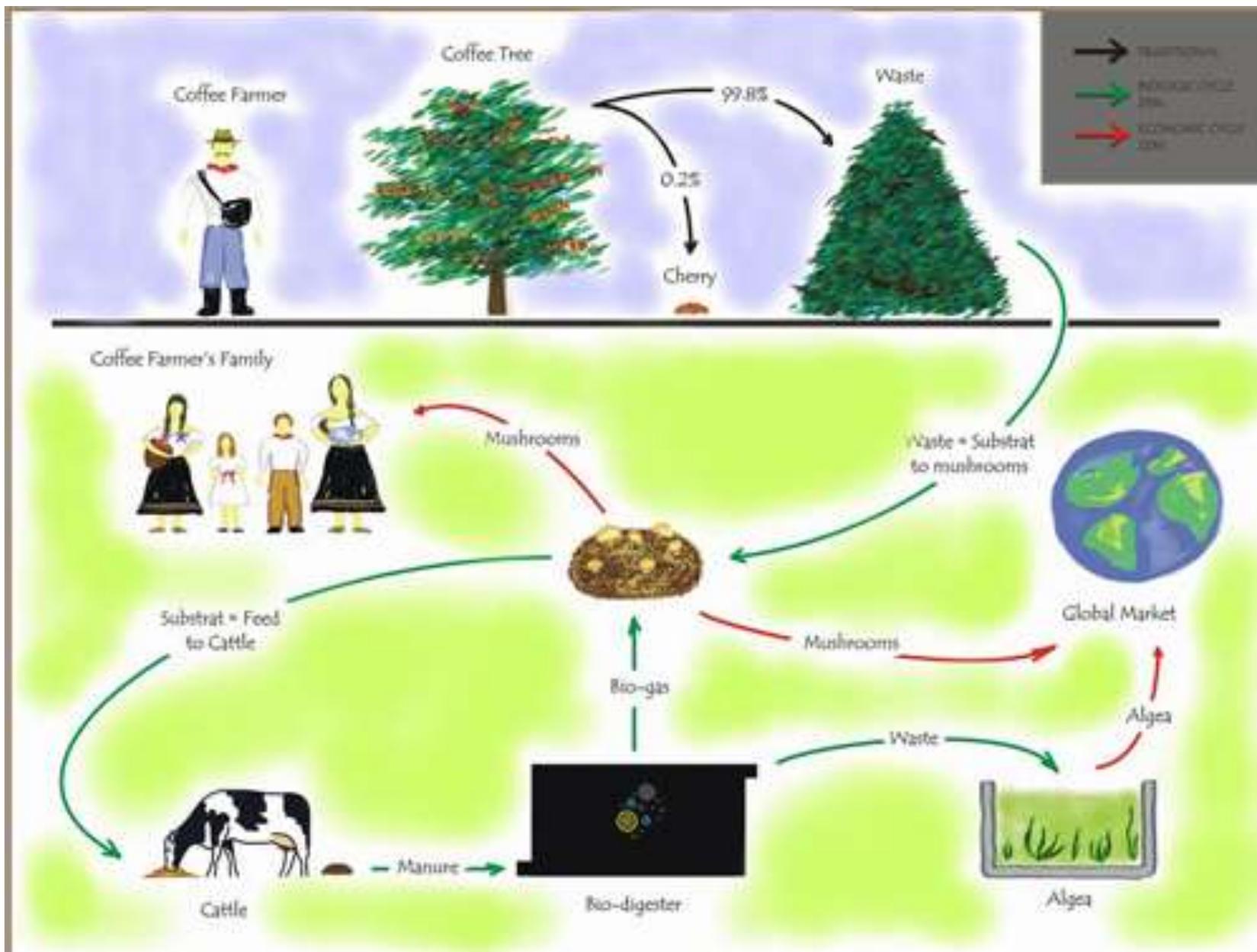




The AD system installed at Trill. The digester on the right is of 220 litres capacity, the bladder (behind the sun screen) a nominal 3 cu M, and the pv station 380 Wp.

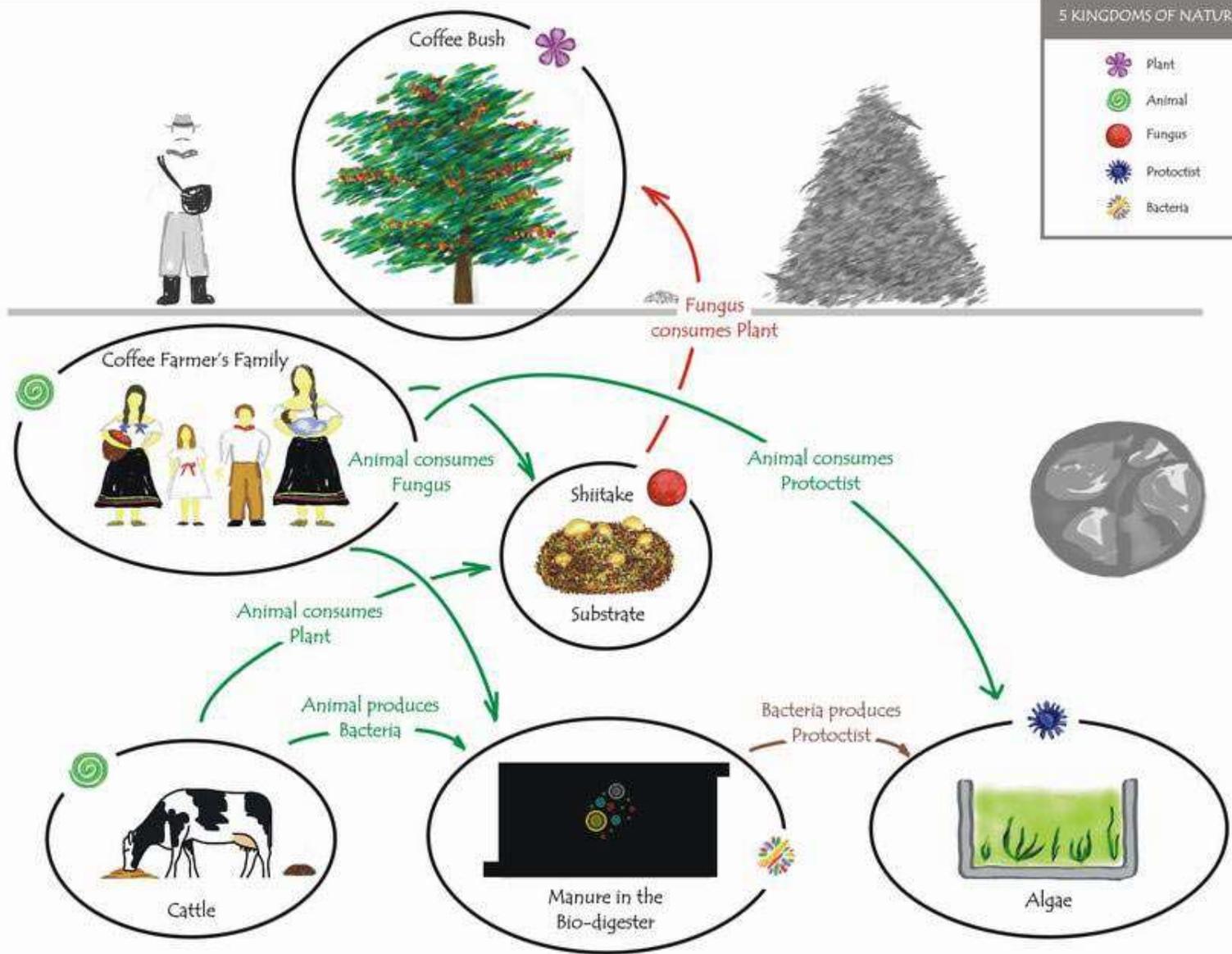






zeri Coffee System

- Plant
- Animal
- Fungus
- Protoctist
- Bacteria



Mushrooms from Coffee Grounds?



1 Scale of waste..

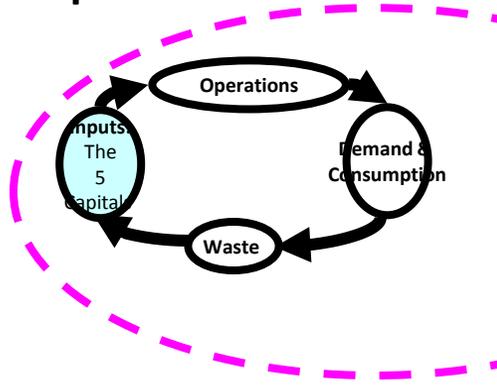
Worldwide more than 1.6 billion cups of coffee are drunk each

2 Sustainability of the GroCycle solution

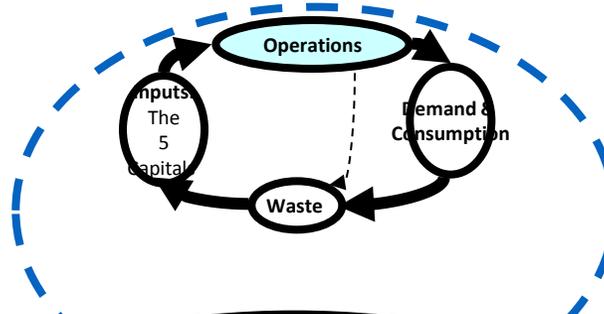
- Reuse of energy:

Collaboration in local food systems

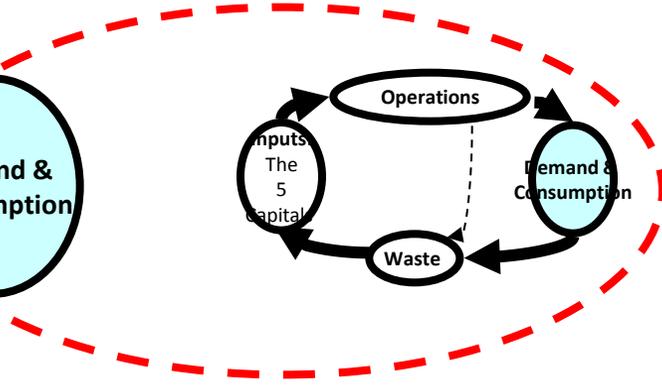
1. Collaboration around inputs



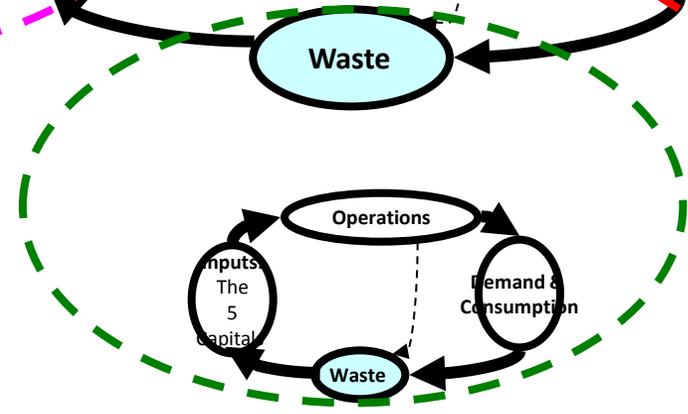
2. Collaboration around operations



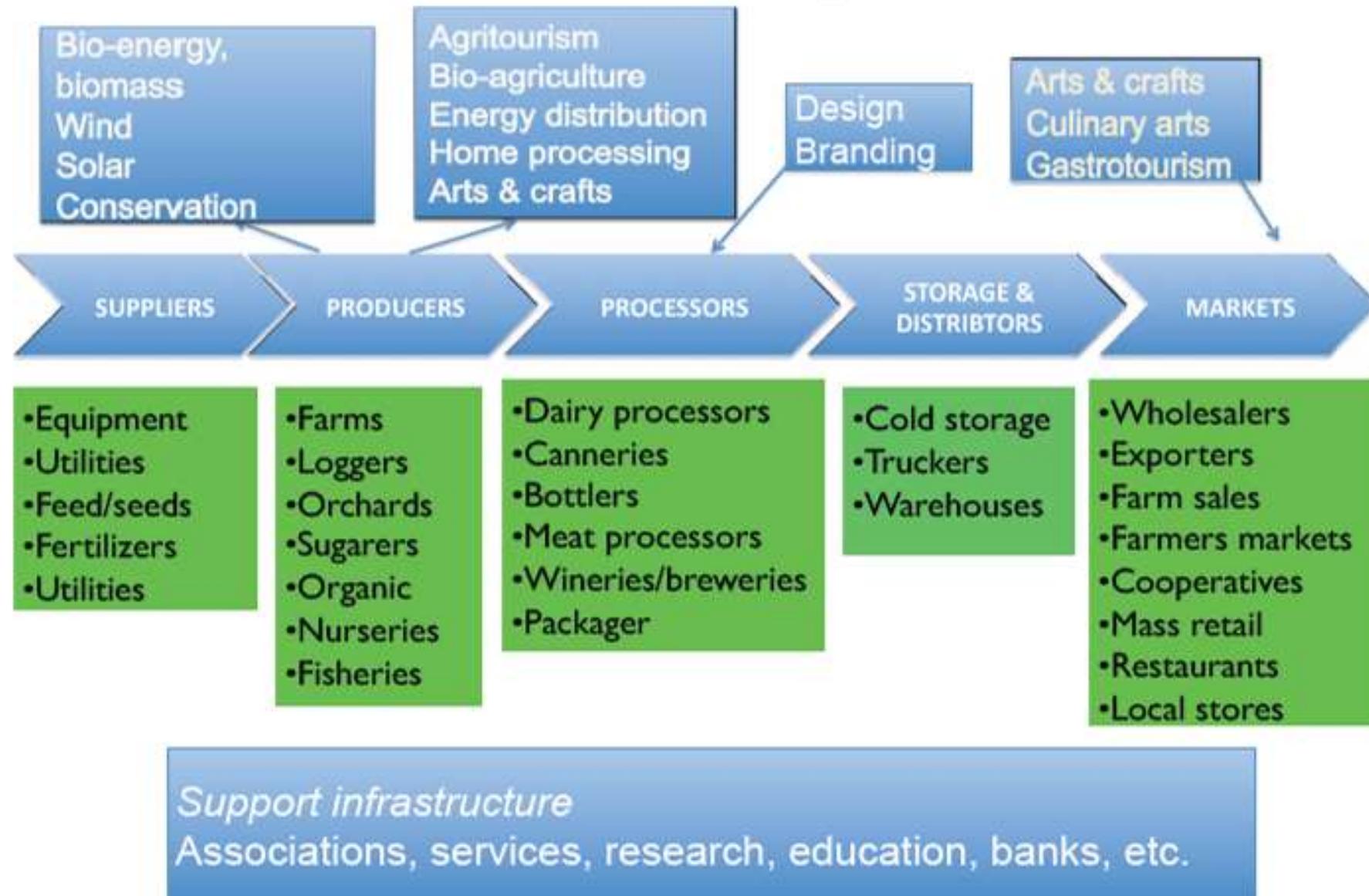
3. Collaboration around demand & consumption



4. Collaboration around "closing loops"



Sustainable Food Systems Cluster



Patricia Shaw

We are used to thinking/seeing/experiencing in terms of a world of separate THINGS apart from ourselves that need to be managed.

- *Things* are clearly defined, identifiable, separate, bounded, stable, graspable, measurable, countable entities.
- They may be material *things* or intangible conceptual *things* such as organisations, jobs, managers, systems, leaders, resources, strategies, plans, goals, targets, budgets, meetings, cultures, visions.....
- Such *things* can be connected, arranged, ordered, organised *by design* into structures.
- Such ordering connections are *universal, linear, rational, sequential, predictable, neutral*.

Complexity invites us to think/see/experience in terms of a world of **PATTERNED FLOW** in which we are inextricably immersed.

- This dynamic flow is not uniform but patterned as events and activities emerging in webs of interdependent relating.
- Patterning (irregular regularities) emerges spontaneously through self-organisation at many scales simultaneously.
- Such self-patterning processes are local, reciprocal, non-linear, lateral, unpredictable, improvisational in which both individual and social identities are emerging simultaneously.
- Continuity and change are emerging simultaneously as exploration of the adjacent possible with all its creative / destructive potential.



<https://www.youtube.com/watch?v=eakKfY5aHmY>

