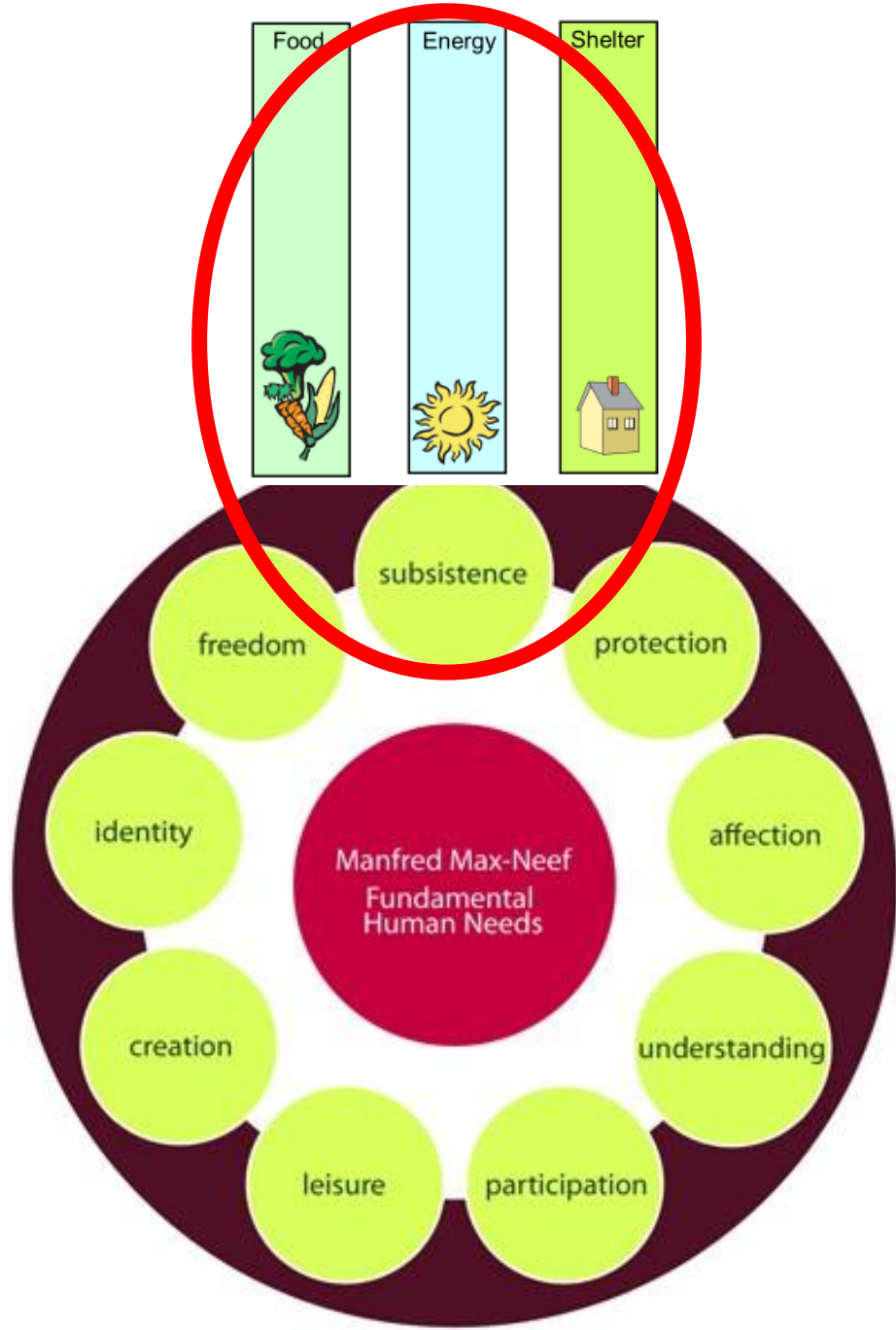


Developing an Eco-social Enterprise

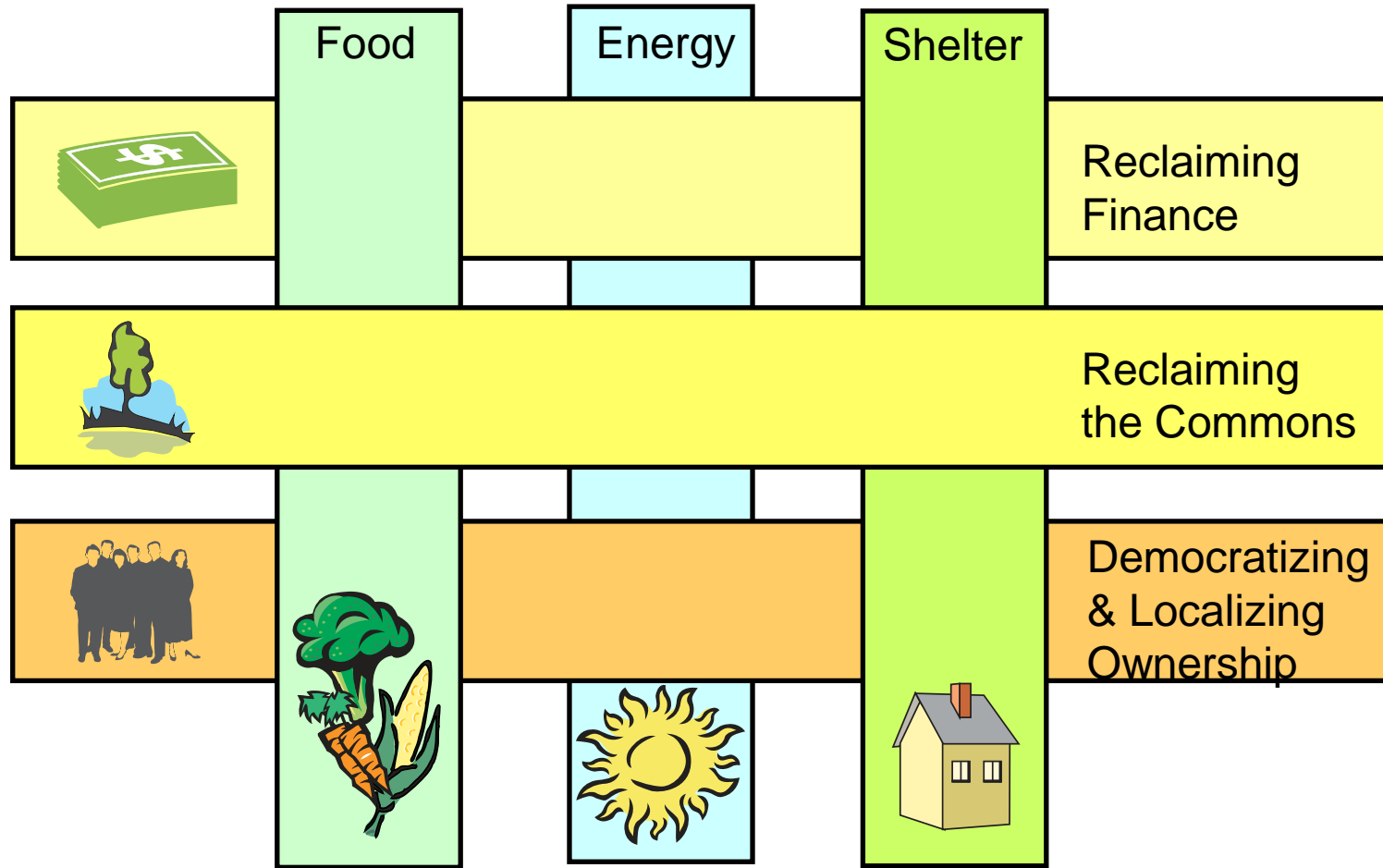
Session 2

Wednesday, 11 May, 2021

Tim Crabtree, Wessex Community Assets & Plymouth University



SATISFIERS



ENABLERS

Systems thinking

Question:

What is a “system”? Can you give an example?

WASHING SOCKS



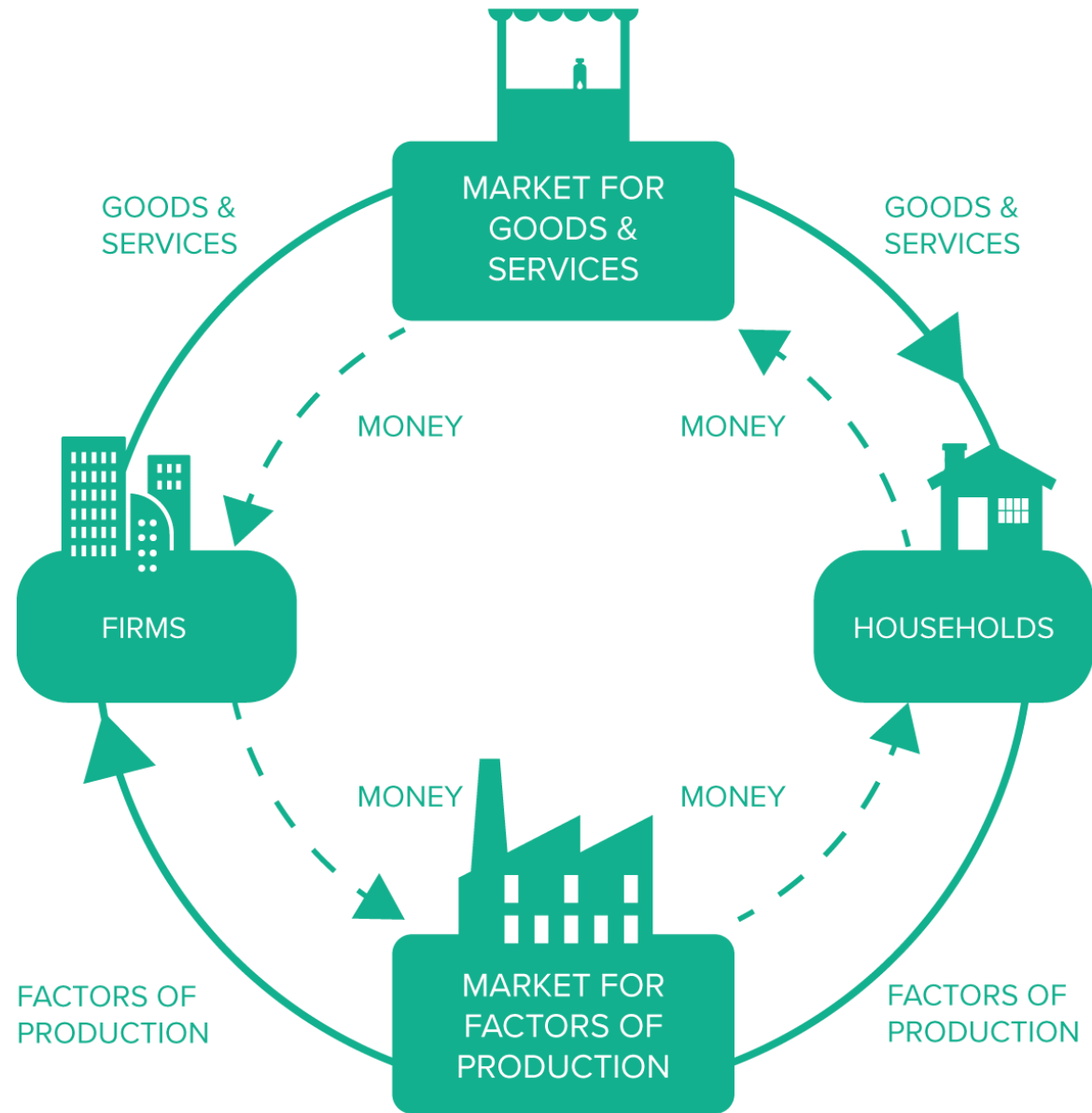
INPUT

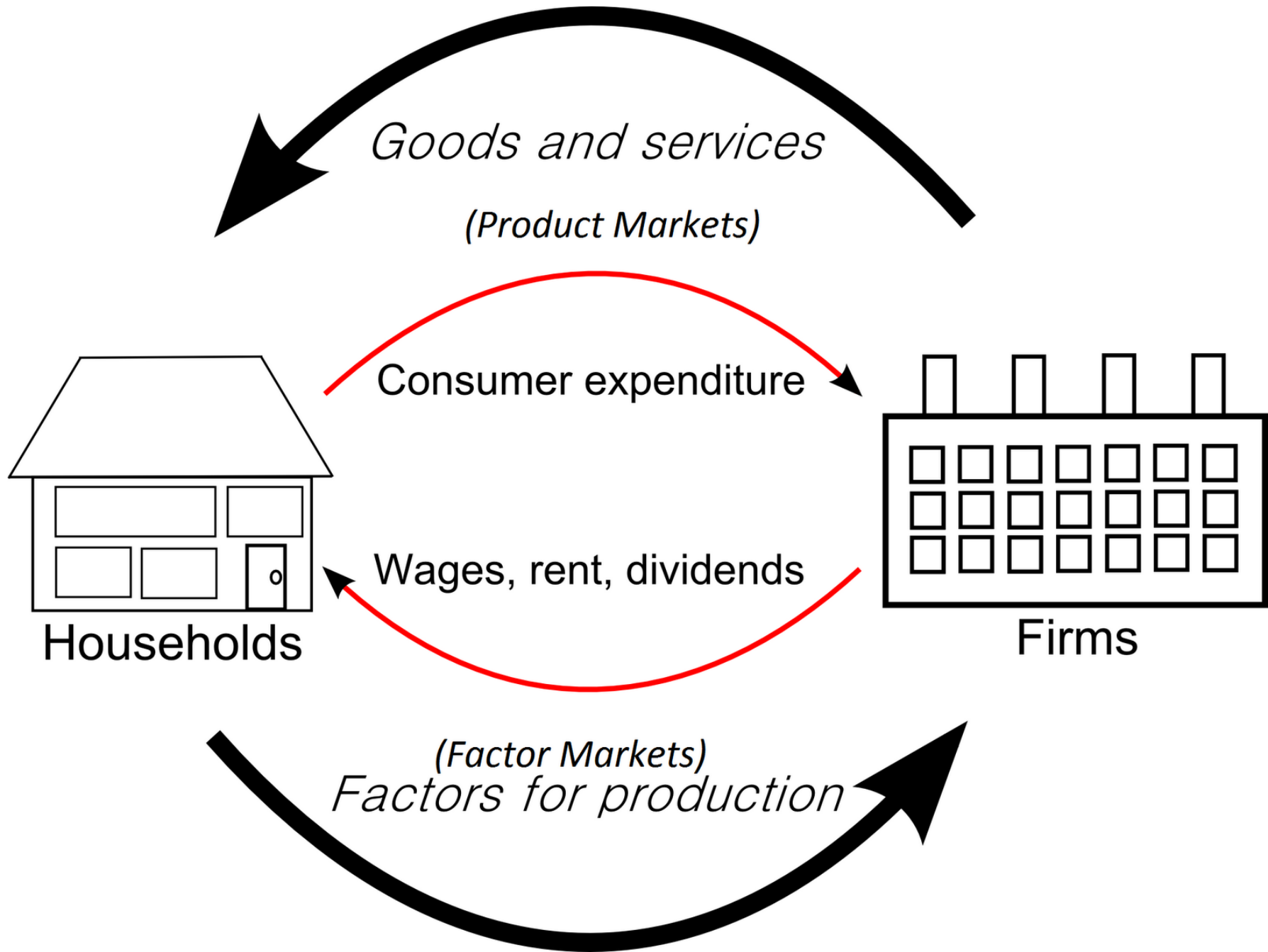


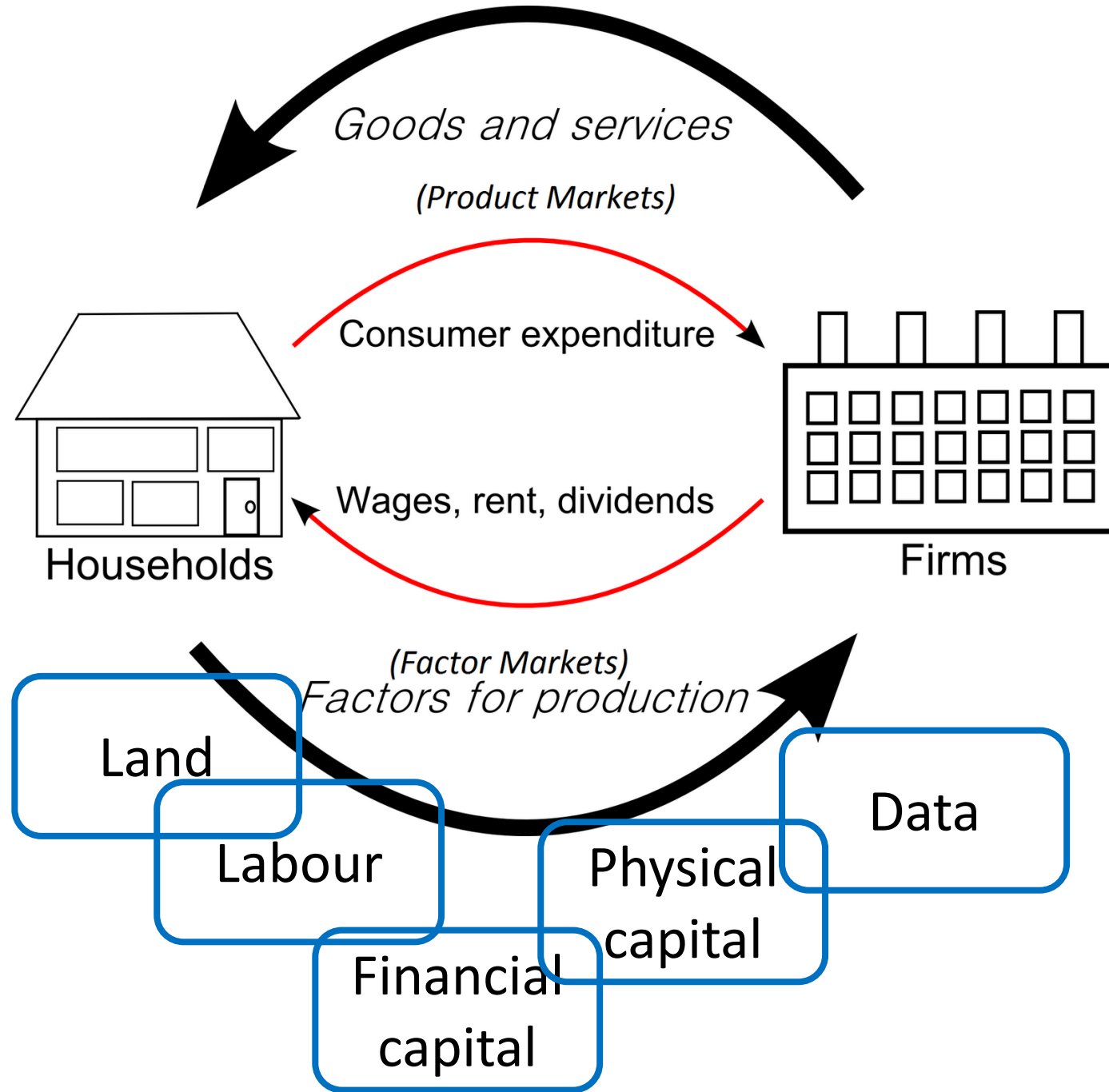
OUTPUT



OPERATION

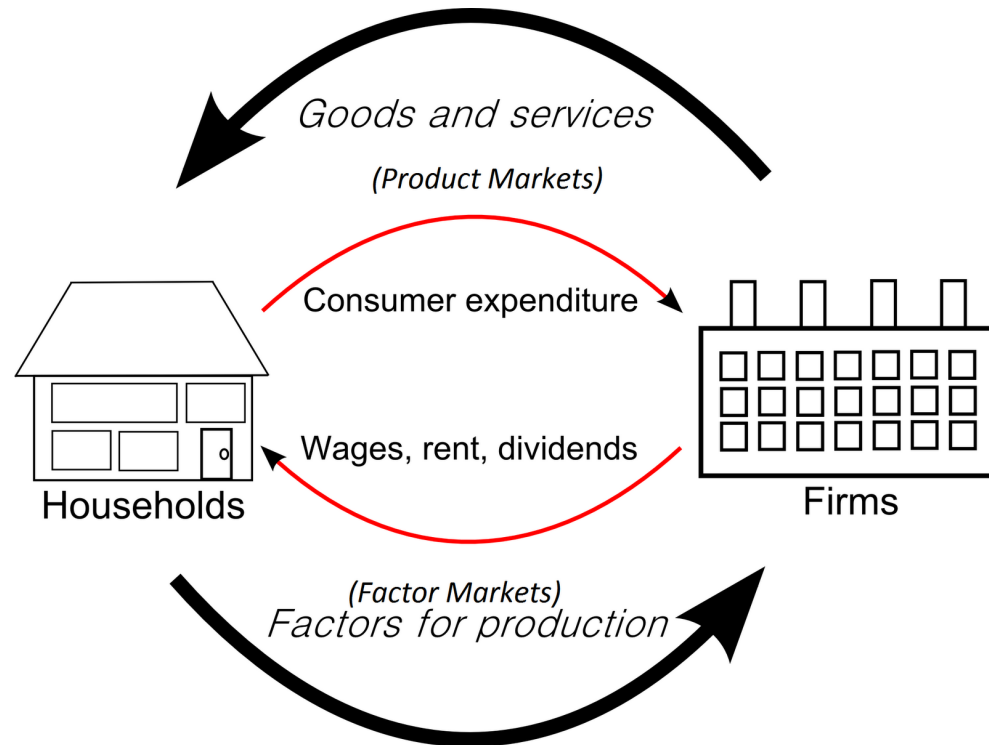






In the chat, please write the eco-social enterprise which you will be developing through the course

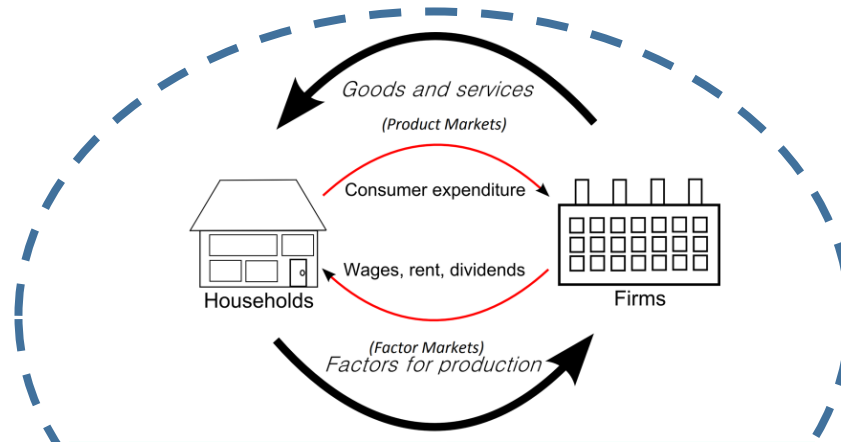
Why does this diagram not represent the economy? How would you amend it?





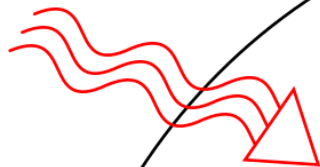
capitalist enterprise
commodity markets
wage labor

language
compost
community gardens
barter
soil nutrition
informal loans
love
occupation
respiration
free schools
parenting
worker cooperatives
gifts
oral traditions
gathering
metabolism
community supported agriculture
farmer's markets
housework
self-employment
intentional communities
DIY
community land trusts
grow-your-own
gleaning
housing cooperatives
credit unions
photosynthesis
non-profit
sliding-scale pricing
theft (re-appropriation)
community financing
commons
hunting
barnraising
lending & borrowing
elder care
community currency
collective ownership
breastfeeding
hunting & gathering
fair trade
open-source
childbirth
family
scavenging
consumer cooperatives
libraries
imagination



The Earth's biosphere

Solar energy



Natural resources

Waste assimilation

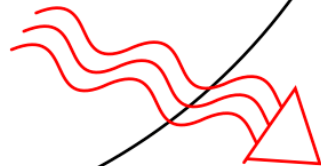
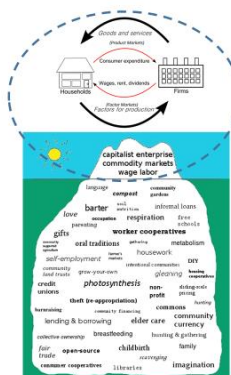
Energy

Degraded energy

Materials

Degraded materials

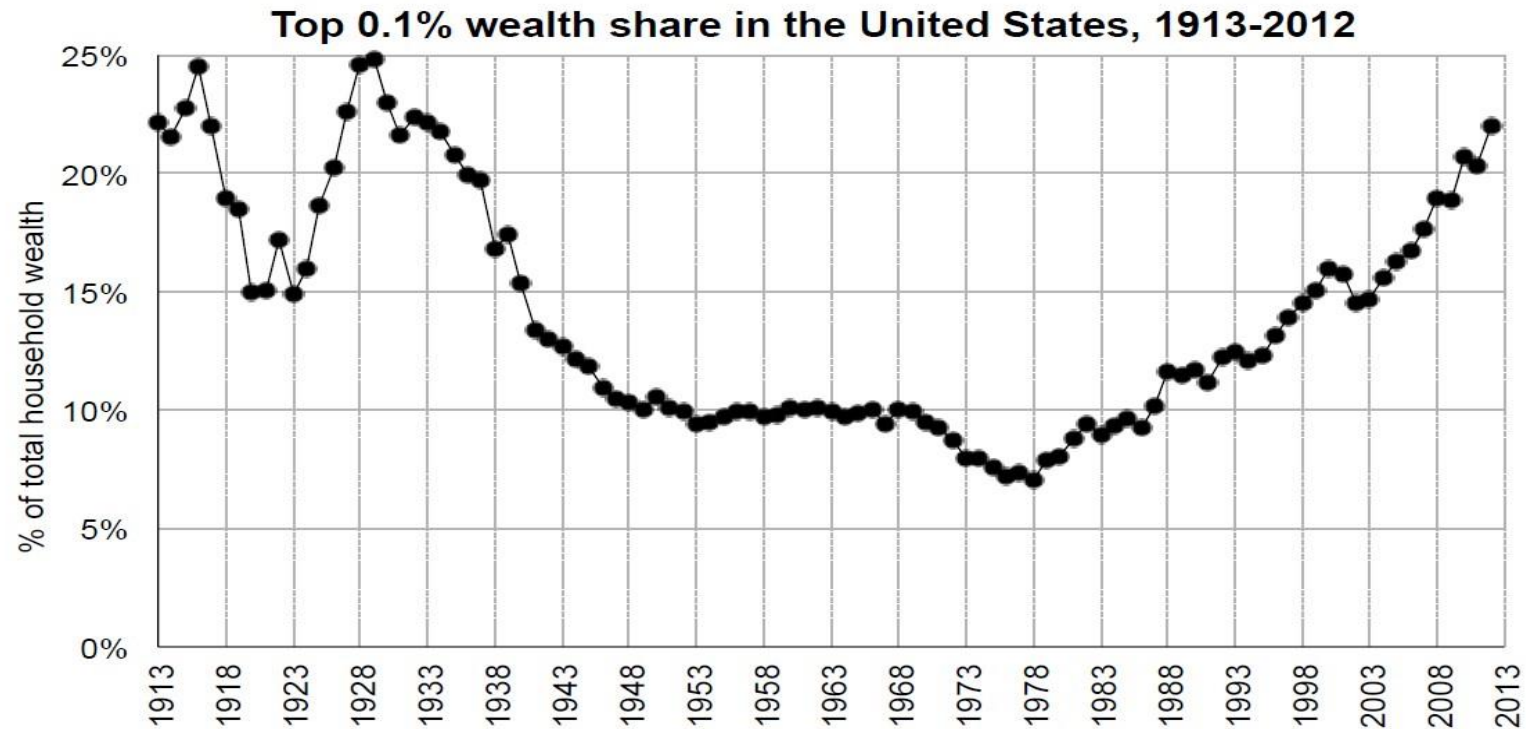
Recycled materials



Low-grade thermal energy

Piketty on wealth v. income

U-Shaped Wealth Concentration



This figure depicts the share of total household wealth held by the 0.1% richest families, as estimated by capitalizing income tax returns. In 2012, the top 0.1% includes about 160,000 families with net wealth above \$20.6 million. Source: Appendix Table B1.

Income Share of the Top 1 Percent, 1913-2012 (annotated)



Income data from World Top Incomes Database; Colin Gordon, Sept. 2013

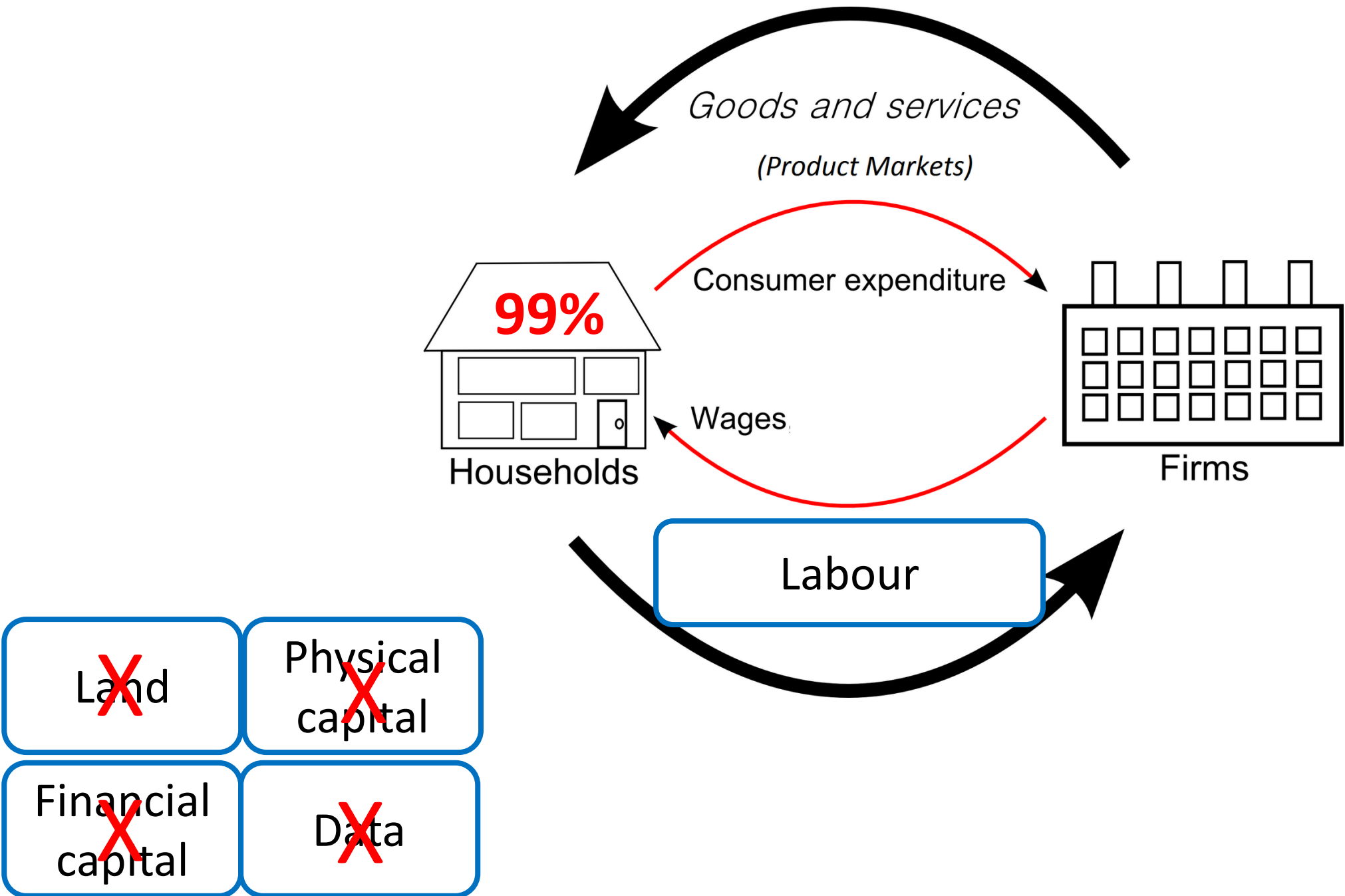
2 types of household

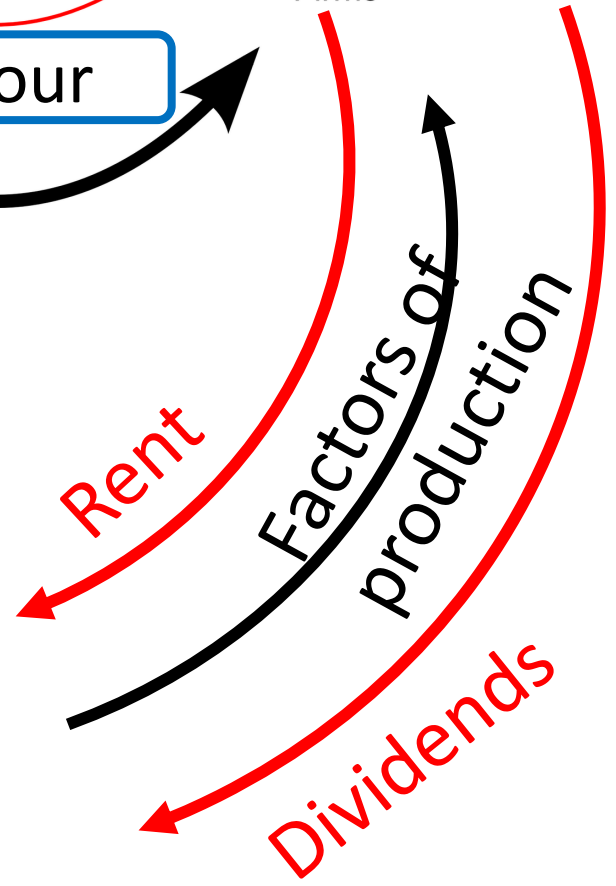
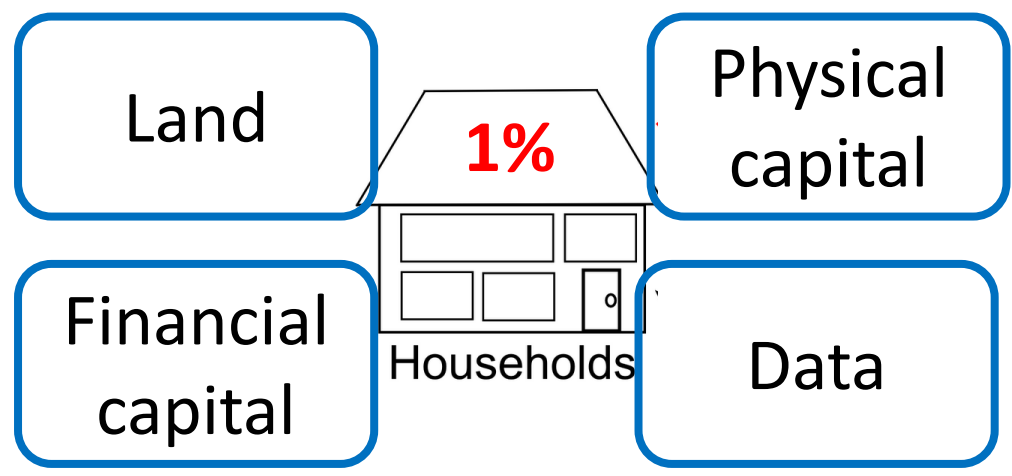
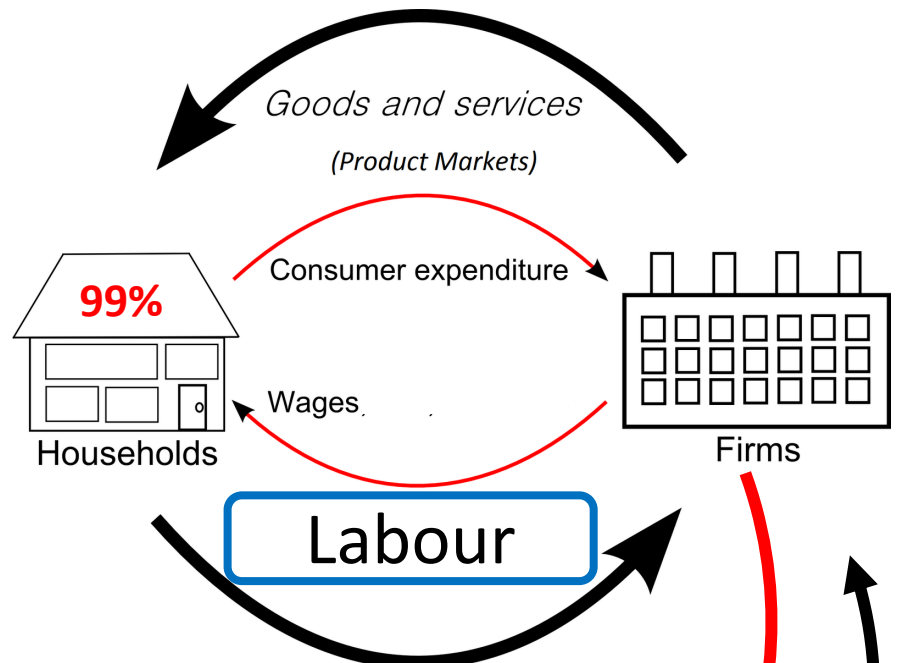
- The 99% - sell their labour and rely on *income*
- The 1% - own the other factors of production and their livelihoods are based on *wealth*

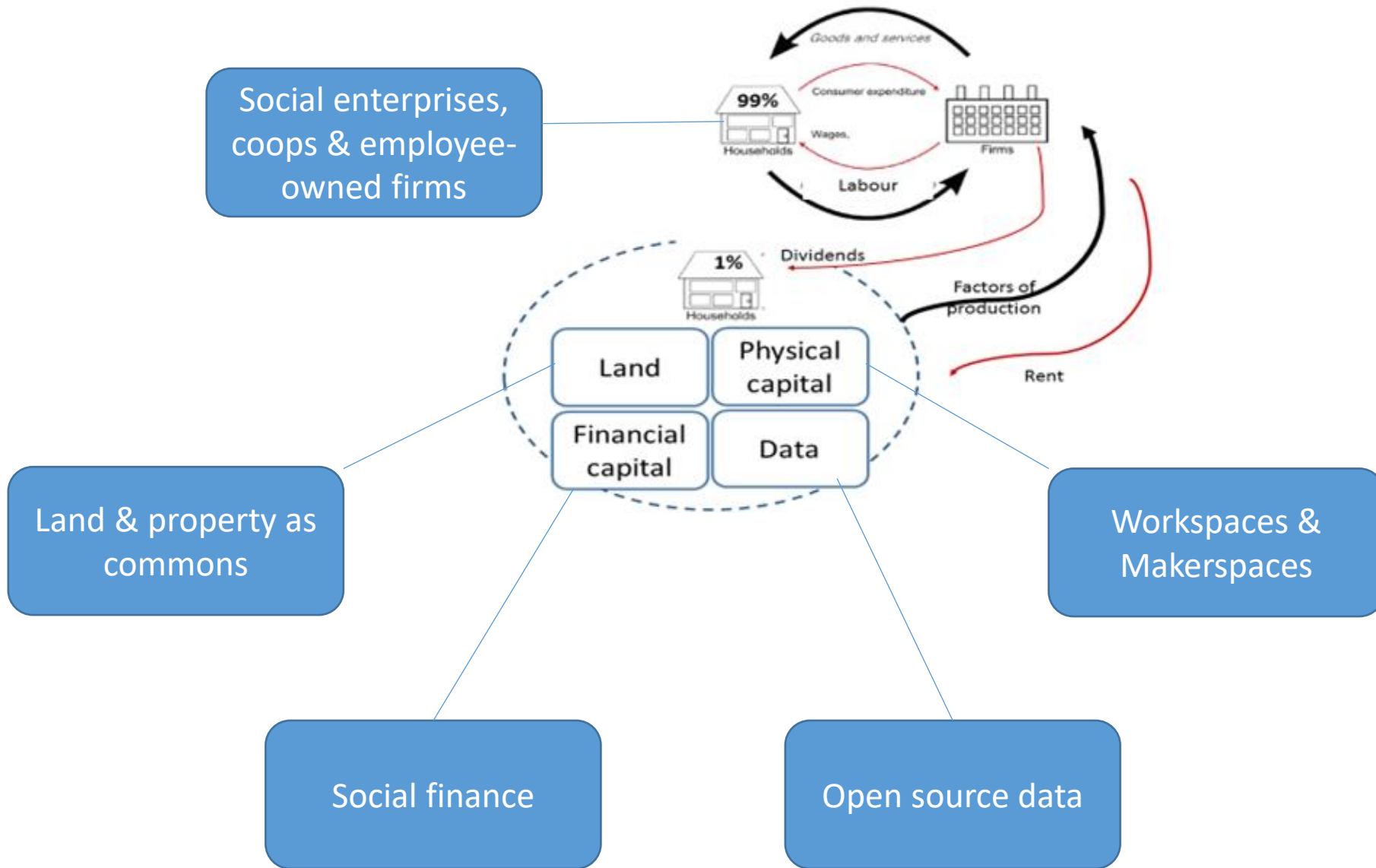
Four types of “wealth”

Ownership and control of:

- Land (& natural resources)
- Physical capital
- Natural capital
- Data







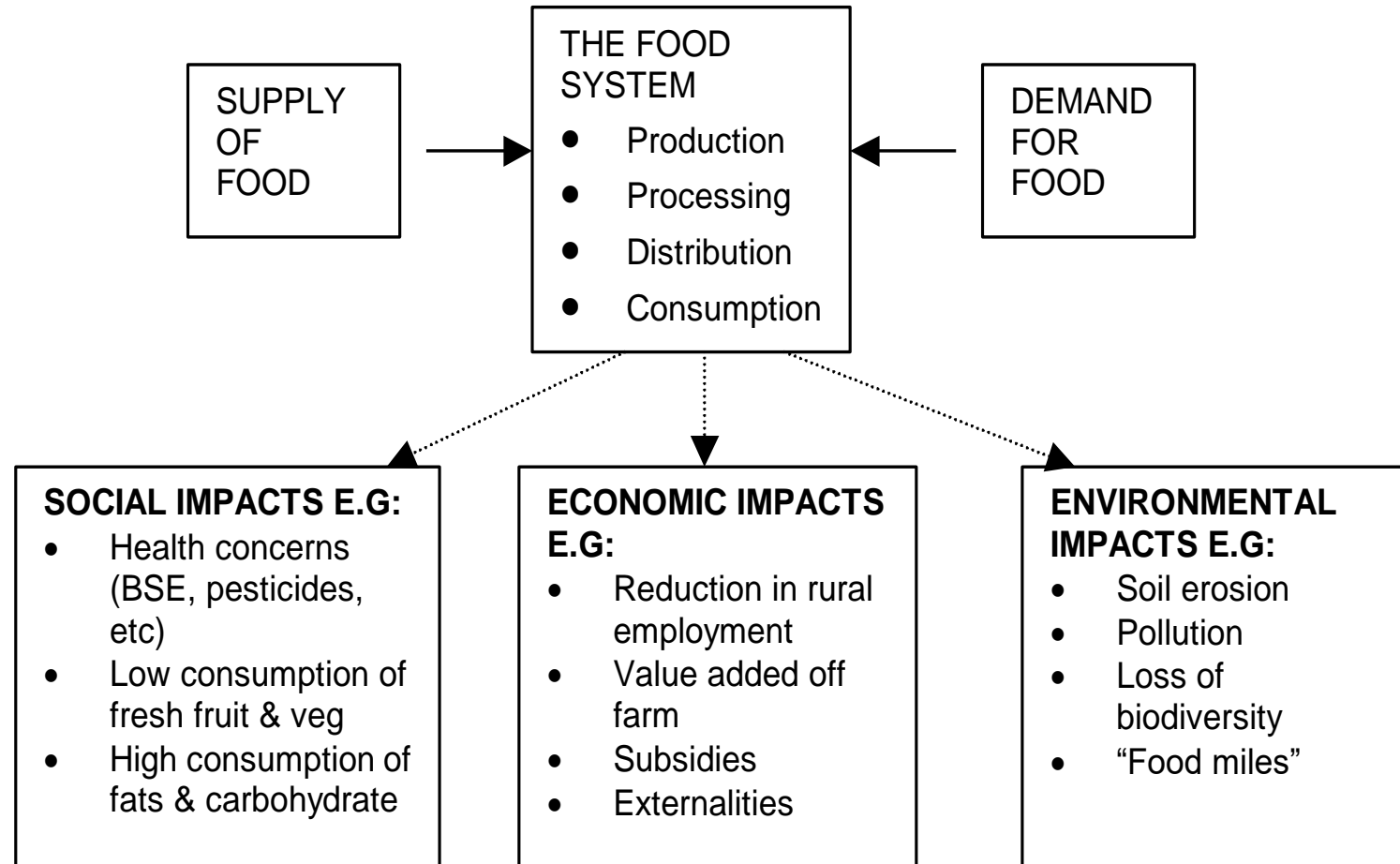


Question

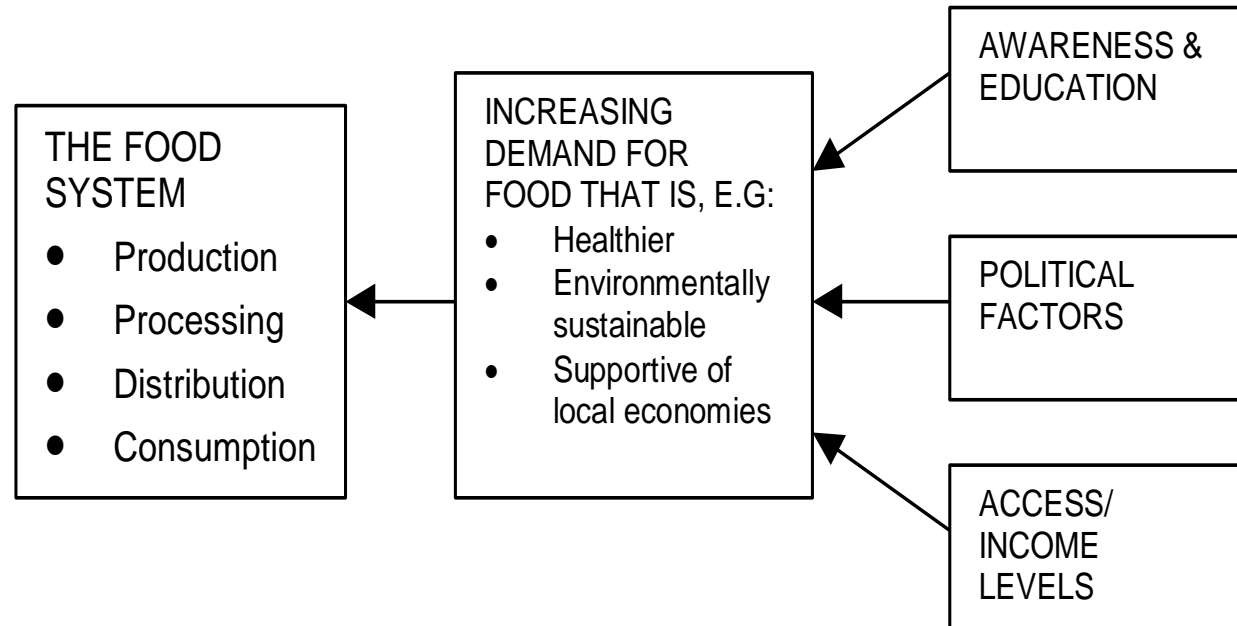
How do you cook a soup?

- What inputs must you have?
- What operations do you need to do?

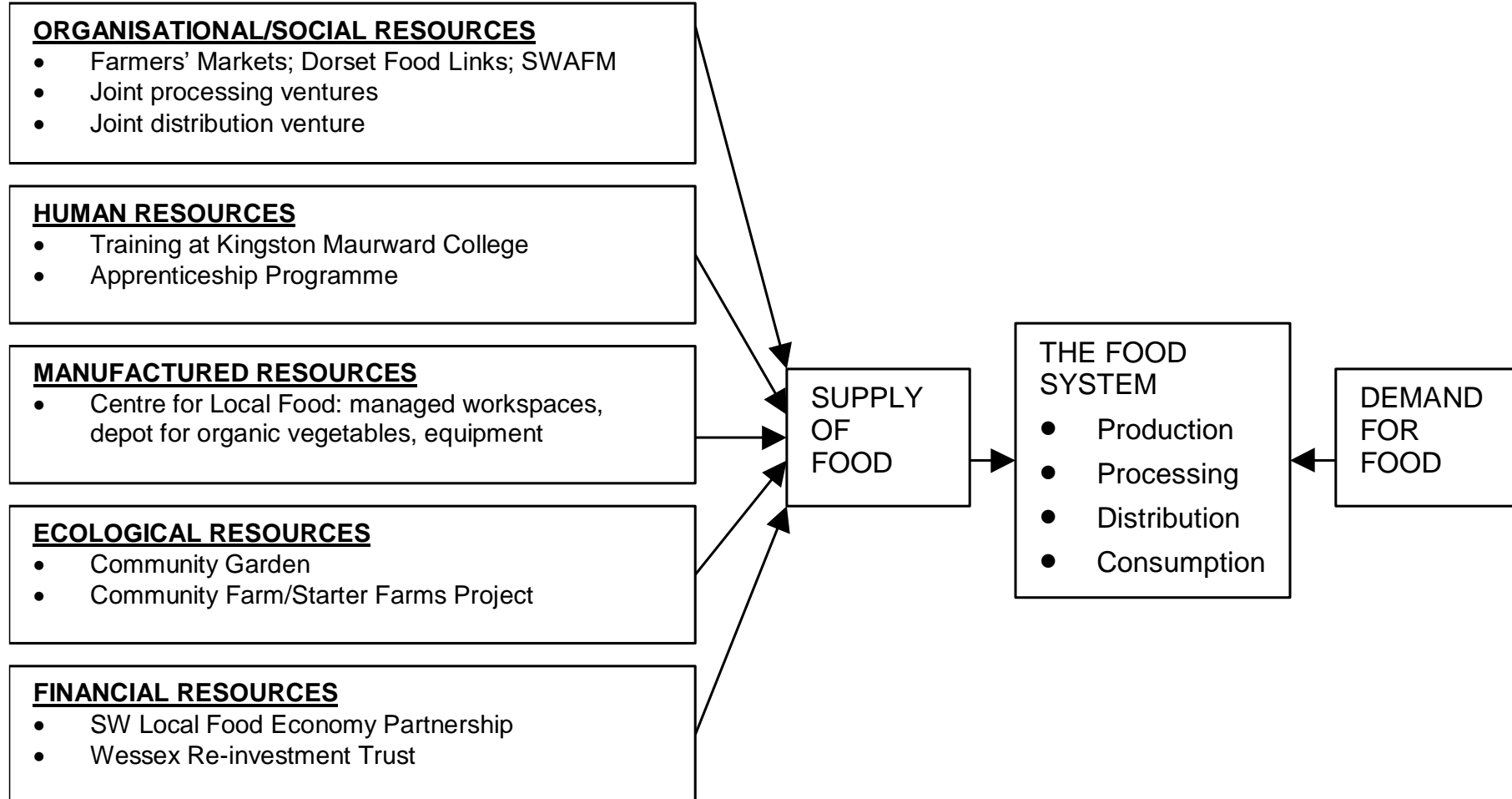
Social, economic and environmental impacts of the prevailing food system



Influences on the demand for food



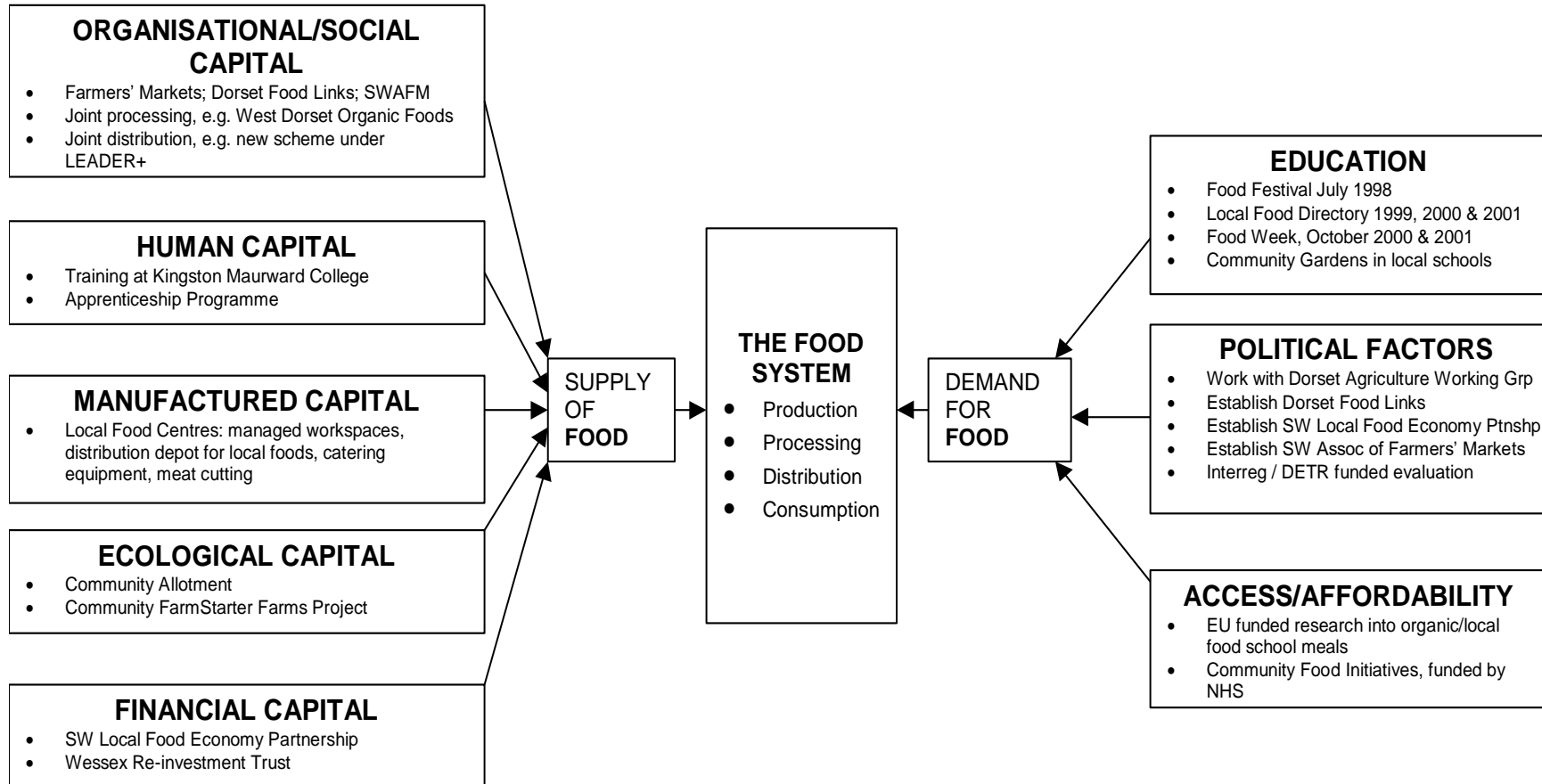
Current and proposed initiatives to support the supply side



SUMMARY OF CURRENT AND PROPOSED INITIATIVES IN DORSET TO SUPPORT THE LOCAL FOOD SECTOR

Increasing Supply Options:
Developing The Capacity Of The
Local Food Economy

**Increasing Demand For
Local Food:**
Developing Awareness and
Influencing Policy



Bridport Centre for Local Food



School Fruit Scheme









ed Kingdom

m

ins

GET DIRECTIONS

141 mi, 2 hours 47 mins

to London, UK

ry Ln 95 ft

undry Ln 69 ft

hael's Ln 0.1 mi

Tannery Rd

English Channel Map data ©

Soup Lunch Pilot





Soup Lunch Pilot



places

United Kingdom

United Kingdom

GET DIRECTIONS

212 mi, 3 hours 58 mins

211 mi, 4 hours 3 mins

253 mi, 4 hours 30 mins

to Nottingham, UK

ry Ln 95 ft

country Ln 69 ft



New Central Kitchen at Centre for Local Food











The schools we supply

Bridport & Dorchester area

Bridport Primary

Broadwindsor

Burton Bradstock

Charmouth

Dorchester Middle School

Dorchester Opportunity Group

Loders

Powerstock

Prince of Wales

Salwayash

St Catherines

Stickland's

St Mary's Beaminster

Radipole

St Michael's Lyme

Symondsbury

Thorners

Blandford area

Archbishop Wake

Blandford St Mary

Downlands

Dunbury Church of England

Academy

Durweston

Hazelbury Bryan

Milldown

Pimperne

Spetisbury

St Andrew's

Shillingstone

Stalbridge Primary

St Nicholas Child Okeford

Stower Provost

William Barnes

Local Food Links: ethical sourcing

- **Meat** – Genesis Farmers
- **Milk** – Coombe Farm
- **Yogurt** – Yeo Valley
- **Butter** – Denhay Farms & Coombe Farm
- **Cheese** – Denhay & Coombe Farm
- **Flour** – Edward Gallia, Cerne Abbas
- **Eggs** – Vurlands Farm
- **Vegetables in season** – Bothen Hill Organic, Washingpool Farm, Somerset Organic Link
- **Fruit in season** – Elwell Farm
- **Bread** – Leakers, Punch & Judy Bakery
- **Food service** – Essential Trading





Local food systems

A system is a set of things working together:

“A system is an interconnected set of elements that is coherently organised in a way that achieves something.....a system must consist of three kinds of things: *elements, interconnections, and a function or purpose.*”

- Meadows, D. (2008) *Thinking in Systems. A Primer* London: Earthscan

All food systems transform inputs into goods & services



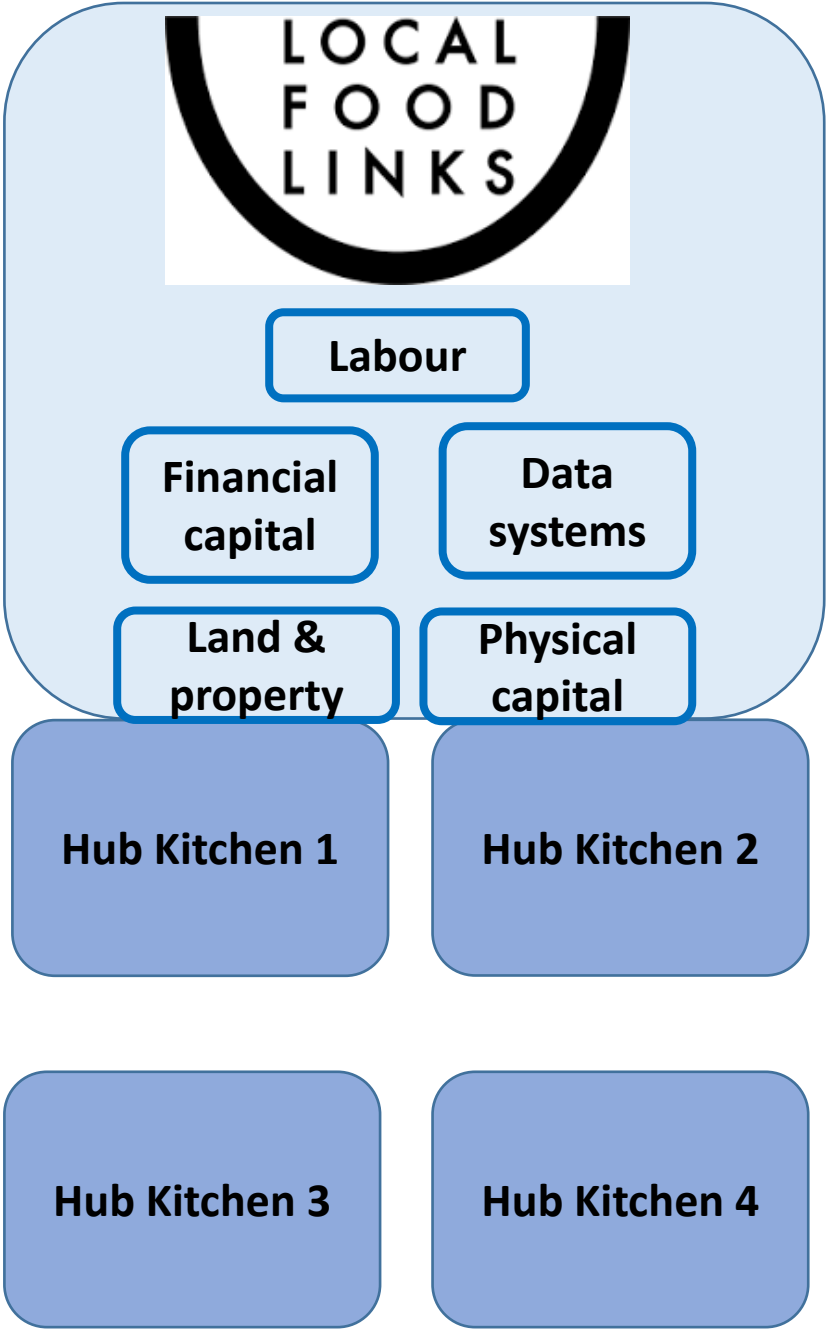
Local school children

Outputs:
School meals

Operations

Labour
Physical Capital
Land & Natural Resources
Financial capital
Data

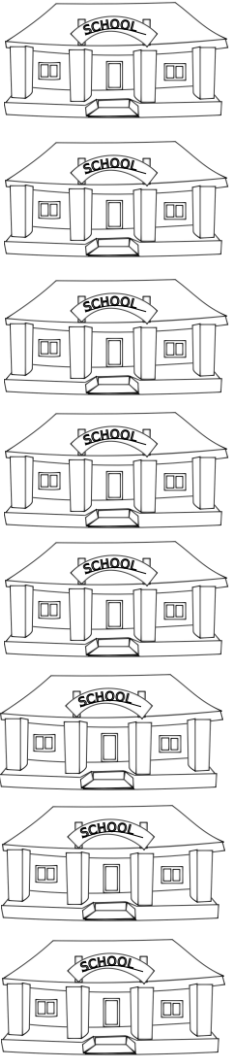
Inputs

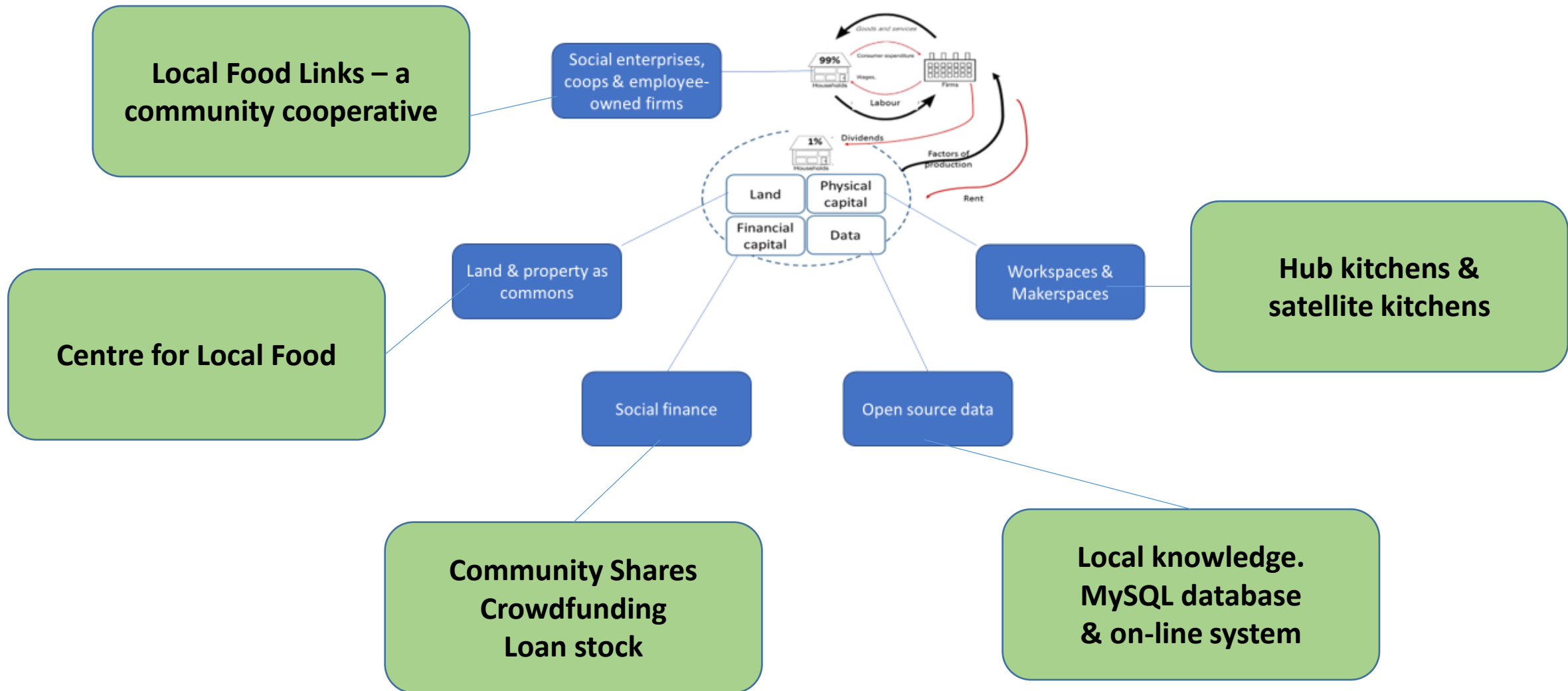


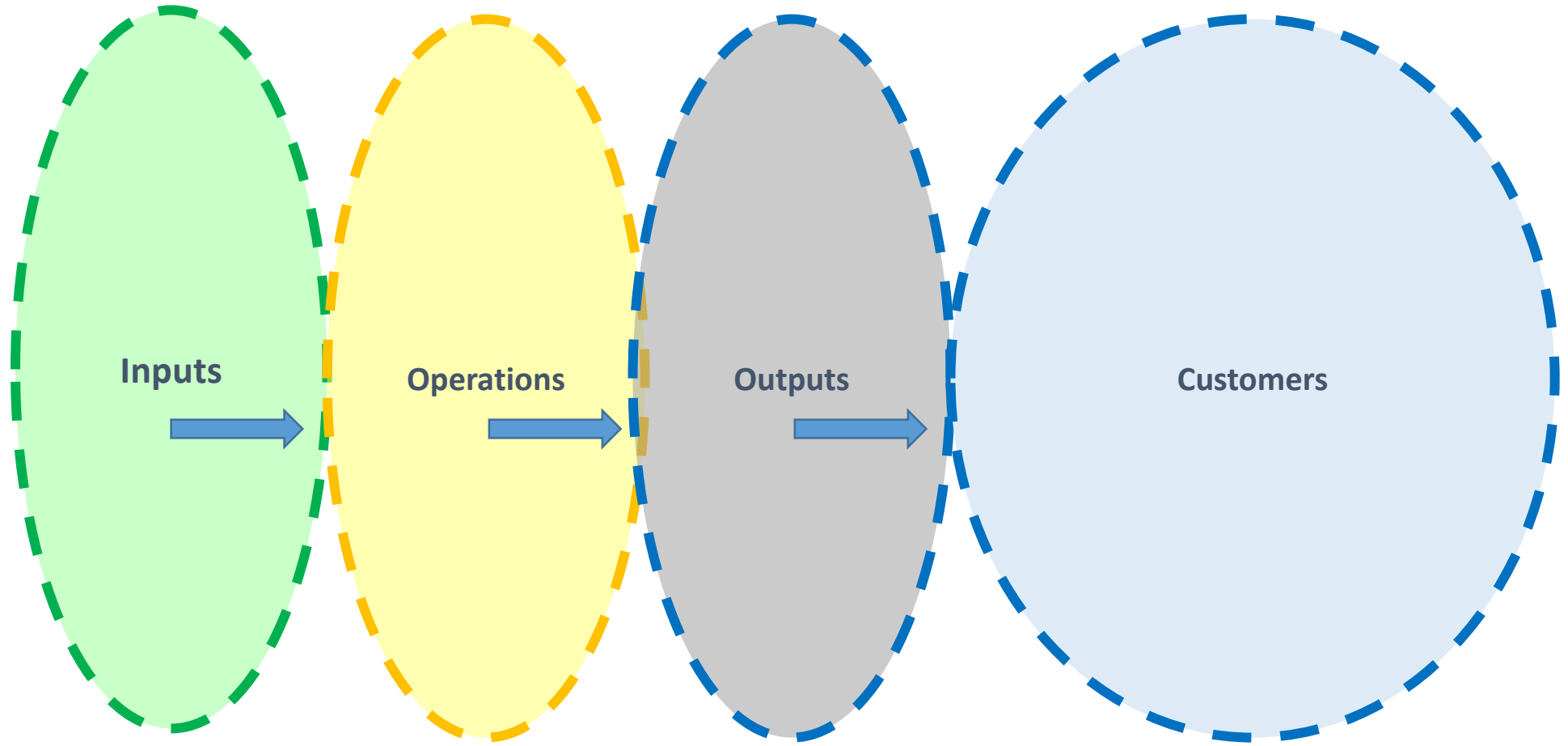
Local food companies and farms

Provides hot meals to

56 Schools







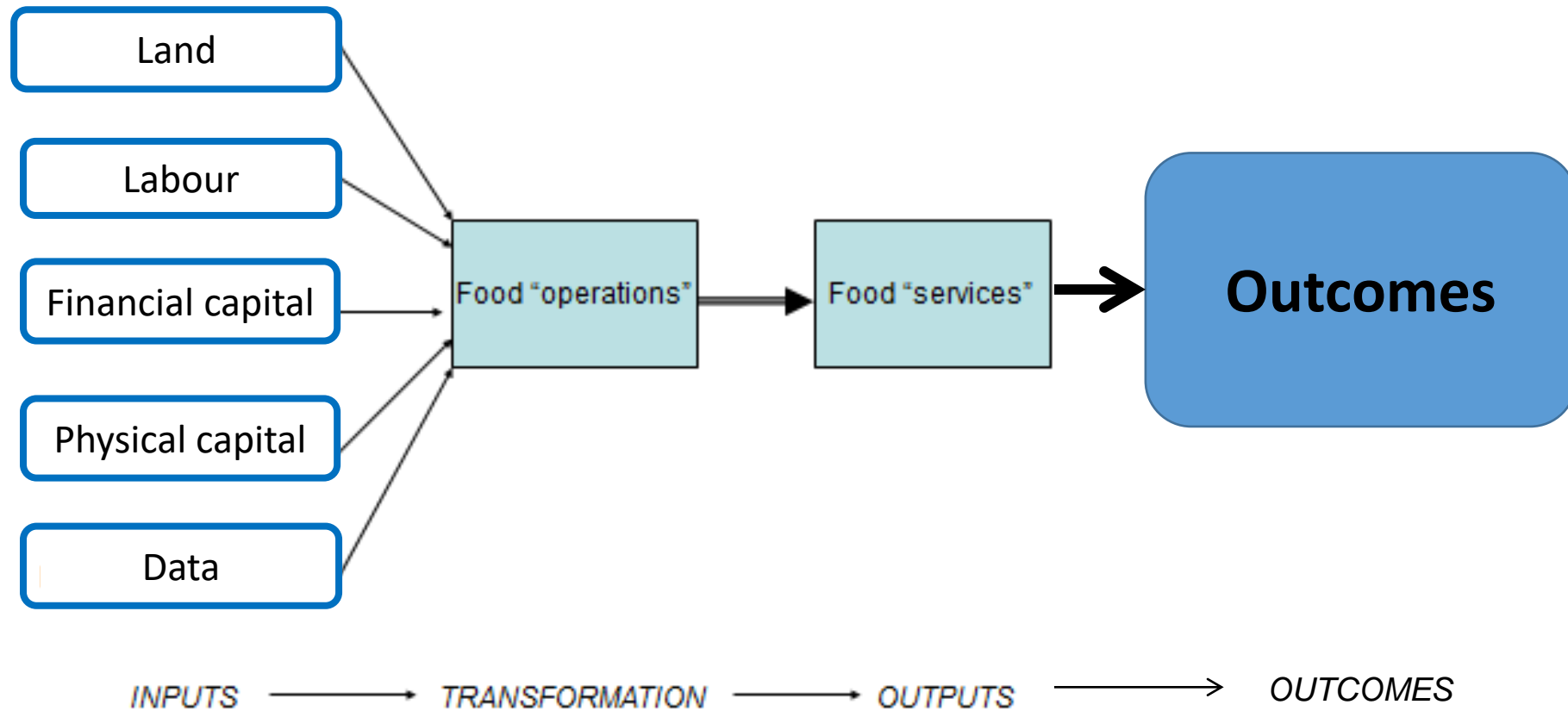
Inputs

Operations

Outputs

Customers

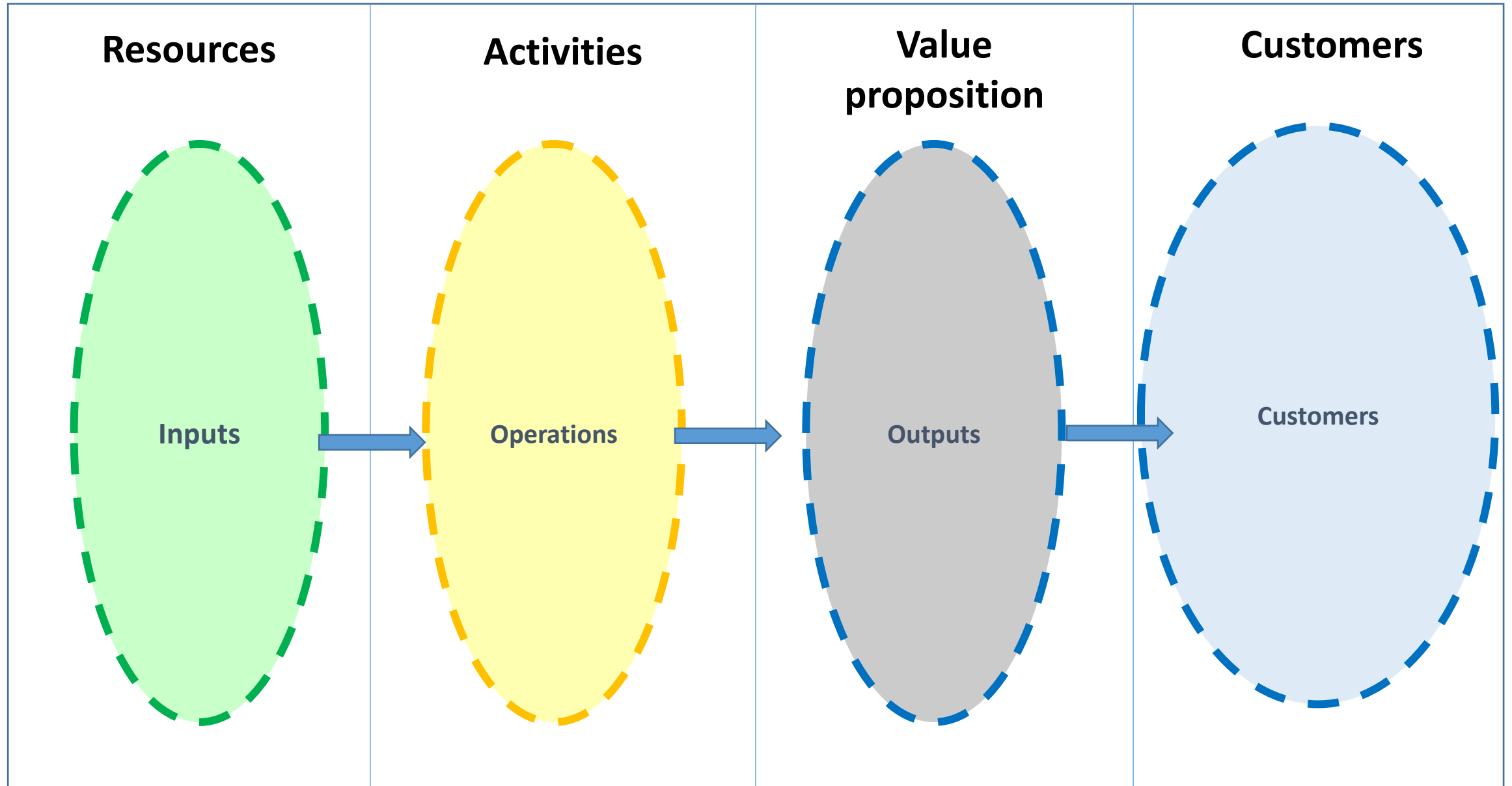
From outputs to outcomes



Framework Outcomes	Need/baseline	Activities	Outcomes for children & families	Impacts for the community
Health & well-being	<ul style="list-style-type: none"> - Increasing incidence of obesity in children & young people - Increasing incidence of diet-related ill-health, e.g. type-2 diabetes - 	<ul style="list-style-type: none"> - Roll-out of Bridport scheme to 4 new schools in West Dorset - Establishment of new hub kitchen in Blandford 	<ul style="list-style-type: none"> - Improved health - Improved sense of well-being - More parents feeling they are making a positive contribution 	<ul style="list-style-type: none"> - Improvements in health reflected in reduction in costs of obesity & diet related ill-health
Community development	<ul style="list-style-type: none"> - Limited opportunities for parents to get involved and contribute - Limited opportunities to sit down as a family or with others - Reduced links between the generations 	<ul style="list-style-type: none"> - Recruitment & training of new staff team - Development of school meals service with a second cluster of schools, on the basis of "standardisation" & "codification" of procedures and systems 	<ul style="list-style-type: none"> - Reduced isolation through greater opportunities for socialising over food - Inter-generational links created through work with schools - Volunteering opportunities 	<ul style="list-style-type: none"> - More people volunteering - Improved community cohesion - Greater cross-generational links - A more positive food culture, with more people eating together
Economic development	<ul style="list-style-type: none"> - High cost of better quality food - Affordability is a major concern for families on low incomes - Limited capacity to produce meals for children in Dorset - Lost opportunities to create local jobs or provide a market for local producers 	<ul style="list-style-type: none"> - Launch of Food Clubs at schools for bulk purchase of healthy/sustainable food - All schools to join Food for Life Programme - Campaign to improve take-up of free school meals 	<ul style="list-style-type: none"> - Improved affordability of quality food - Improved accessibility through range of initiatives - Employment opportunities - Training opportunities 	<ul style="list-style-type: none"> - Reduction in "food poverty" - Jobs & training opportunities created - Opportunities for local suppliers - Import substitution: local economic activity created - Local multiplier improved - Increase in value added locally (GVA)
Environmental sustainability	<ul style="list-style-type: none"> - Environmental impact of food transportation - Limited sourcing from sustainable food producers - Consequent pollution 		<ul style="list-style-type: none"> - Enhanced understanding of food provenance & the sustainability implications of food choices 	<ul style="list-style-type: none"> - Increase in sustainable food production - Reduction in carbon output has positive impact on climate change

Framework Outcomes	Need/baseline	Activities	Outcomes for clients / customers	Impacts for the community
Health & well-being				
Community development				
Economic development				
Environmental sustainability				

The Business Canvas - simplified



Customers

Who are the customers that you will provide products and services to.

Are there different types of customer?

Outputs

For your eco-social enterprise, what are the outputs (products or services) that you will deliver to customers

Operations

What will your eco-social enterprise do to produce the products/services?

Inputs

What inputs will you need?

In other words, what inputs will be transformed during the operations processes?

Lujza:
Urban food
access

Eva: Reuse and
recycle coffee
cups

Zeleny: Teaching
about waste and
recycling with
practical use
through a new bins

Denisa: Waste
management and
recycling
research
platform

Shiran: Urban green roof or
community garden with different
agricultural systems (e.g.
hydroponic), with composting
system, community weekly
lectures and "pay as you can"
market

Blanka:
Zero Waste Shop

Martina: Zero
waste shop and
waste
management

Katarina: social
farming (employment
opportunities for
people with
disabilities)

Silvia: A space where to
support inclusive, diverse
cultural and artistic
activities and where to
promote and support
alternative, sustainable
economical models

Jana: ethical fashion brand
that offers well-paid job
opportunities in rural area in
Western Ukraine; giving part
of the profit to support the
community

Adam: Affordable
housing in an
urban
environment

Sabina: project
which unite fair
jobs with
affordable
housing

Danijel:
Independent
ecological
information
service

Filip: sustainable
brewery with
opportunities for
handicap workers