

Warning -
could be hazardous
to your paradigm
or world view



Tools, Tricks, Traps and Treasures- Creating Prosperous Communities using Asset Based Community Development Approaches

Ted Smeaton

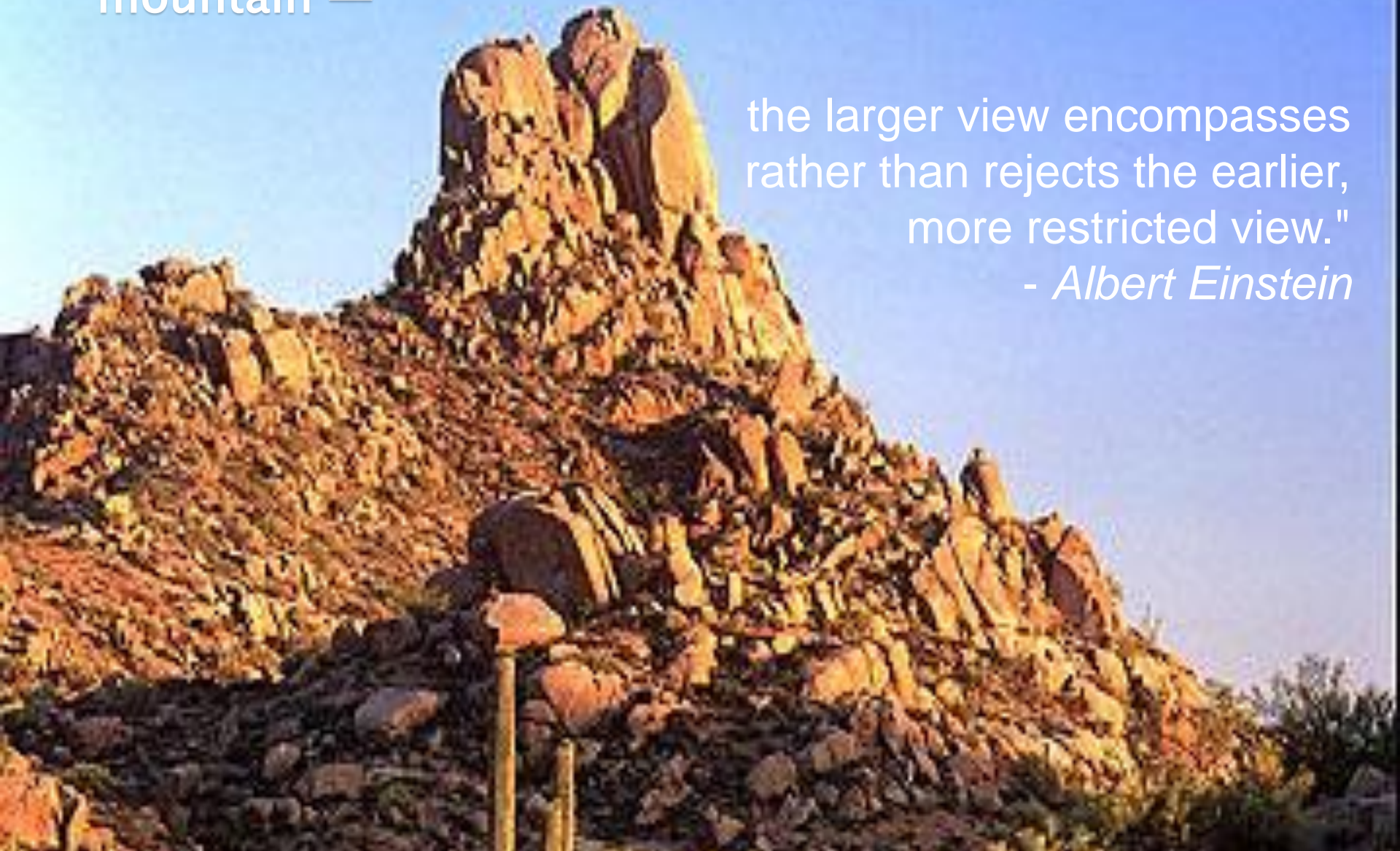
inspiring
communities

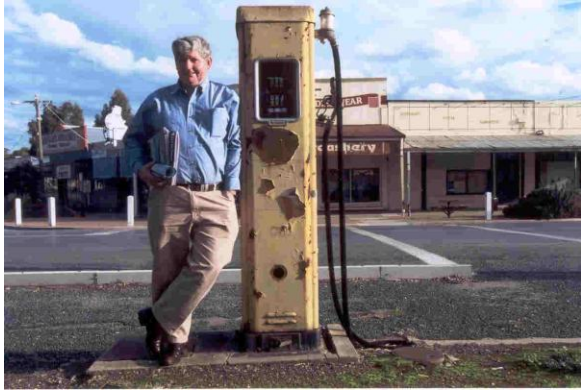


"New frameworks are
like climbing a
mountain —

the larger view encompasses
rather than rejects the earlier,
more restricted view."

- *Albert Einstein*





Peter Kenyon




Cormac Russell

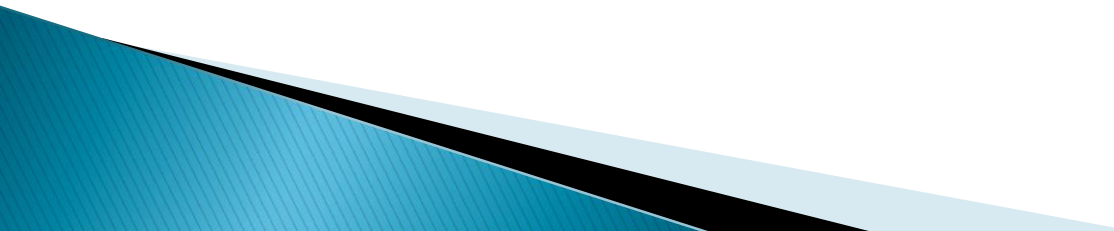


Jodi Kretzmann and John McKnight



Jim Diers

1. Neighbourhood Economic Development and Renewal Workshops;
 2. Business and Employment Forums;
 3. Asset mapping
 4. First Impression Community Exchanges (F.I.C.E) and Business Expansion and Retention (B.E.A.R) surveys;
 5. Mutually Beneficial Apprenticeships and Training
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6. Co-operative development engine
 7. Allies Programme
 8. Micro-credit, micro-financing
 9. Community Development Trusts
 10. Neighbourhood economic and employment generation plans.
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1. Neighbourhood Economic Development and Renewal Workshops;



What
might be
possible if

people focused
their attention
on....

Opportunities

Strengths

rather than problems

more than weaknesses

What can be done

instead of what can't be done



2. Establish Business and Employment Forums



Active problem solvers

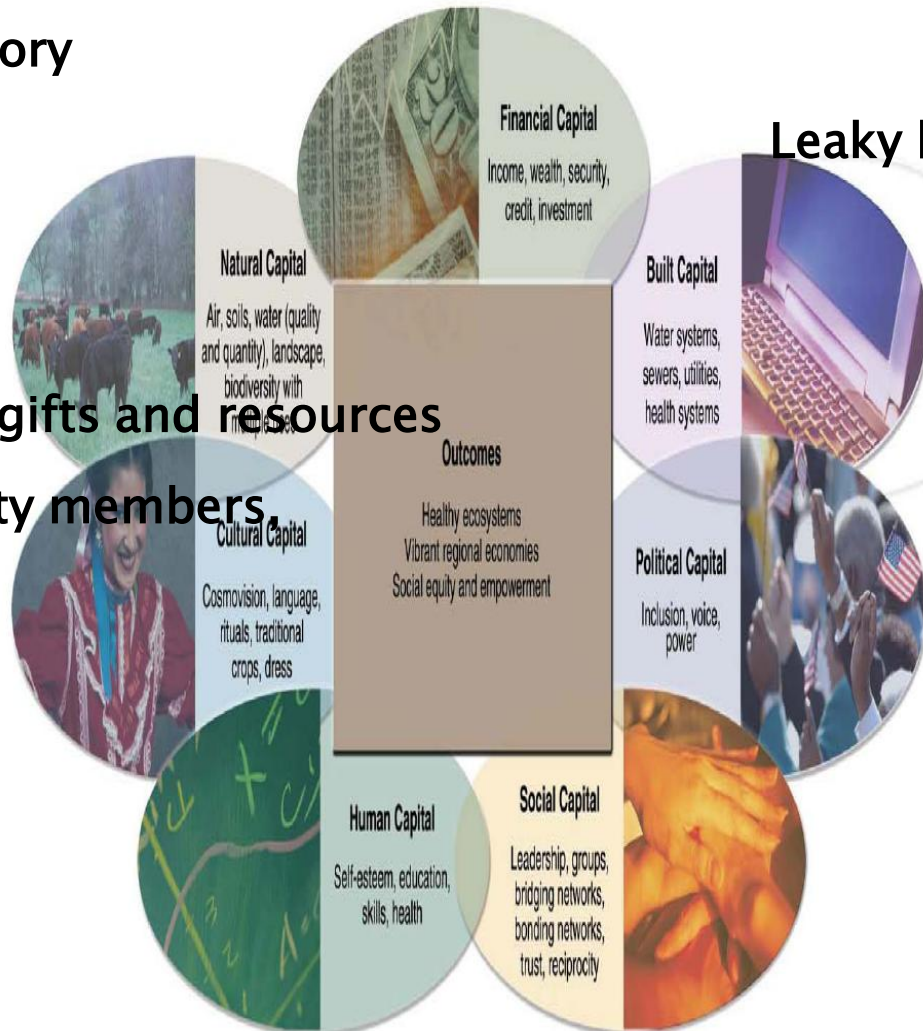
Best of local talent to respond to local issues

People Powered Asset Mapping

Capacity Inventory

Leaky bucket theory

Rediscover the gifts and resources
of all community members.

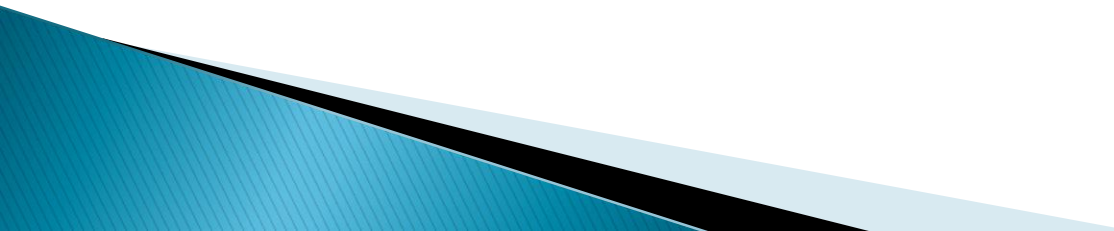


First Impression Community Exchanges



Business Expansion and Retention (B.E.A.R.)

B.E.A.R. is a systematic visitation of local businesses by teams of Community Volunteer Interviewers who gather information about business concerns, perceptions and ideas.



Existing business is the economic engine of the business

Create between 60-80% of new jobs;

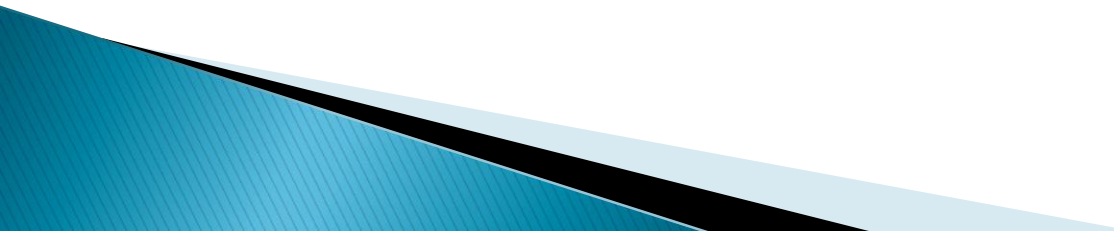
Provide most of the investment for new community economic initiatives and infrastructure;

Generate ideas about possible new businesses; and often acting as an attraction for outside businesses to relocate or establish within the community.



The B.E.A.R. Program profiles:


A picture of local business health;

- local business needs and concerns;
 - perceptions by local businesses about what is preventing expansion;
 - identification of businesses considering relocation outside the community and why;
 - perceptions about government actions that help and hinder local businesses;
 - opportunities for match making local businesses;
 - current and future labour and market needs; and
 - new ideas for improving the local economy and business environment.
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Mutually Beneficial Apprenticeships



Co-operative development engine



Over 800 million people who are members of co-operatives globally

Co-operatives provide jobs to over 100 million people

Allies Programme & local Timebanks / Gift exchange frameworks

Time Banks use people's time and talents as currency for exchanges of value.

Gift exchanges mitigate impacts of poverty and social exclusion

Allies Programme are purposeful networks of unemployed and employed citizens



Micro-credit, micro-financing to stimulate economic activity

“No social programme can rival the business sector when it comes to creating the jobs, wealth, and innovation that improve standards of living and social conditions over time. As affordable credit becomes increasingly more difficult to access; particularly at micro-finance level it is vital that local ‘economies’, and those who fuel them are actively supported to access such micro finance.”

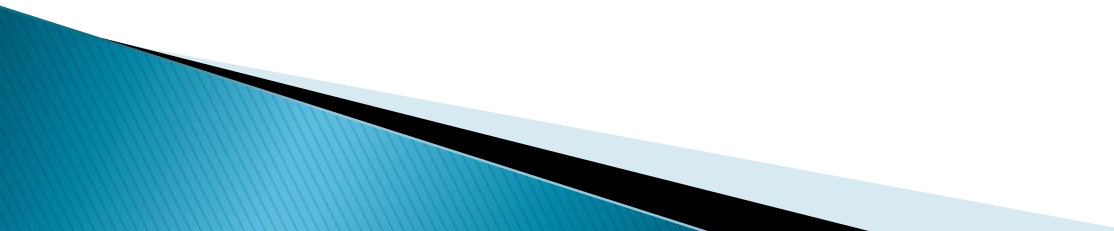
Michael E. Porter (Harvard Business School)



Microfinance in Western Europe

Small enterprises representing 99% of the 2 million start-up enterprises created every year, of which one third have been launched by the unemployed

Development Trusts A UK Example

- ▶ 450 development trusts in both urban and rural areas
 - ▶ Combined income over £260m
 - ▶ £490m of assets in community ownership
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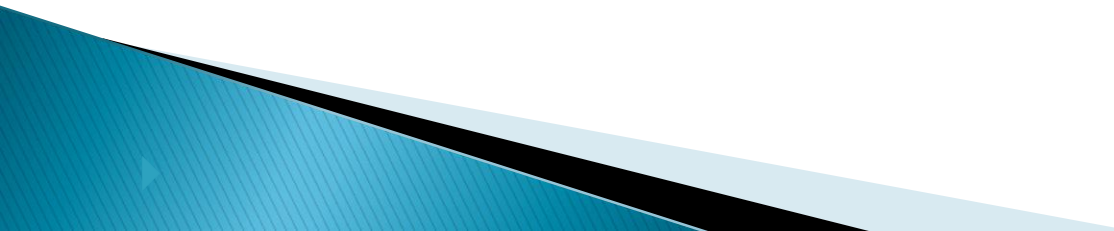
Neighbourhood economic and employment generation plans

OBJECTIVES:

- To promote a positive corporate identity that positions the neighborhood as a business friendly community with a superior quality of life
- To create employment opportunities suited to the local labor group
- To support small business development, expansion and retention



KEYS TO A SUCCESSFUL ECONOMIC DEVELOPMENT PLAN:

- ▶ Communities must take advantage of local; assets
 - ▶ Strong comprehensive planning effort– local responsibility and problem solving are the foundations of long–term success
 - ▶ Leadership is essential. Economic development cannot be willed. Only through a consensus can a town form a coordinated economic development effort. Not much will happen unless influential leaders and the public are willing to work for community economic development
- 



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Ted Smeaton

- ▶ Telephone– 0417 402 669
- ▶ Email ted@inspiringcommunities.com
- ▶ www.inspiringcommunities.com

Useful Websites

Asset Based Community Development Institute:

www.northwestern.edu/ipr.abcd

Central Coast Community Congress

www.communitycongress.com

The ABCD Asia Pacific Network:

www.newcastle.edu.au/centre/fac/abcd

ABCD Global Consulting

www.abcd.global.org

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