

Value for People Business Plan

Giving designers tools to create resilient local currencies

"I look for what needs to be done.

After all, that's how the universe designs itself." ~ R. Buckminster Fuller

Why and why now? (December 2009)

An active international network of community currency designers is needed to acquire and share expertise and create sustainable community currencies.

What are we doing?

Creating and distributing educational resources for activists, designers and administrators of sustainable community currencies.

How do we do this?

Designers and organizers need practical approaches based on experience.

We provide books, articles, classes, workshops, consulting, speaking and coaching to support their work.

Current work

- Consulting is provided on request to start-up groups and established systems. Our most useful product so far has been an annual "currency health check" audit. This includes a review of a copy of financials and then an hour long conference call with all principles. Additional conference call time can also be purchased. Rates: \$100 for materials review and \$100 for a report via conference call.
- Our starter pages for new groups and our methodology for community currency development are here: <http://valueforpeople.co.uk/files/V4PFfirstStepsPDF.pdf>
- The 'Let's Make Money' webinar is the world's first online course for community currency designers : <http://valueforpeople.co.uk/letsmakemoney>
- The book 'Let's Make Money - How to start and run a community currency' will be available by February 2010
- Co-producing a short 'Best Practices Guide' for community currencies

GOALS by 2012:

We plan to focus most efforts on provision of an internet based currency design course in 2010 and from that base to grow an international network of currency designers and trainers.

- Three online community currency design courses per year
- Media interviews on request

- Full presence established on You Tube and key social networking sites
- One or two day courses on request
- One week summer school

GOALS by 2015

- Community Currency Institute established
- Ongoing internet courses, live trainings and summer schools
- Accredited community currency design course established with a US or European university
- New editions of Best Practice Guide and Let's Make Money informed by field
- Short film about how to create sustainable community currencies

GOALS by 2020

- Value for People directly supporting the launch of 10 new community currencies per year.
- Community currency design and administration established as valid qualifications and career paths.

More on why we are doing this

Community currencies offer hope for locally organised solutions to financial crisis, climate change and peak oil. A wide diversity of CC design and practice already exists including: time banks rebuilding community, Transition Town currencies, and business barter networks.

People increasingly realize the need for viable alternatives to help local businesses and communities thrive and the need for high quality training, advice and consulting grows each month.

Around the world thousands of systems have been launched but many have failed to sustain themselves. Too many local currency systems are set up with great enthusiasm and idealism but little practical know-how. Lessons have been learned and many best practices identified so that success factors can now be taught. More methodology and less ideology helps new systems to get established.

History of Value for People

Value for People was founded in 2007 by John Rogers.

John has been involved in local currency development since 1993. He founded one of the first Local Exchange Trading Systems in the UK, which has traded continuously since then.

After ten years as chairman he established the world's first Institute for Community Currencies at Newport University and was its fulltime director from 2003 to 2007. He has served on the boards of South Powys LETS, Time Banks UK, Social Money Workshop of the World Social Forum and the International Journal of Community Currencies Research. He currently serves on the board of the new regional currency for Fulda in Germany.

With this unique breadth of experience across all types of community currency, John began Value for People to spread best practice in currency design to current and potential designers and organizers.

Target market

Design skills for community currencies are required by:

- * Community development professionals in local government and voluntary sector
- * Volunteer community organizers and currency activists
- * Transition Town groups
- * International aid professionals.

Competition

There are only a handful of consultants working with community currencies and very little publicly available training.

Challenges for start-ups

Most local currencies are started and run by volunteers with no funding. It is usually impossible for them to afford professional help at the beginning when they most need it. By the time they seek advice it may be too late for a failing system. Good design, sound community development processes and appropriate training are all essential for start-ups.

Value for People provides the tools and expertise they need but groups needing training and advice may need financial support. We will support them to find funding and groups may pay for our services partly in local currency.

Help us make it happen!

If any of this resonates with you and you would like to work as an Associate to make it reality, please come and join us.