

Commons Creation

The Vision and Plan

What are we trying to achieve?

How are we going to do it?

Next steps?

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The Vision

What are we trying to achieve?

A Happy Planet :)

- High Quality of Life for all.
- Low Ecological Footprint.

The Plan

How are we going to do it?

Create a whole new economic system

- Common Land
- Mutual Exchange
- Be The Media

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Create Systems

"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete"

Buckminster Fuller



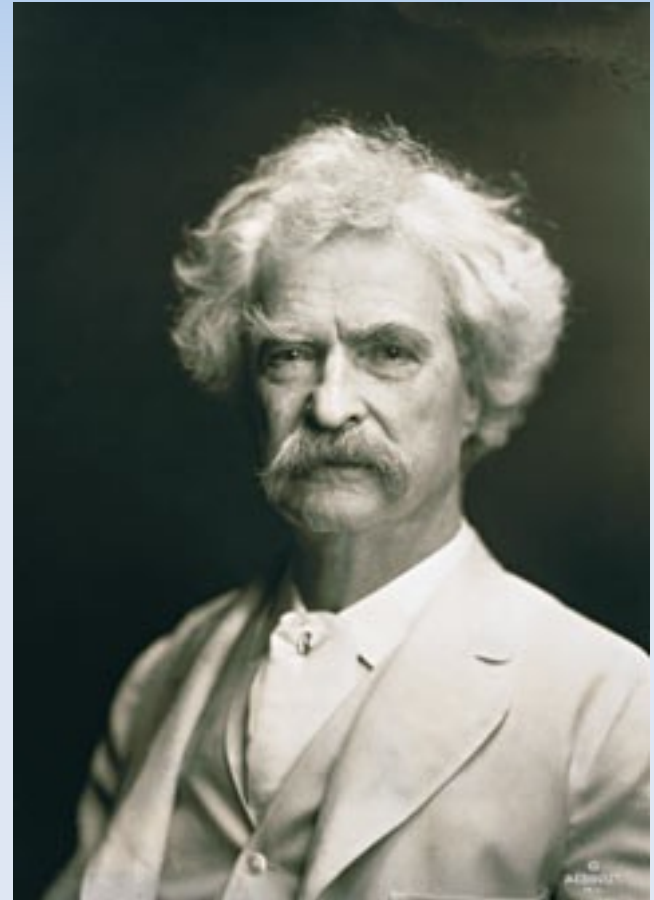
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Land

*“Buy land, they're
not making it
anymore”*

Mark Twain

*“Buy land, we need
it for food and
housing” - JDC*



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Land: Community Land Trusts

“A Community Land Trust is a mechanism for the democratic ownership of land by the local community. Land is taken out of the market and separated from its productive use so that the impact of land appreciation is removed, therefore enabling long-term affordable and sustainable local development ”

<http://www.communitylandtrust.org.uk/>

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Land: Community Land Trusts

“CLTs allow for local people to democratically ‘manage the commons’. Compared to private and public ownership of land, ‘commons land’ and ‘waste land’ in the UK is under 8 per cent. Its extension and prudent management is possible through CLTs.”

<http://www.communitylandtrust.org.uk/>

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Land: Ecovillages

*"there is a strong case
to be made that
ecovillage
infrastructure projects
offer among the safest
and most useful
investments available
anywhere"*

Jonathan Dawson



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Land: Ecovillages

- private citizen's initiative
- in which the communitarian impulse is of central importance
- that are seeking to win back some measure of control over community resources
- that have a strong shared values base (sometimes referred to as 'spirituality'), and
- that act as centres of research, demonstration and (in most cases) training



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Land: Housing Co-ops

“When you've worked in housing as long as I have, you come to realise that housing co-operatives are the best way”

Mark Langford, Sanford



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Land: Food

- Sustainable, Local Organic Food
- Community Supported Agriculture



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Money

"If you want to be slaves of bankers and pay the cost of your own slavery, then let the bankers control money and control credit."

Sir Josiah Stamp,
Director, Bank of
England, 1940



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New Money Systems: Mutual Exchange

- Timebanks, Camden LETS
- Deli-dollar, Toronto Dollars
- Bartercard & IRTA
- Findhorn “Book tokens” and Norwegian Camphill Communities

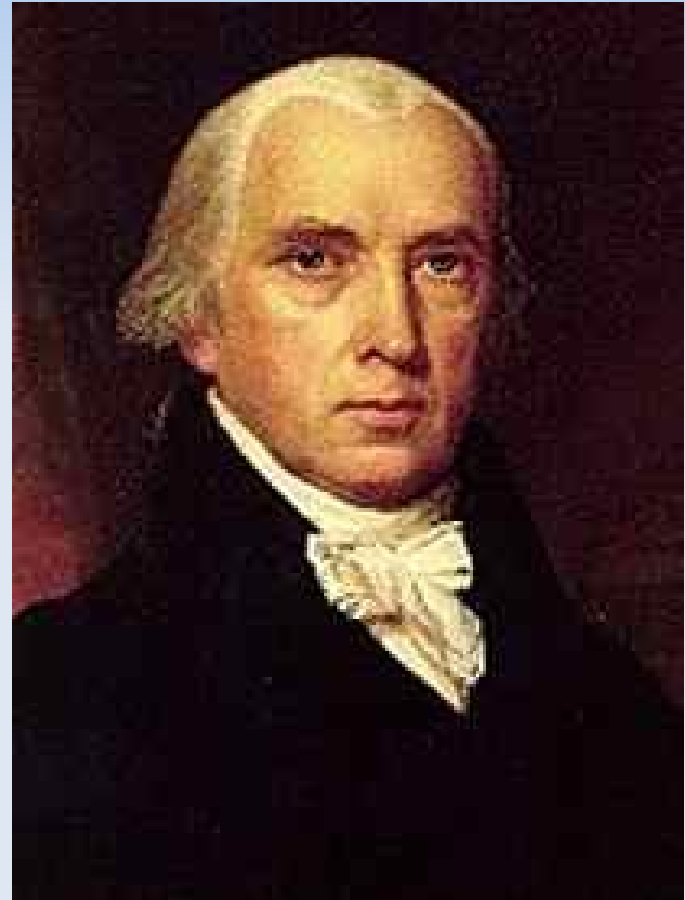


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Media

*"A popular Government,
without popular
information, or the
means of acquiring it,
is but a Prologue to a
Farce or a Tragedy; or
perhaps both."*

- James Madison



ONLINE VivendiNet is the home of all the company's Internet projects, including Vitzav.com with Vodafone combining Internet, mobile phones and Interactive TV. Also owns MP3.com a music download site to rival Napster, Education.com, an online learning site.

MUSIC Universal Music Group has a 22-per cent share of the global music market with labels like Polygram and Motown – and operates in 63 countries.

FILM Canal + the leading French station has 14 million subscribers in 11 European countries. Universal Studios has networks across the world, and theme channels like 'Action and Suspense', whilst Universal TV owns TV series such as *Kojak*, *Miami Vice*, *Columbo*. Cinemas include the Cinéplex Odeon chain, and United Cinema International.

TELECOM Owns 2 French major mobile phone companies. Vivendi Telecom International has operations in Spain, Hungary, Monaco, Poland and Egypt.

PLUS Vivendi Environnement, the water and utilities group – including UK train service Connex.



Vivendi Universal
Chair Jean-Marie Messier
Employees 125,000
Revenue \$24.4 billion

BOOKS Harvats owns 60 publishing houses selling 80 million books and 40 million CD-ROMS a year.

THEME PARKS Five theme park 'Universal Studio Experiences' from Barcelona to Beijing.

Vivendi, better known as a colossus of the privatized water industry – from Puerto Rico to Three Valleys Water in the UK – merged with media company Seagram in 2000. Europe's answer to AOL Time Warner, Vivendi Universal has taken 'convergence' furthest – integrating film, music and mobile phones. As a telecoms giant it has big stakes in the cables and wires that deliver these services.

'Our reach is unmatched around the world. We're reaching people from the moment they wake up until they fall asleep.' – Rupert Murdoch

MAGA ZINES The New York Post in the US, *The Times*, *The Sun*, and the *News of the World* in the UK. In Australia the company owns over 100 national and regional titles including *The Australian*, the *Daily Telegraph*, *The Sunday Telegraph*, and 67 suburban papers. Also Independent Newspapers of New Zealand, with 55 national and community papers, and titles in Fiji and Papua.



News Corporation
Chair Charles Brown
Employees 54,620
Revenue \$14.5 billion

News Corp uses its global reach to localize its tax calculations, getting its accounts done in countries with low tax rates – as a result it paid only 6.1 per cent tax worldwide in the 4 years to June 1998.¹

1 Time magazine, 25 December 2000.
2 The Independent Historical Commission for Investigating the History of the Bertelsmann House during the 'Third Reich', <http://www.berthelmann.com/de/press.htm>.
3 Wto Logo, Naomi Klein, *Flamingo*, 2000. 4 Financial analyst, New York Times, 8 September 1998.
5 Off the Record, Center for Public Integrity. 6 News Corporation 1998 Annual Report. 7 The Economist, 30 March 1999.

In January 2001 one of the largest mergers in corporate history made America Online (AOL) and Time Warner the world's biggest media company.

'A vast empire of broadcasting, music, movies and publishing assets, complemented by AOL's dominant Internet presence, all fed to consumers ... through Time Warner's cable network. Think of it as AOL Time Warner Anywhere, Anytime, Anyhow.' – TIME magazine.¹



12 companies including Warner Bros (Daffy Duck) and Hanna-Barbera Cartoons (Scooby Doo). Multiplex cinemas in 12 countries.

CABLE DIGITAL 29 operations from Poland to Brazil including CNN, Time Warner Cable with 13 million customers in the US.

BOOKS 24 book brands – from Time Life Books to Little, Brown and Company.

MAGA ZINES Time, Fortune and 33 other titles with a total of 120 million readers.



AOL Time Warner
Chair Steve Case / CEO Gerald Levin
Employees 41,400
Revenue \$21.6 billion

PLUS 24 book brands, 52 record labels, and the entire Turner Entertainment Corporation including four sports teams.

ONLINE AOL US and AOL International (14 countries) plus eight other online ventures including CompuServe and Netscape. Time Warner Cable is trial-running a telephone service over the Internet in the US.

AOL has 27 million subscribers. They spend an incredible 84 per cent of their Internet time on AOL alone, which provides a regulated leisure and shopping environment dominated by in-house brands – from Time magazine to Madonna's latest album.

THEME PARKS Theme parks, Warner Bros studio stores in 30 countries, and tied merchandise.

The largest six media companies in the world – with just a few of their 'family brands'.

Ultra Concentrated Media Top Selling Brands

★ Biggest media mergers ever in 2000!
★ Now with record-breaking monopoly!

'Unbridled consumerism.' – MTV's Tom Freston outlines MTV India's content.²



Viacom
CEO Vijay Mallya
Employees 124,620
Revenue \$12.85 billion

FILM Major ownings, from Paramount to United Cinemas International, a joint venture with Vivendi Universal with 104 cinemas in Europe, Japan and South America. Blockbuster is the world's largest renter of videos with stores in 27 countries.

PLUS over 2,000 book titles annually, 180 US radio stations, and Infinity Outdoor, the largest advertising company in the world.

Viacom broke US rules controlling media ownership when it bought TV network CBS. Within a week, Senator McCain had proposed a change to those rules. Viacom is McCain's fourth biggest 'career patron'.³



CBS has 200 affiliated TV stations, and distributes its shows globally. MTV the music video channel reaches 342 million households worldwide. Viacom also owns VH1, MTV's music channel 'competitor'. Other major networks include Nickelodeon, Paramount and Comedy Central.



CABLE DIGITAL The Disney Channel broadcasts in 8 countries. International sports channel ESPN broadcasts to over 165 countries in Asia, Europe, Latin America.

MAGA ZINES Five magazine publishing groups and four newspapers including *St Louis Daily Record*.

THEATRE Disney Theatrical Productions' extravagant stage musicals include *The Lion King*, *Beauty and the Beast*.

TV Major US TV networks ABC television & radio – 10 television stations and 29 radio stations.

THEME PARKS Include Disneyland LA and Paris, Disney World Florida, MGM studios, Disney's Animal Kingdom, World Sports Complex, 27 hotels with over 35,000 rooms, two cruise ships, and the Disney Institute where professionals can 'discover the business behind the magic'.

The company wants to extend the Disney experience into almost every aspect of life. The magic need never stop in Celebration, Florida, the \$2.5 billion pre-planned town built by Disney, which regulates everything from who can move in to the height of the residents' hedges.



The Walt Disney Co
Chairman and CEO Michael D. Eisner
Employees 125,000
Revenue \$24.4 billion

PLUS Disney Books, 18 online ventures including Infoseek, 6 music labels, several hockey and baseball teams, and 720 Disney Stores worldwide.

ONLINE Walt Disney, Touchstone, Miramax Films, Buena Vista, and four others.

TV Owns the UK's Channel 5 and TV and radio stations across Europe including the RTL network. With 22 television stations and 18 radio stations in 10 countries, RTL Group is Europe's biggest broadcasting corporation.

Bertelsmann is a new interactive TV venture, 'the convergence between televisions and computers'.

BOOKS Bertelsmann is the world's biggest publisher. Random House shifts over a million books a day in the US alone, and the company has Book Clubs across Europe, operations in South America, and is a major publisher of science titles.

SERVICES Multimedia ad agency, Pxlspark 'brand managers' major clients such as Adidas.



Bertelsmann AG
CEO Heinrich Mohn
Employees 62,800
Revenue \$12.85 billion

Bertelsmann Services Group – from consumer databases to Call centres around the world.

Heinrich Mohn, head of the German Bertelsmann house from 1921, was a sponsoring member of the SS. The company was a major printer of Nazi material during the 'Third Reich'.⁴

ONLINE From Germany to Malaysia online book shopping across the planet, Lycos web portal, Barnes & Noble.com – and numerous other online ventures.

MUSIC Bertelsmann Music Group (BMG) operates in 54 countries. Its US labels own in turn 200 labels worldwide.

Researched by Granville Williams of CPBE. The full ownership chart is hosted online by Media Channel. www.Mediachannel.org/ownership



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Be The Media

- Indymedia
- Blogs
- You Tube, Green.tv
- Alt magazines, etc.
- Web 2.0
- Be The Media!



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**Hopefully you all now fully
understand the importance of
creating new land, money and media
systems?**

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Next steps?

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Short Term

1. a) Apply for £5k UnLtd Funding
1. b) Start collecting fivers and bank the money
2. Create website – start promoting it
3. Buy shared resources

More Long Term

- Buy land, property, i.e. more shared resources
- Generate rents and revenues
- Launch revolving loan fund
- Create scalable community currency

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Shared Resources

Income producing assets

- Land and Property
- Tools and Machinery
- Renewable Energy
- Free Information Infrastructures
- Eco-Logistics



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How should we spend first £5k?

(from UnLtd funding or failing that, banked fivers)

- Generic promotional flyers
- Web site development
- Shared Resources

How should we spend next £5k?

- Bank it in Triodos?
- Buy more stuff?
- Invest it?
- Up to YOU! :)

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So what do I get for my £5 a month?

- Participate in decision making about how best to spend the money contributed to the Commons Creation Fund (after 3 months contributions)
- Be kept informed about all the latest news and events relevant to the collective
- Submit and rate news, events and short articles to be included on the website and flyer

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So what do I get for my £5 a month?

- Get discounts from other member groups of the collective (eg. concessionary ticket prices, cheap books, CDs etc)
- Get fair access to use of the resources held in The Commons (obviously, you own them)
- Get connected to other people and groups who share similar values and/or are interested in the same things (all the other members and the wonderful people you'll meet at member events)

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What is the deal for groups?

Member groups agree to:

- Put a link to the website on their website
- Put a link to the website on all their flyers/ mail outs/ publications
- Offer discounts and special offers to members of the collective
- At least one member of the group must sign up as an individual

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What is the deal for groups?

What do groups get:

- A profile on the website
- Details of all events organised by the group included on the flyer
- A link to the group's website on the flyer
- Discounted access to and use of the resources held in The Commons (eg. CD burners, printers, vans, lighting rigs, staging, land, venues, etc.)

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Where will the fivers go?

- Into the united diversity saving account until we've got £5k (sort code: 09-06-66 a/c: 40375992)
- Then open a Triodos savings account
- Proposal: 20% upto £1k/month to Project Co-ordinator
- Proposal: 20% or more on flyers/DVDs
- Proposal: First £5k to be spent on website, flyers and DVD burner and printer

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What now?

We need everyone to agree to the next steps, in summary:

- Start paying £5 a month to the commons
- Start promoting website as soon as live
- Members have to contribute for 3+ months before they can have their say
- **Sign up now!**
(or stay and debate proposals)