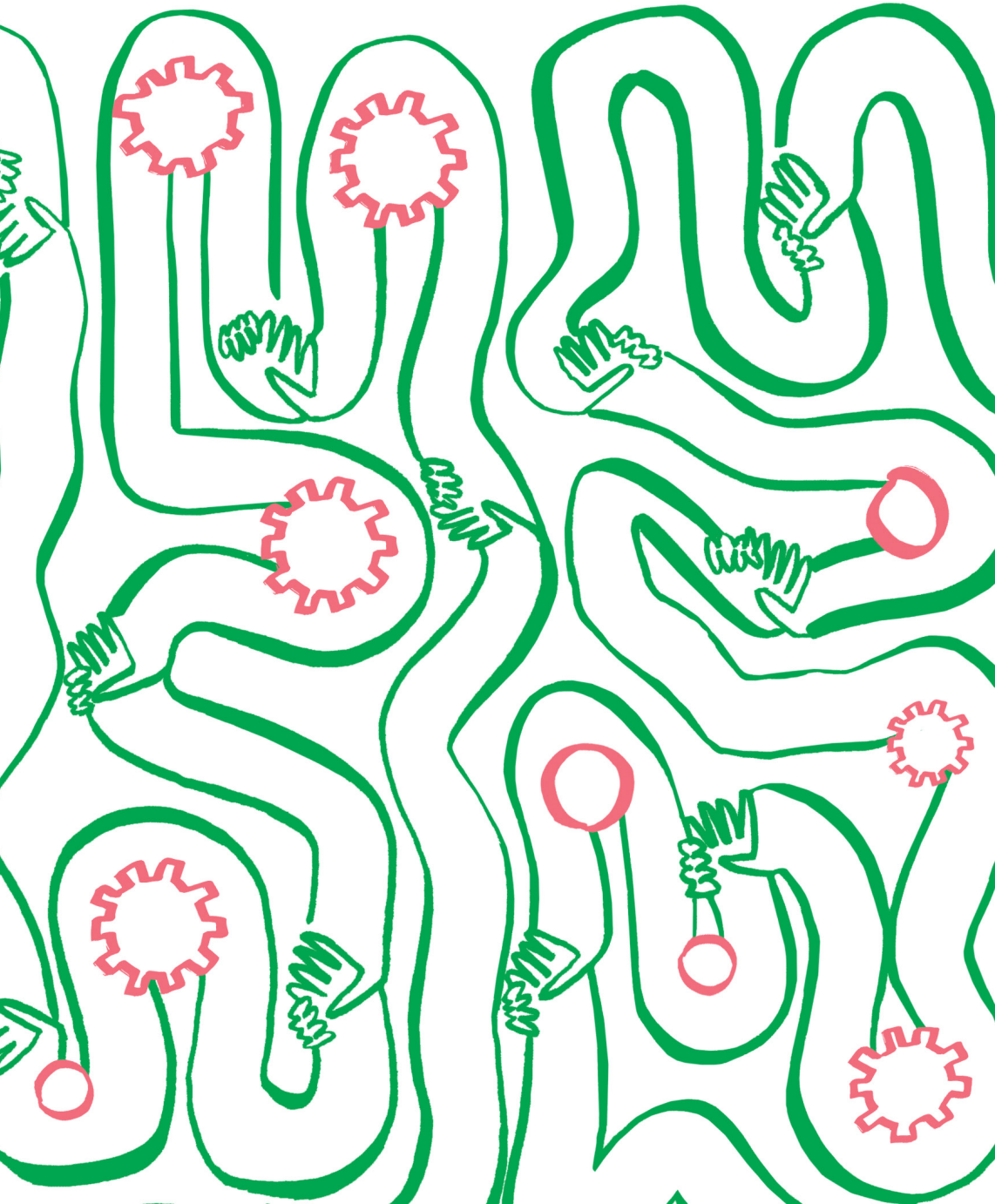


People Powered Money



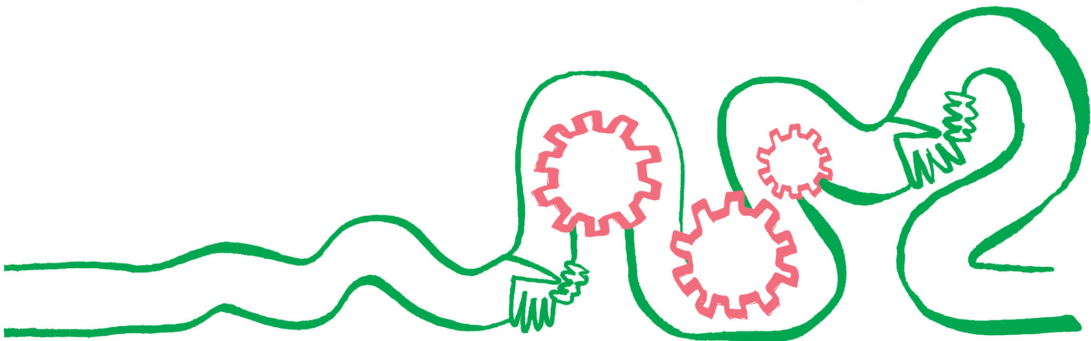
We Learn Through Doing

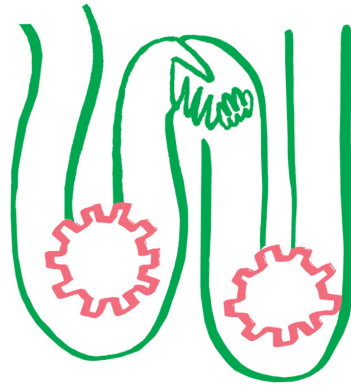
A Theory of Change for Glasgow currency initiatives

What is this document?

This document is a write up of the Theory of Change workshop that took place as part of the ‘People Powered Money: Building a community currency for Glasgow’ event at the City Chambers on 30 November 2016. It was commissioned by the Glasgow Pound Working Group to provide guidance on future projects. Specifically, it clarifies the ideal outcomes of alternative community currencies in Glasgow. These outcomes were collaboratively defined during the workshop by all participants.

Ultimately, this report is a tool: a guide for developing next steps and priorities for local currency initiatives, in order that they best achieve the desired outcomes for Glasgow.





What happened?

On 30 November 2016, the Glasgow Pound Working Group brought together 60 people from across Glasgow and farther afield to discuss the future of a new community currency, or network of currencies, in Glasgow.

The day began with a selection of speakers to introduce and frame collective understanding of the diversity of the currency projects. These included grassroots projects already existing in Glasgow (Castlemilk Timebank, Go Get Gorbals, and The People's Bank of Govanhill); and projects and initiatives from farther afield to stimulate ideas (Wallet. Services, Clacks Youth Timebank, The Eko Currency Scheme, Bristol Pound). Attendees also heard from Councillor George Redmond on Council research into alternative currencies.

The Theory of Change workshop formed the latter part of the event. This workshop focused on clarifying the ideal outcomes of community currency initiatives in Glasgow. Imagining a Glasgow in 2020, attendees were asked to document the impacts they believe a Glasgow community currency, or network of currencies, could have. In small groups, they grouped these impacts into larger thematic impacts. In a plenary session, attendees participated in stitching the variety of themes together into a cohesive vision of the vital outcomes a Glasgow currency network should aspire to achieve.

What did we find?

Vision

The overarching vision of a network of community currencies has two fundamental beliefs:

*That the economy should be more than money
That a local currency should seek independence from
corporate capitalism.*

These interrelated beliefs were expressed and documented repeatedly by attendees. The former is about value: that which attendees found valuable in society, but which is not accounted for by our current system. That could mean volunteering, skillsharing, bartering, community-building, and childcare.

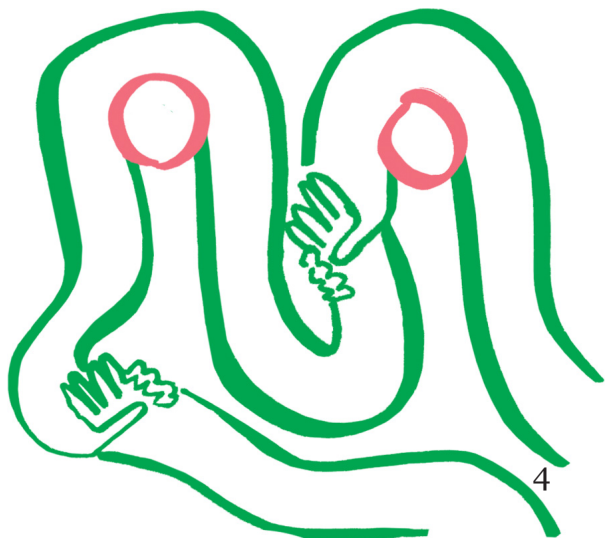
The latter is more complex, and fundamentally refers to the necessary limits on any local currency. Corporate capitalism is ubiquitous and global, and so are its problems and traumas. Attendees believed that a Glasgow currency or currency network alone will not be enough to see the global change they seek. However, it should seek opportunities and strategies which undermine, overrule, and circumnavigate corporate capitalism's activities, assumptions, and culture. In other words, think global, act local.

These beliefs are significant as they form a starting point to understand the findings of the workshop.

Outcomes

By collaboratively defining outcomes and indeed, concerns for a future network or new currency, attendees categorised their aspirations for a new currency into seven broad themes: civic pride, learning and democracy, the environment, health and wellbeing, business, labour equality, and principles of a Glasgow currency network.

These seven themes can be translated into long term outcomes, and grouped with the medium and short term outcomes generated by participants. It is important to state that these themes and outcomes are necessarily interlinked, and cannot be considered in isolation. Further, these themes have associated concerns, also recorded by attendees, which identify the vast challenges projects will face in achieving these outcomes. While this is not an exhaustive list of outcomes and concerns, it is a starting point sourced completely from attendees on the day.



Civic Pride in Glasgow Community is the Currency

This theme refers to attendees' desire for a better civic life in Glasgow. While this refers to the leading role they hope Glasgow will play in innovating alternative economics, this aspiration is crucially grounded in a desire for pride and belonging in the city. Community currencies will lead people in Glasgow to more local connection, participation and control in their everyday lives. With recognition of the far-reaching impacts of community currencies, residents will feel involved, empowered, and proud of their home city.

Long term outcome Glasgow residents will feel pride and belonging at the local and city level.

Short term



There is more community exchange between and within different demographics.



There are more opportunities for volunteering and civic activity.



Co-production and sharing of resources and ideas increases within and between communities.



Local councillors are champions for community-driven currency projects.

Medium term



Local communities are strengthened.



Glasgow is a leading example in community currencies.



Local Government is a key ally in the local economy and culture.



Corruption is decreased and trust is increased.



Better decisions are made.

Concerns



How can initiatives increase public understanding and buy in?



How can we ensure that this new system doesn't replicate problems with established currencies?



How can we prevent ourselves from becoming parochial and insular?



How do we gain support and partnership with council services?

Learning and Democracy

We Learn Through Doing

Attendees believed that community currencies have an impact on civic participation. By engaging residents in a project to reframe local value, understanding of fundamental rights across the Glasgow population will increase. This will encourage more people to learn about and use the democratic levers at their disposal, building confidence in Glasgow's local democracy.

Long term outcome **Our democracy will be strengthened.**

Short term



Everyone is more politically and economically literate.



Currency is more transparent.



Power is rebalanced to reside in communities rather than large corporations and banks.



More people are supported to participate and lead in their community and democracy.

Medium term



People understand the needs and resources in their local area.



People know their rights and have the confidence to demand them.



Community empowerment transforms and liberates streets and areas.



Young people feel connected to their community and understand their role within it.



Our local democracy and economy is powered by people.

Concerns



How far can this learning go beyond the project community?



How can we ensure we are setting the right tone in promotion e.g. Not education to correct people, condescension, moralising etc?

Environment: Land, Energy and Food

Local Solutions with Local Resources

In collaboratively negotiating local value, local resources and needs are rethought. Whether food, housing, transport, civic space or energy needs, the environment of the city becomes an experimental site of local solutions to local needs. In recalibrating these resources to work for the city, less resources are wasted, and more are made available to address inequalities. With less waste and more green solutions, Glasgow becomes a beacon of environmental care and sustainability.

Long term outcome The Glasgow environment will be better used, understood and protected.

Short term



Derelict and unused property and land is used for community good.



Green, local, and shared transport options are increased.



More food is grown in the city.



Resource flow stays local.



Re-use increases.



Waste decreases.

Medium term



Carbon footprint is reduced.



More social housing is built.



More people eat fresh local food.



The urban landscape is transformed to host more community spaces and local traders.



More resources are freed to spend on addressing inequality and other priorities.



Communities consider energy/resource cost rather than monetary cost.



'Value' is reframed.

Concerns



How do we stop our biggest institutions seeing citizens as consumers?



What do we do if we find that these alternatives in fact encourage the 'wrong' activities e.g. More CO₂ emissions? Increasing inequality? How can we access the power needed for this level of change in the urban landscape?



How can we ensure everyone takes part in these decisions?

Improved Health and Wellbeing In Control and Independent

An outcome deeply connected to improved belonging in Glasgow and improved use of local resources, is a healthier and happier population. If more resources are going into better housing, food and providing civic spaces for recreation and community events, more people in Glasgow will be healthier. With more pride in their city, confidence in their local democracy, and more civic participation, people will be happier. Wellbeing will be a valuable part of the currency ecosystem, ensuring that all Glasgow residents reach their potential.

Long term outcome **People in Glasgow are healthier and happier.**

Short term



People take part in a wider variety of activities.

Medium term



People value themselves and their abilities.



People feel empowered and confident.



People feel socially included.



People feel in control and independent.

Concerns






How will we help people to locate the valuable skills they have to offer if they already feel expendable?

Business Ethics over Convenience







Attendees believed that local businesses were a cornerstone in a healthy local economy. An alternative local currency in Glasgow will mean more money being routed into smaller, locally-owned businesses who can use such a currency in their trading networks. Entrepreneurs will be less precarious and will be better connected to their local communities, serving their needs with local and sustainable resources. With greater stability, more small businesses will flourish and more money will circulate locally, rather than being siphoned off by the large corporations who continue to fill our high streets and corner stores.

Long term outcome **More money will stay in local communities.**





Short term

-  Local businesses become less precarious.
-  Local businesses become more involved in their communities.
-  There is a better rapport between local traders.

Medium term

-  Local shops for day to day consumption increase.
-  Street-level economies flourish.
-  There are more local jobs.
-  There are more community run businesses.
-  There is a better choice rather than more choice.
-  Larger imbalances are addressed with economic decentralisation.

Concerns

-  How much will this tackle the big problems if big banking continues to dominate the economic life of the rest of Scotland/the UK/world?
-  Who makes the decisions about who can participate e.g. Are bookmakers allowed? Who defines a 'local' business?
-  What is the role of competition, between local businesses and between currencies, in this new landscape of community currencies?
-  How can we help local businesses to use the currency if they depend on resources from outside of Glasgow?

Labour Equality

Redefine Development

Community currencies in Glasgow should be designed to acknowledge the labour outside of our current economic system. This includes the work of those not in formal employment who nevertheless provide vital services such as volunteers, and particularly gendered labour such as caring and housekeeping. A community currency in Glasgow will help people identify and grow their own skillset, because it will be valued through exchange and circulation within the wider Glasgow community. Though inherently linked with aforementioned themes of better health, environment, and civic belonging, equality in this theme is particularly about valuing Glasgow residents' labour equally, and ensuring community currencies recognise this.

Long term outcome **Inequality is eradicated.**

Short term



Those outwith the paid-work world are brought into the local economy and community.



People feel they have the skills to participate.

Medium term



Poverty is decreased.



Social isolation is decreased.



Community and individual sense of worth increases.



Gender equality is tackled.



Barriers to integration are overcome.



New, local care solutions are in place.

Concerns



How will this affect people's benefits?



Do we need mechanisms in place to prevent misuse?



How do we make sure it isn't seen as a 'poor' currency for 'poor' people? Or indeed, a currency for any specific group?



How do we overcome digital inequality if there is a digital aspect of our work?



How do we avoid it becoming an example of Cameron's 'big society', where government is shrunk, and responsibility is shifted to communities with unequal resources?

Principles of the Network

Experiment and Adapt

While this is not necessarily an outcome, this theme came out of the discussion because of a concern for how these initiatives are maintained and grown. Attendees discussed strategies of sustaining a new community currency or network of such currencies throughout the workshop. These outcomes provide guidance in how to best connect initiatives, enabling projects to extend their reach and impact. This vision is one of a moving and adaptable network of opportunistic, thoughtful, and innovative projects.

Long term outcome Glasgow will host a flourishing and flexible economy.

Short term



Networks are built from experiments and adapt to learning.



Currencies use different strategies to engage all of Glasgow.



Connects and collaborates with a wide variety of local partners.



Builds connections and solutions with public servants and services.

Medium term



A web of local currency initiatives interlink across the city.



Initiatives are intergenerational and representative.



Local economies are community owned, driven, and directed.



The network is based on real needs emerging in Glasgow.



Works with and between public services.



Connected to other initiatives around Scotland/the UK/world.

Concerns



Who will support these community currencies to continue? Is there a safety net?



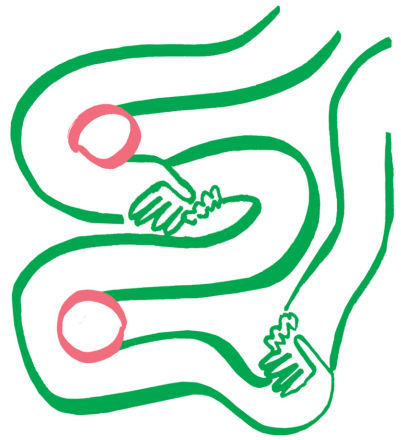
How will it begin in a more coordinated way? Will it be a big intervention, or incremental projects?



How will the network and its activities be regulated?



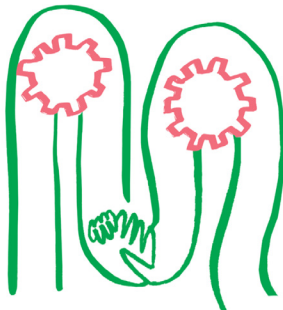
How do we build credibility and deal with setbacks?



Conclusion

Community is the currency.
We learn through doing.
Local solutions with local resources.
In control and independent.
Ethics over convenience.
Redefine development.
Experiment and adapt.

These are the mottos, documented by attendees on the day and transcribed into this report, for the future network of Glasgow currency initiatives. This document provides some of the outcomes and concerns that are vital to a Glasgow where residents feel pride and belonging at the local and city level; our democracy is strengthened; the environment is better used, understood and protected; people are healthier and happier; more money stays in local communities; inequality is eradicated; and where Glasgow hosts a flourishing and flexible economy. Moving forward, this report can be used to connect the activities of your initiative with these outcomes. This will best place future initiatives to holistically evaluate their work, and to effectively target their activities for the biggest impact.



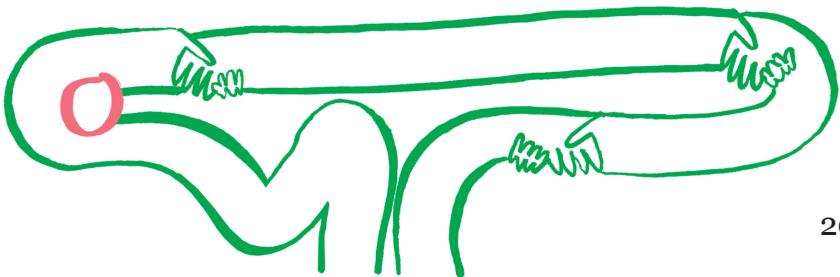
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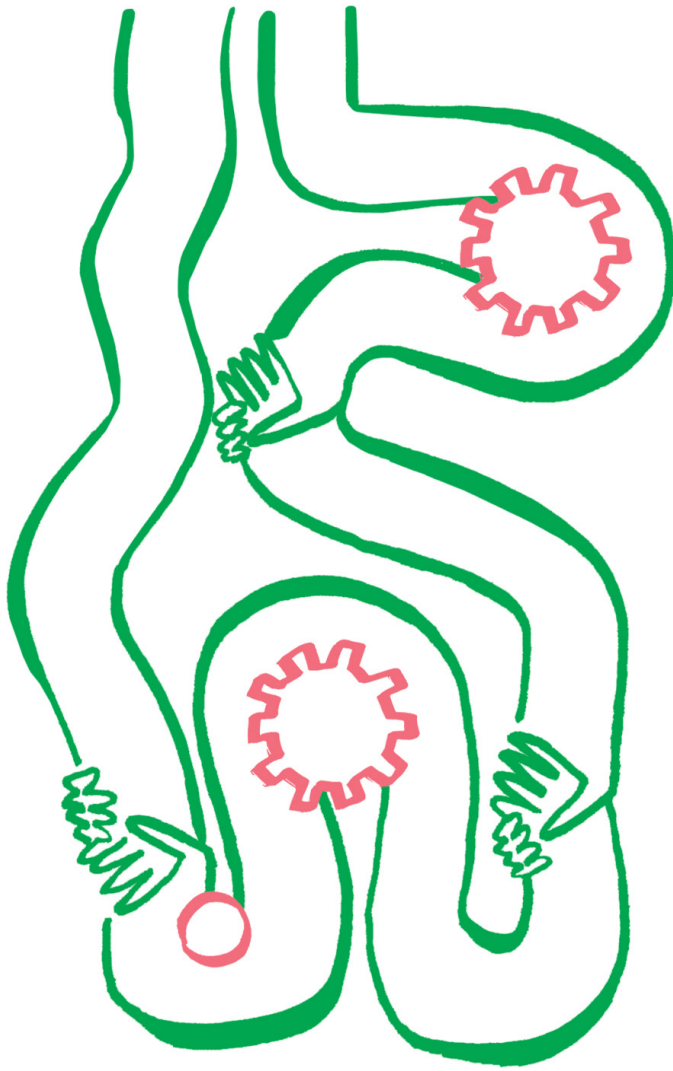
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Theory of Change workshop led by Charlotte Millar & Katie Gallogly-Swan.

Report by Katie Gallogly-Swan.

Glasgow Pound Working Group is a collective of interested citizens exploring possibilities for a citywide community currency to serve the people of Glasgow and build a stronger local economy.

Design by Caitlin O'Connell.

