Creatives! Get mutual

Business Models for the Creative Economy

5 June, 12pm-2pm

Museum of Contemporary Art (MCA),
Level 6 Terrace Entrance (Circular Quay)
Sydney NSW 2000

social enterprise services

Vivid Contributor
LIGHT, MUSIC & IDEAS
VIVID SYDNEY

BUSINESS COUNCIL OF CO-OPERATIVES AND MUTUALS

Creatives! Get mutual

Keynote address

Creative co-operatives will change the world – Part 1

Janelle Orsi
Co-founder and Executive Director of the Sustainable Economies Law Center

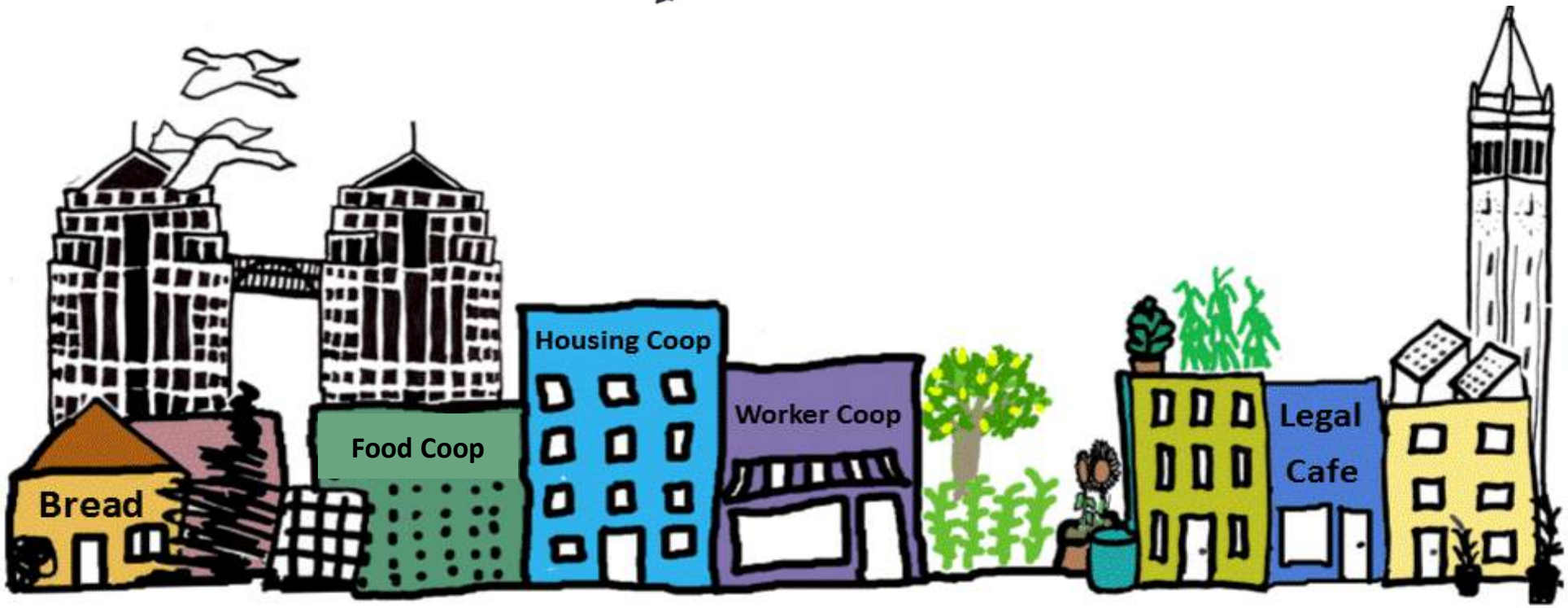
social enterprise services

Vivid Contributor
LIGHT, MUSIC & IDEAS
VIVID SYDNEY

BUSINESS COUNCIL OF CO-OPERATIVES AND MUTUALS

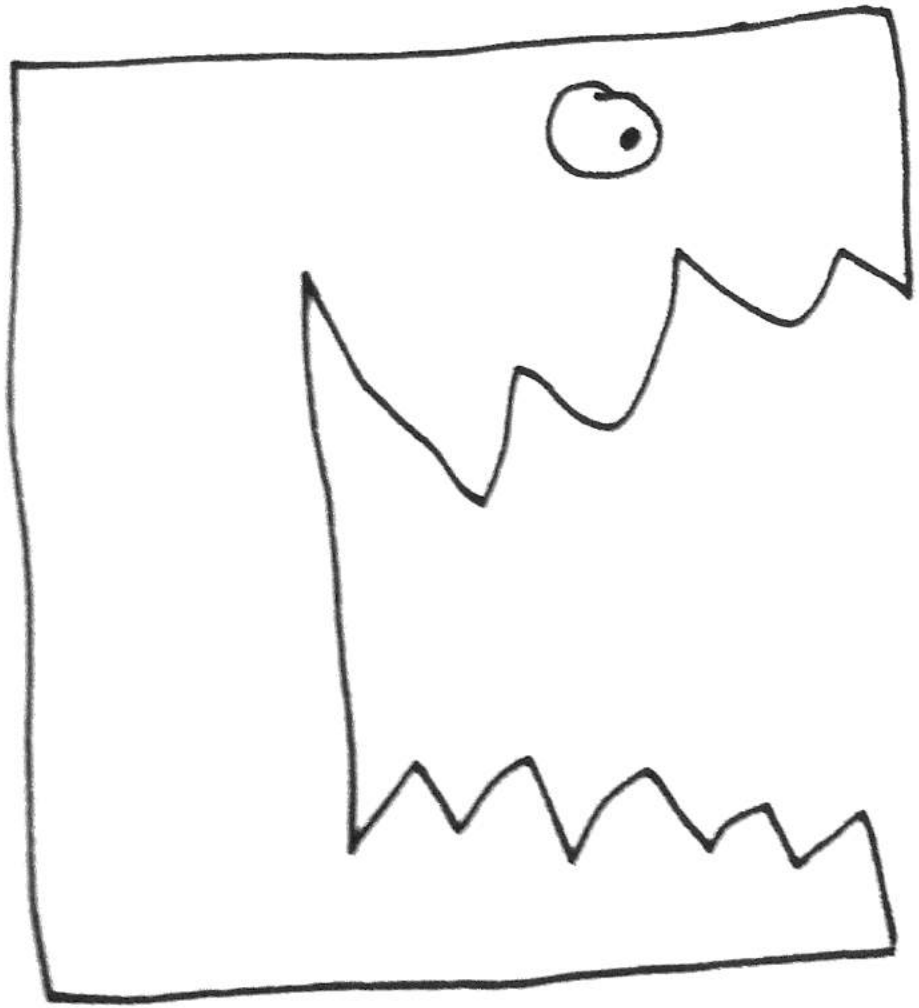
Cooperatives:

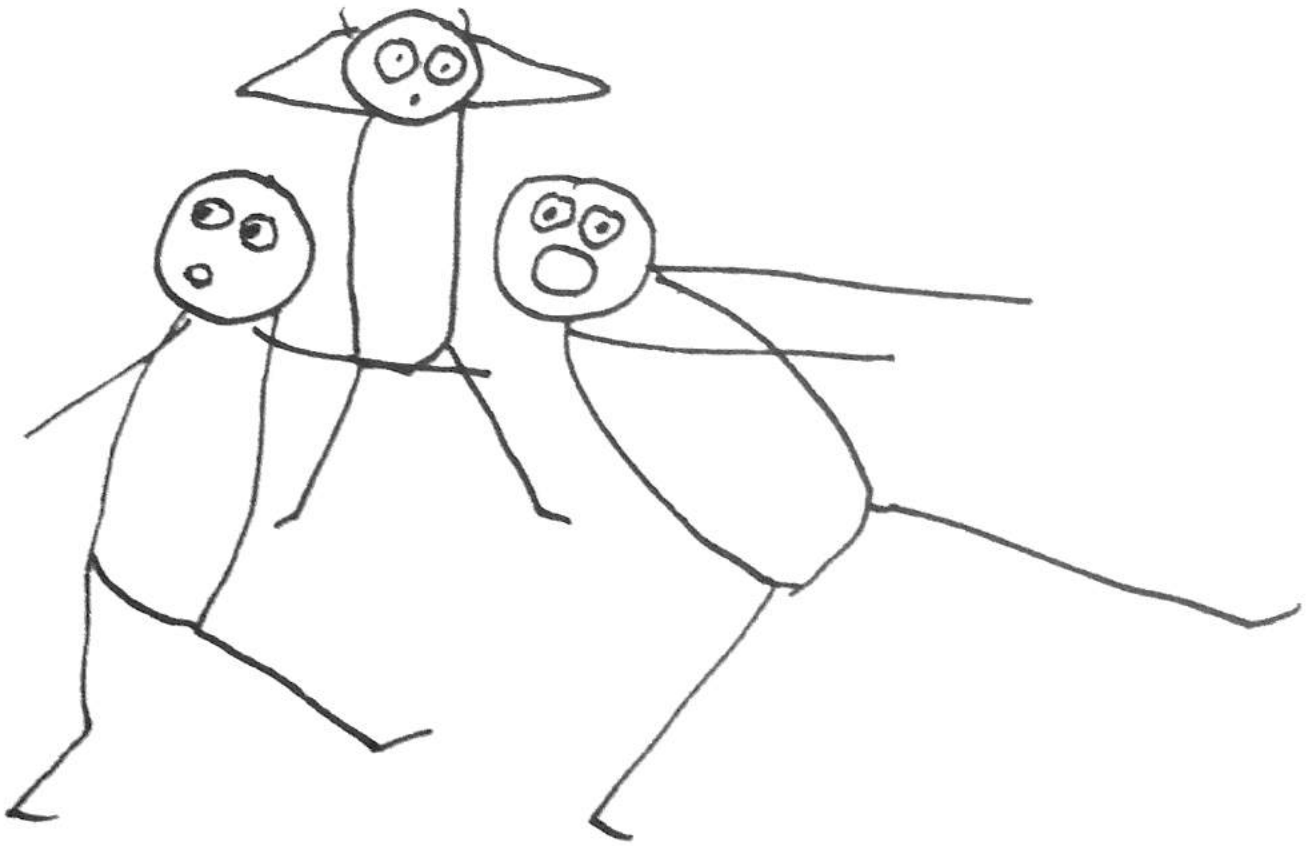
Putting the Lively Back in Livelihoods



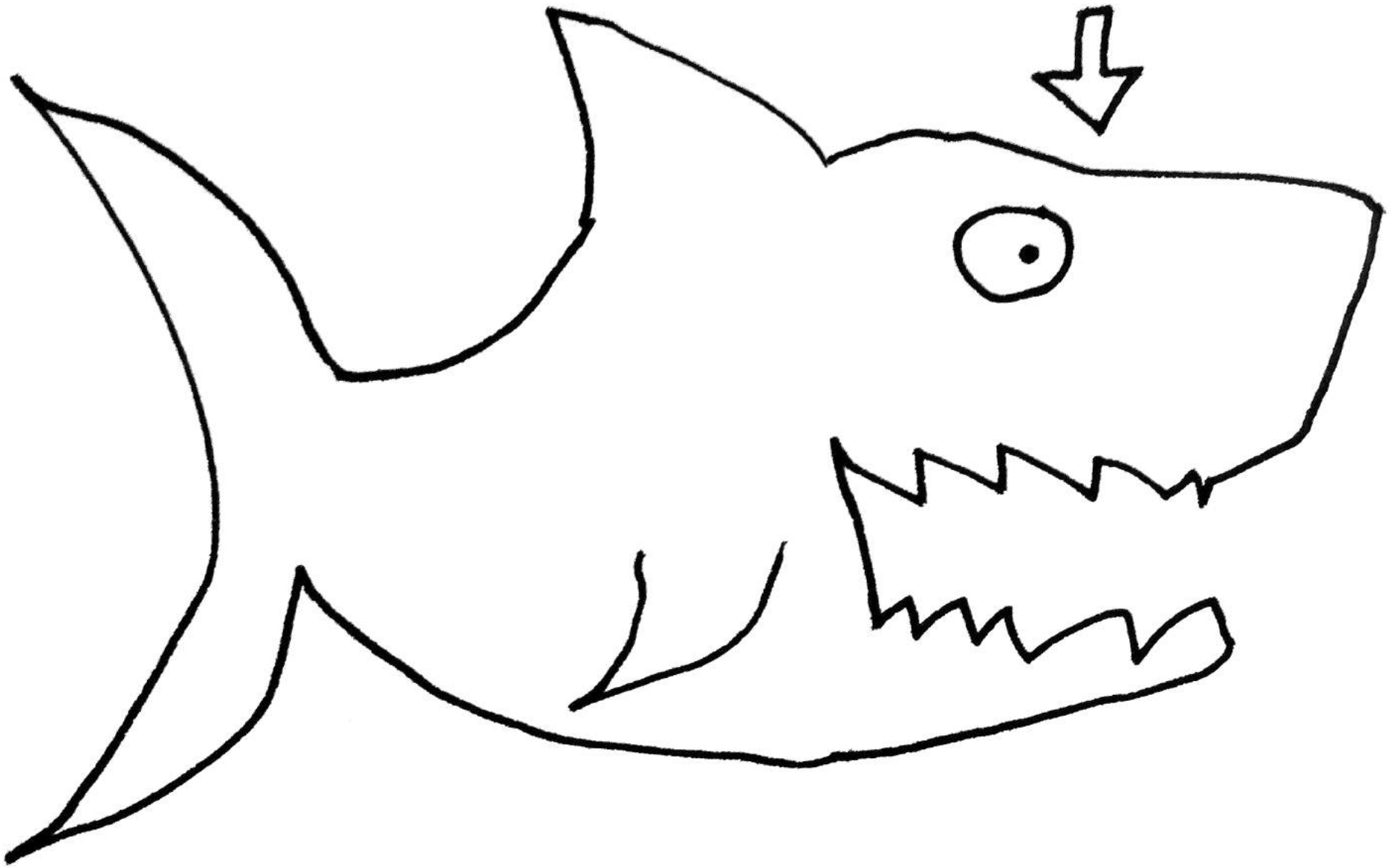
Sustainable
Economies
Law Center

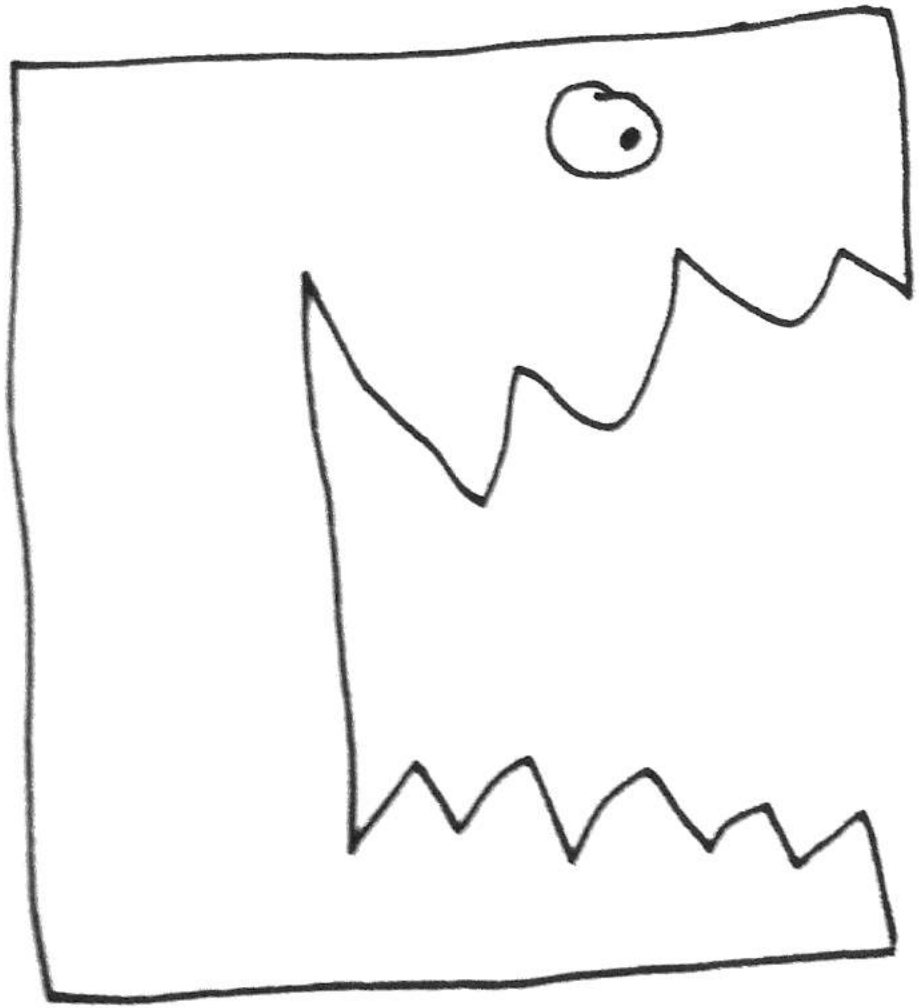
A Cooperative...
That's nice!

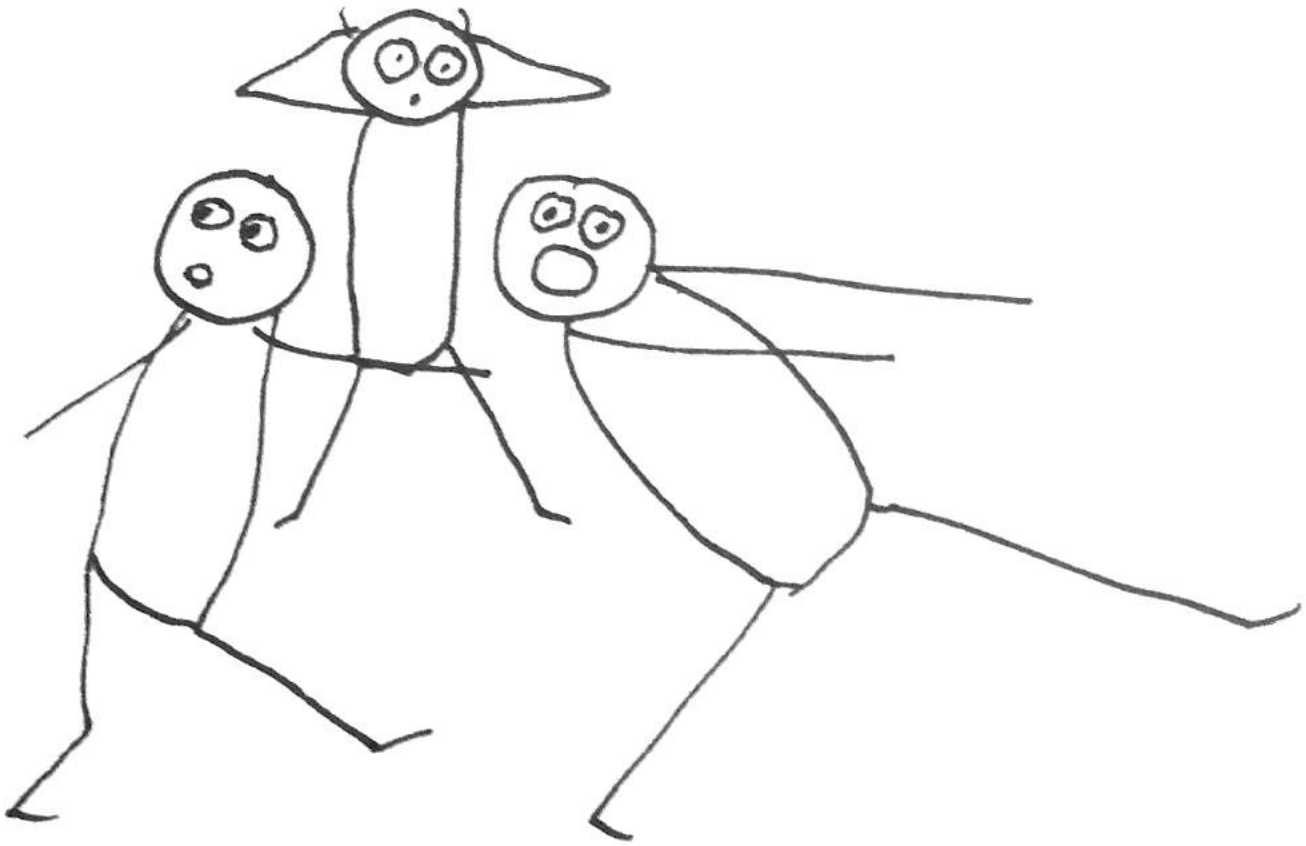


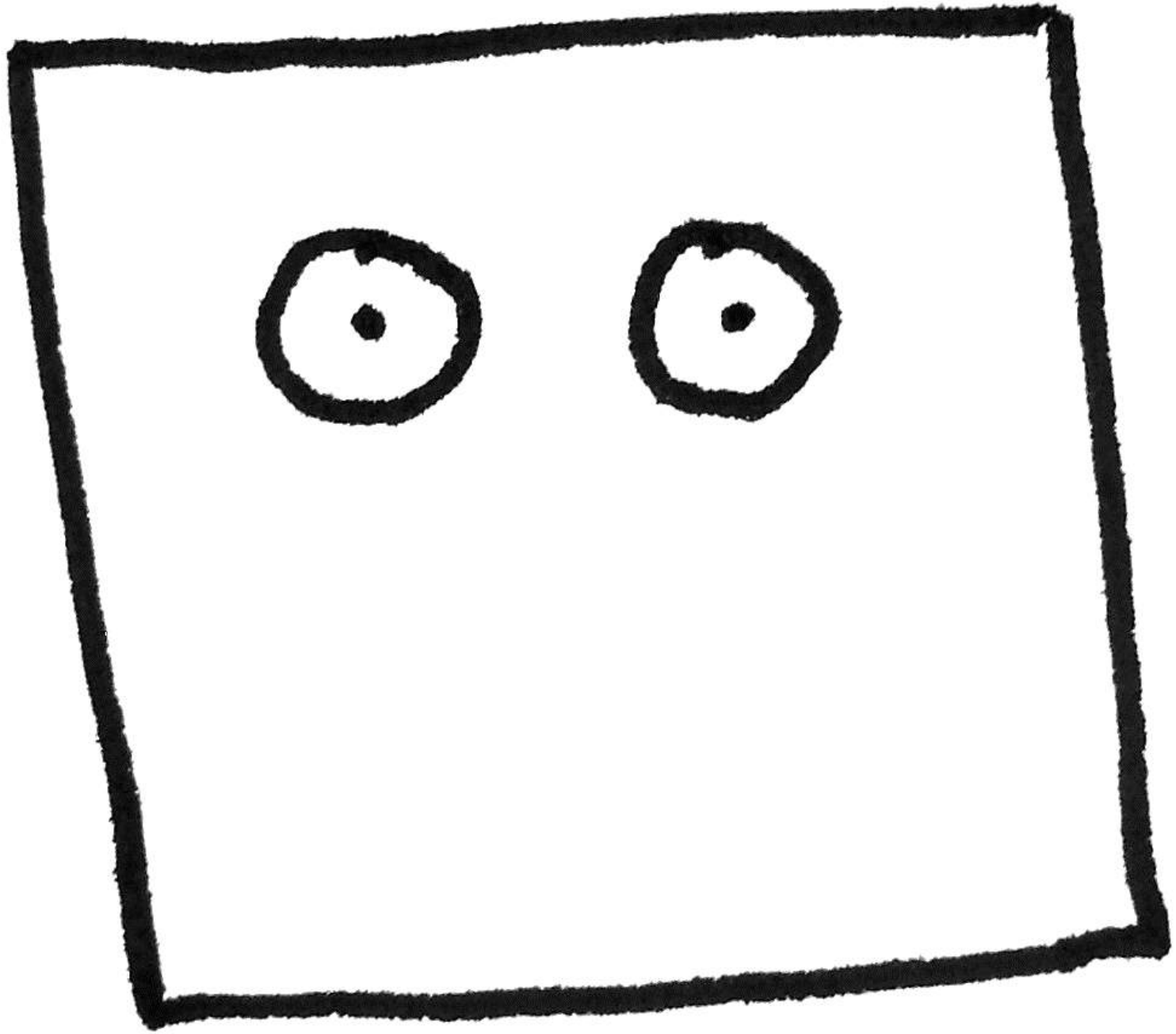


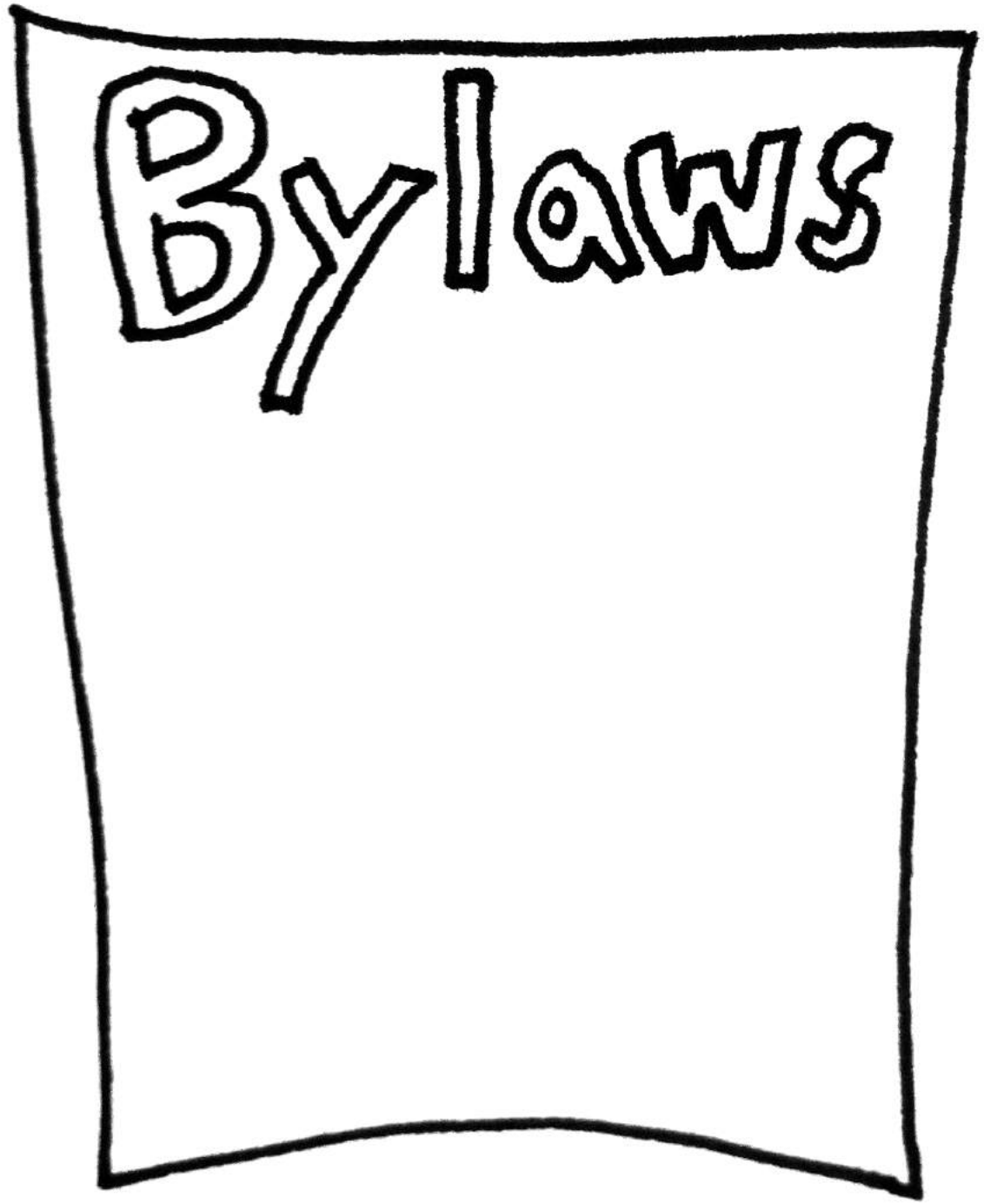
Conventional Business

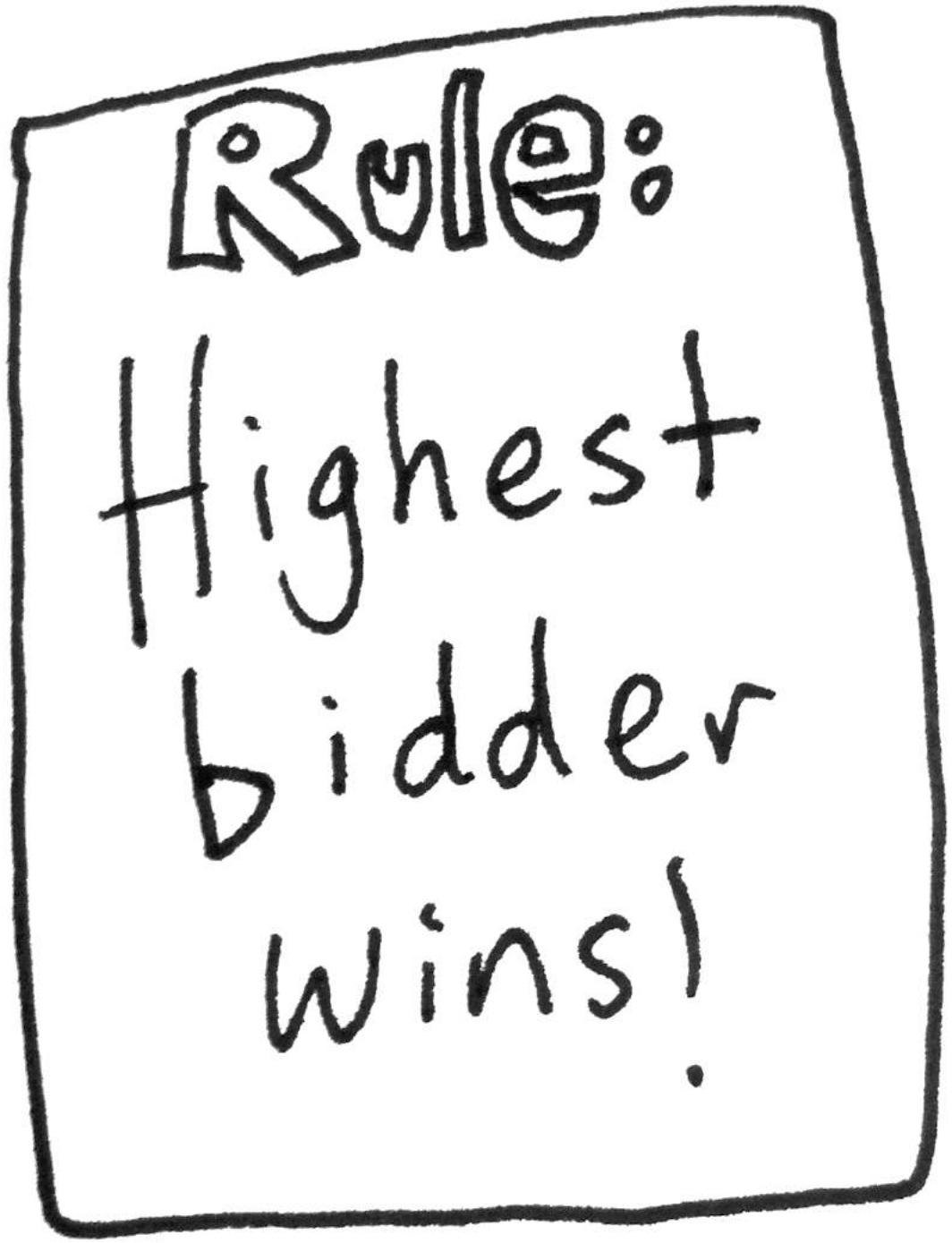


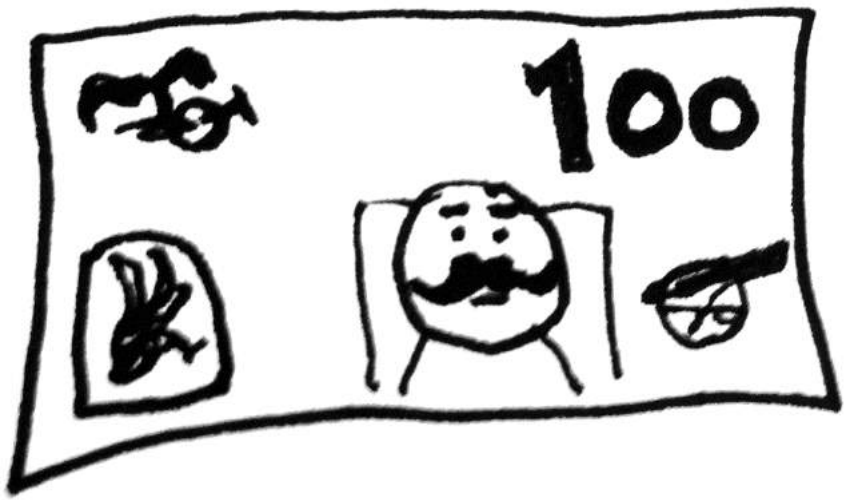




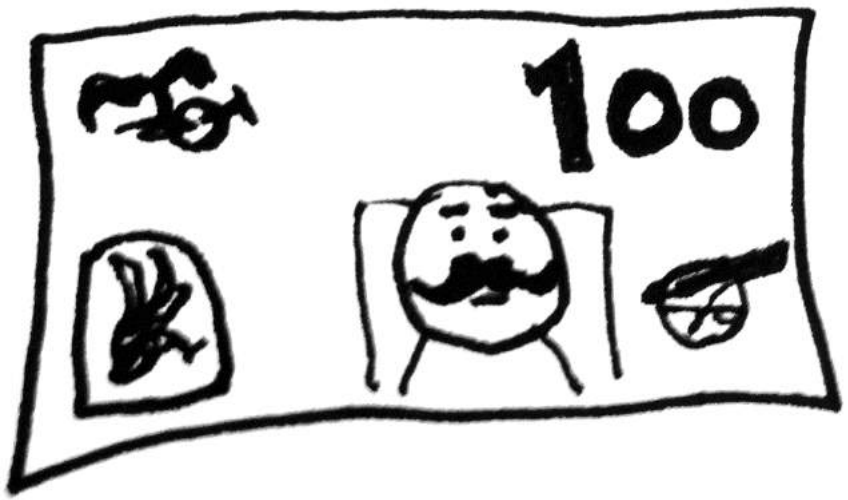



Bylaws

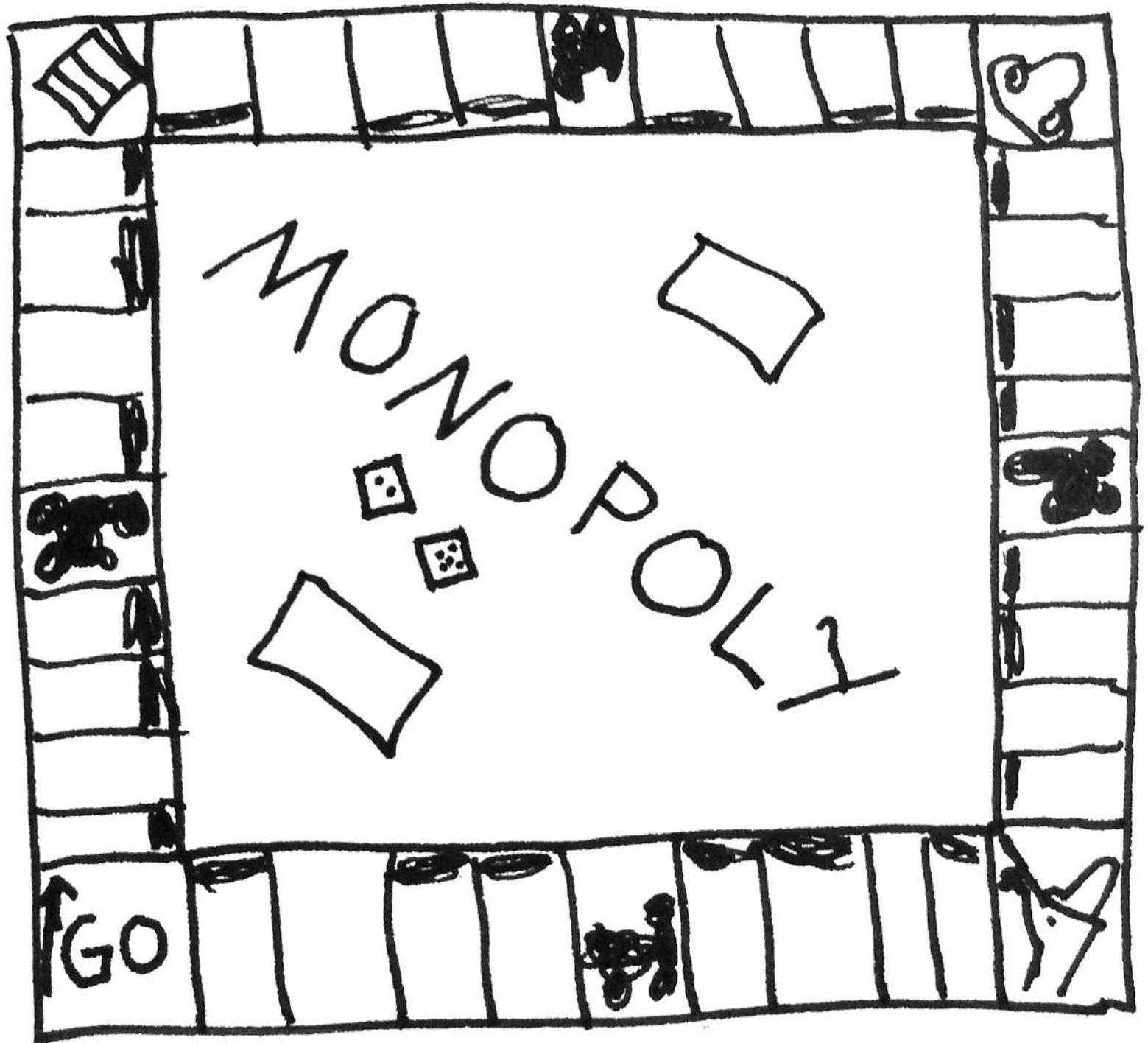

Rule:
Highest
bidder
wins!



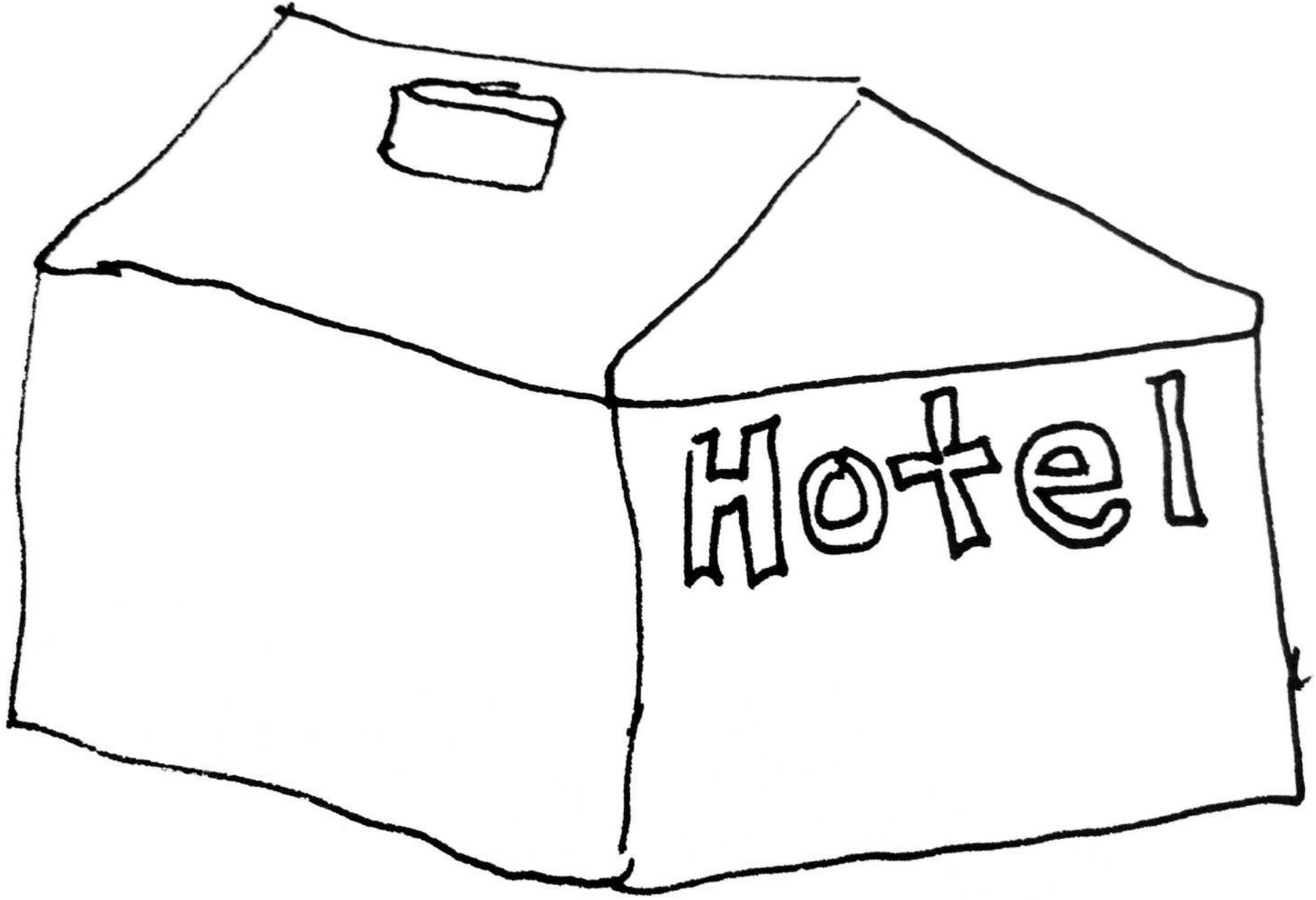
= Power

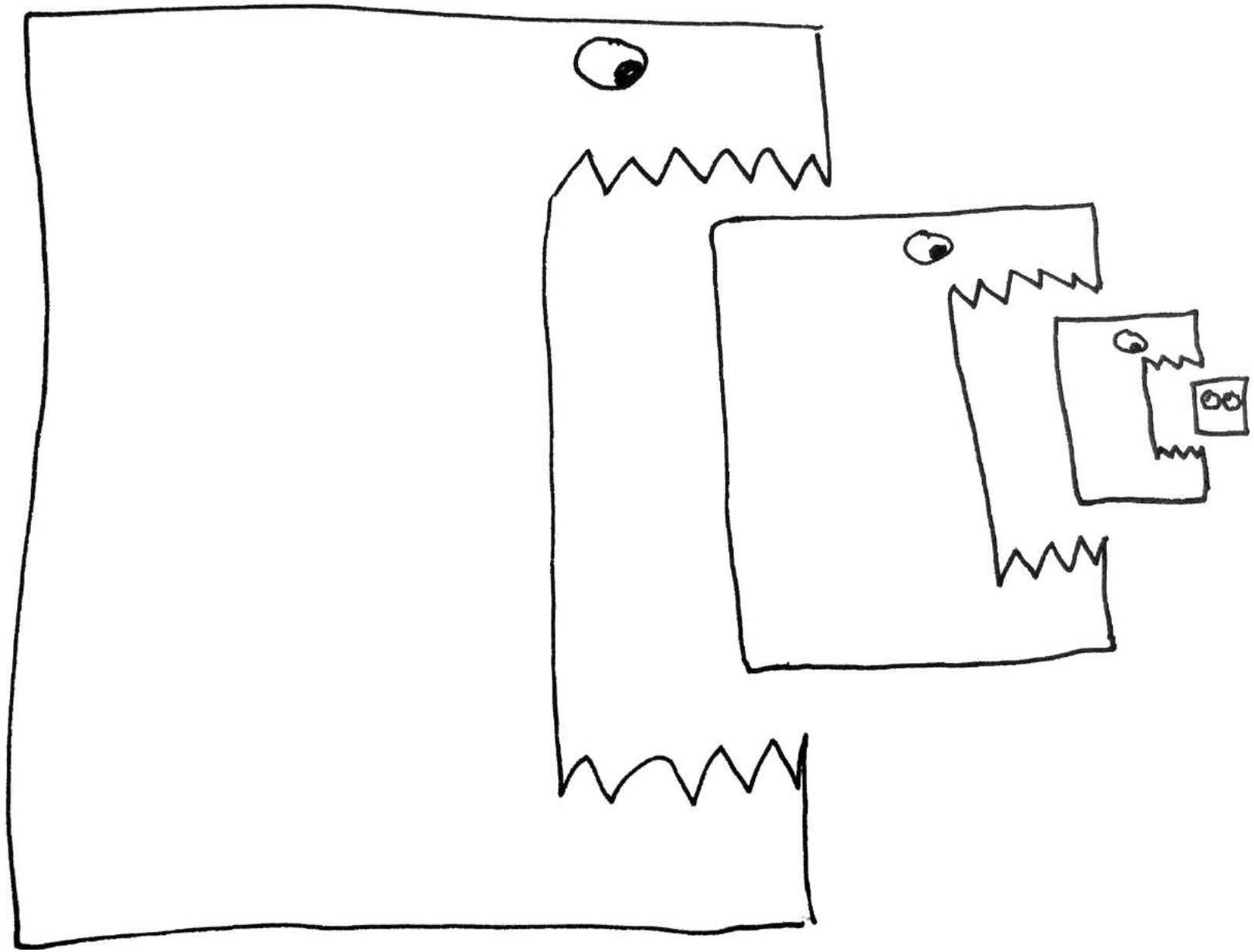


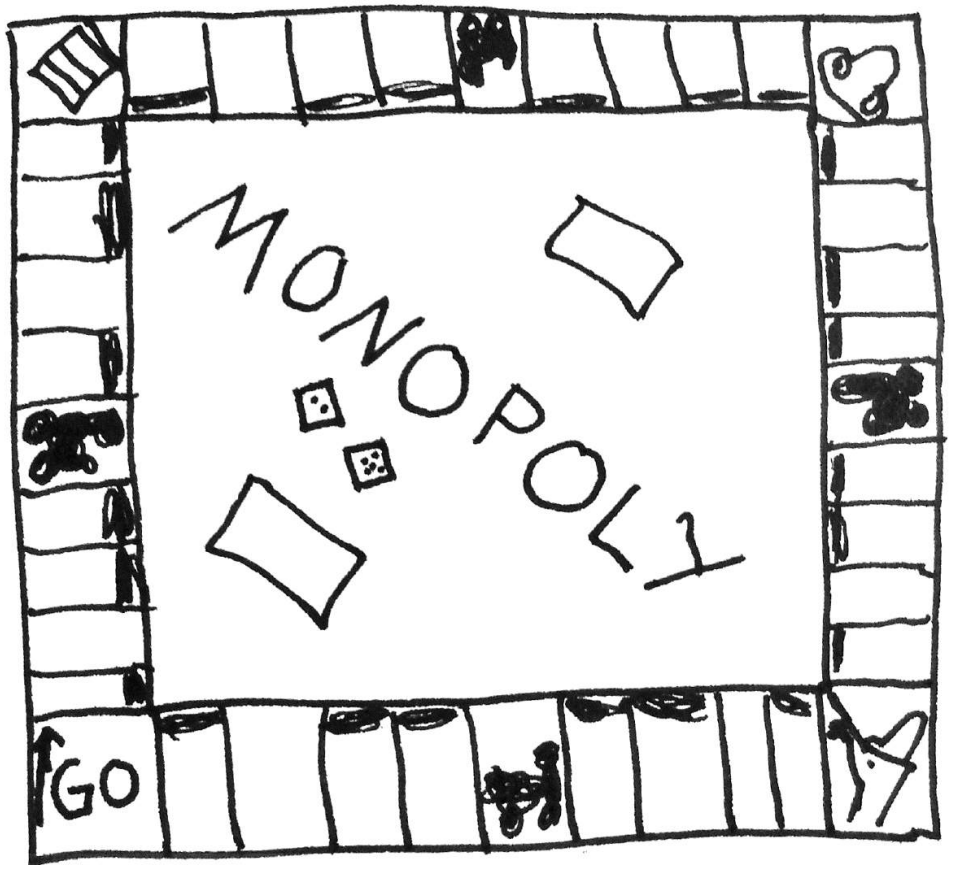
= Profits


MONOPOLY
GO

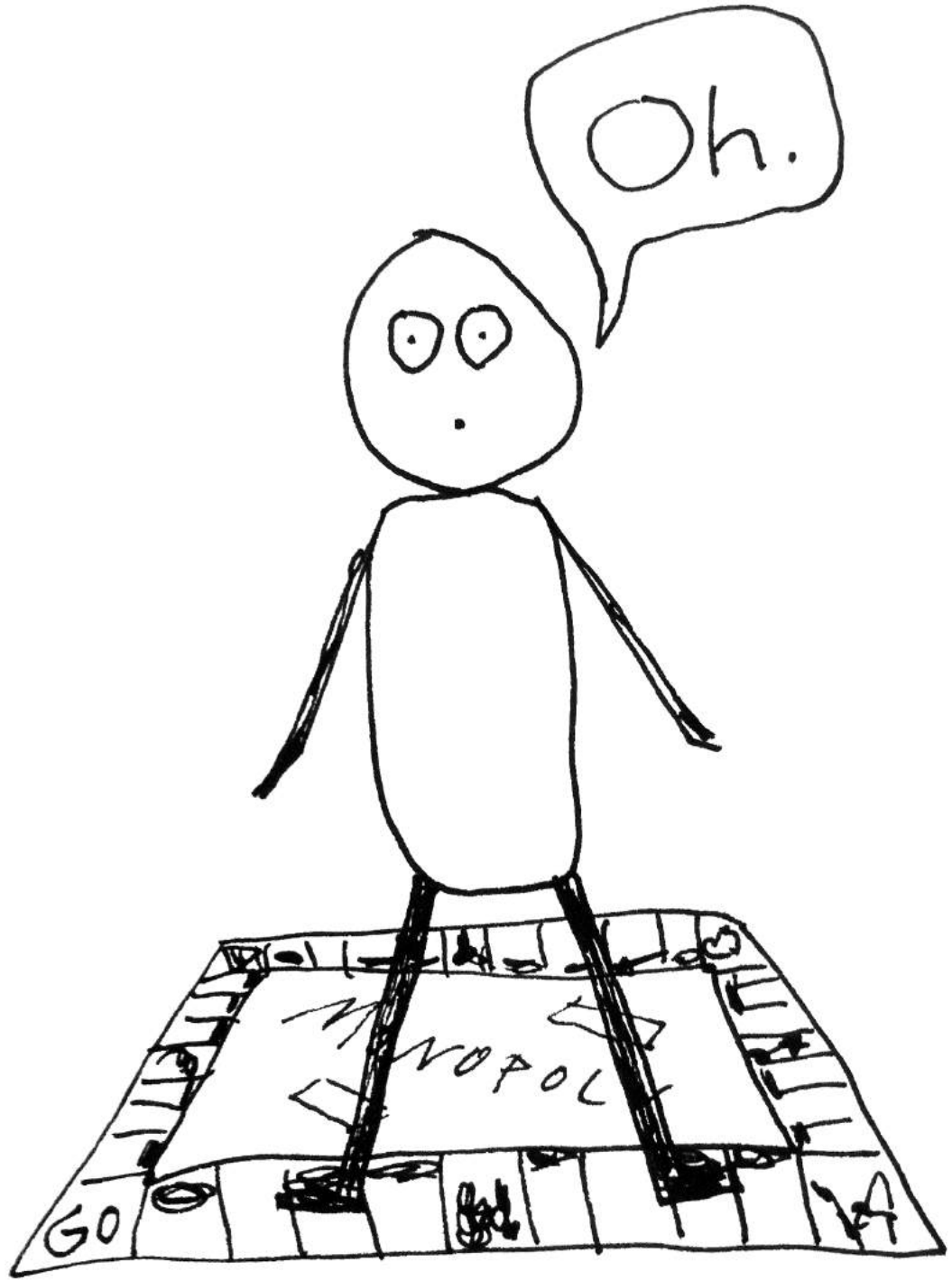
Maybe I'll Win!


Hotel

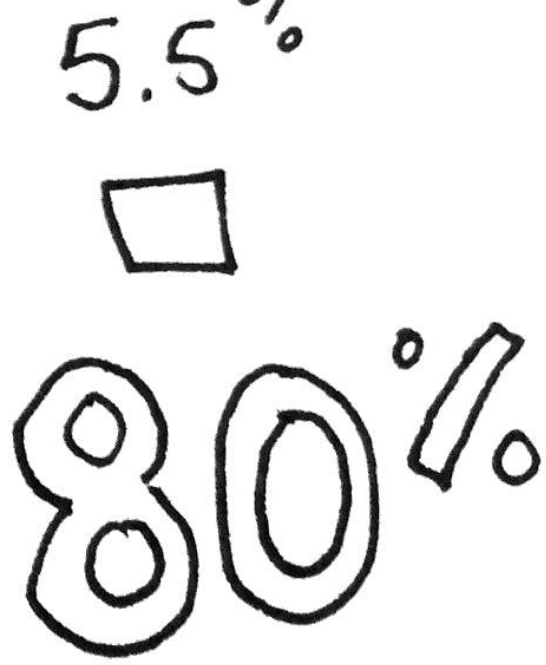


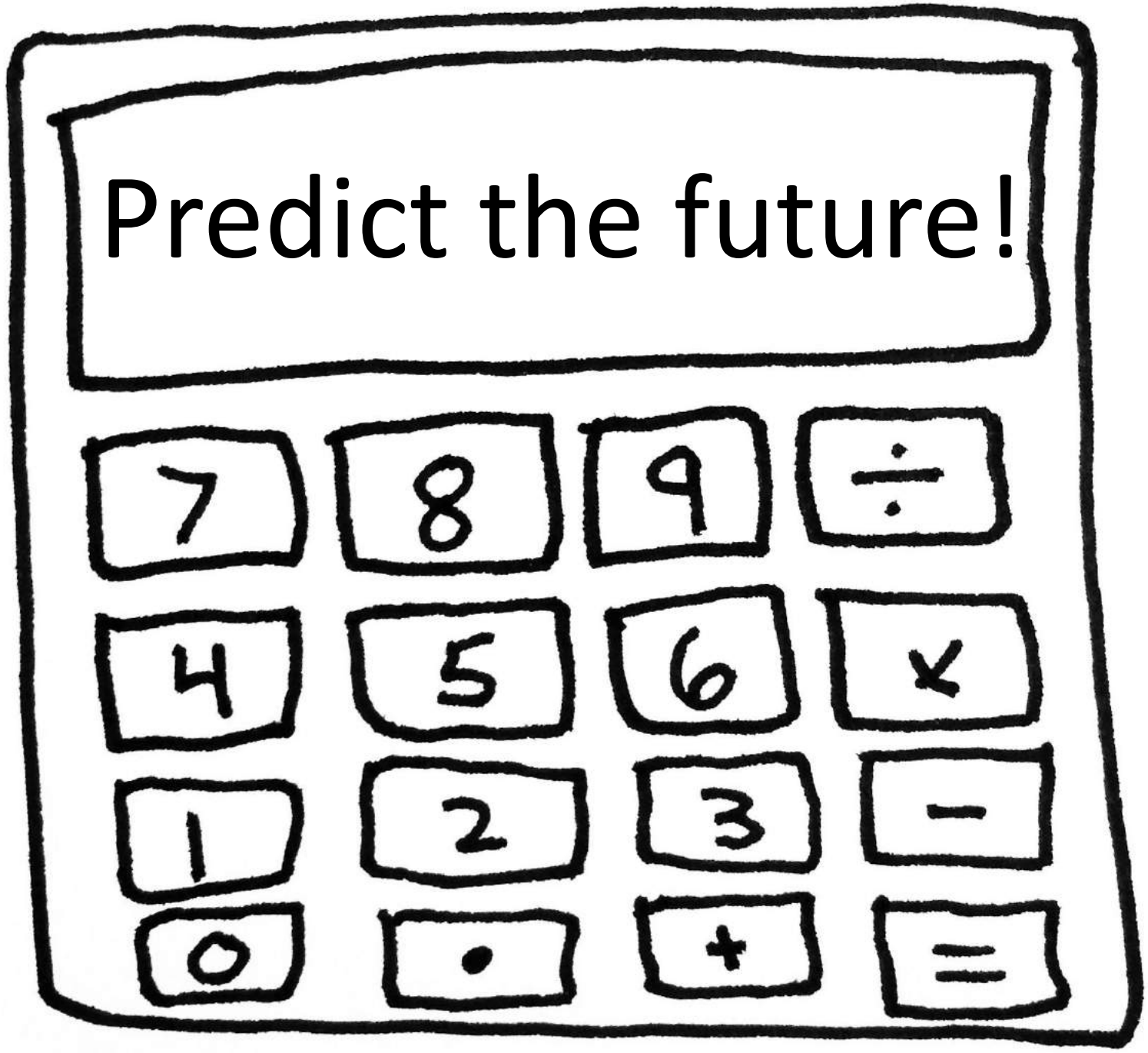


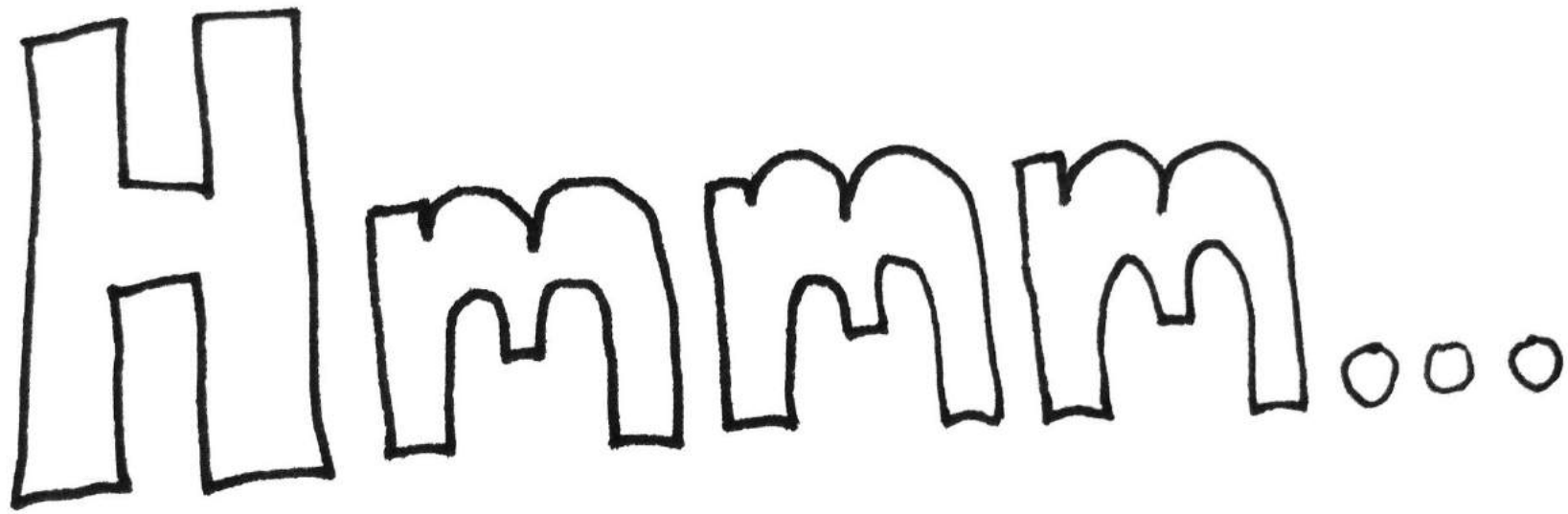
A little too real for comfort


Oh.
GO

94.5%
Wealthiest
20%

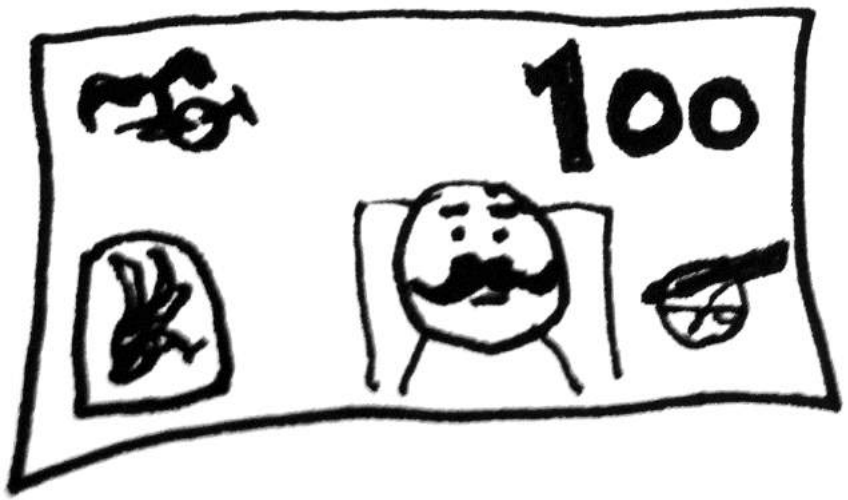

5.5%
80%


Predict the future!
7
8
9
÷
4
5
6
×
1
2
3
−
0
•
+
=

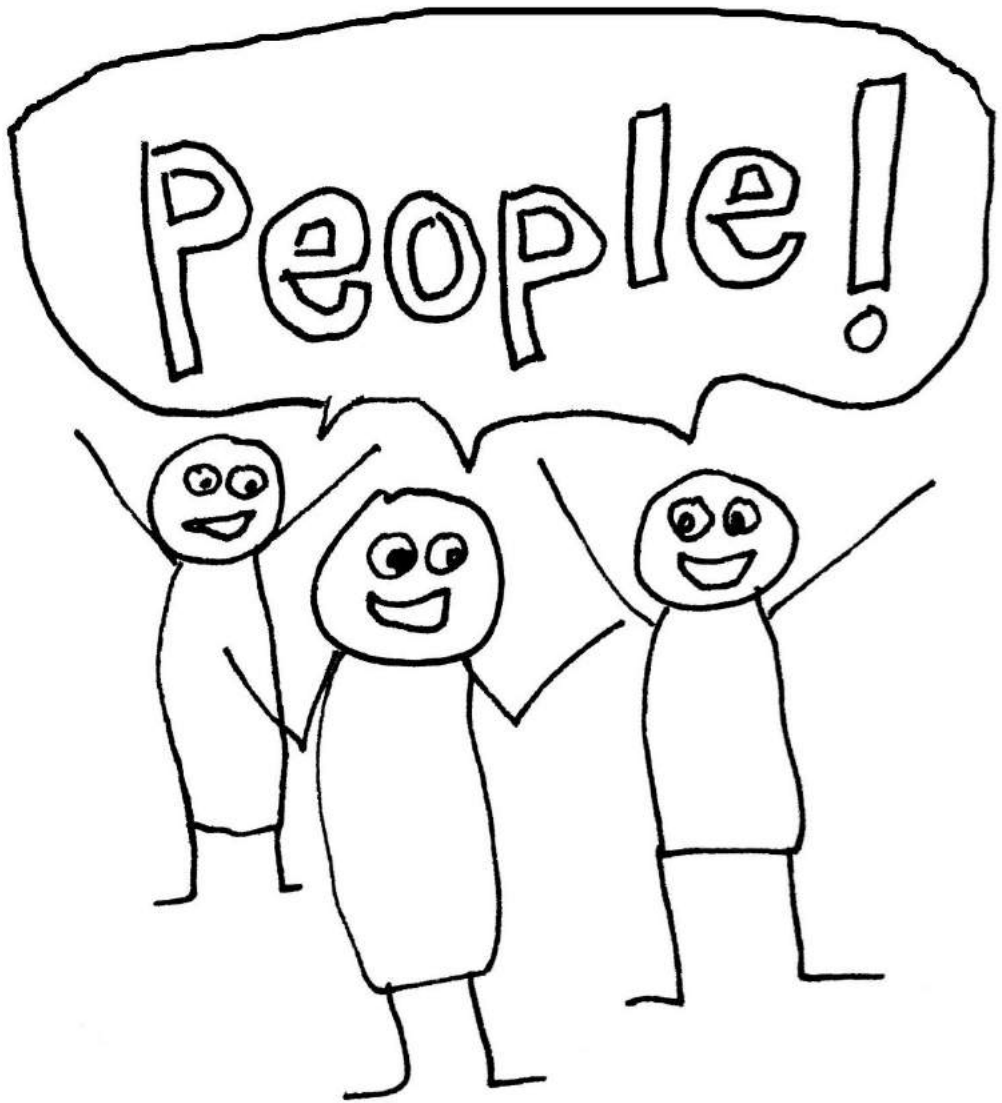

Hmmm...

Duh!
People!

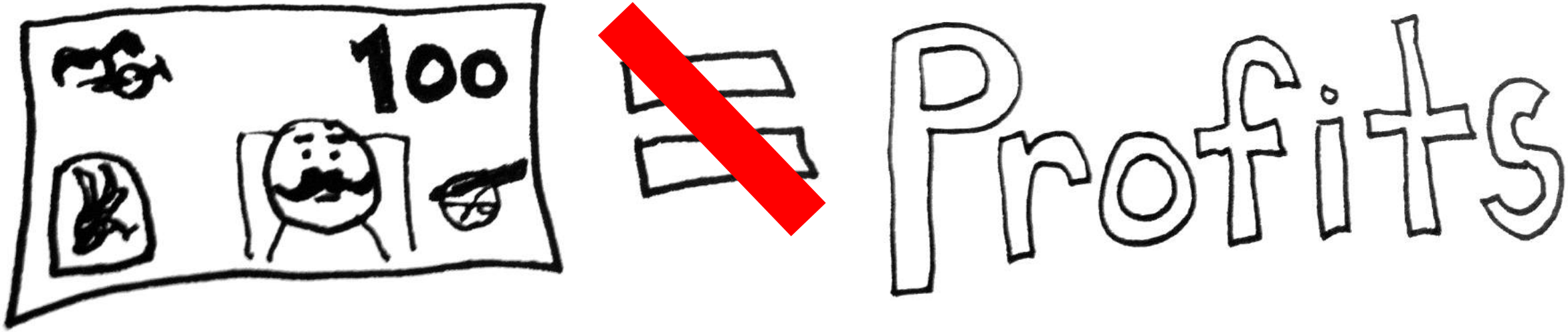
Cooperative
New
Rules!

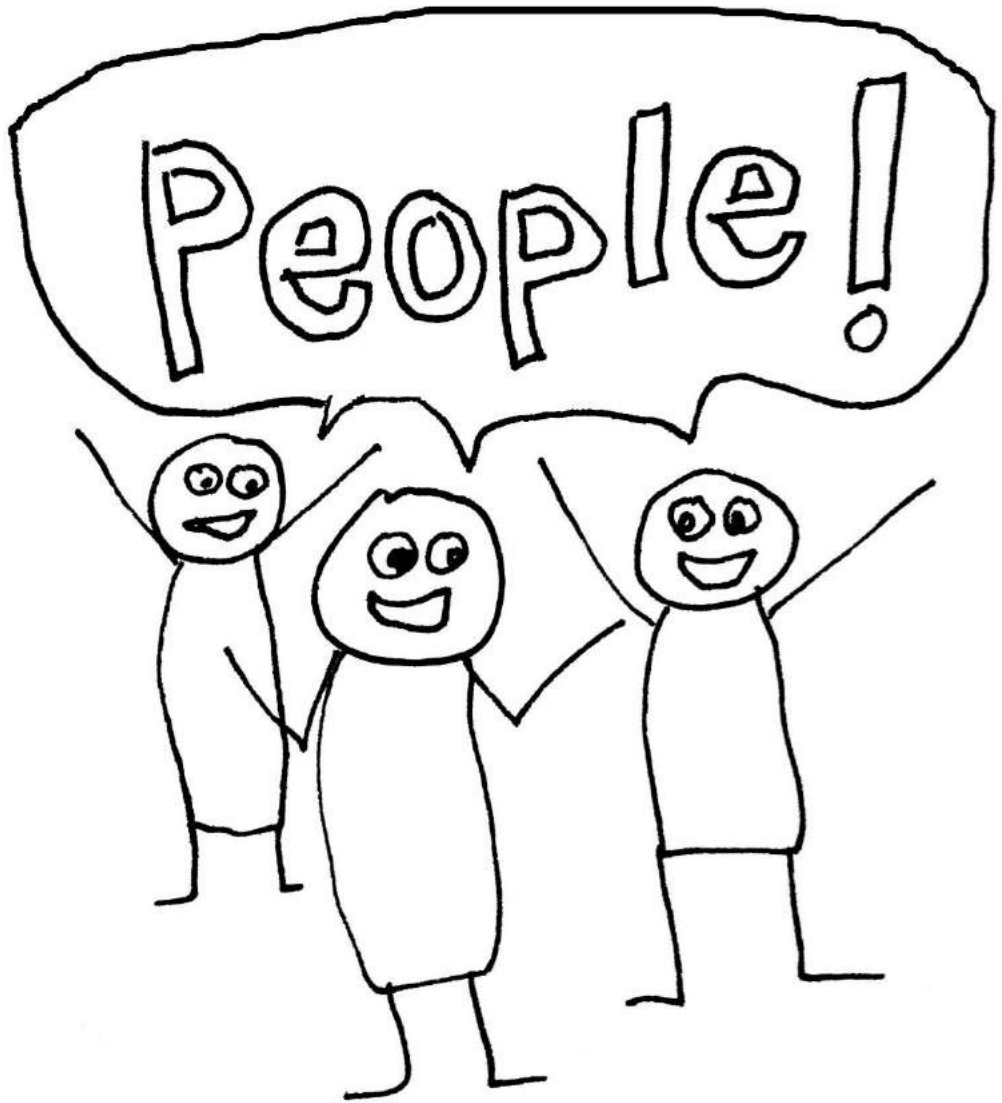


≠ Power



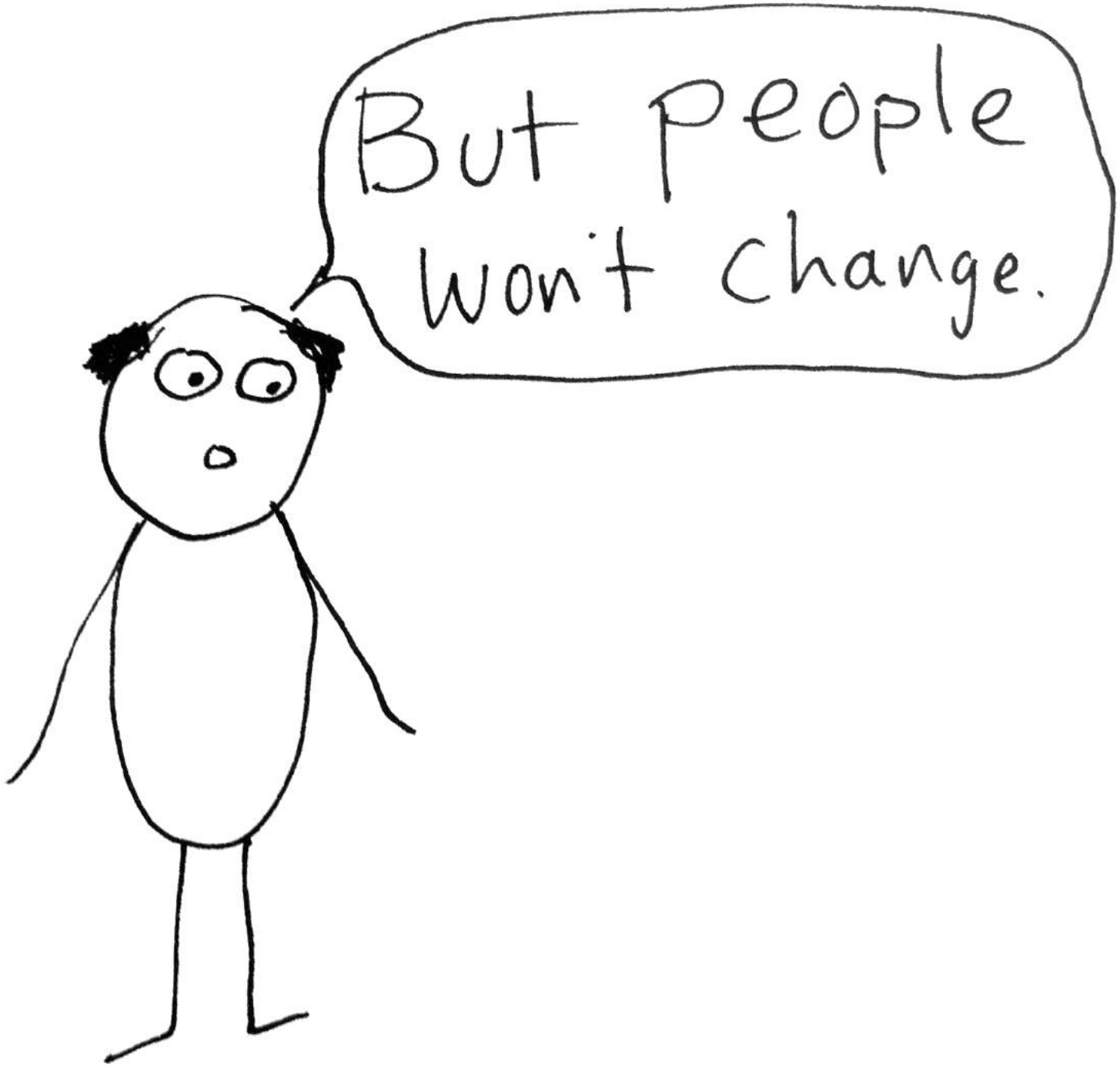
= Power


100
≠ Profits

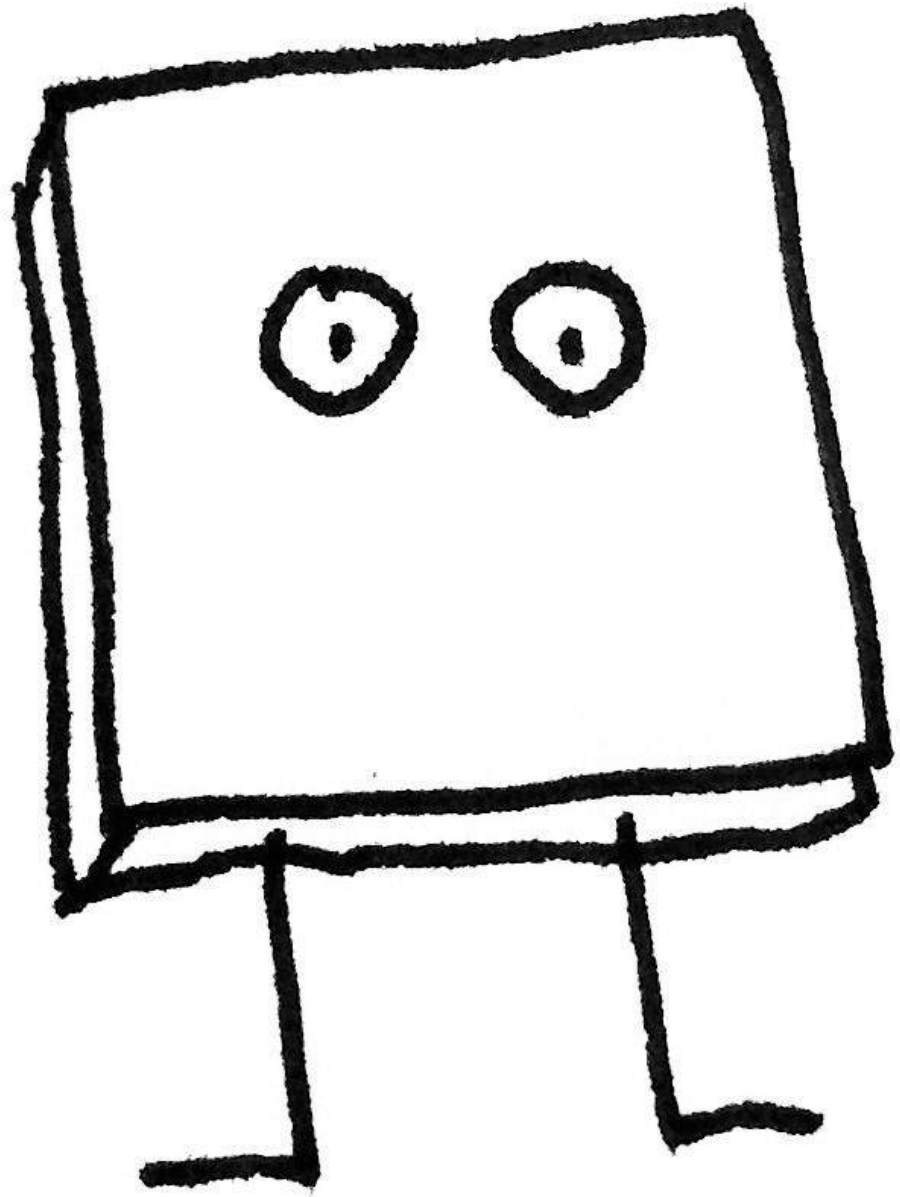


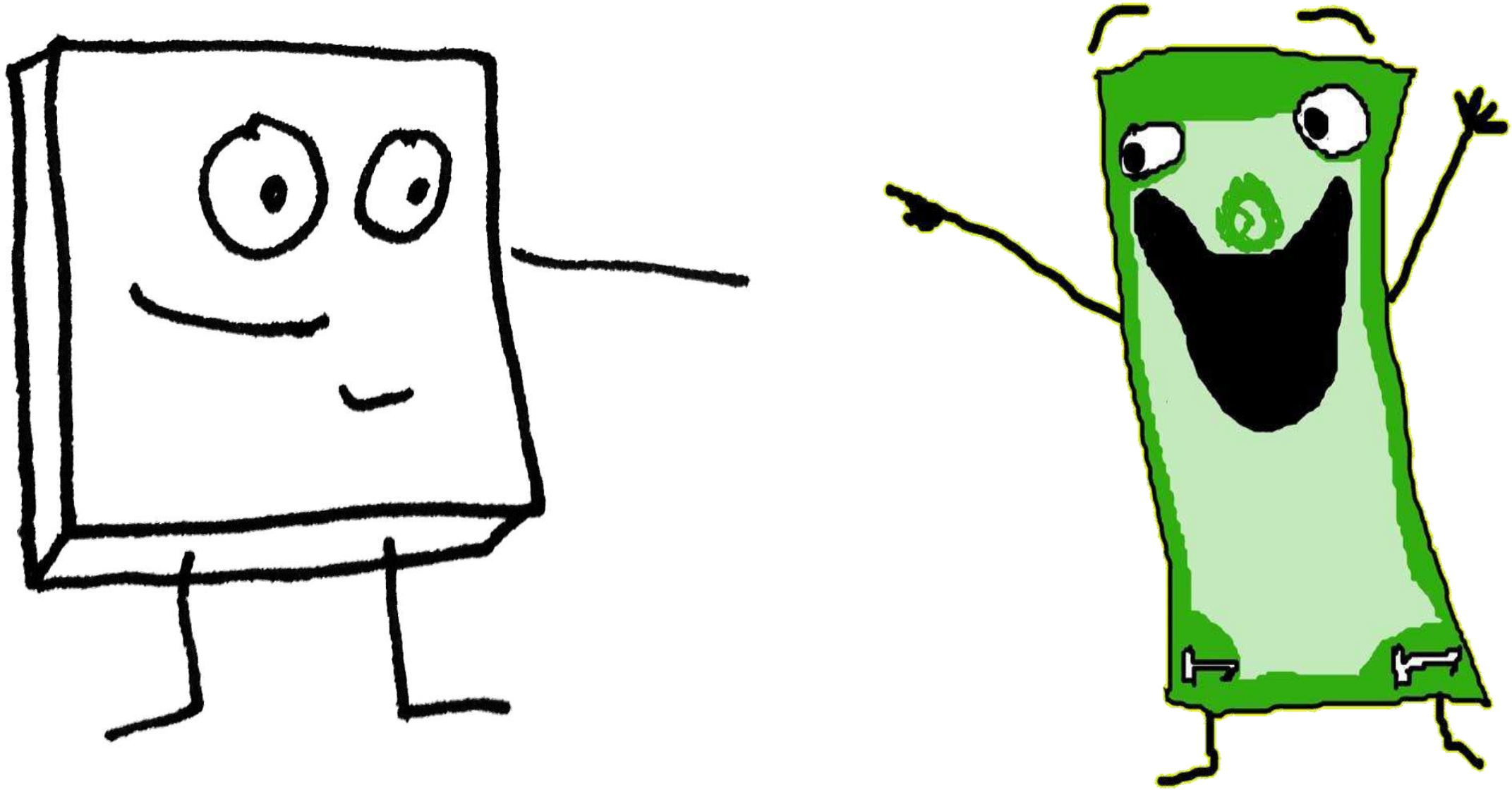
= Profits

Another way to put it:

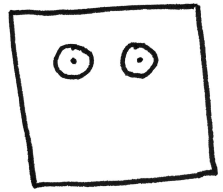

But people won't change.

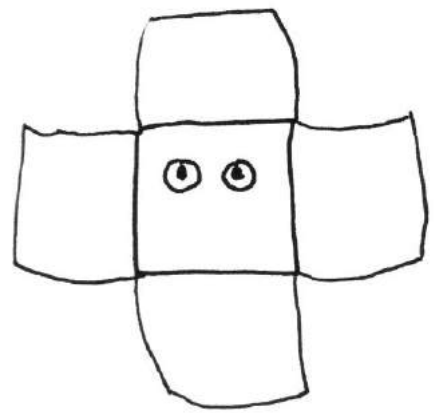
But, what will motivate people to create cooperatives?

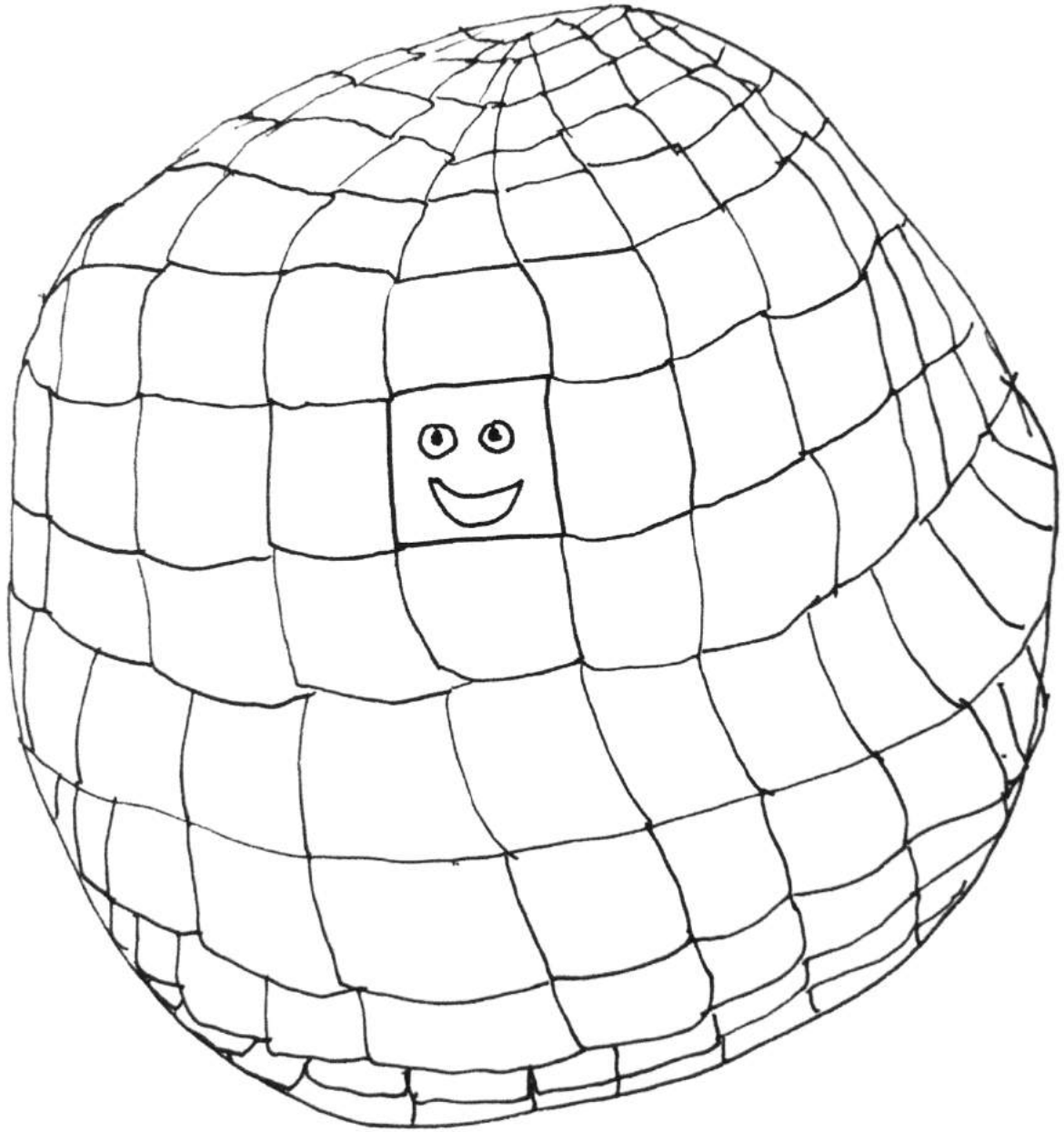


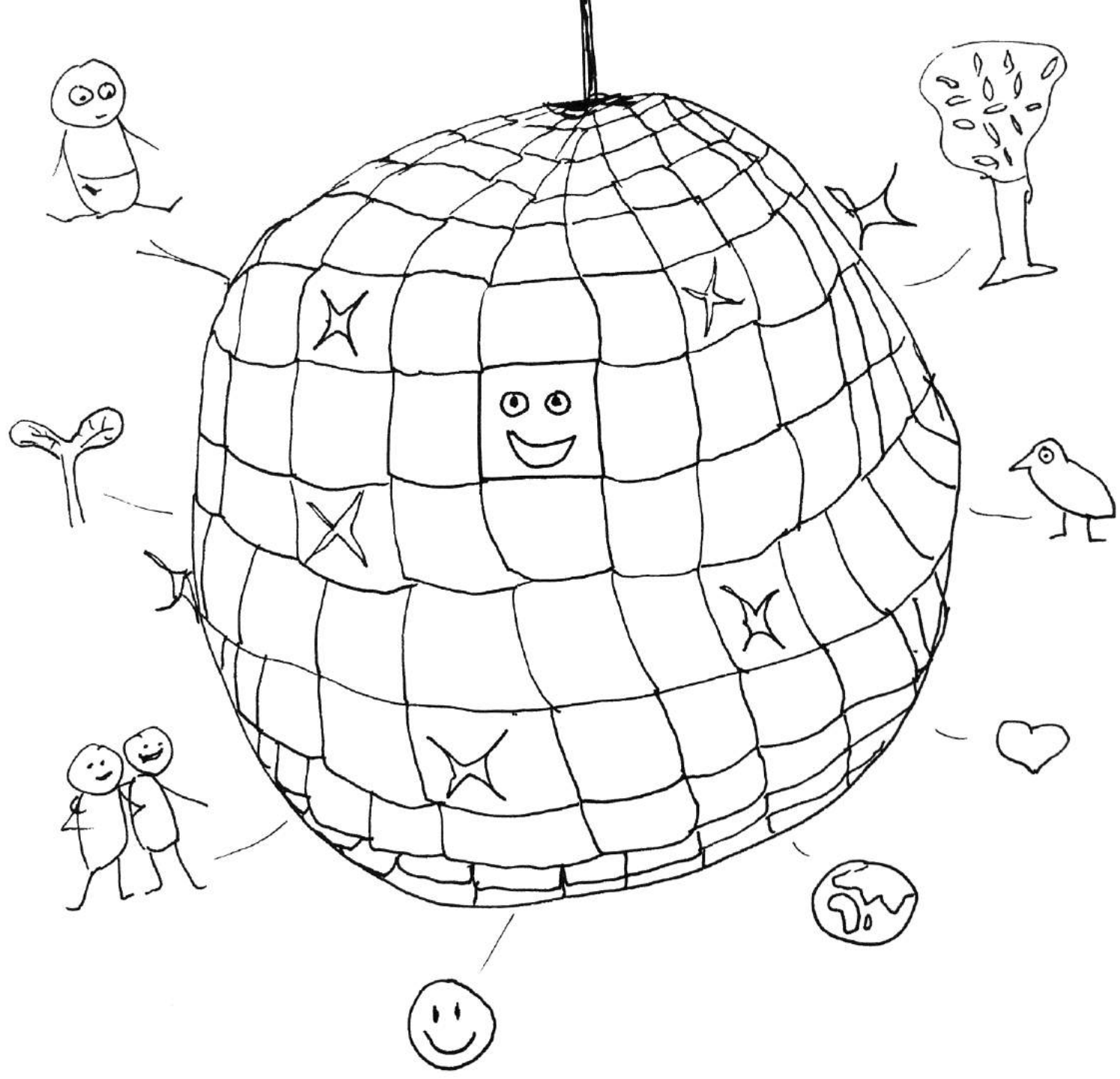


WALL ST

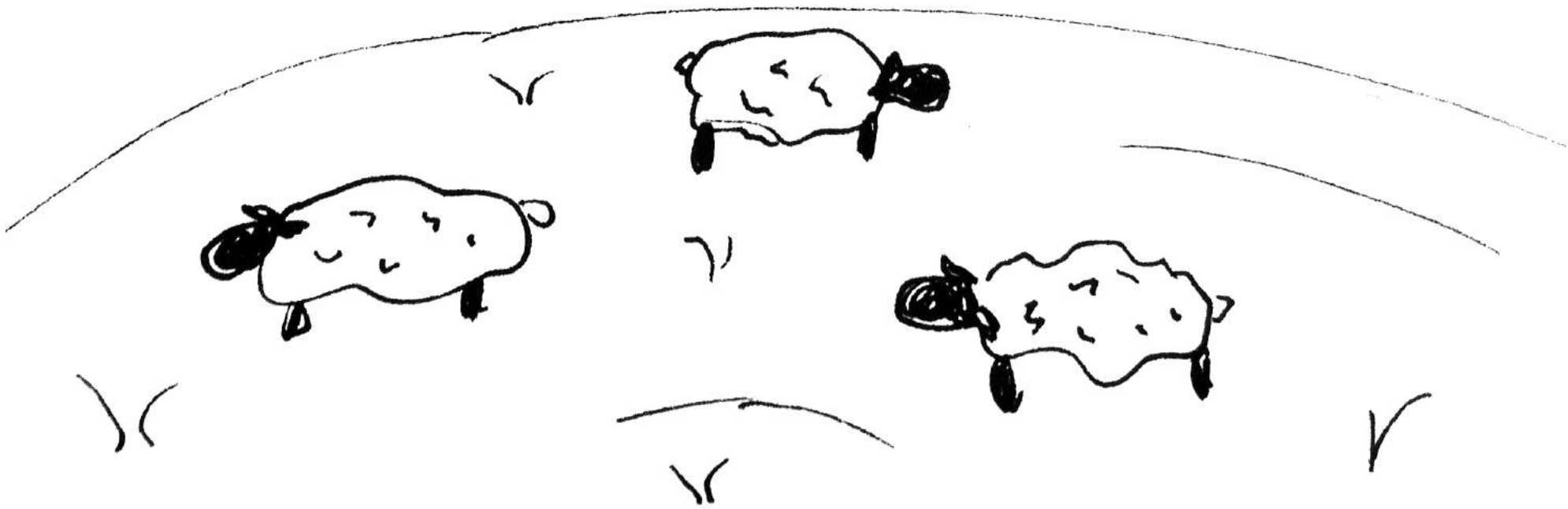








The Commons?



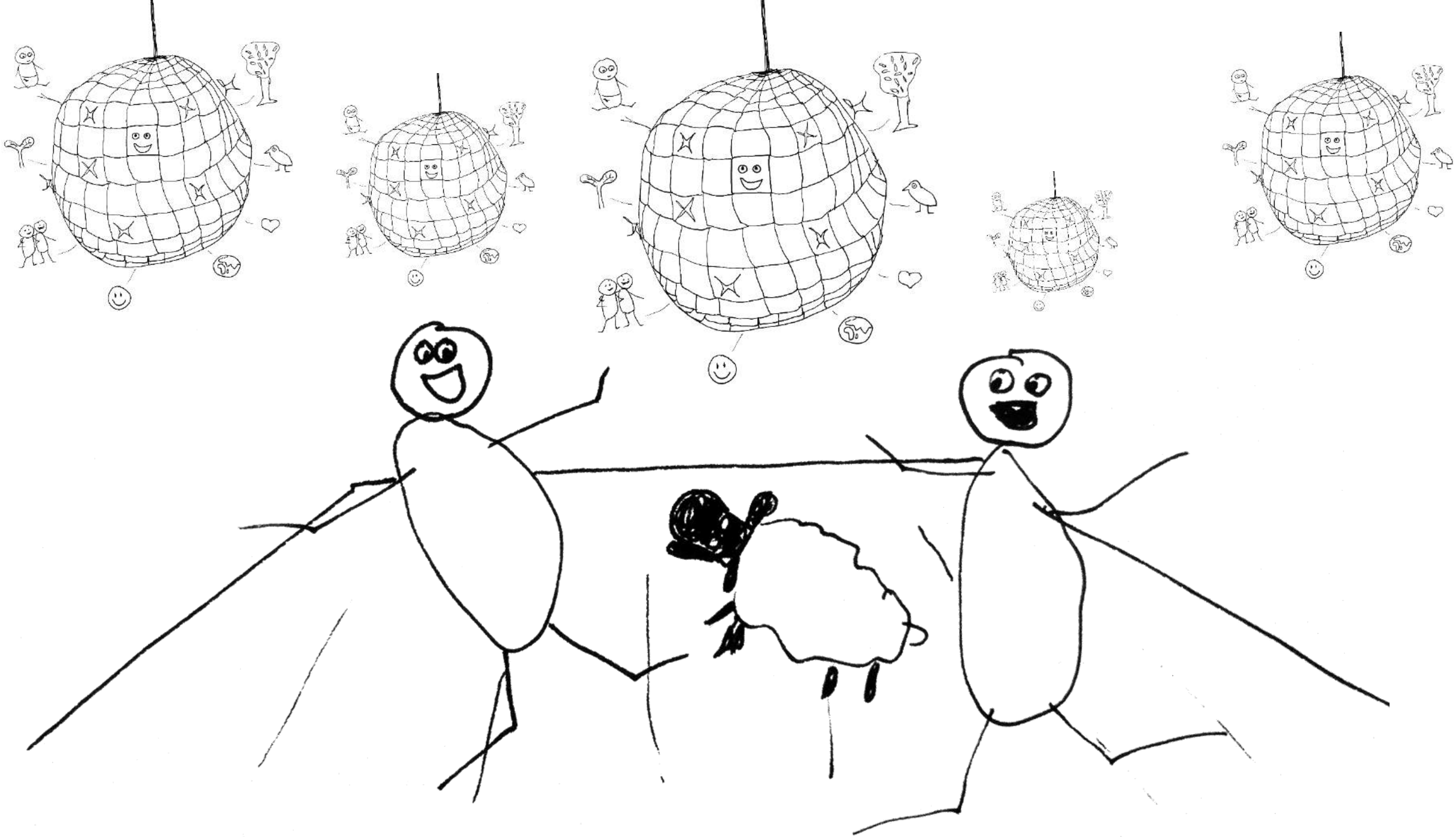
!

People work together to make decisions and allocate resources, with the goal of providing for and sustaining communities in the long-term.

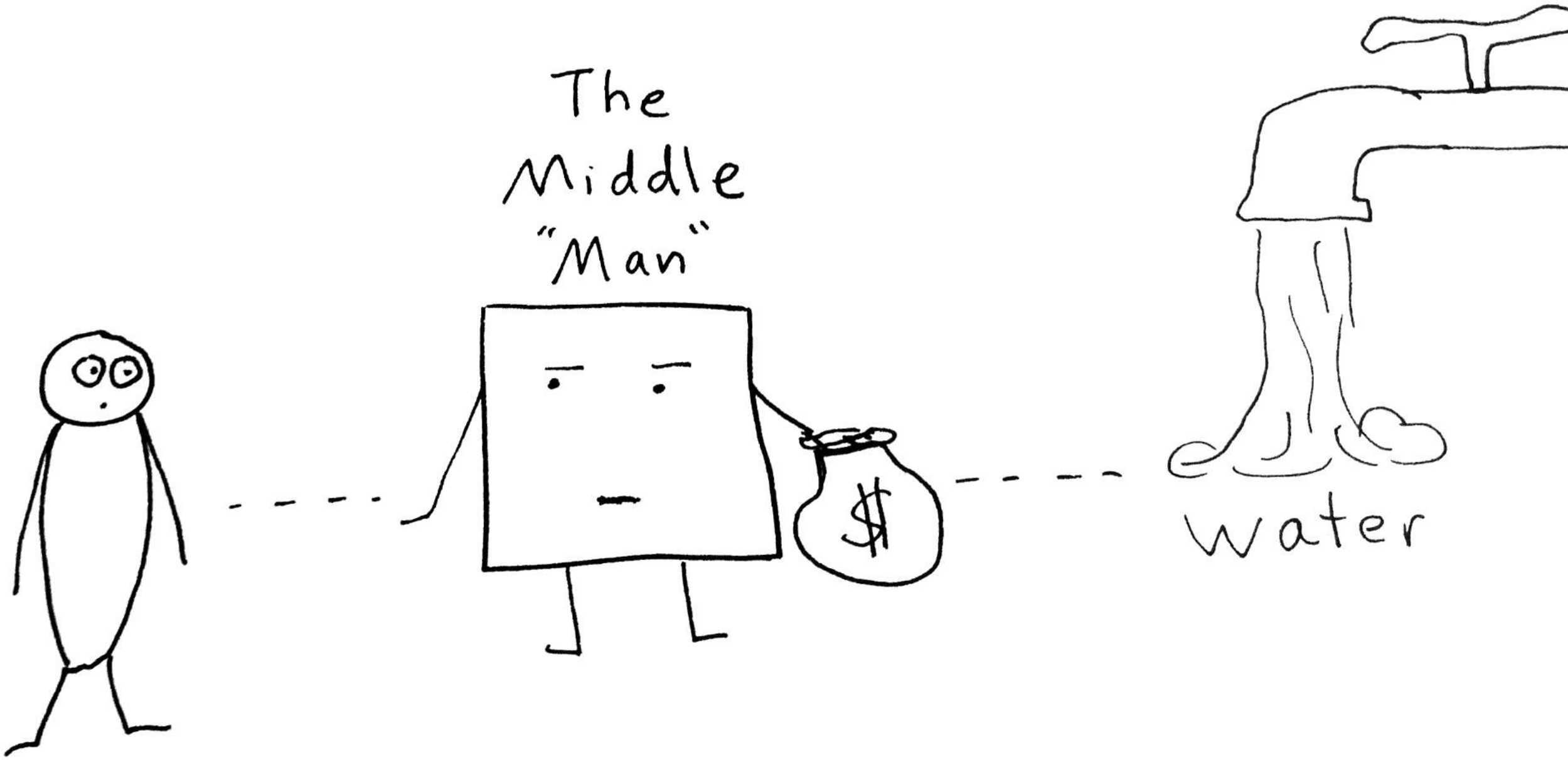
The Commons

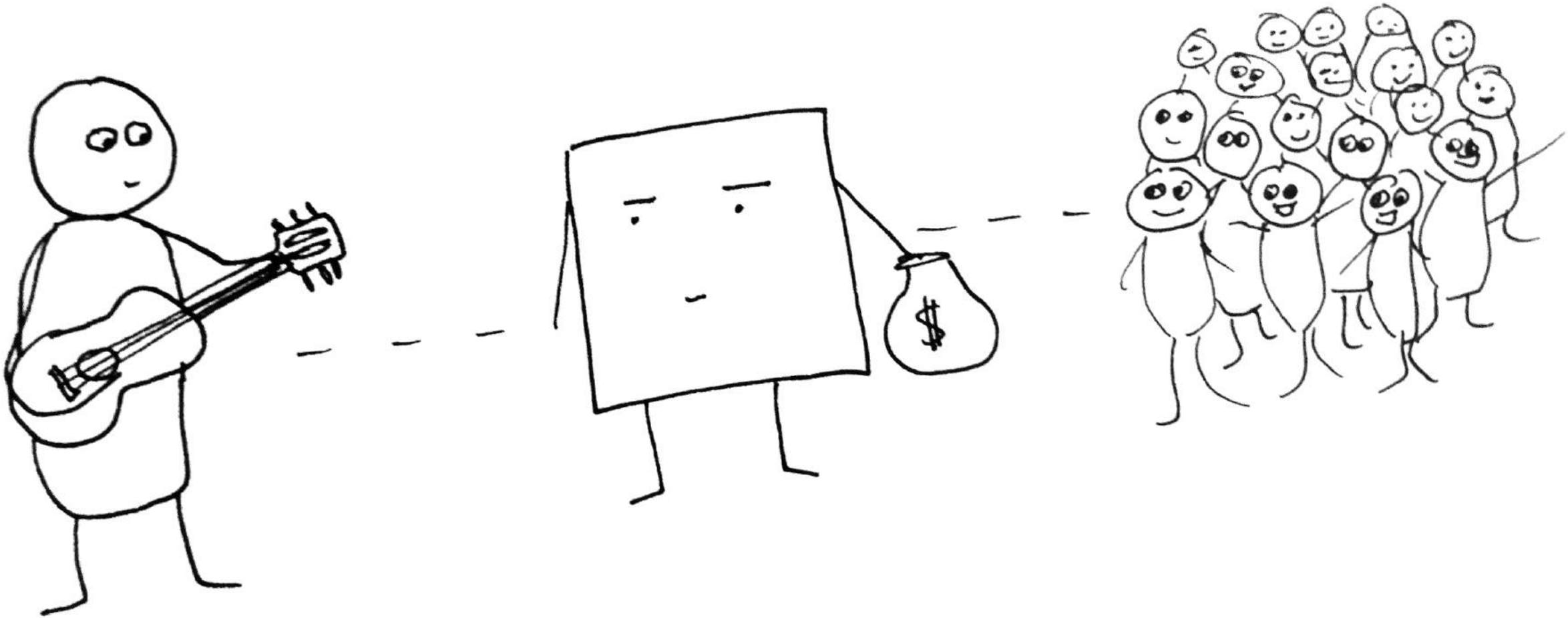
“We can create commons!”

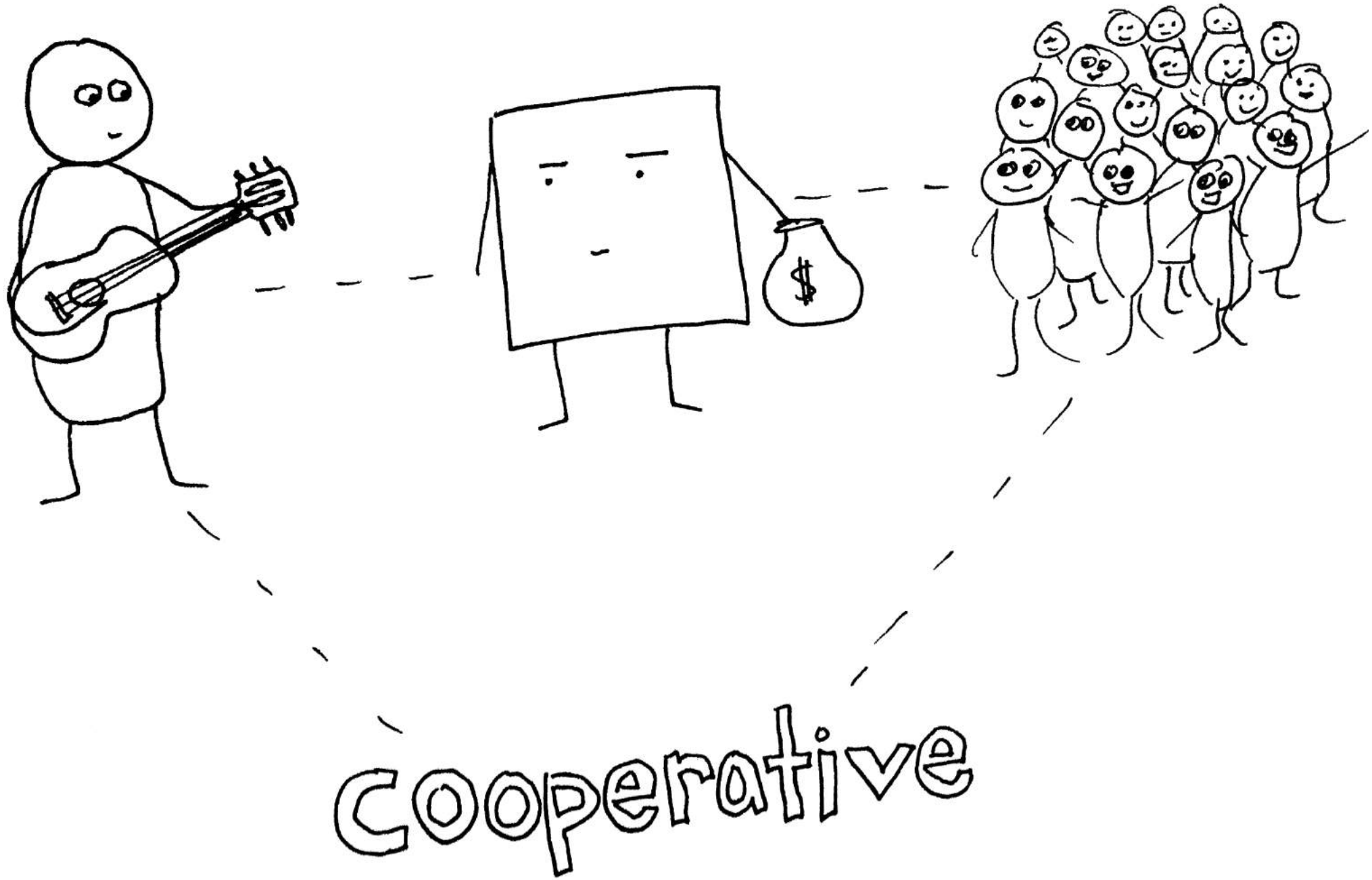
-- more or less what Nobel Prize-winning economist Elinor Ostrom said



Things we
should manage
as commons:


The
Middle
"Man"
$
water

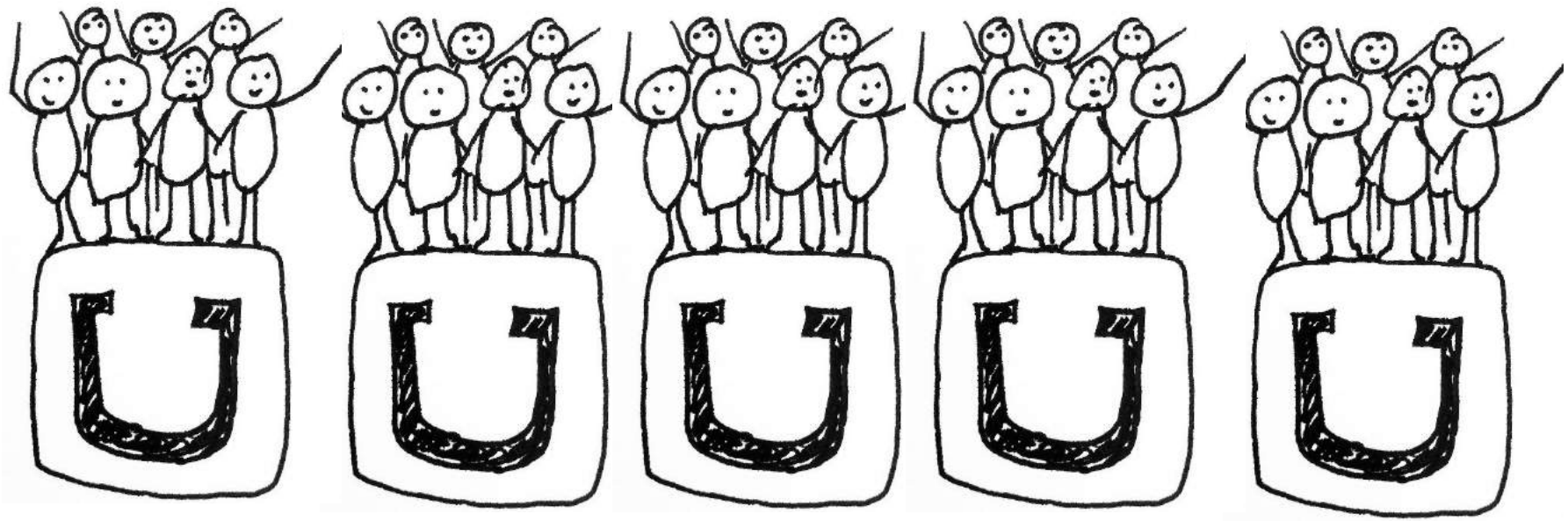



$
cooperative

1. Technology

```
if{parameters.contains("name")+ —
=SQL}public.String=title__
if((!=null))<Person>=System
query+code.thing+stuff!!;
```

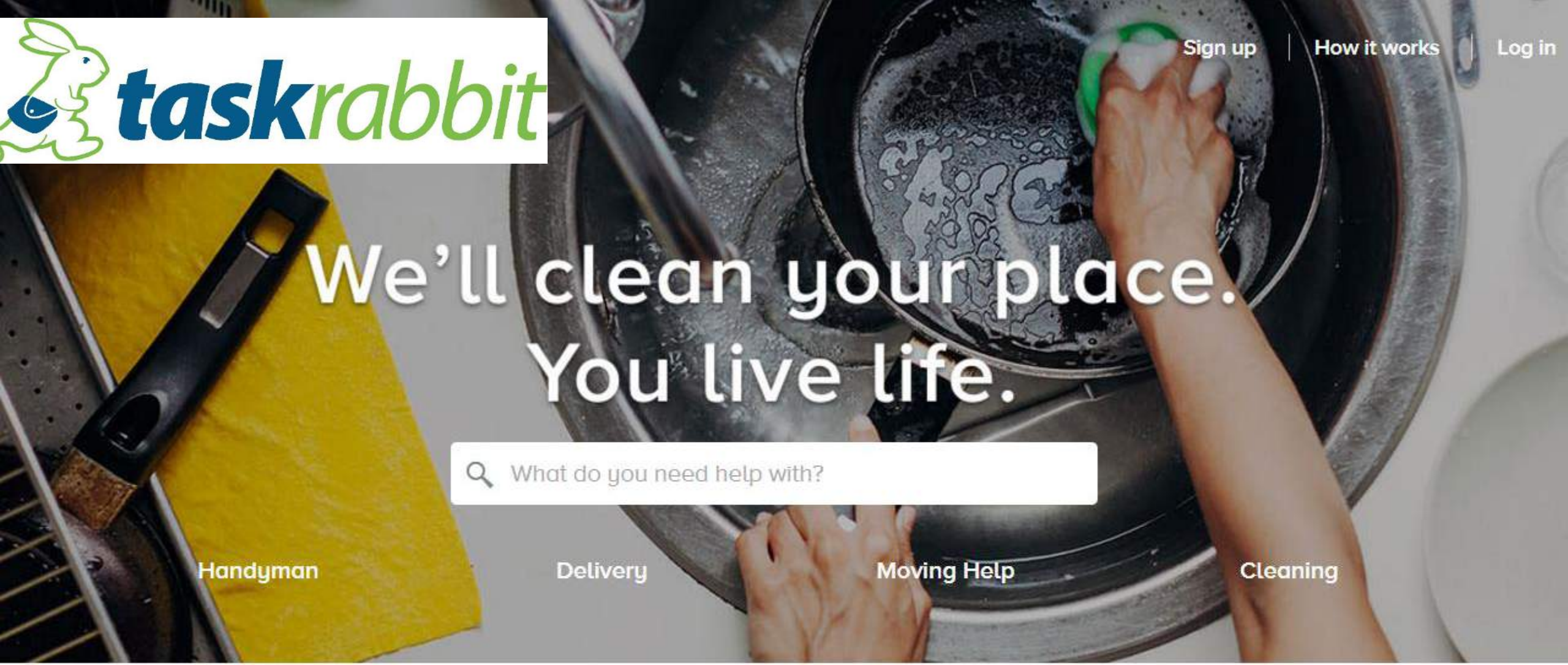
2. The captive attention of a lot of people:



Good News

```
if{parameters.contains("name")+ -
=SQL}public.String=title__
if((!=null))<Person>=System
query+code.thing+stuff!!;
```

```
=clone
```


taskrabbit
Sign up
How it works
Log in
We'll clean your place.
You live life.
What do you need help with?
Handyman
Delivery
Moving Help
Cleaning

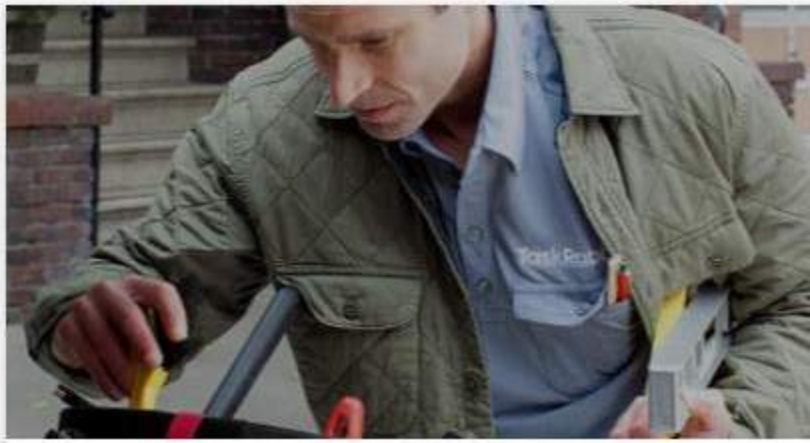
How it Works

Cleaning

We'll make your home sparkle!

Shopping + Delivery

Get anything from groceries to furniture



Handyman

Hire a Tasker for help around the house

Moving Help

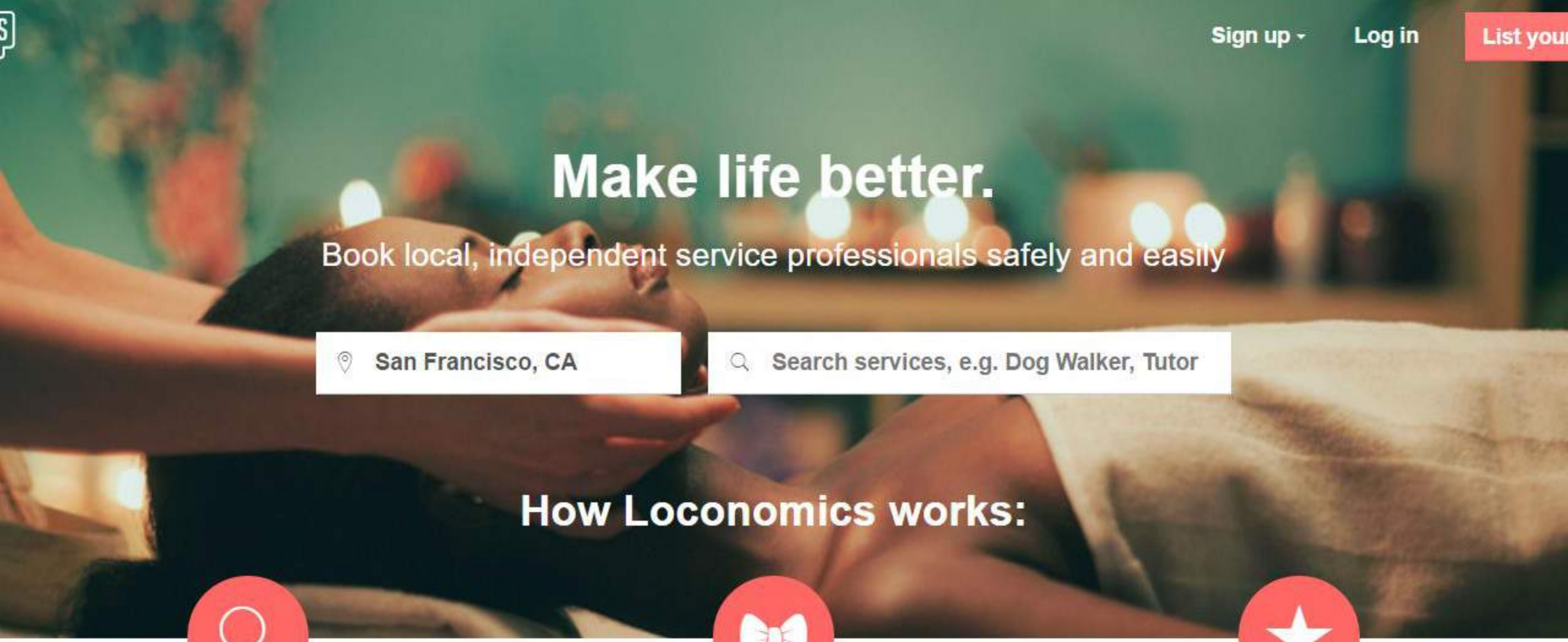
Let us help with all your moving to-dos!

General Help

Yep, there's a Tasker for that

Upgrade Your Home

Help with projects big and small



How Loconomics works:

Search and book

Find the perfect person to help you with your service needs. Profiles include clear pricing and verified reviews.

Service completed

Let the professional do the work and focus your efforts on enjoying the time and stress you've saved.

Review & repeat

Help imporve your provider's services & share the love of them with your neighbors. Karma is good.

Search for a (e.g. Garderner, Tutor...)

Sign up | Log in | List your

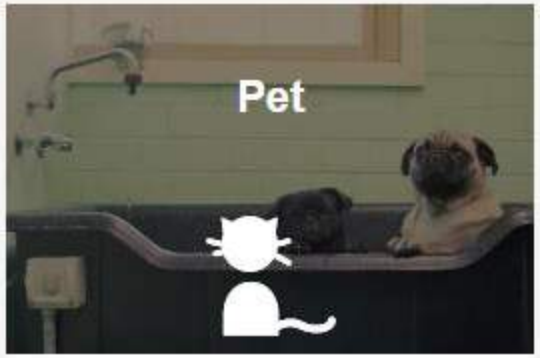
Browse by category

Need some help around the house? Painters, housekeepers, handymen and more await you.

View and book

Help your child learn a language, play an instrument, or give you a night out on the town.

View and book



Throw your dog a bone. Treat your pet to grooming services, walkers, sitters, and more.

View and book

You need a massage. Personal trainers, music teachers, and a number of therapists are here.

View and book

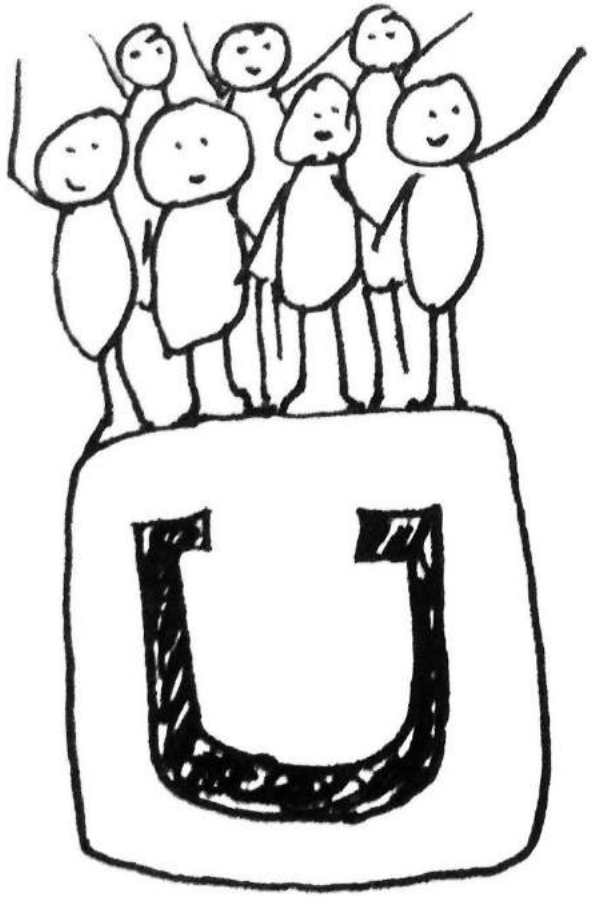
Now's the time.

A marketplace owned by the people doing the work.

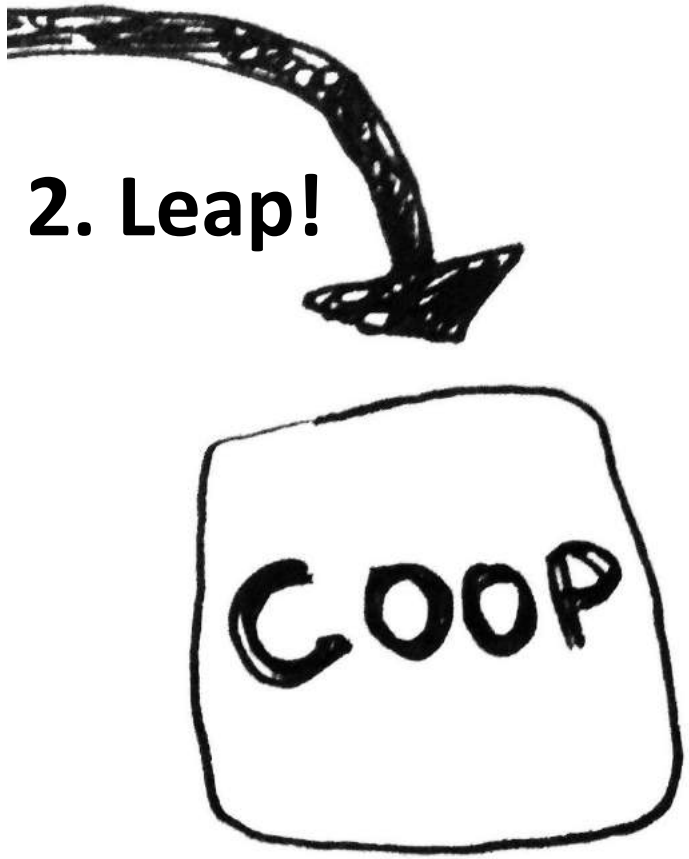
Sign up for the beta

Good News

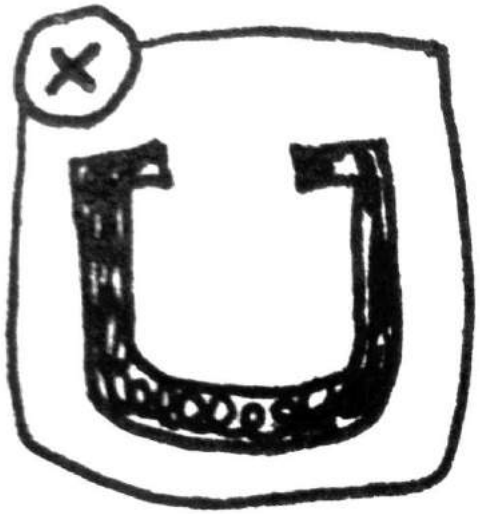
1. Organize!



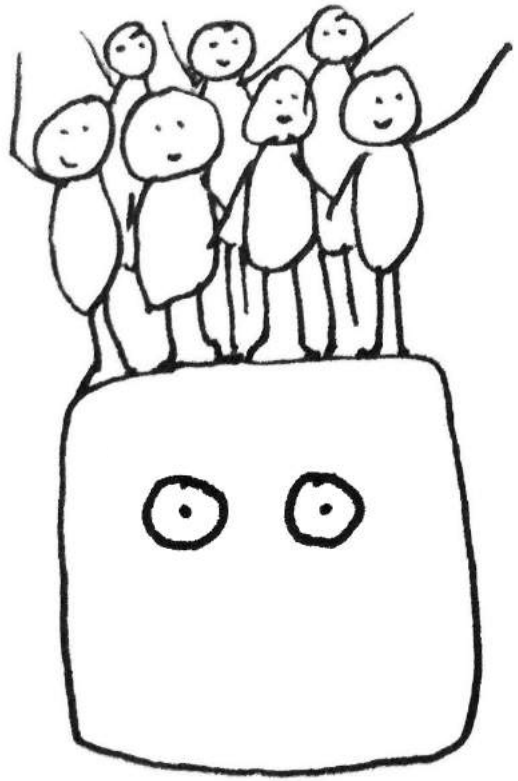
2. Leap!



3. Delete!

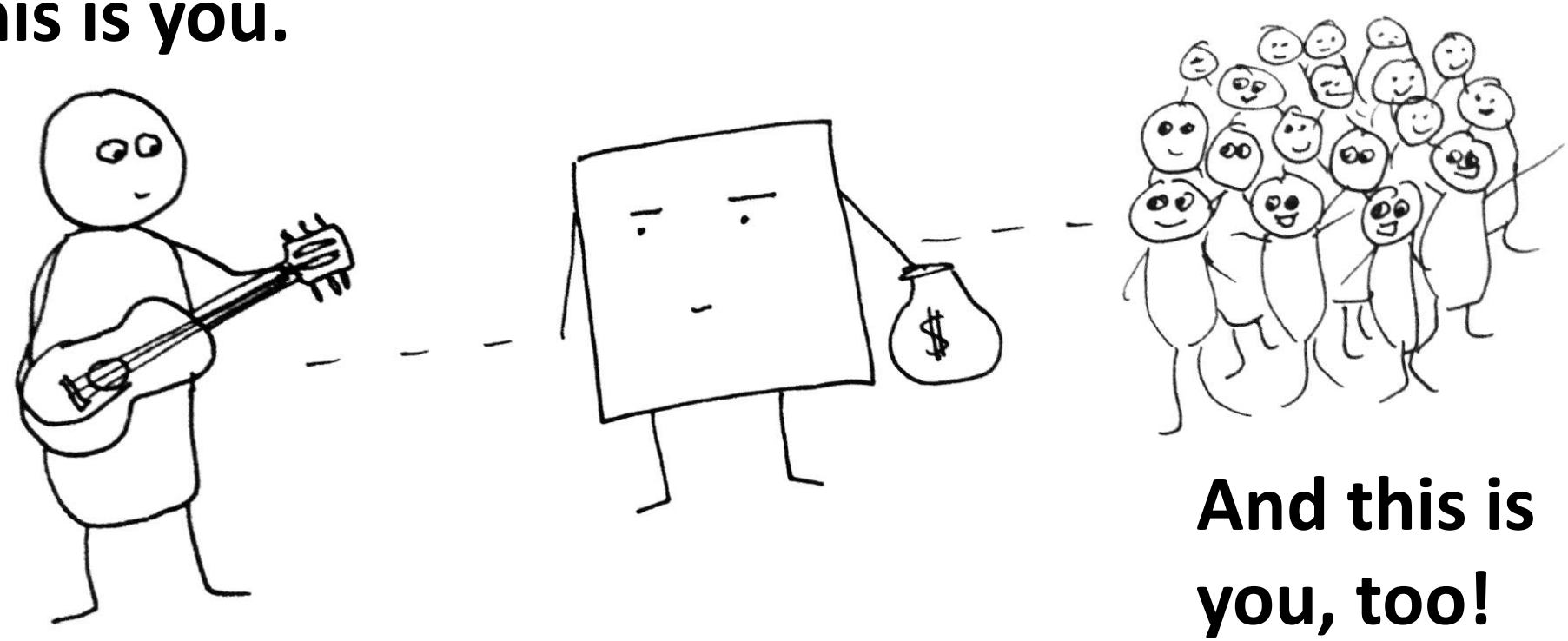


4. Repeat!



Good News

This is you.



And this is you, too!

Good News

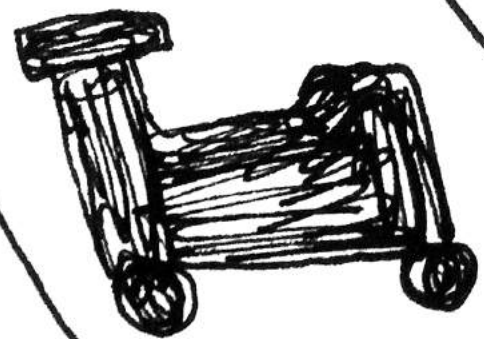
It will be….because it HAS to be….

FUN!

Coops are more efficient, stable, competitive, etc.

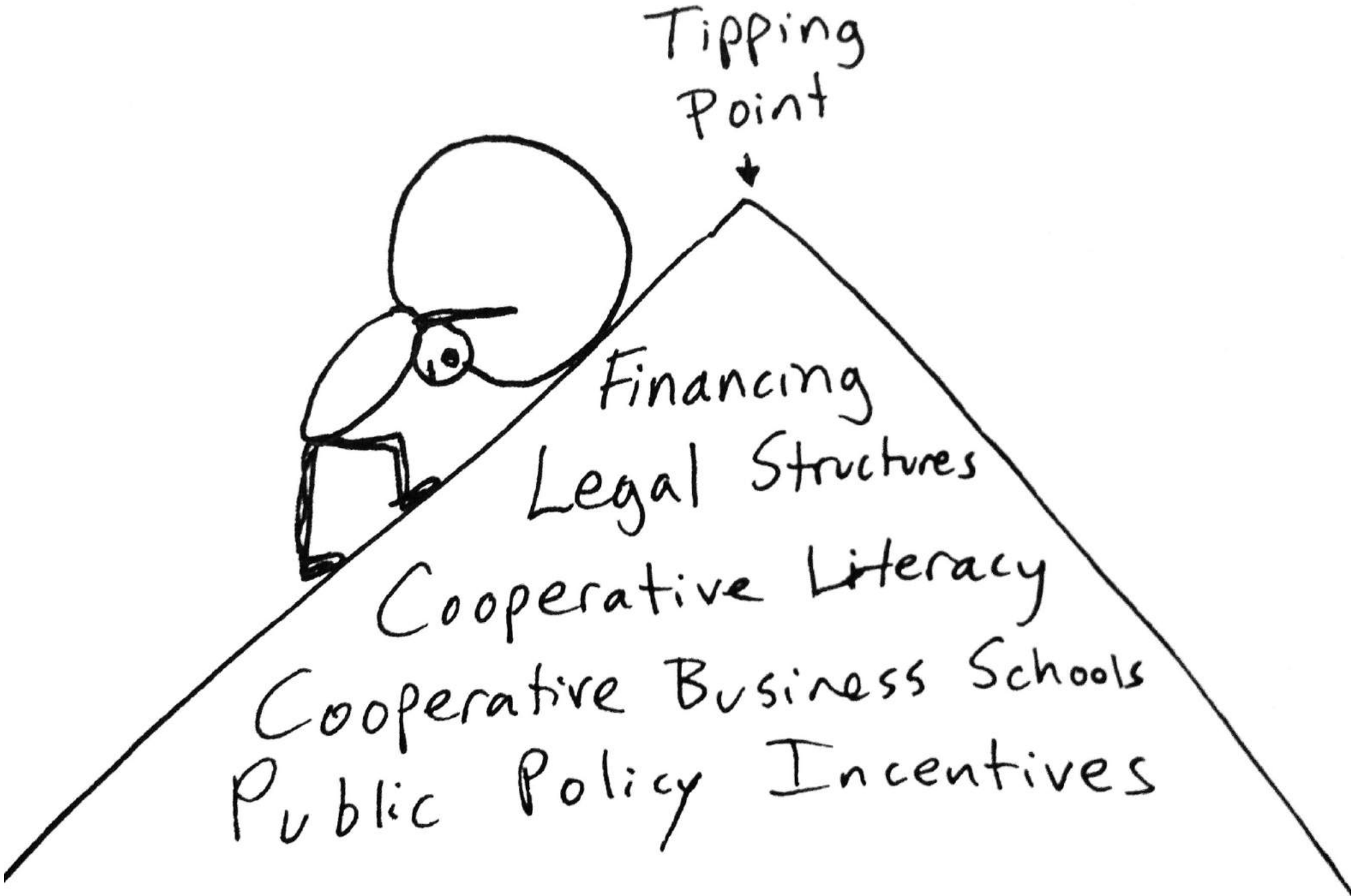
BOARDWALK

COOPERATIVE



PARK PLACE

MA
GA


Tipping Point
Financing
Legal Structures
Cooperative Literacy
Cooperative Business Schools
Public Policy Incentives

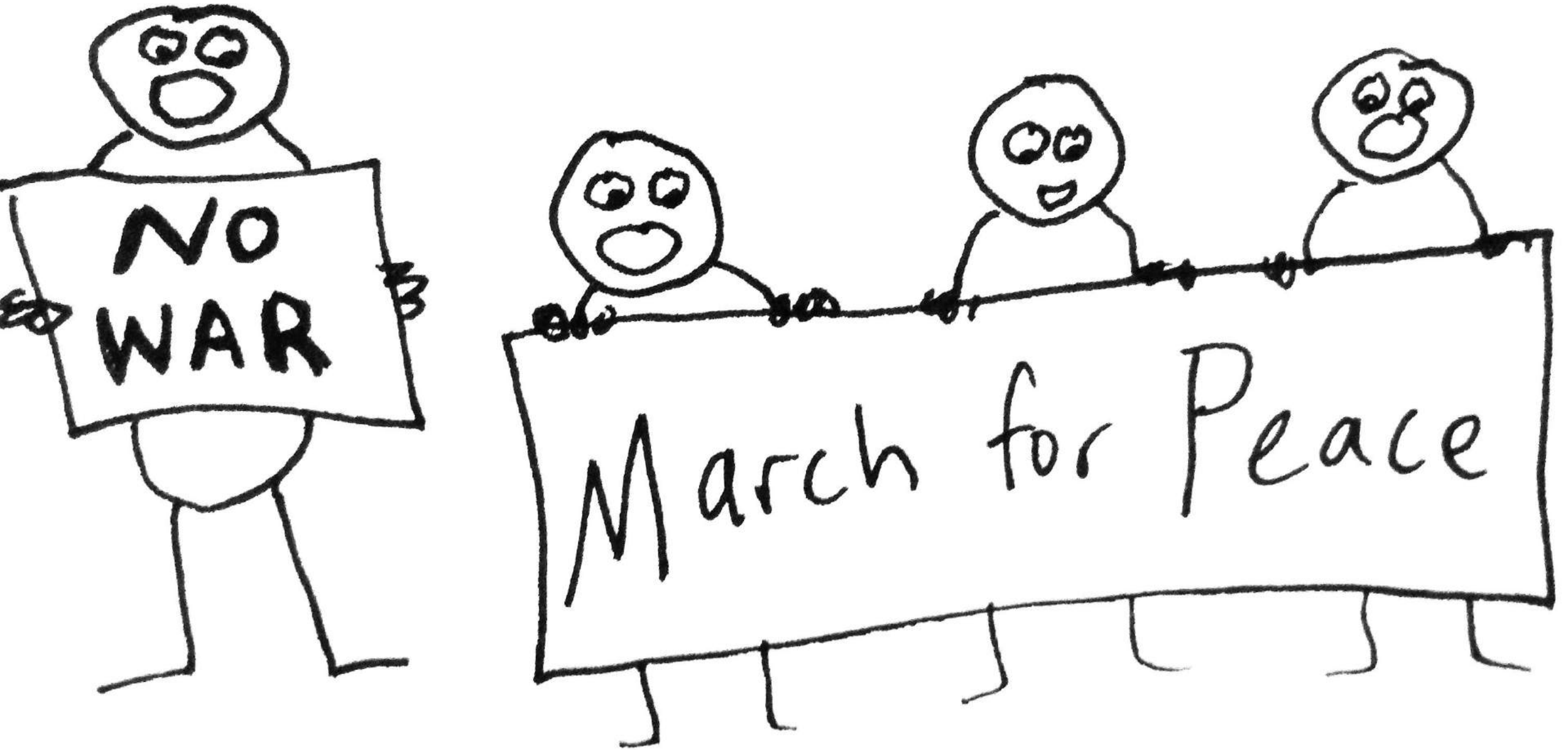
TICKETS
CLOSED

Sustainable
Economies
Law Center

Good News

It will be….because it HAS to be….

Meaningful


NO
WAR
March for Peace

Good News

Film

Design

We NEED CREATIVES!

Art

Media

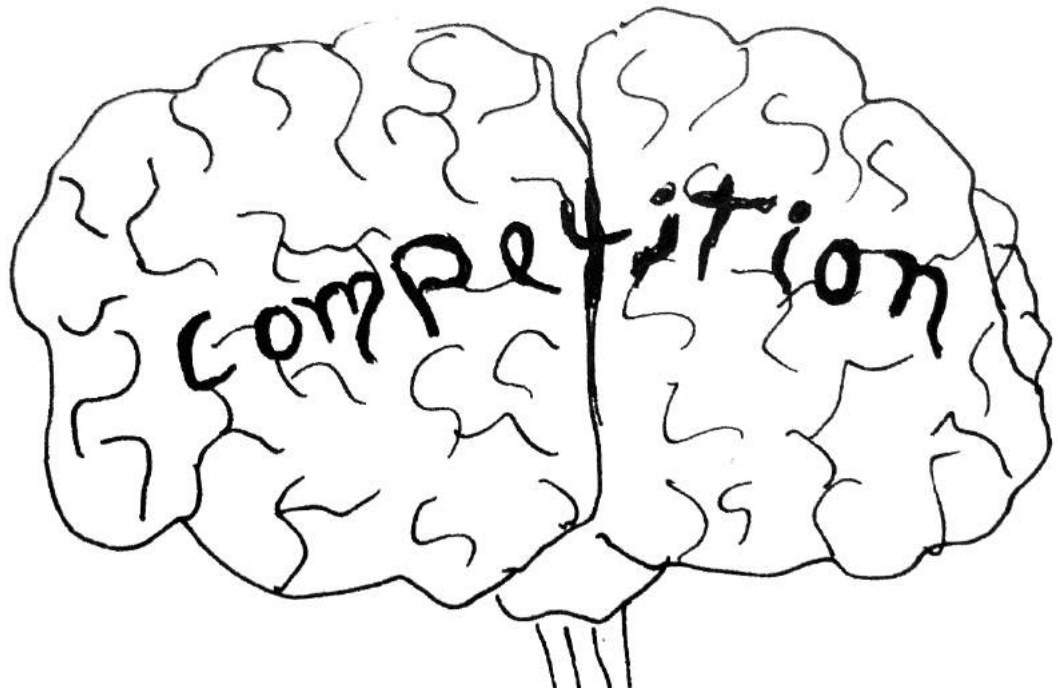
Music

Good News

Film

Design

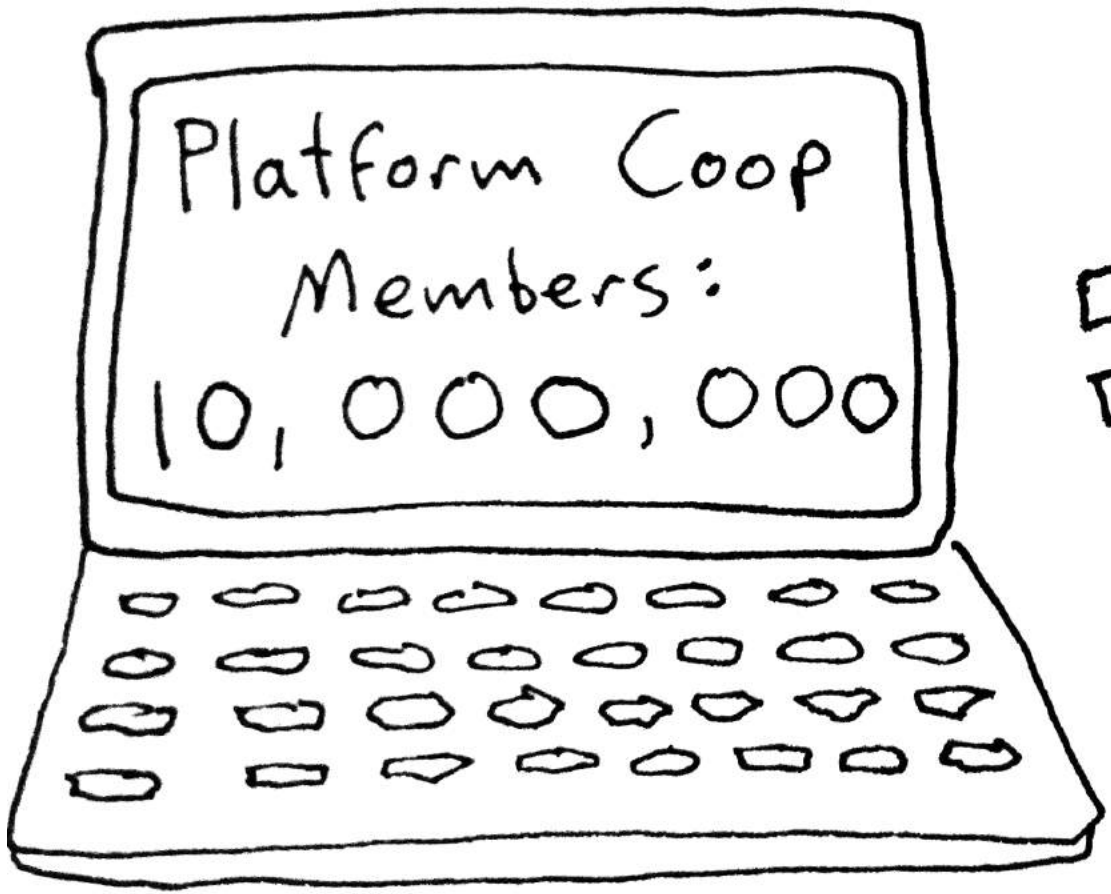
Art



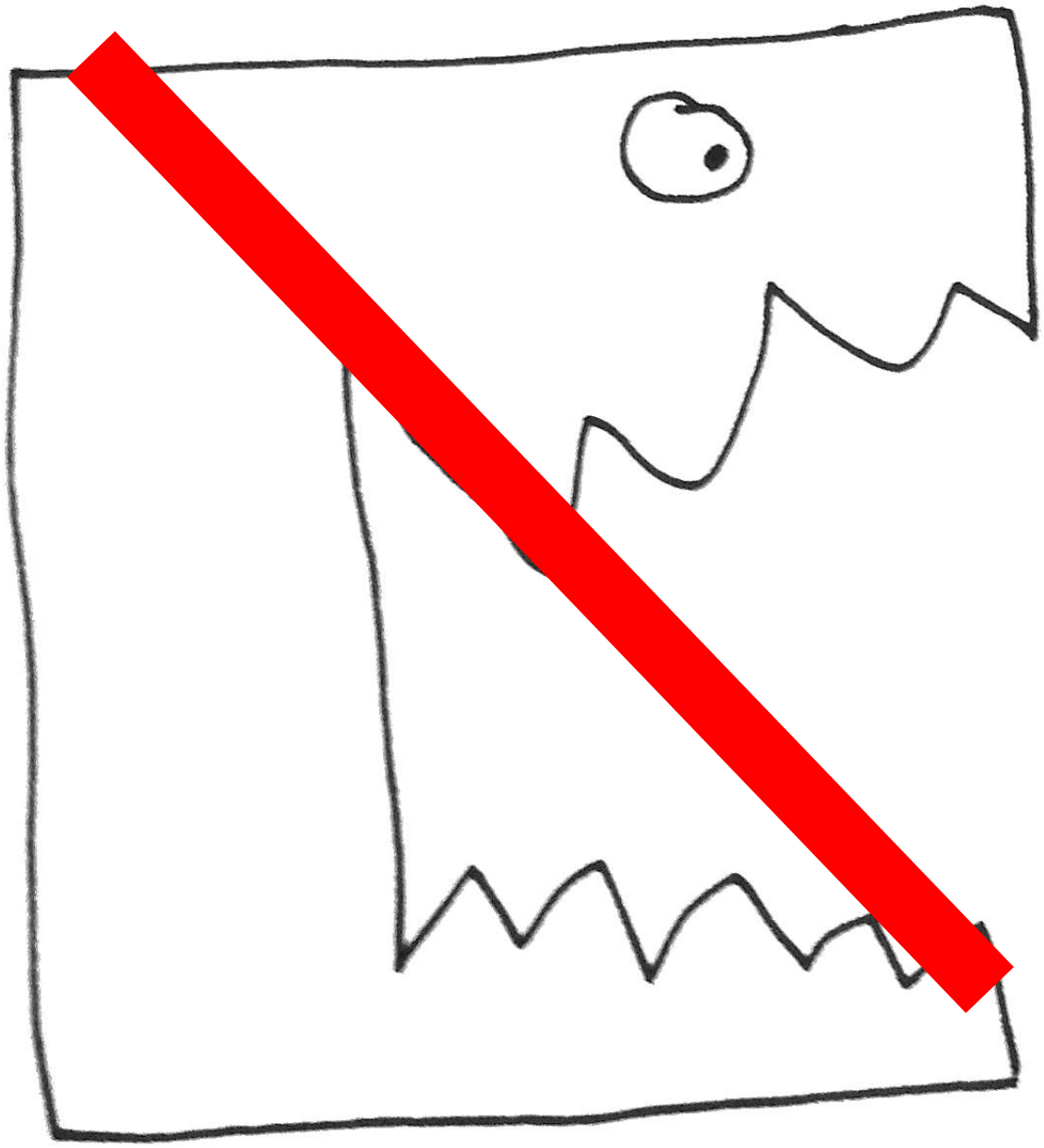
Music

Media

Good News



= People Power



#ThisShouldBeACooperative

Etsy

Search for items or shops

Search

Sell on Etsy

Regis

Millions of shoppers can't wait to see what you have in store

Open your Etsy shop

fuffernutter

Favorite shop

70 items

Favorite

Like this item?
Add it to your favorites to revisit it later.

cat book - cat illustrations - cat comics - cat cartoons - black cat book

$5.00

Ask a question

GST included (where applicable).

Quantity

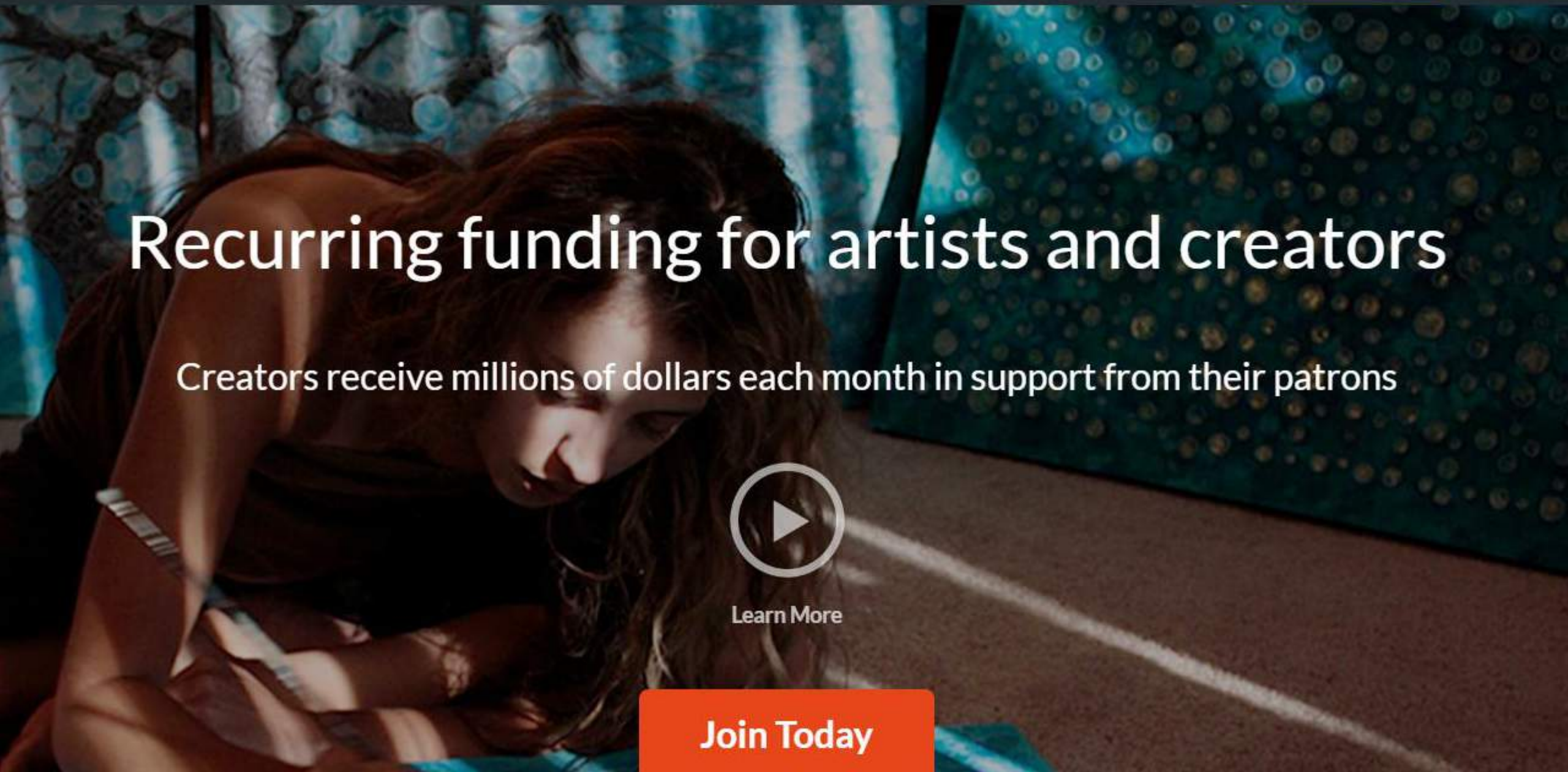
1

Overview

- Handmade item
- Ships worldwide from United States
- Feedback: 188 reviews
- Favorited by: 48 people

This shop accepts Etsy gift cards

extLegal Task Proj 30 Cal My sites Blogs + Stuff Law News Tools DT SELC 1 SELC 2 NB Temp SELC A Stars DailyTasks SELC Apprenti Offline



NextLegal Task Proj Cal My sites Blogs + Stuff Law News Tools DT SELC 1 SELC 2 NB Temp SELC A Stars DailyTasks SELC Apprenti

We've started charging patrons for the monthly payments cycle. Please consult our newly updated Help Center if you have any question

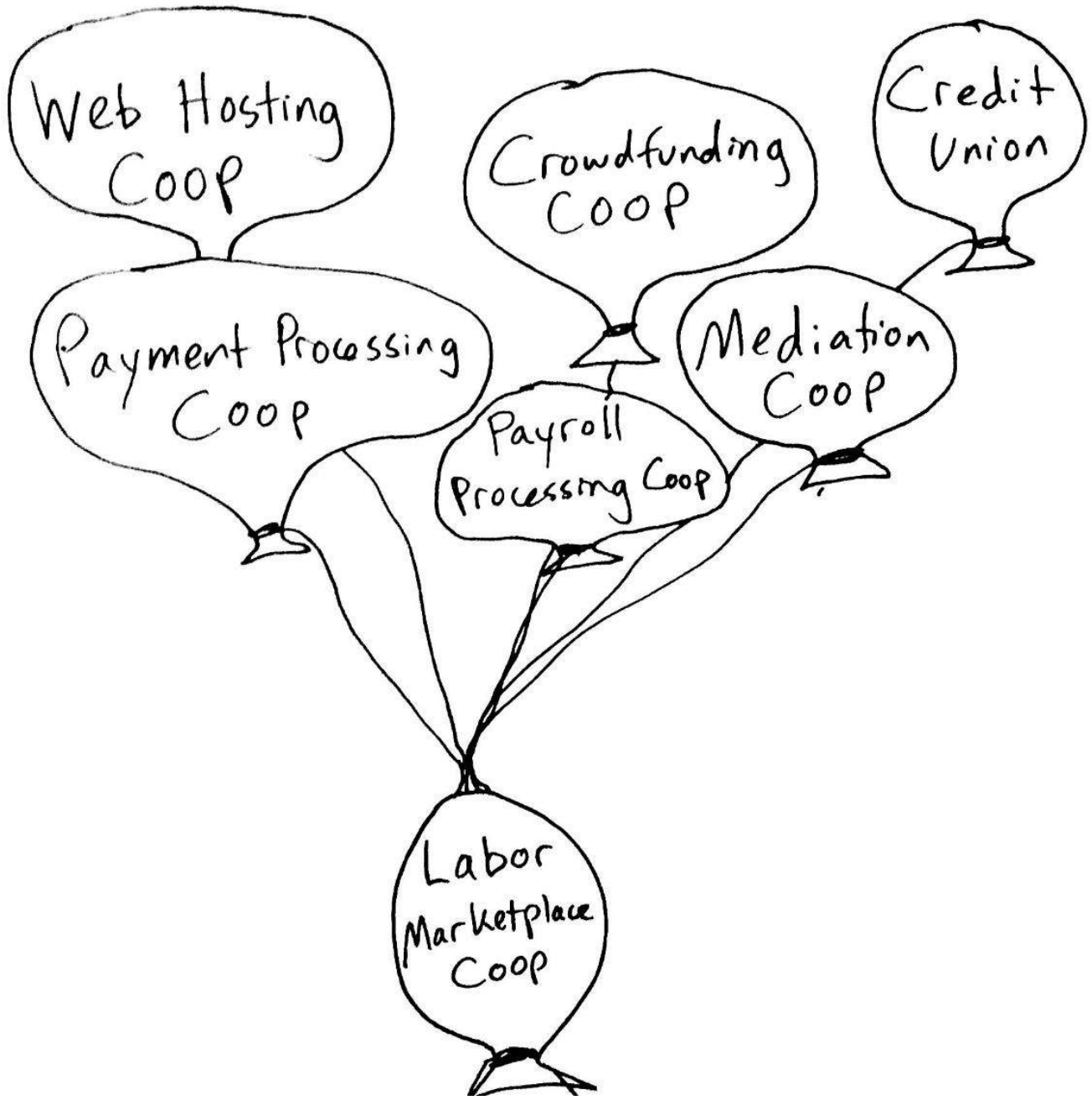
Susie Cagle is creating illustrated labor journalism

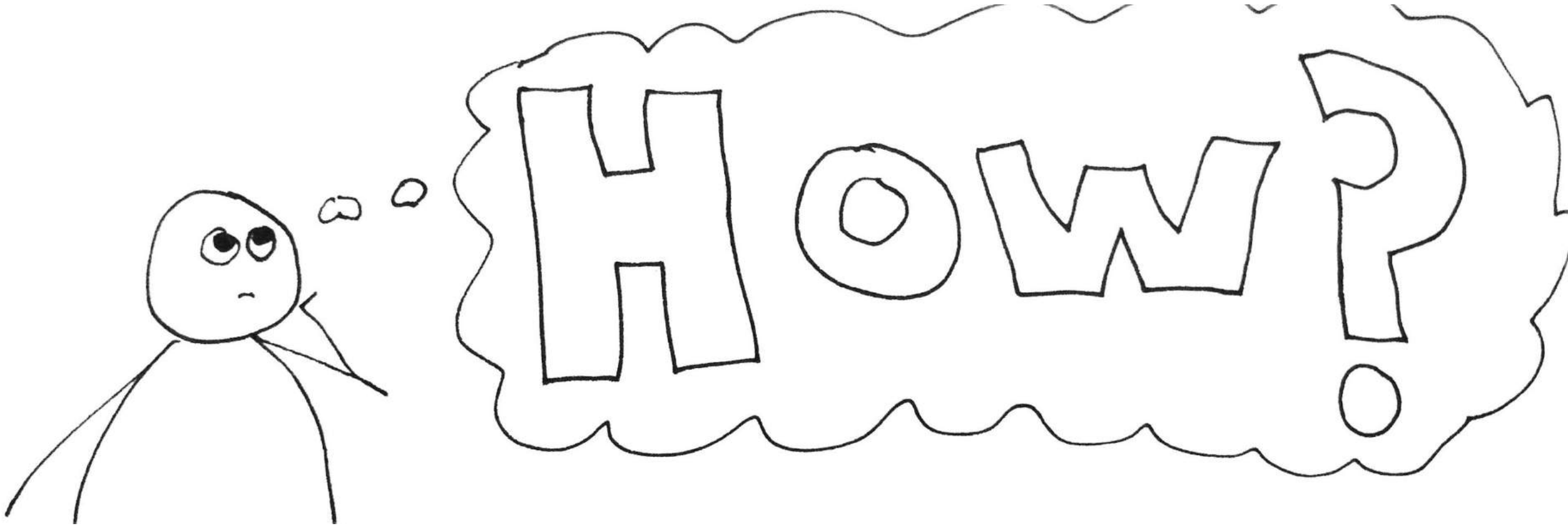
Twitter

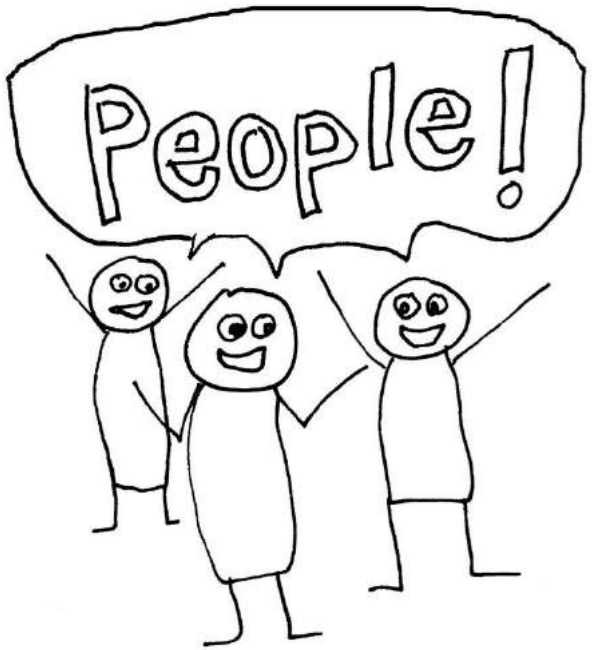
178 patrons

$713 per creation

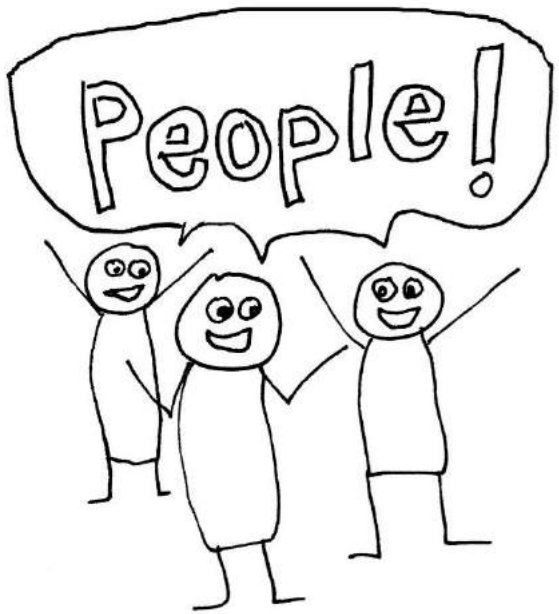
Become a patron


Web Hosting Coop
Crowdfunding Coop
Credit Union
Payment Processing Coop
Payroll Processing Coop
Mediation Coop
Labor Marketplace Coop


HOW?

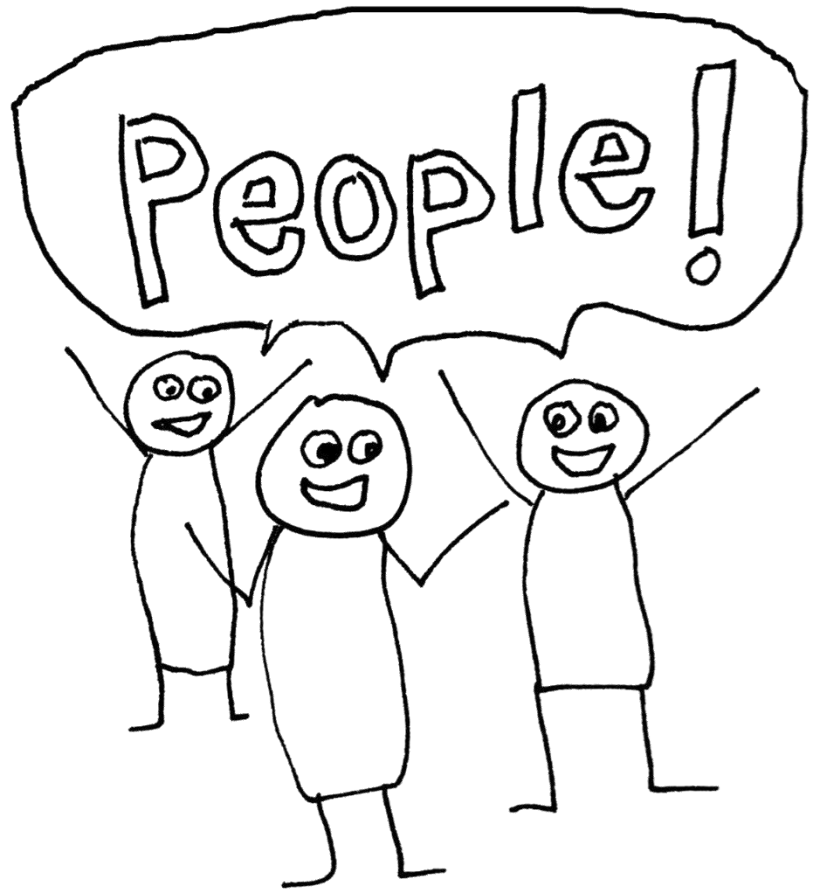


= Power

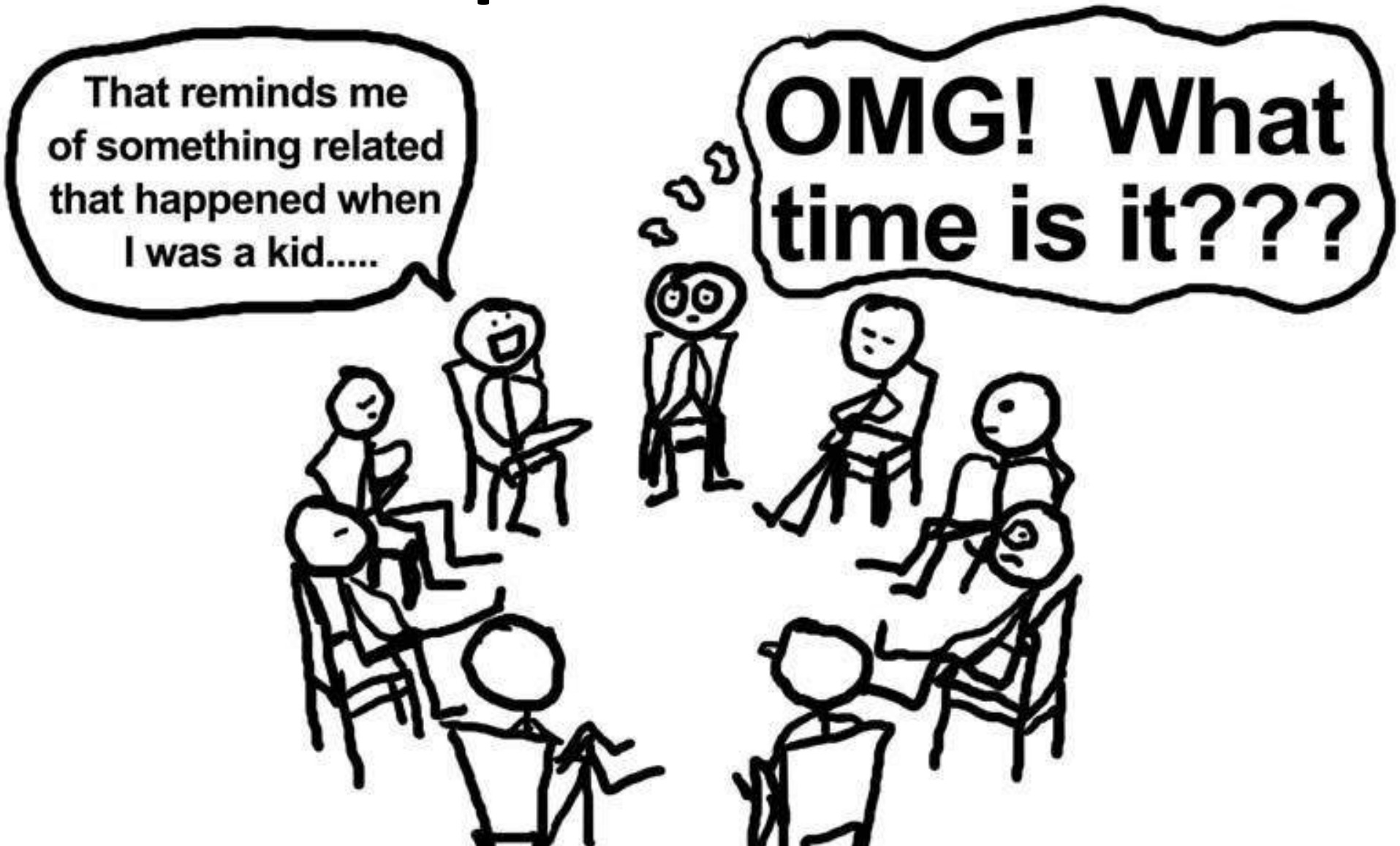


= Profits

One Major Challenge:



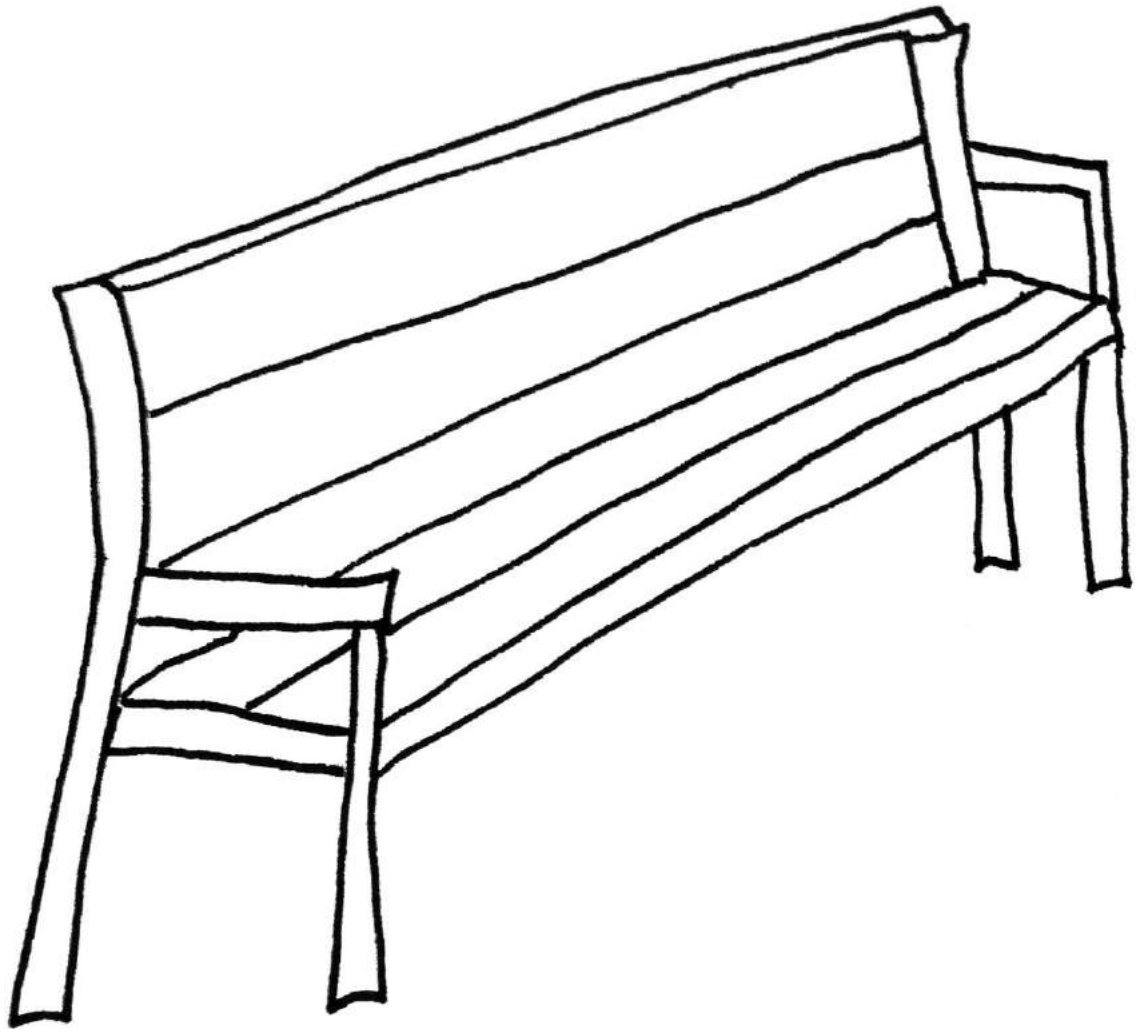
Some people think all cooperatives are this:



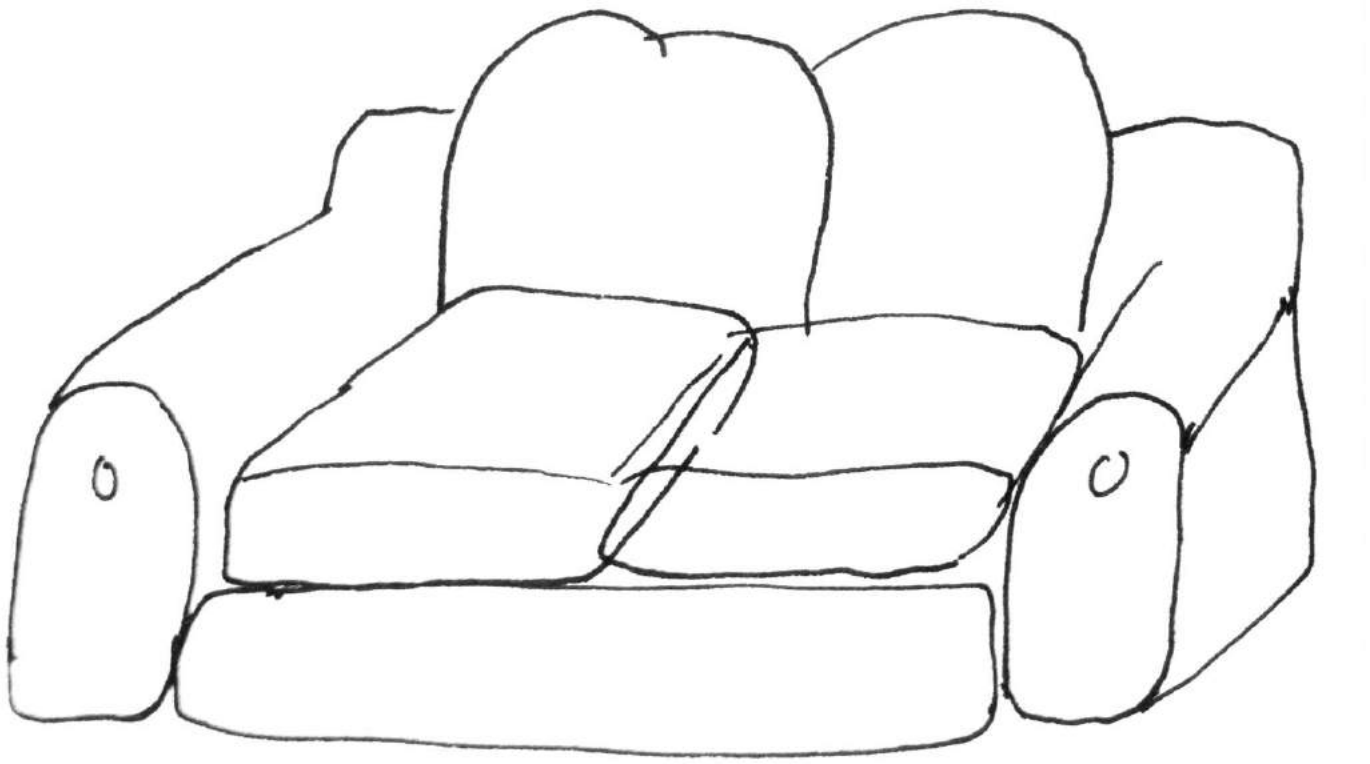
Beware of the Tyranny of Structurelessness Rex

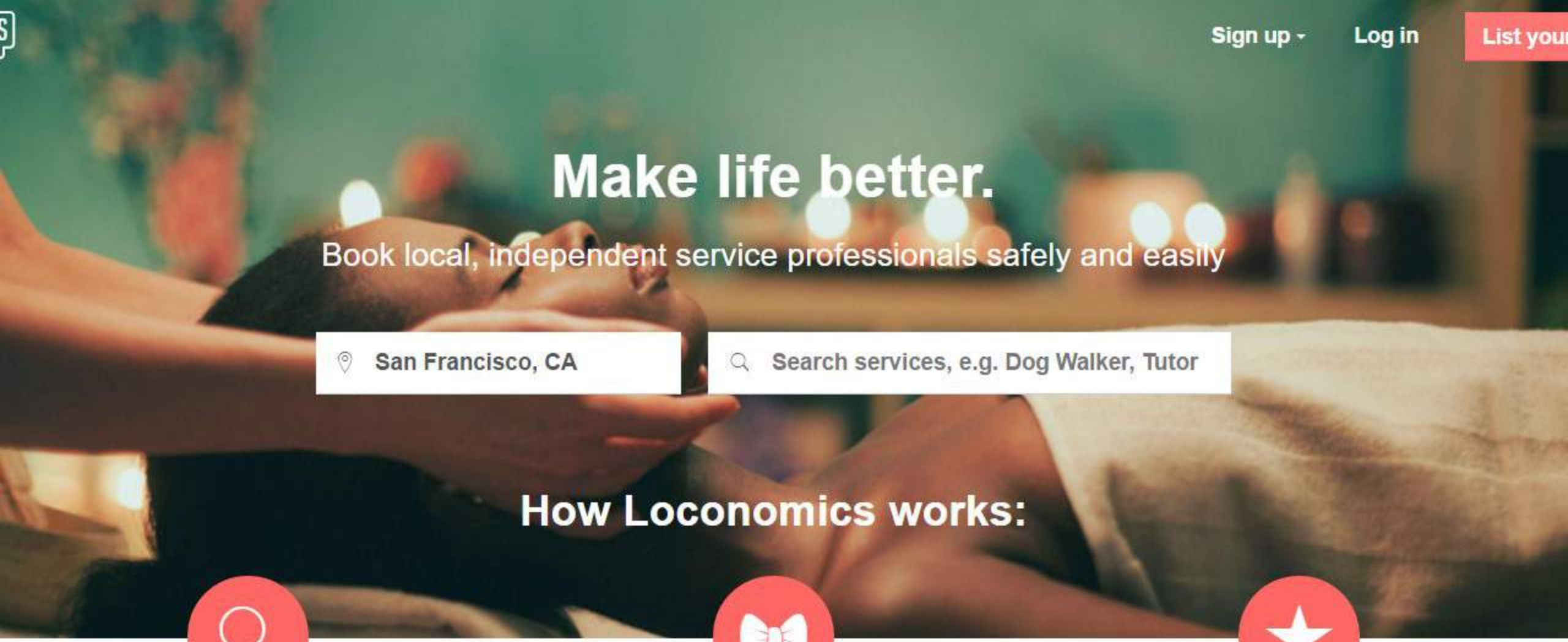
Sustainable
Economies
Law Center

Coops need solid structure:



But it’s the softer parts that make the fun, meaningful, social, desirable, comfortable…





How Loconomics works:

Search and book

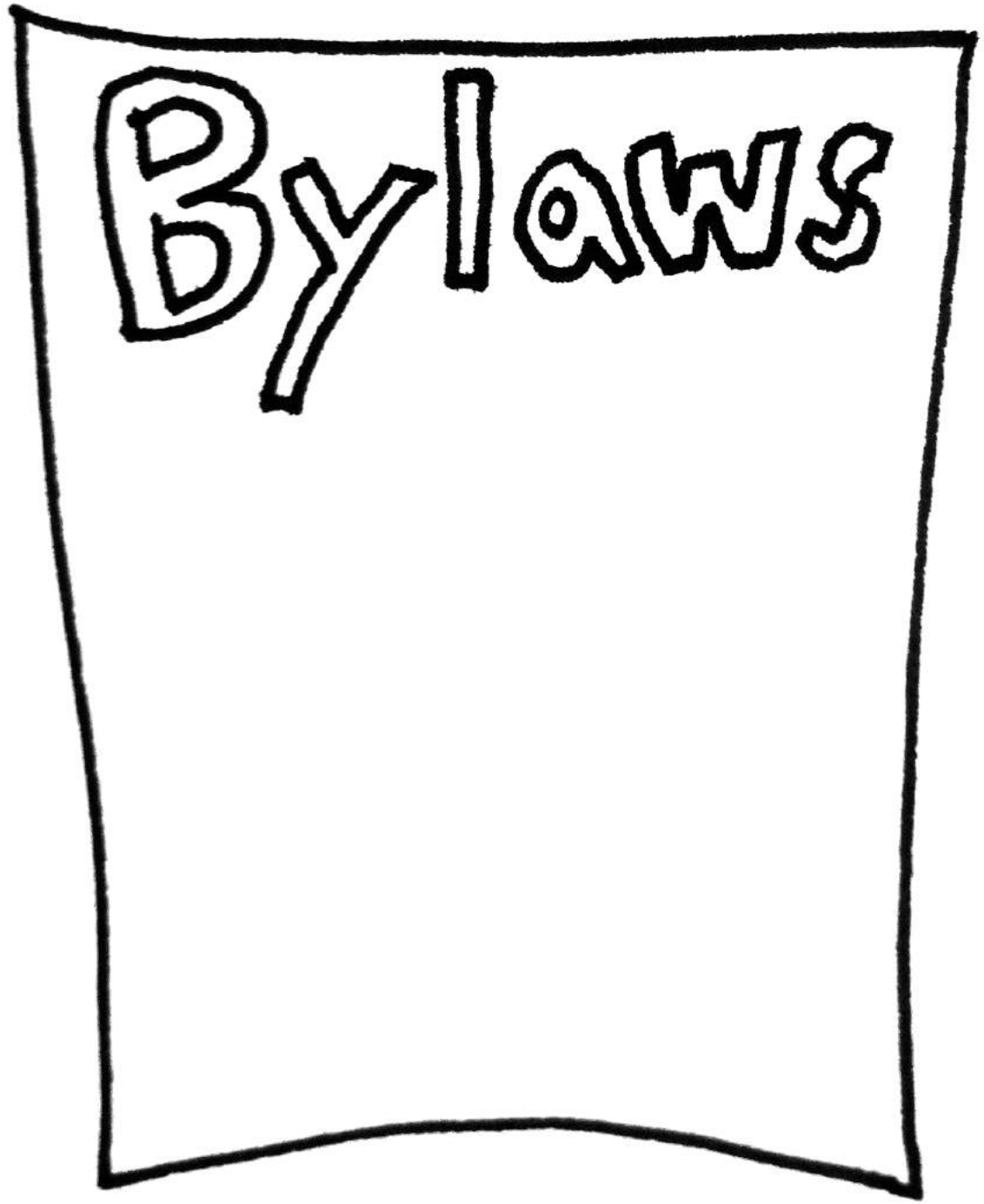
Find the perfect person to help you with your service needs. Profiles include clear pricing and verified reviews.

Service completed

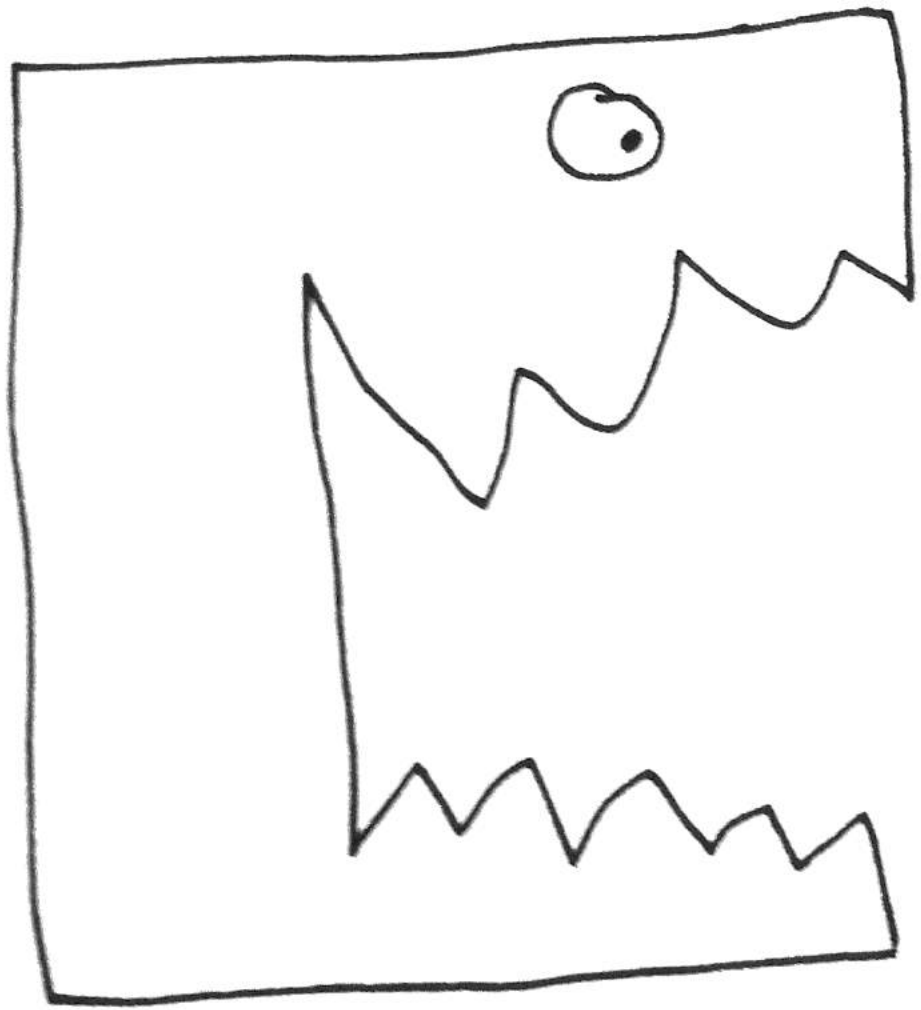
Let the professional do the work and focus your efforts on enjoying the time and stress you've saved.

Review & repeat

Help imporve your provider's services & share the love of them with your neighbors. Karma is good.


Bylaws

NOT
For Sale

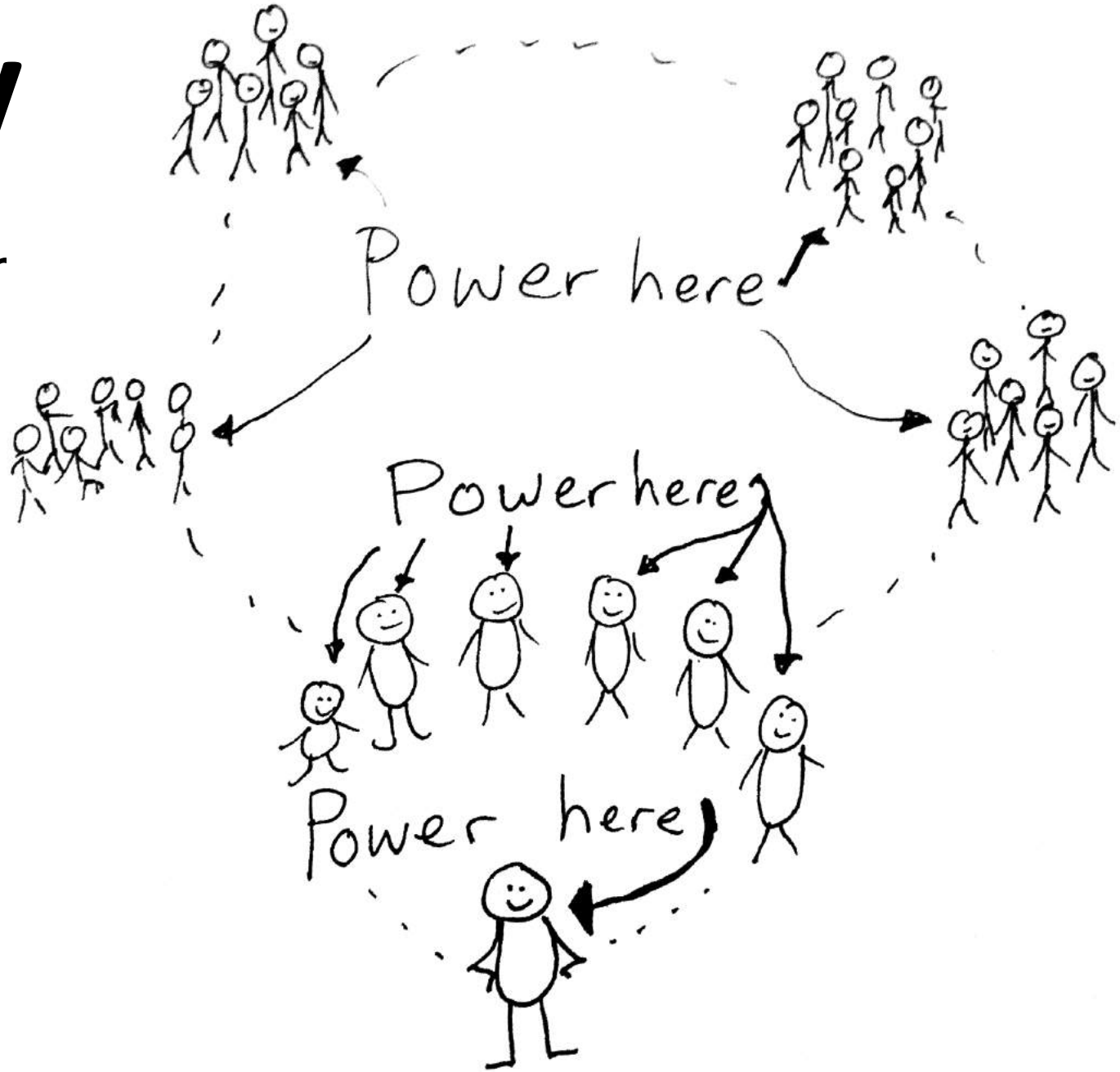


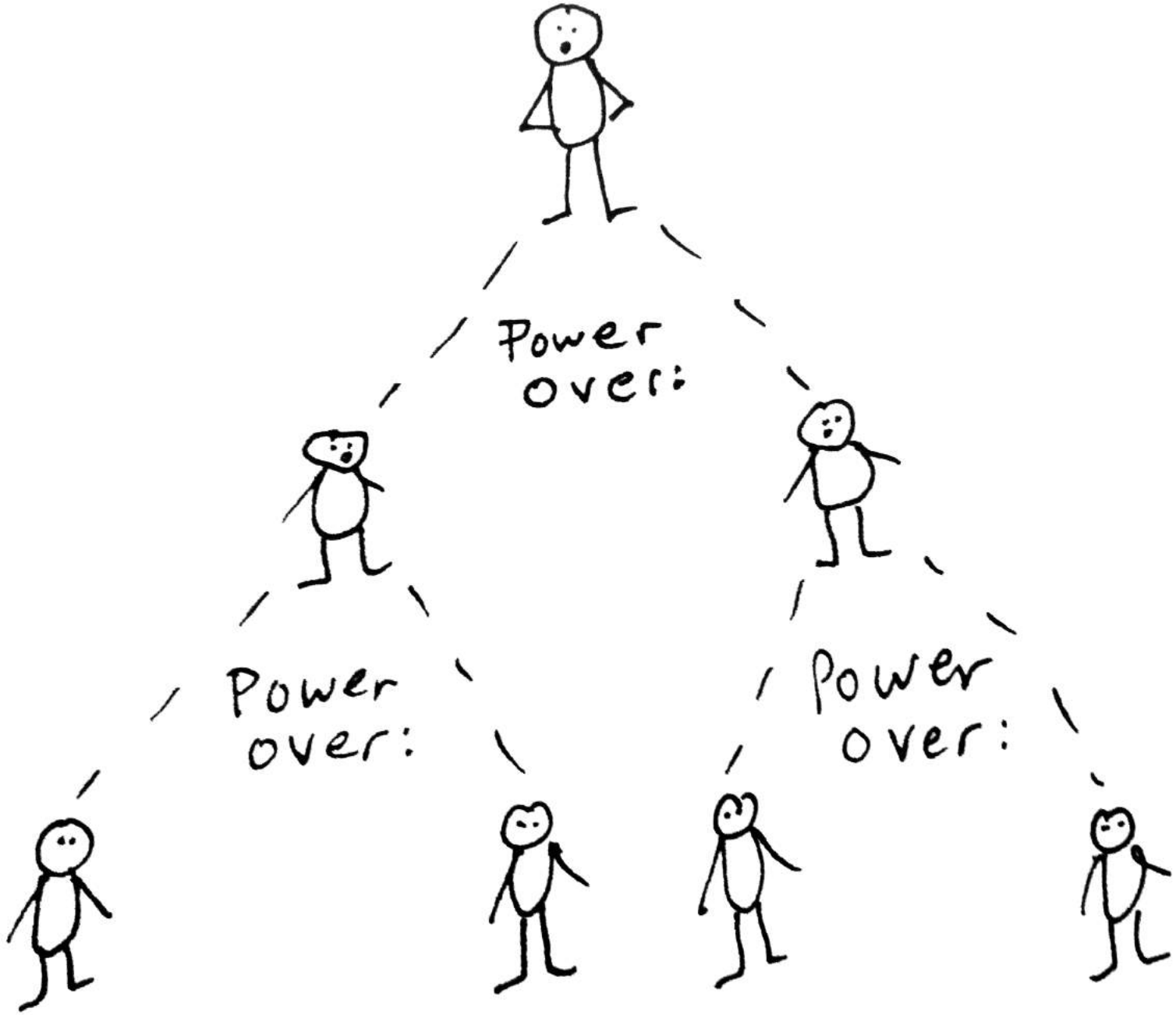
NOT
For Sale

TAKE TAKE TAKE TAKE TAKE

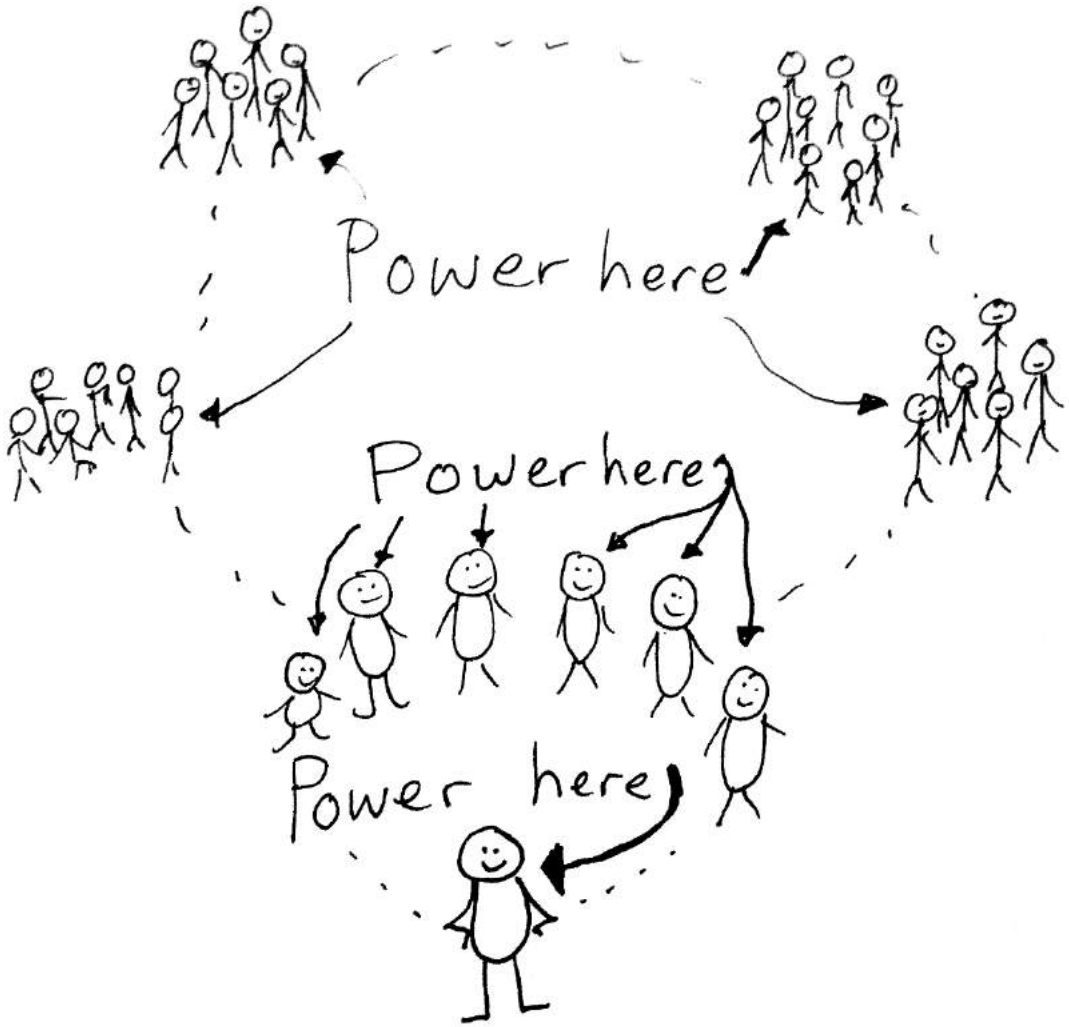
Polycentricity

English-to-English Translatior
Many Centers of Power

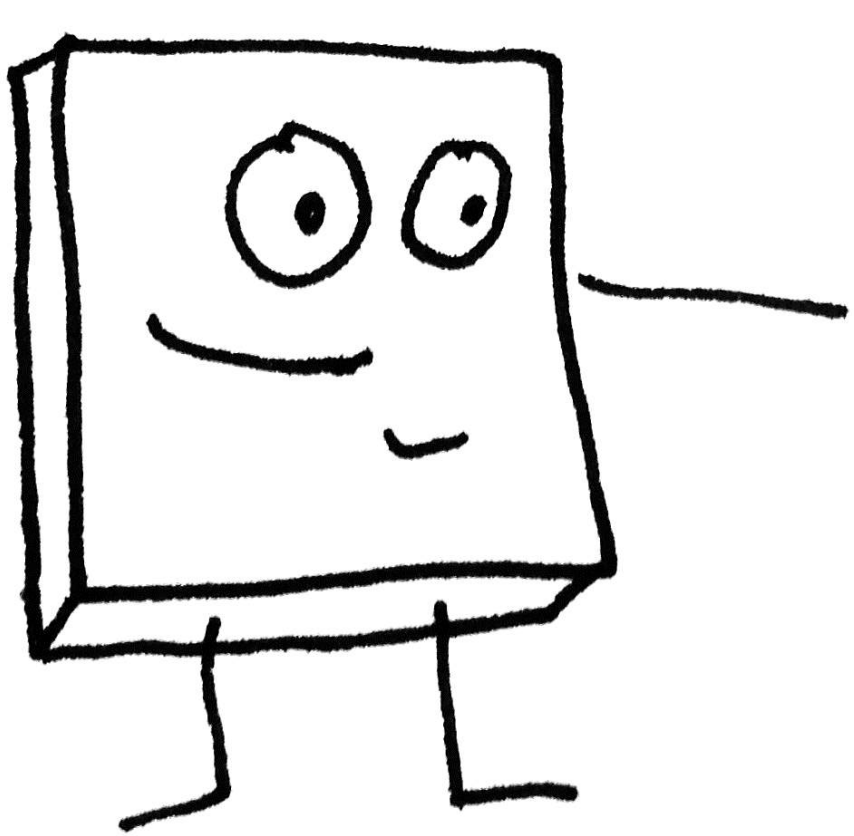



Power over:
Power over:
Power over:

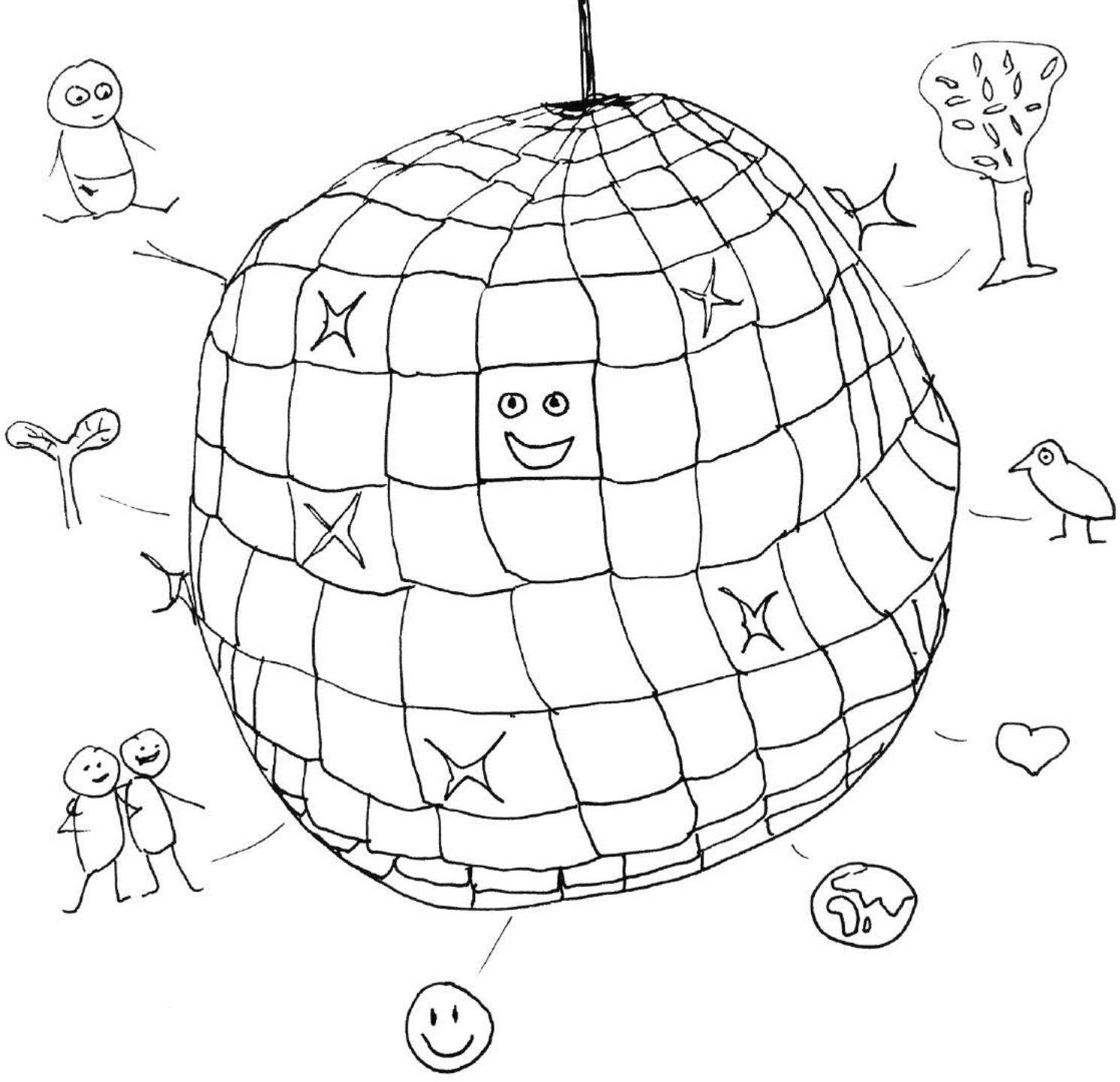
Staff Trusteeship

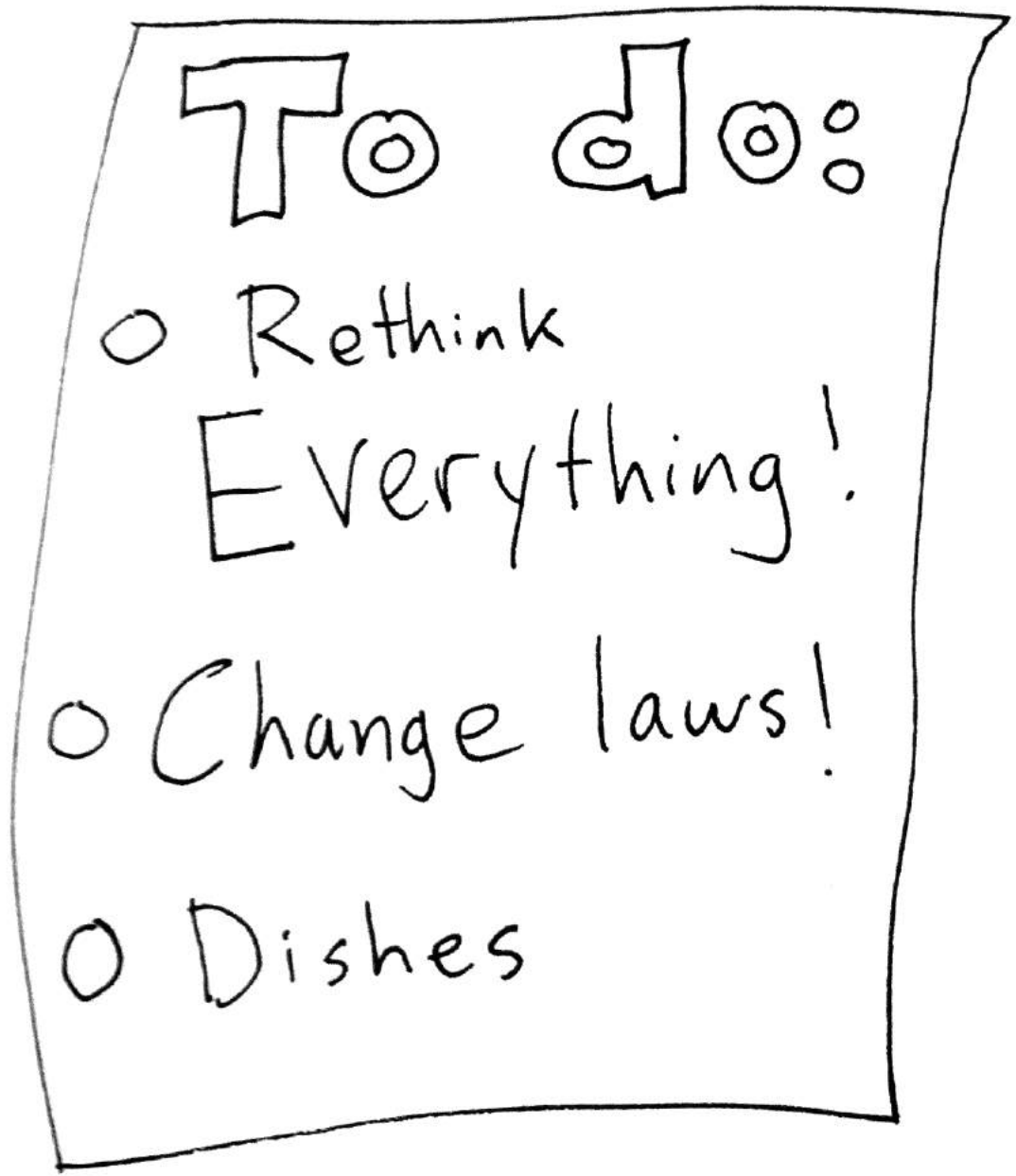


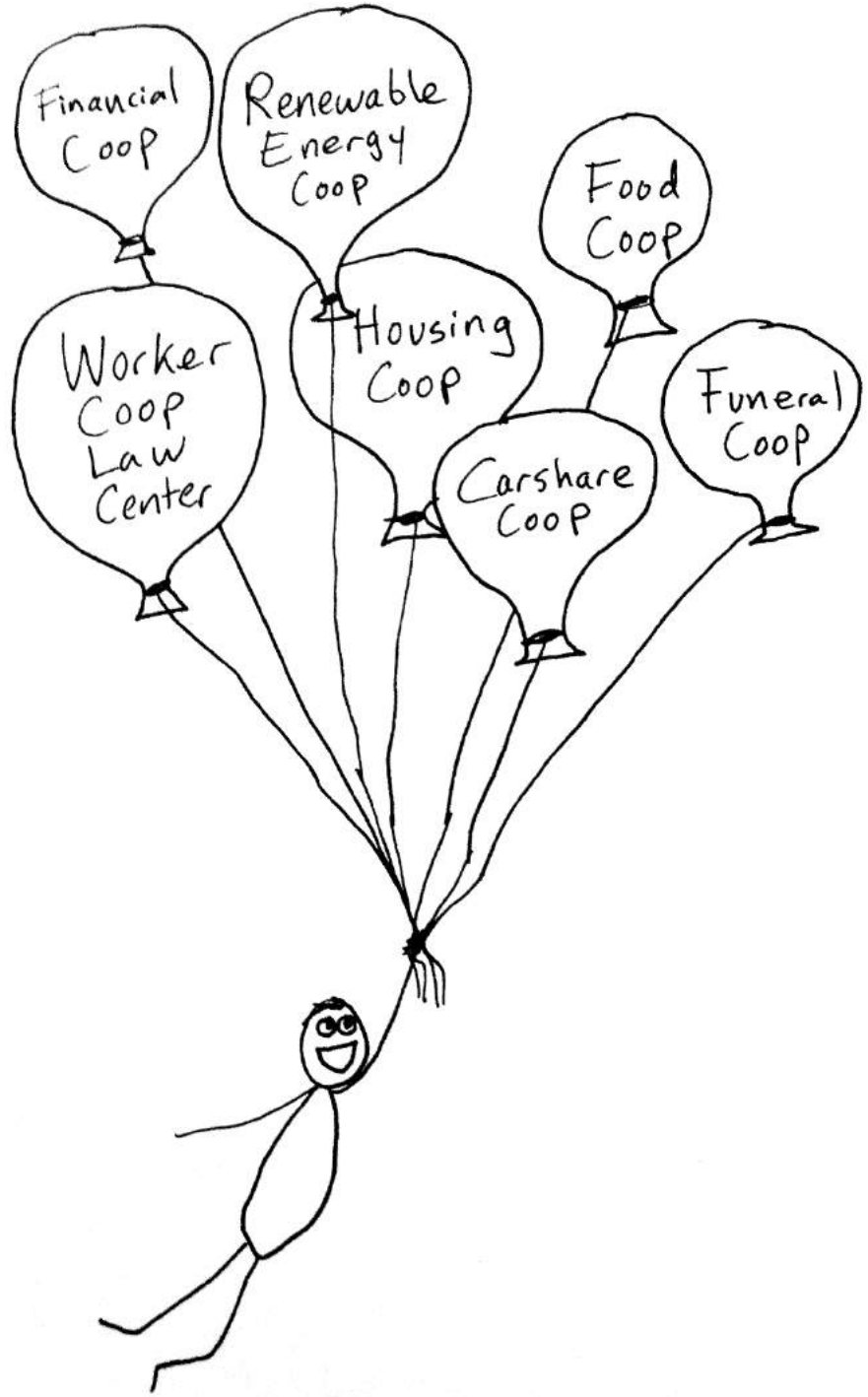
Has our legal system become flat and single-faceted?

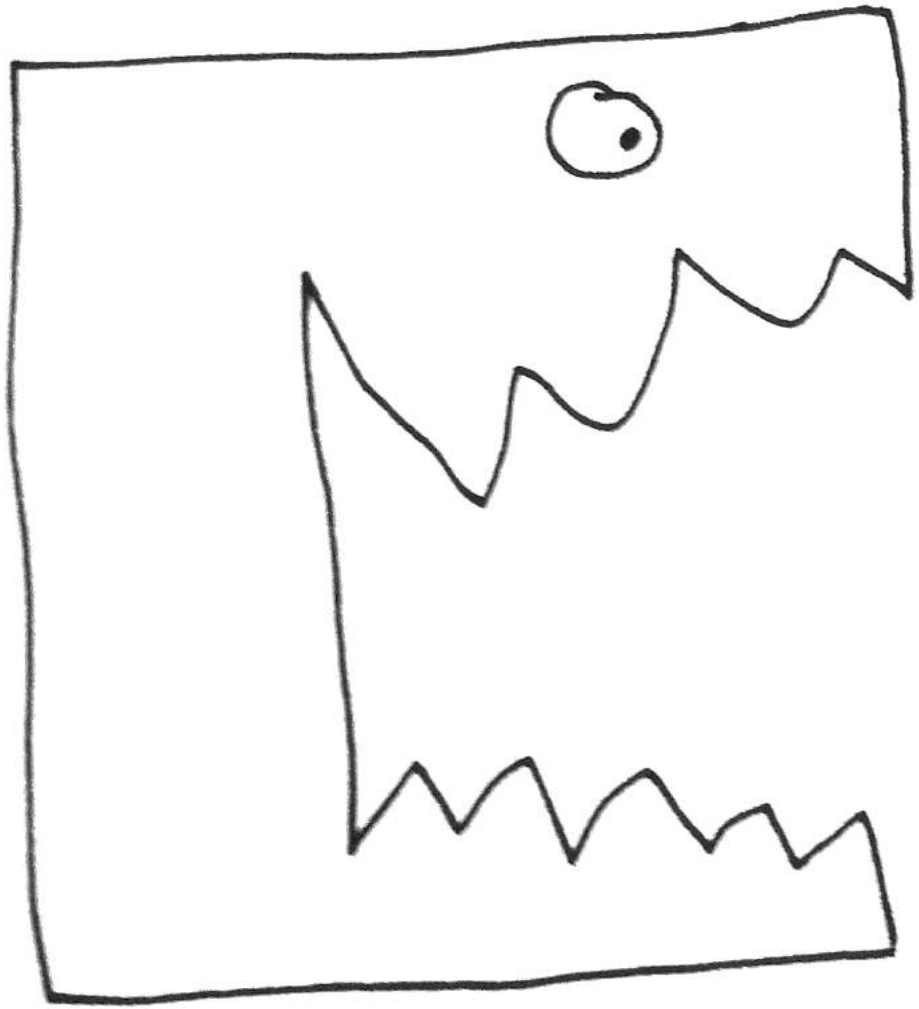


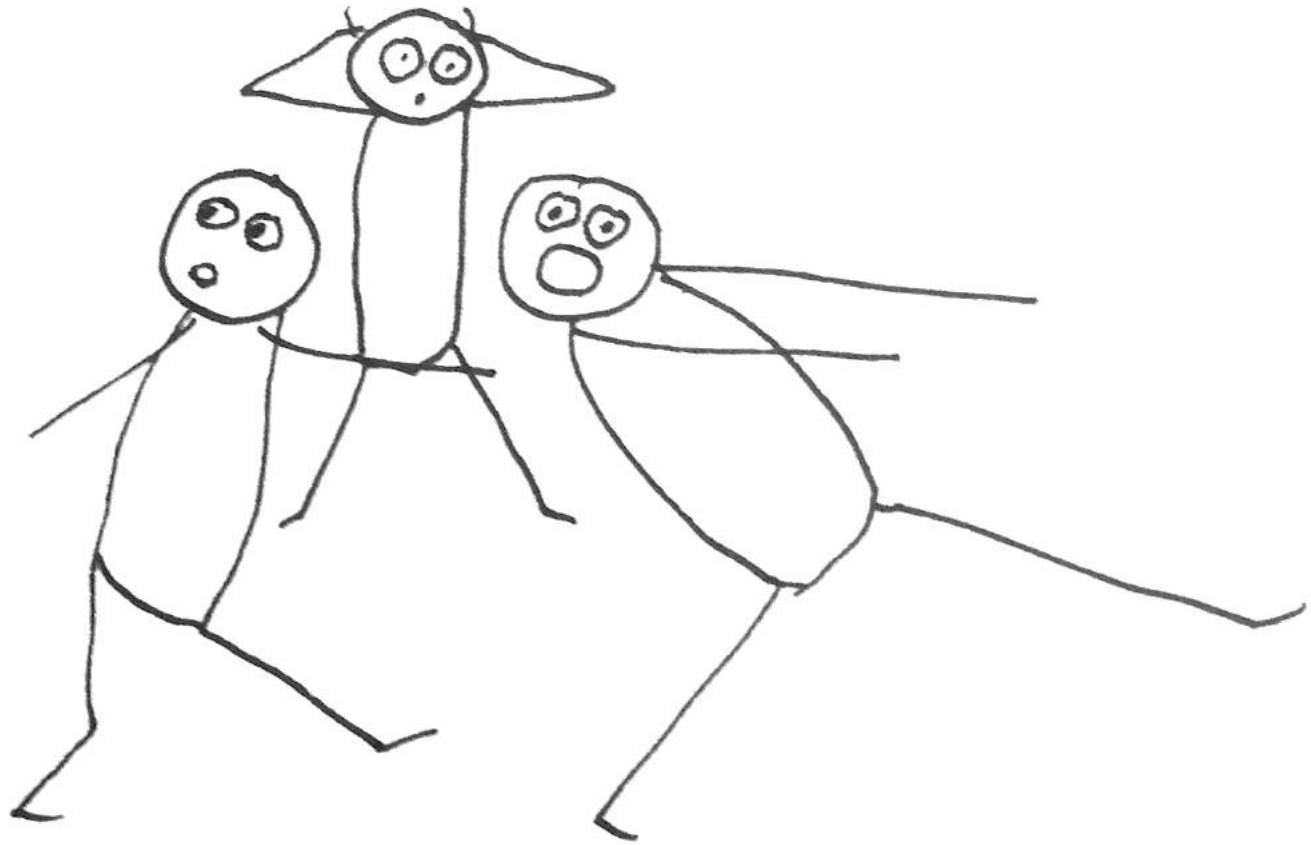
Let’s change laws!




To do:
Rethink Everything!
Change laws!
Dishes


Financial Coop
Renewable Energy Coop
Food Coop
Worker Coop Law Center
Housing Coop
Funeral Coop
Carshare Coop





What is opposite of an apocalypse?

Creatives! Get mutual

Keynote address

Purpose & Platform …
The values of co-operation

James Chin Moody
Co-founder and CEO of Sendle

social enterprise services

Vivid Contributor
LIGHT, MUSIC & IDEAS VIVID SYDNEY

BUSINESS COUNCIL OF CO-OPERATIVES AND MUTUALS

Q&A Panel

- Tim Horton (Chair)
- Janelle Orsi
- James Chin Moody
- Nuno Silva
- Melina Morrison
- Peter Tregilgas

social enterprise services

Vivid Contributor
LIGHT, MUSIC & IDEAS
VIVID SYDNEY

BUSINESS COUNCIL OF CO-OPERATIVES AND MUTUALS

Creatives! Get mutual

THANK YOU!

social enterprise services

Vivid Contributor

LIGHT, MUSIC & IDEAS VIVID SYDNEY

BUSINESS COUNCIL OF CO-OPERATIVES AND MUTUALS