



# Creatives Get Mutual Summit:

## Practical Tools for Building Collaborative Enterprise

6 June, 9am-5pm

Peace Embassy, 826 George St (cnr Regent St),  
Chippendale NSW 2008





# Welcome

Melina Morrison

CEO, Business Council of Co-operatives and Mutuals





# Curators overview

Peter Tregilgas

Principal, Social Enterprise Services Australia





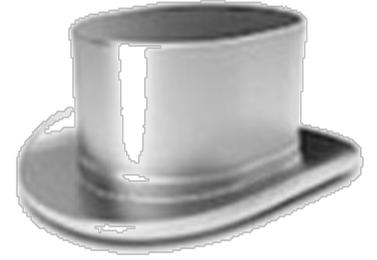
## Keynote address

# Creative co-operatives will change the world

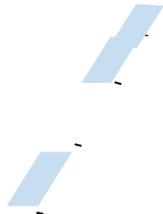
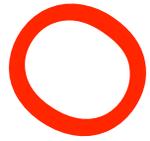
Janelle Orsi

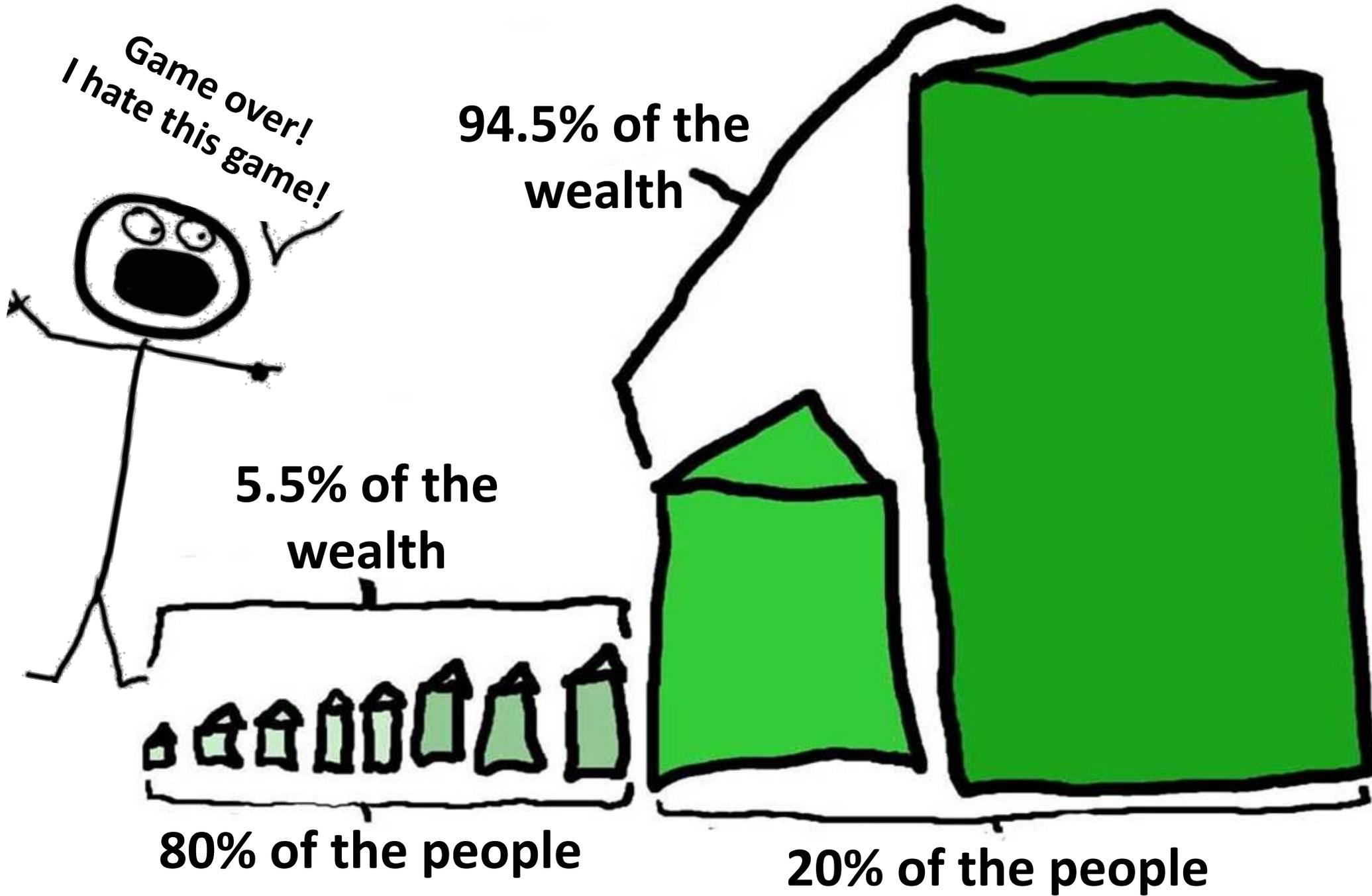
Co-founder and Executive Director of the Sustainable Economies Law Center (SELC)



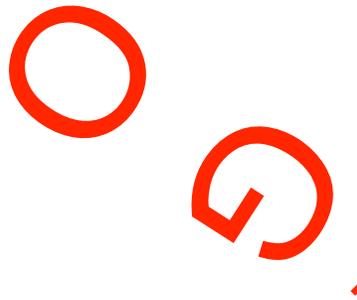


MoNopoly

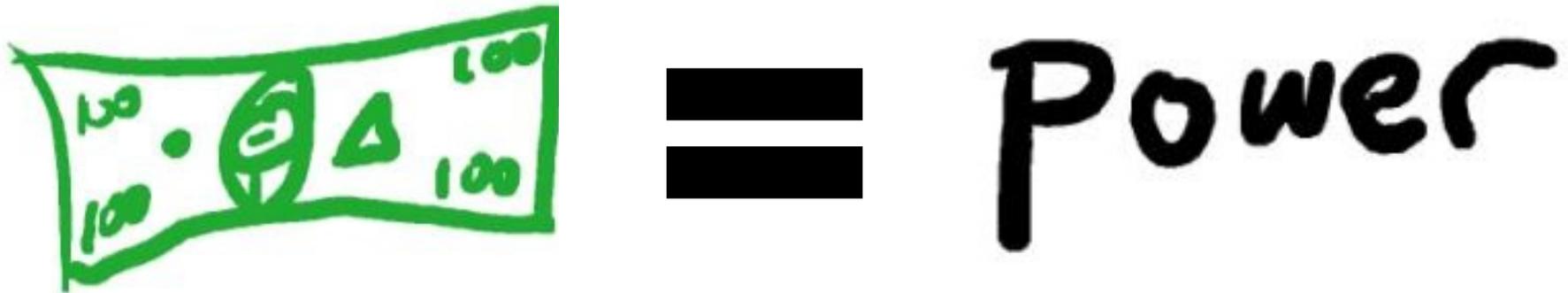




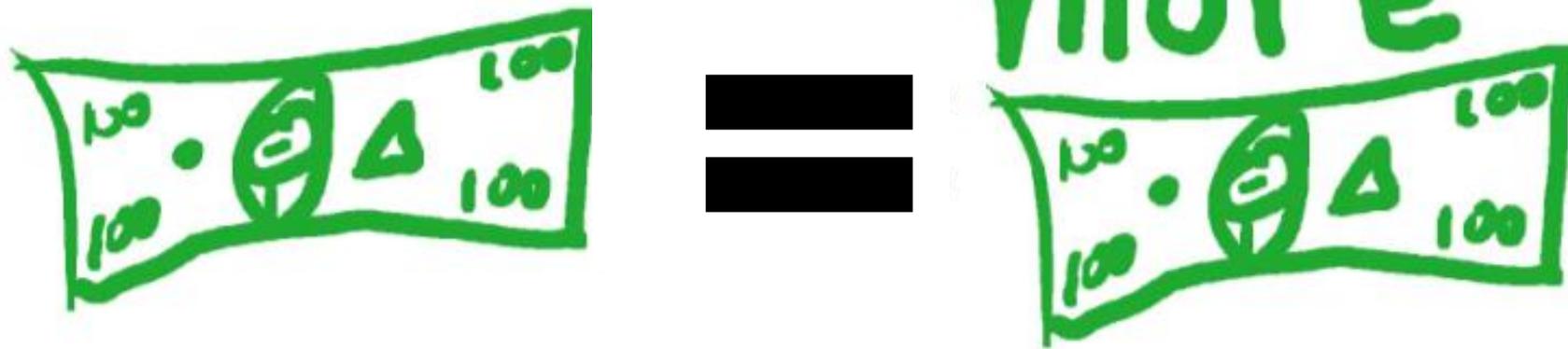
Let's change  
the Rules!

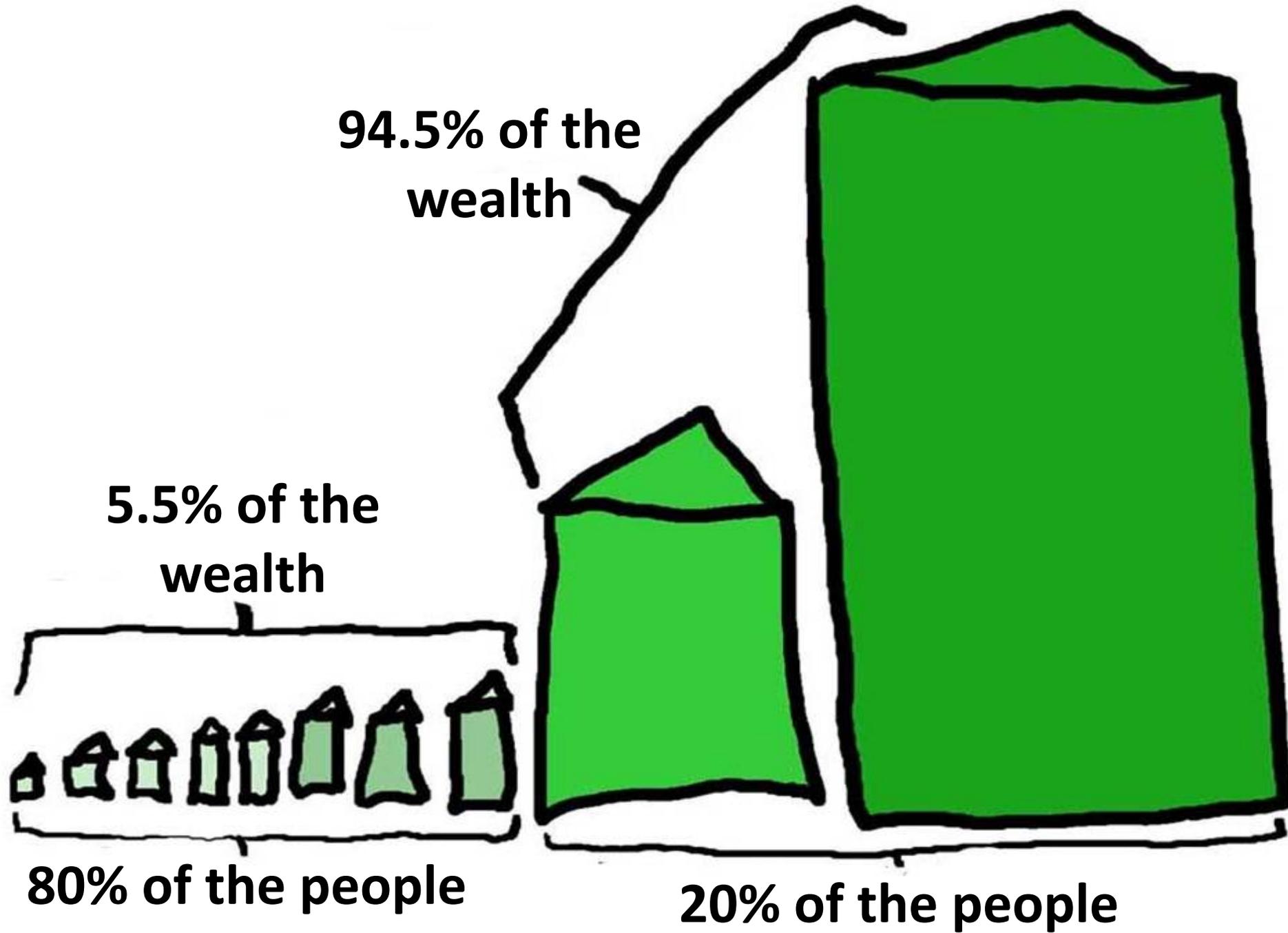


Let's change this  
archaic rule:



# Another antiquated rule:





# The 2 things to know about cooperatives:

1. Board elected on a one-member, one-vote basis.  
**Capital ownership doesn't determine voting power.**



2. Profits distributed on the basis of patronage.  
**Capital ownership doesn't determine profit share.**



# Cooperatives:

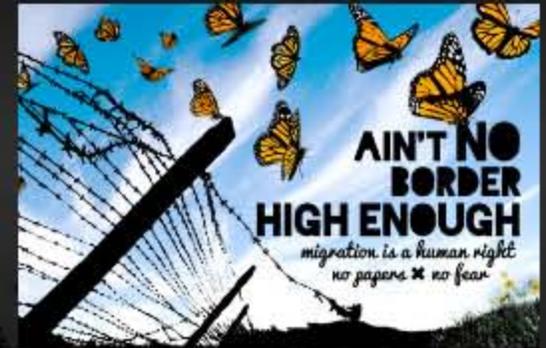
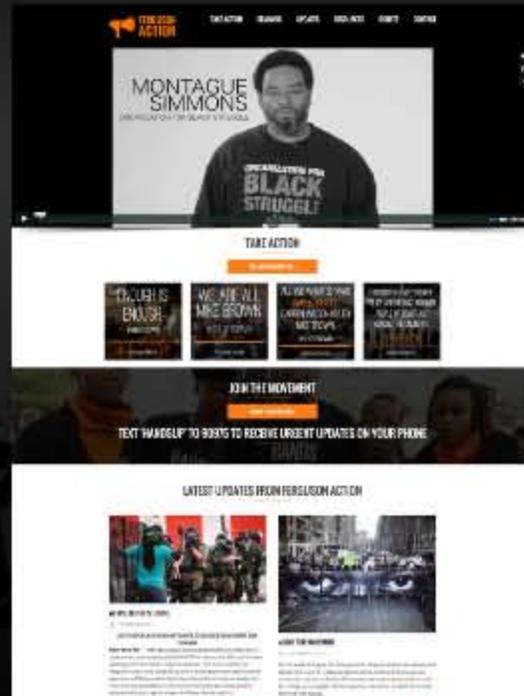
Putting the Lively Back in Livelihoods



# Worker Cooperatives

GRAPHIC DESIGN + VISUAL COMMUNICATIONS FOR PROGRESSIVE,  
NON-PROFIT, & SOCIAL CHANGE ORGANIZATIONS.

## OUR WORK





# Sustainable Economies Law Center

- About Us ▾
- Resources ▾
- Events
- Get Involved ▾
- Blog
- Support ▾

- ### Programs
- Resilient Communities Legal Cafe
  - Food
  - Cooperatives
  - Community Enterprise
  - City Policies
  - Community Currencies
  - Community Renewable Energy
  - Rethinking Home
  - Work in the New Economy
  - Legal Profession in the New Economy



News



**Sustainable  
Economies  
Law Center**

# Cooperative Work Spaces

What if one of the largest community centers and venue spaces in the Bay Area was run in a spirit of radical generosity, by a volunteer collective where everybody is a leader? We're trying to do just that, at the

# Omni Commons

4799 Shattuck, Oakland, California

Join Us

# About Us

We are thirteen Bay Area collectives with a shared political vision of more equitable commoning of resources and meeting human needs over private interests or corporate profit:

- **Agua Viva** is a worker-owned, cooperatively-run cafe that will serve as the convivial entrance to the Omni Commons.
- **Bay Area Public School** is a free, self-organizing, anti-capitalist school with radical and contestatory politics.
- **Birdhouse** is a new collective bringing art and artists to the Omni Commons.
- **Buried Seeds** is dedicated to the production & accessibility of Earth-based medicine.
- **Chiapas Support Committee** supports autonomous health care and education in Zapatista communities.
- **Counter Culture Labs** is a citizen science and DIYbio space that is open sourcing biology.
- **Food Not Bombs** has been bringing free food to parks, political events, neighborhood gatherings, and social centers since 1991.
- **Global Women's Strike - Omni Collective** is an international network working toward the return of military spending to the community starting with women, the main caregivers everywhere.
- **Liberated Lens** is a radical film & video collective dedicated to social change.
- **The Mess** is a theatre troupe and collective of writers, dancers, singers, actors, and mischiefmakers who are out to do comedy that is a reflection of the Bay Area's diverse culture.
- **Phat Beets** is a food justice group building farmers markets and gardens in North Oakland.
- **Sudo Room** is a place to build, learn, reclaim technology for the people, and create alternatives to the tech industry
- **Timeless, Infinite Light** is an Oakland small press focused on contemporary poetry and critical theory.



[ site under live development ]



STAY CONNECTED

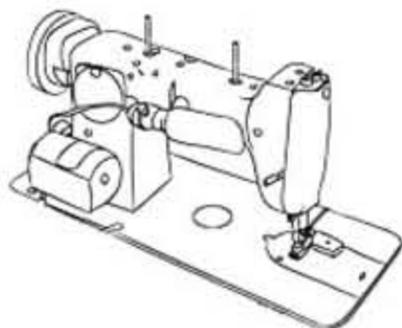
Email Address:

connect

[Home](#) [Resident Artisans](#) [Artisan Vendors](#) [Happenings](#) [Oakland Sewn](#) [Venue Rental](#) [Studio Hours](#) [Press](#)

25C is a collective of Bay Area slow-food and slow-fashion artisans.

C



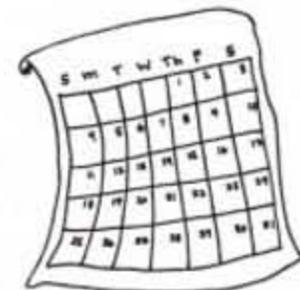
Oakland Sewn



Members



Vendors



Your Special Event at the 25C

# Heartwood Custom Woodworking

[Home](#)

[Woodworkers at Heartwood](#)

[About Us](#)

## About Heartwood

Heartwood is a custom woodshop of seven woodworkers sharing a shop in Berkeley, California, where we have been since our founding in 1974. Some of us specialize in custom cabinetry, some in fine furniture. We work for homeowners and businesses, in all styles and finishes. We do design, construction, and installation.

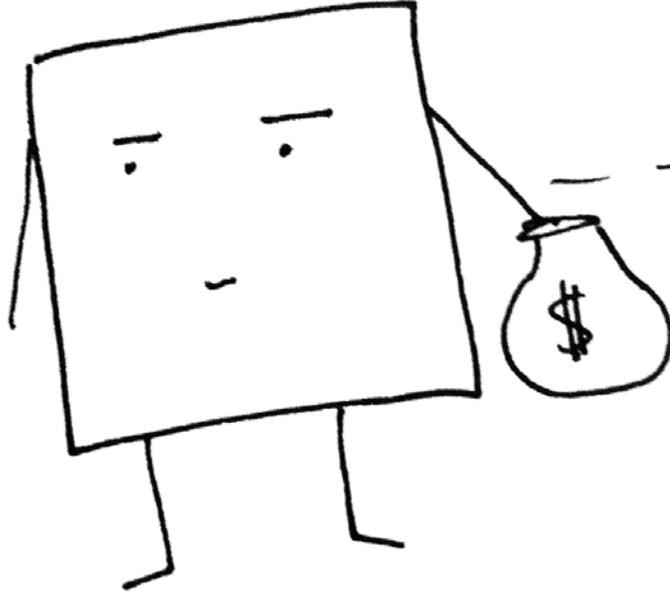
Heartwood is a cooperative.

Andrew Benson, Tom Brown, John Curl, Erik Hopp, Moses Jones, Craig Smollen, Rick Moralez, Joel Chala.



# Platform Cooperatives

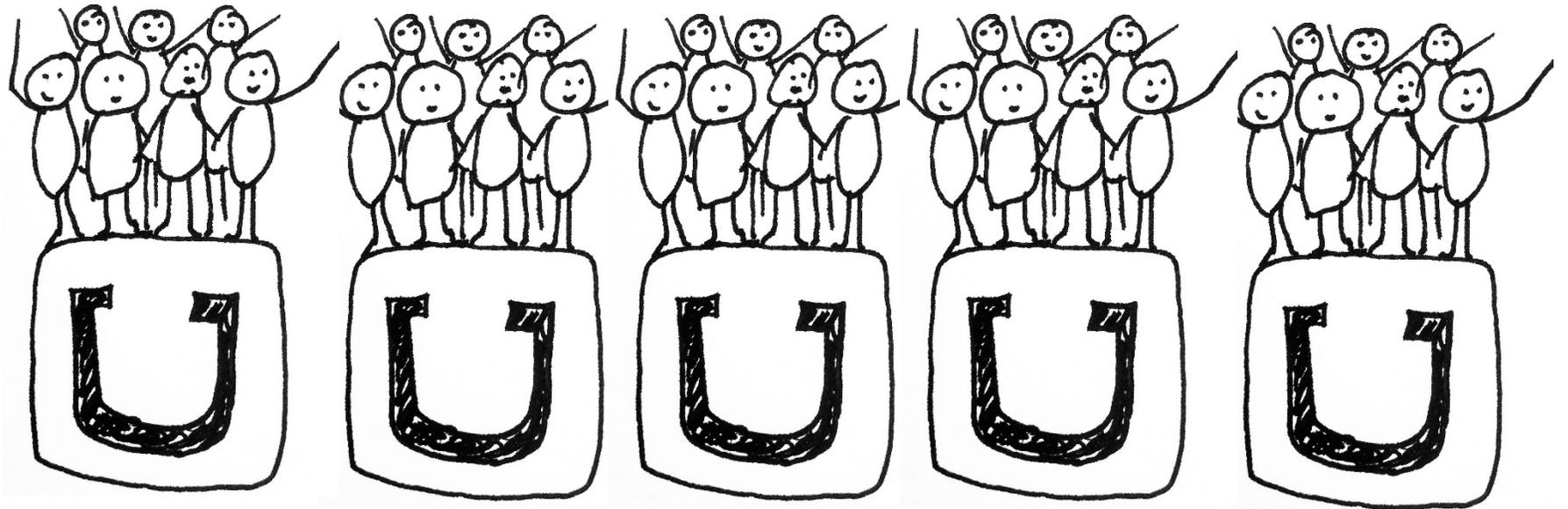
The Middle "Man"



## 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:



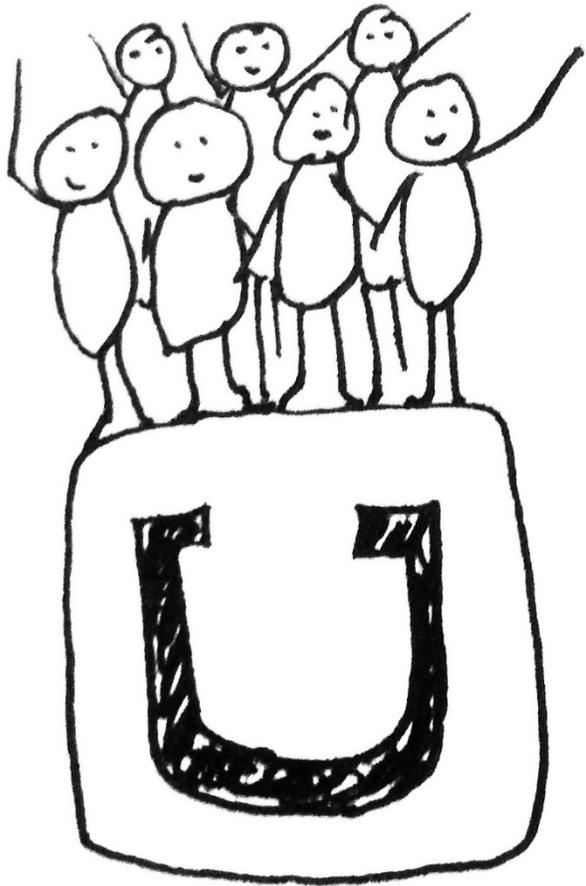
# Good News

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

= clone

# Good News

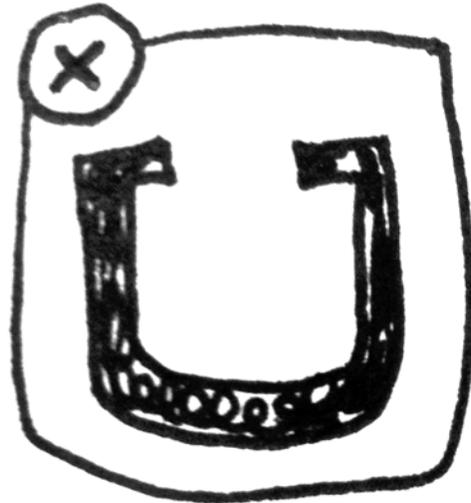
**1. Organize!**



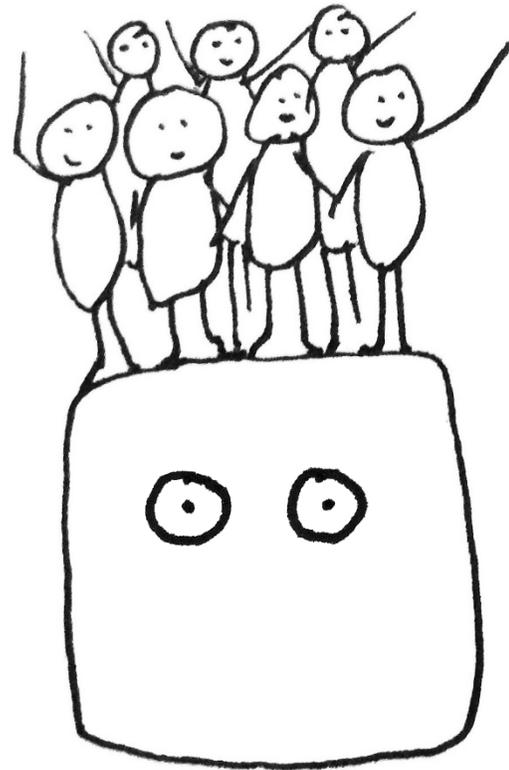
**2. Leap!**

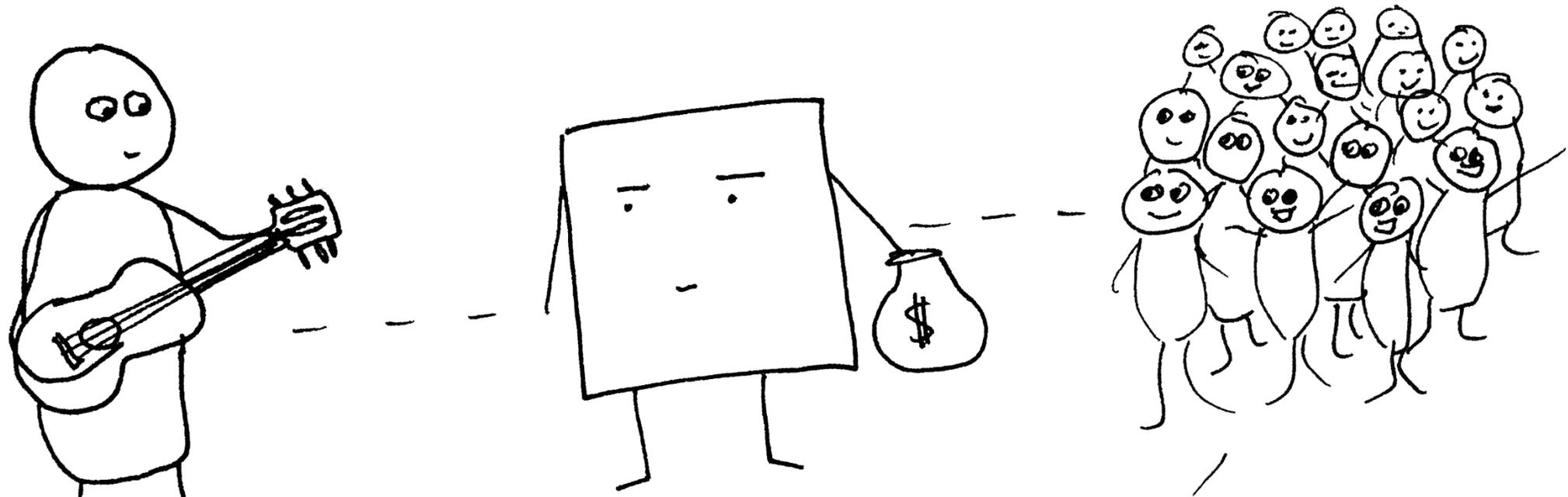


**3. Delete!**



**4. Repeat!**

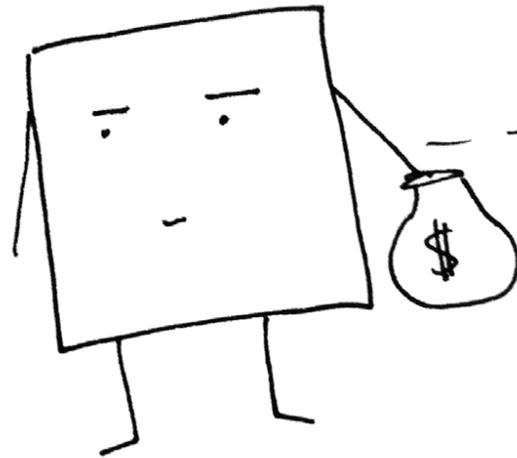




Cooperative

# Good News

**This is you.**



**And this is  
you, too!**







BUILD IT.  
USE IT.  
OWN IT.

[Home](#)

[Narrative Accelerator](#)

[Events](#)

[Film Fund](#)

[About](#)

[Own It](#)

[F.A.Q](#)



# MEMBER'S MEDIA



CREATOR



COLLABORATOR

The Studio System  
*for*  
Independent  
Narrative Media



SUPPORTER



MENTOR

## NARRATIVE ACCELERATOR

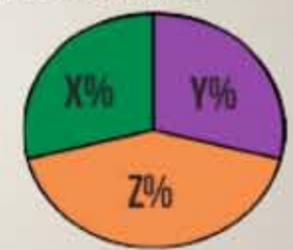


- Story Development
- Creative Space
- Funding Support
- Project Promotions
- Collaborator Events
- Industry Mentorship

## PROJECTED PRODUCTIONS



## COOPERATIVE PRODUCTION



Collaboration  
OWNERSHIP Story  
support VISUAL ART  
MICRO Audience  
EPISODIC Act  
Produce Create  
COOPERATIVE  
community  
Distribute

## FILM FUND



- Donation Based
- No Fees
- Development Awards
- Voted by Members

# POWER



## DISTRIBUTION SUPPORT



- Center-point Brand
- Marketing Efficiency
- ULTRA Engaged Audience
- Primed Demand

*Our Motto*

**BUILD IT.  
USE IT.**



Now's the time.

A marketplace owned by the people doing the work.

Sign up for the beta

## Browse by category



Home

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

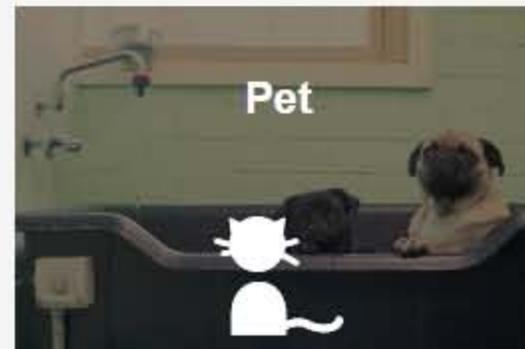
[View and book](#)



Child

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

[View and book](#)



Pet

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

[View and book](#)



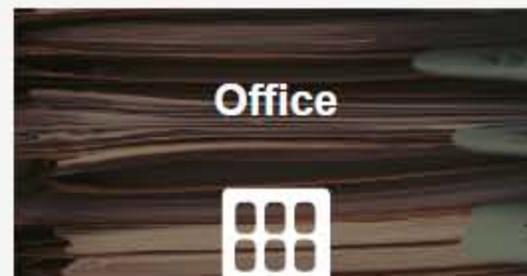
Self Care

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

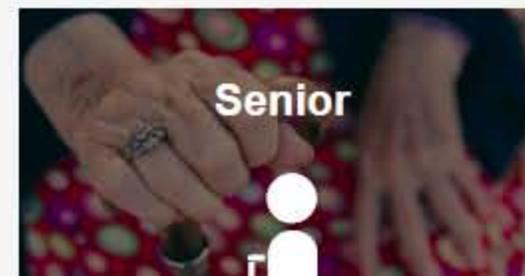
[View and book](#)



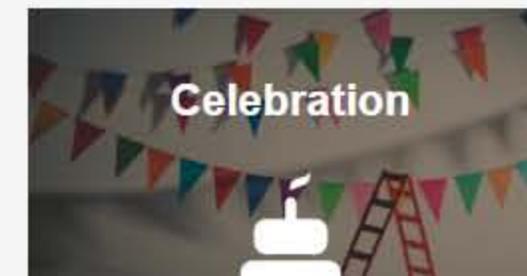
Transport



Office



Senior



Celebration

#ThisShouldBeACooperative

The Etsy logo is positioned in the top left corner of the page. The background of the entire page is a vibrant orange color, overlaid with a top-down view of a desk. The desk is cluttered with various items: a white keyboard, a wooden pencil, a clear ruler, a calendar, a red notebook, a paint palette, a hammer, and several paintbrushes. The overall aesthetic is creative and organized.

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 shop70  
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**

GST included (where applicable).

[Ask a question](#)

Quantity

1 ▾

**Overview**

- Handmade item
- Ships worldwide from United States
- Feedback: [188 reviews](#)
- Favorited by: [48 people](#)

 This shop accepts Etsy gift cards

Featured

Search

Become a Creator

Sign Up

# Recurring funding for artists and creators

Creators receive millions of dollars each month in support from their patrons



Learn More

Join Today

Home

Featured



Search

Become a Creator

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

# Mutual Aid and Exchange Cooperatives

# OURGOODS

[Take the tour!](#)[Join us](#)[Sign in](#)

We are a barter network for the creative community. Our members trade skills, spaces and objects to get their work done without money.



We traded tools for fashion advice.

[Read More Stories](#)

What skills, spaces or objects do you need?

still

What if everyone had the opportunity  
to build their skills to their maximum  
capabilities and then apply them to  
making their communities whole and  
beautiful?

[@MutualAidN](#)



[eepurl.com](#)

[@MutualAidN](#)



Join us

[#NewE](#)

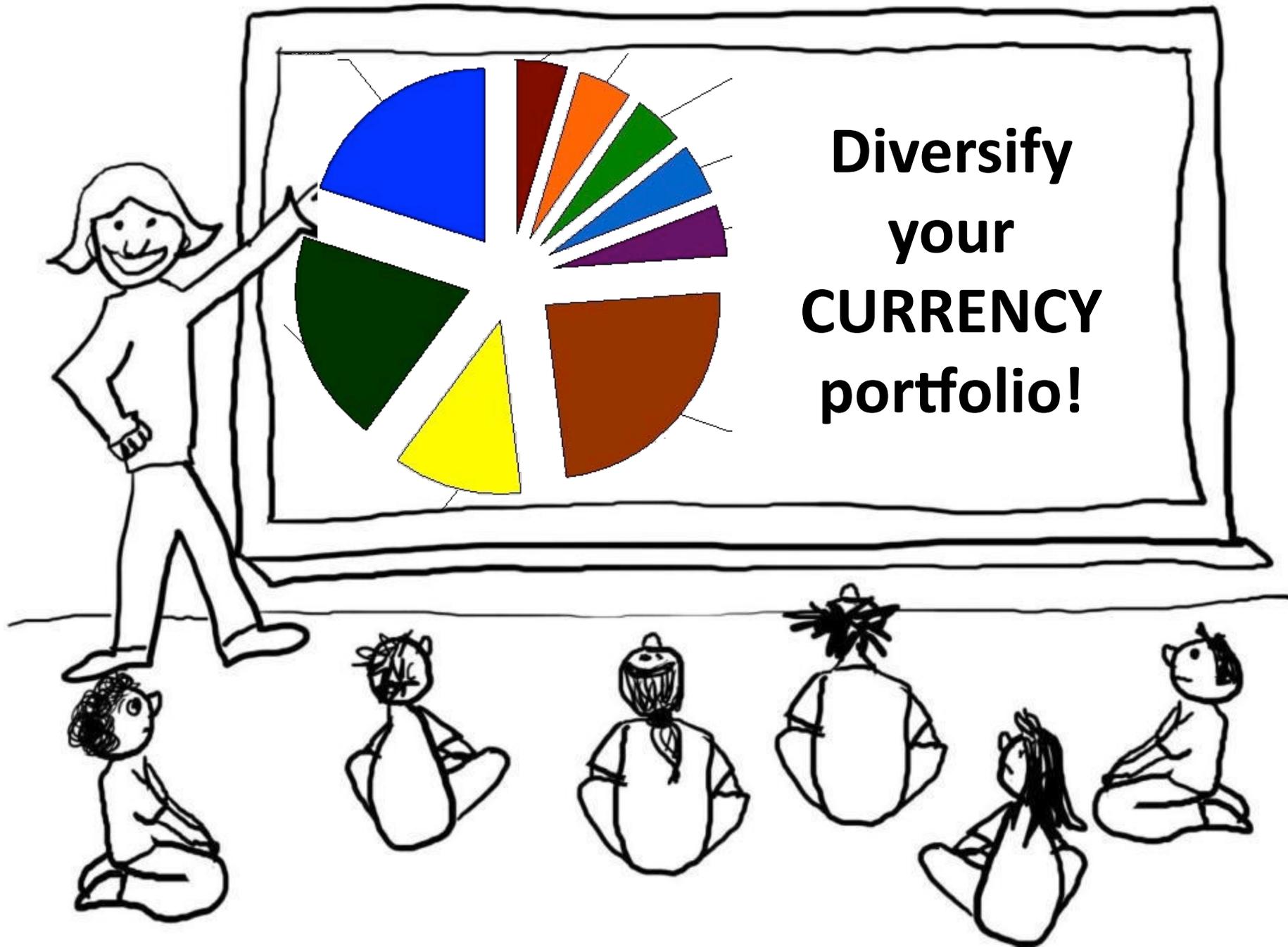
summit this w

[#MANmap20](#)

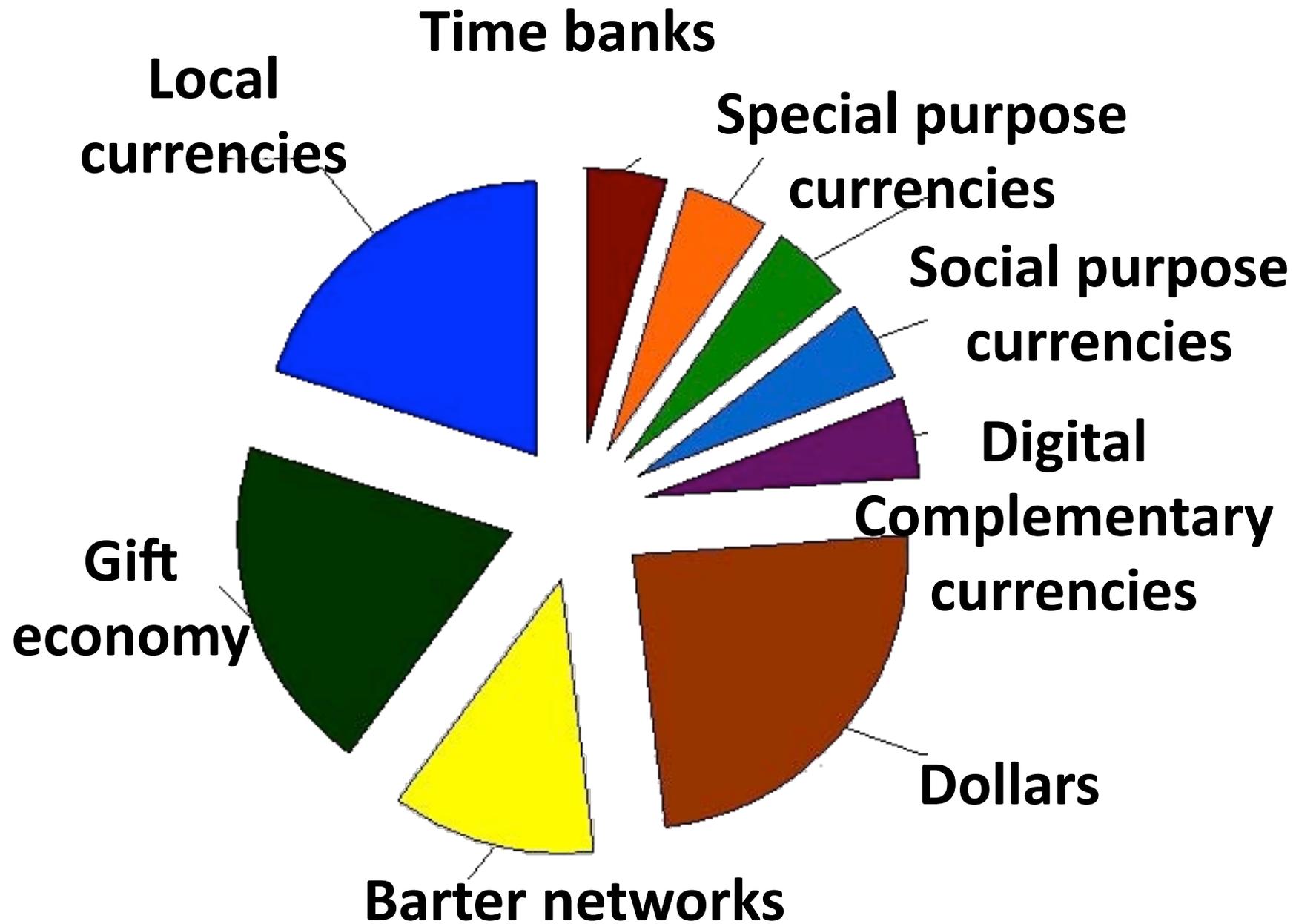
[bit.ly/1U74EZ](#)



**“Diversify  
your stock  
portfolio, blah  
blah blah.”**



**Diversify  
your  
CURRENCY  
portfolio!**

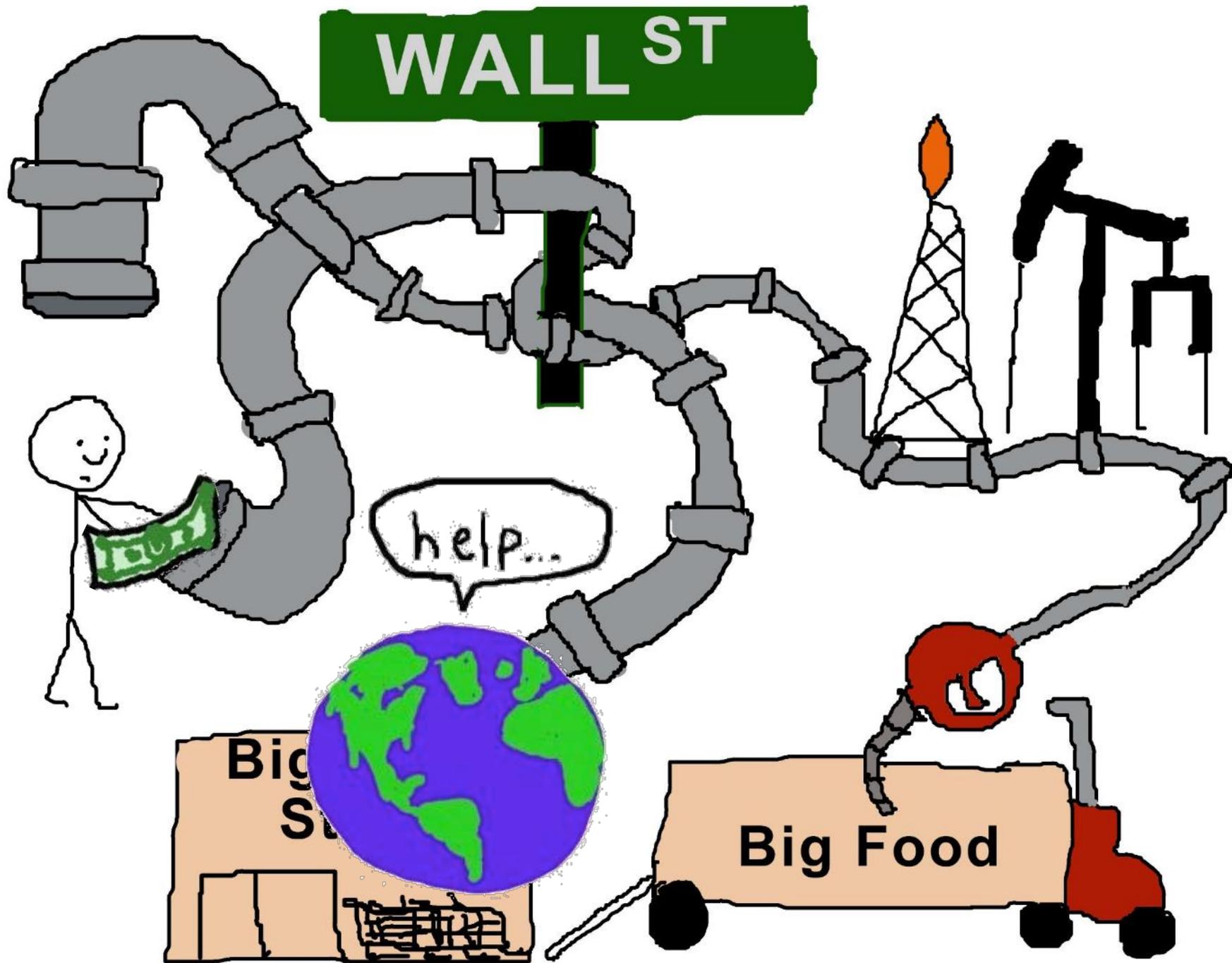


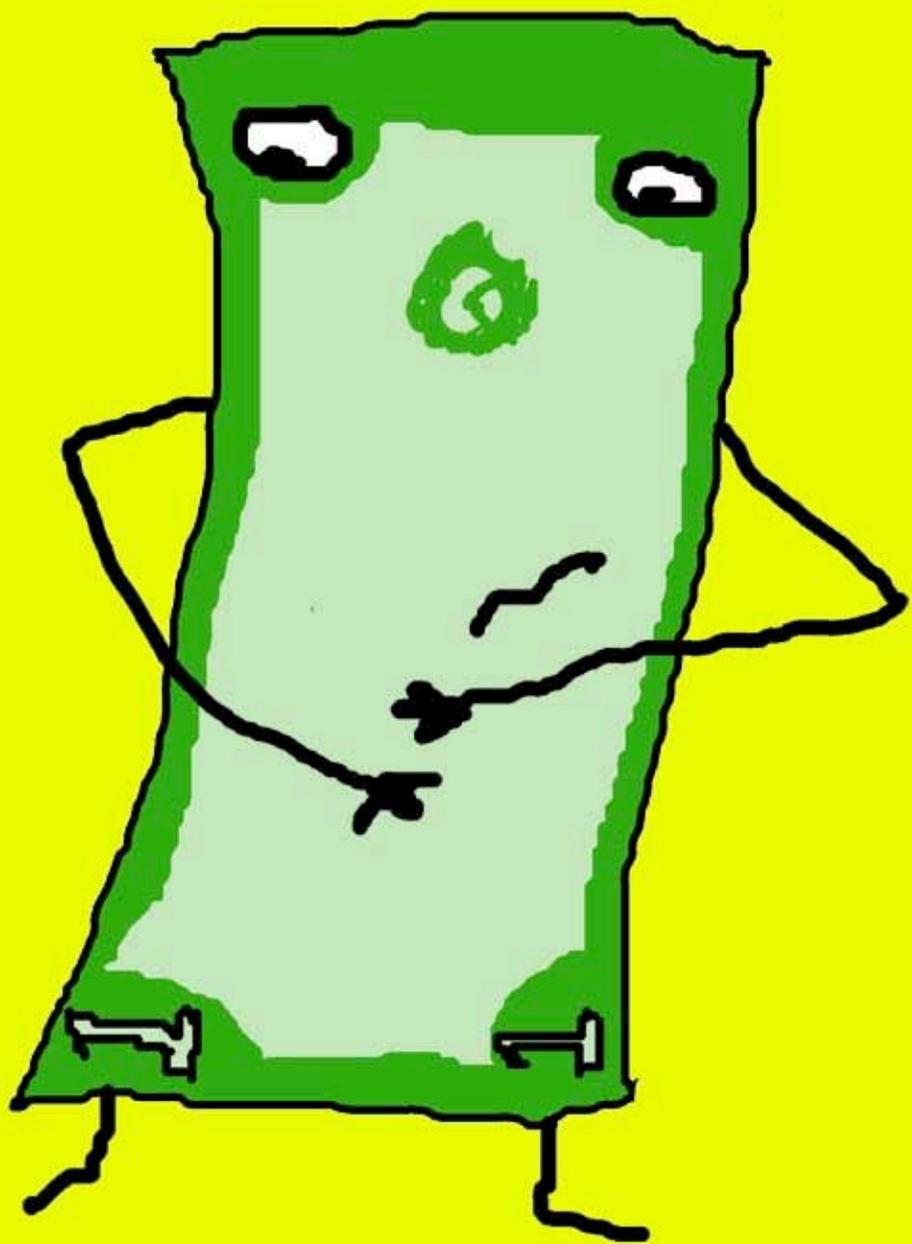
# **Consumer Solidarity Cooperatives**



**Dollars are  
people,  
too.**

**Think about  
that one...**



















WALL ST



# Community Supported Agriculture



## Community Supported **EVERYTHING!**

- Share CAPITALIZATION
- Share PROFITS/BOUNTY
  - Share RISK
  - Share WORK/LABOR
  - Share INFORMATION
- Share DECISION-MAKING

I pledge to  
spend \$1,000  
on clothes from  
East Bay Cooperatives



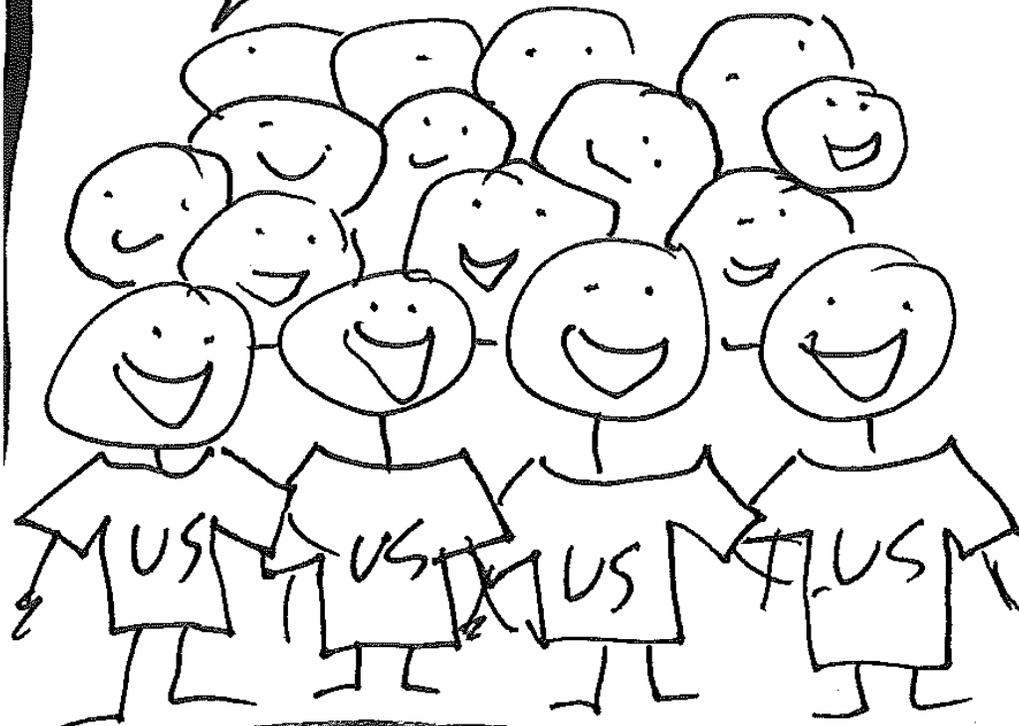
Hmm... Now  
where can I  
find an apparel  
cooperative



Hey 100 acquaintances,  
will you each  
pledge to spend  
\$1000 on clothes  
from East Bay co-ops?



Let's form a  
bargaining co-op  
called Solidarity  
Wear Cooperative  
(or whatever...)



Let's make a list of  
cool local  
apparel  
companies!



Payam  
Myrrhia  
Nan  
Geana  
...  
etc...

Hey cool local  
apparel company!  
If you convert  
to a worker co-op,  
Solidarity Wear members  
agree to spend  
\$20,000 at your co-op!



2016: Solidarity

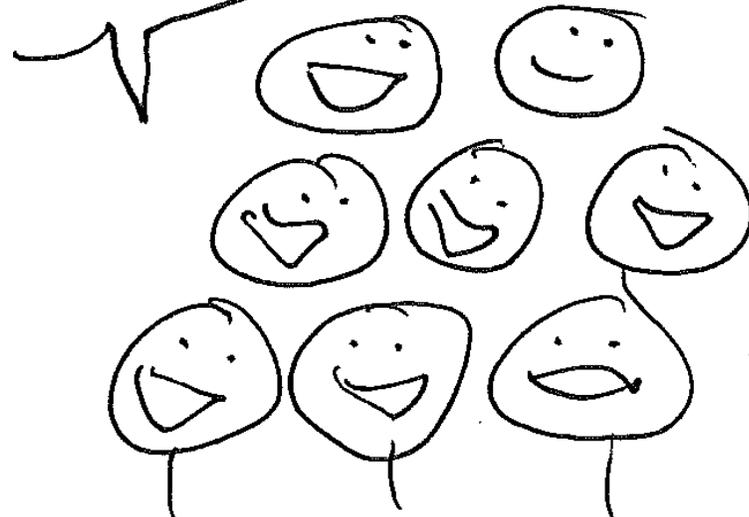
Wear Cooperative

has 1000

East Bay members

and \$1,000,000

in collective  
buying power!



Oakland becomes  
a hub of co-op  
clothing manufacture



Tailor-  
owned  
CO-OP

More  
Co-ops!

Co-op  
Maker  
Space

Clothing  
Co-op

Worker-  
owned  
apparel

Worker-  
owned  
jeans



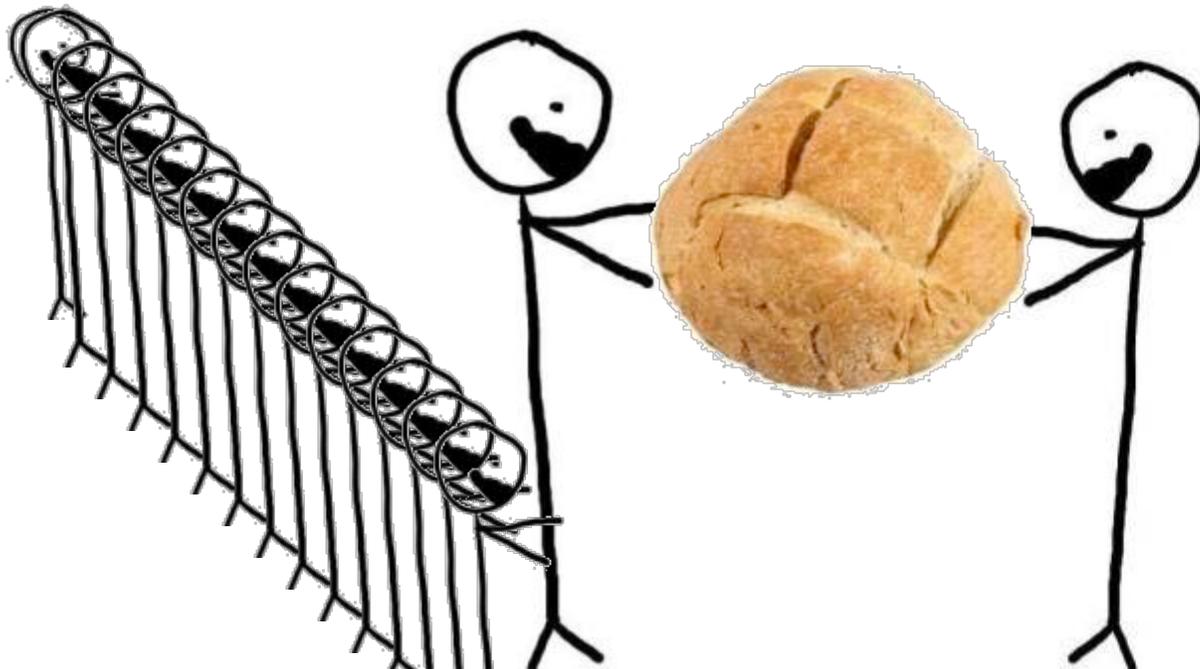
# **Make *agreements!***

## **It's community-supported enterprise!**

**We all agree to  
buy one loaf  
per week.**

**And we agree to:**

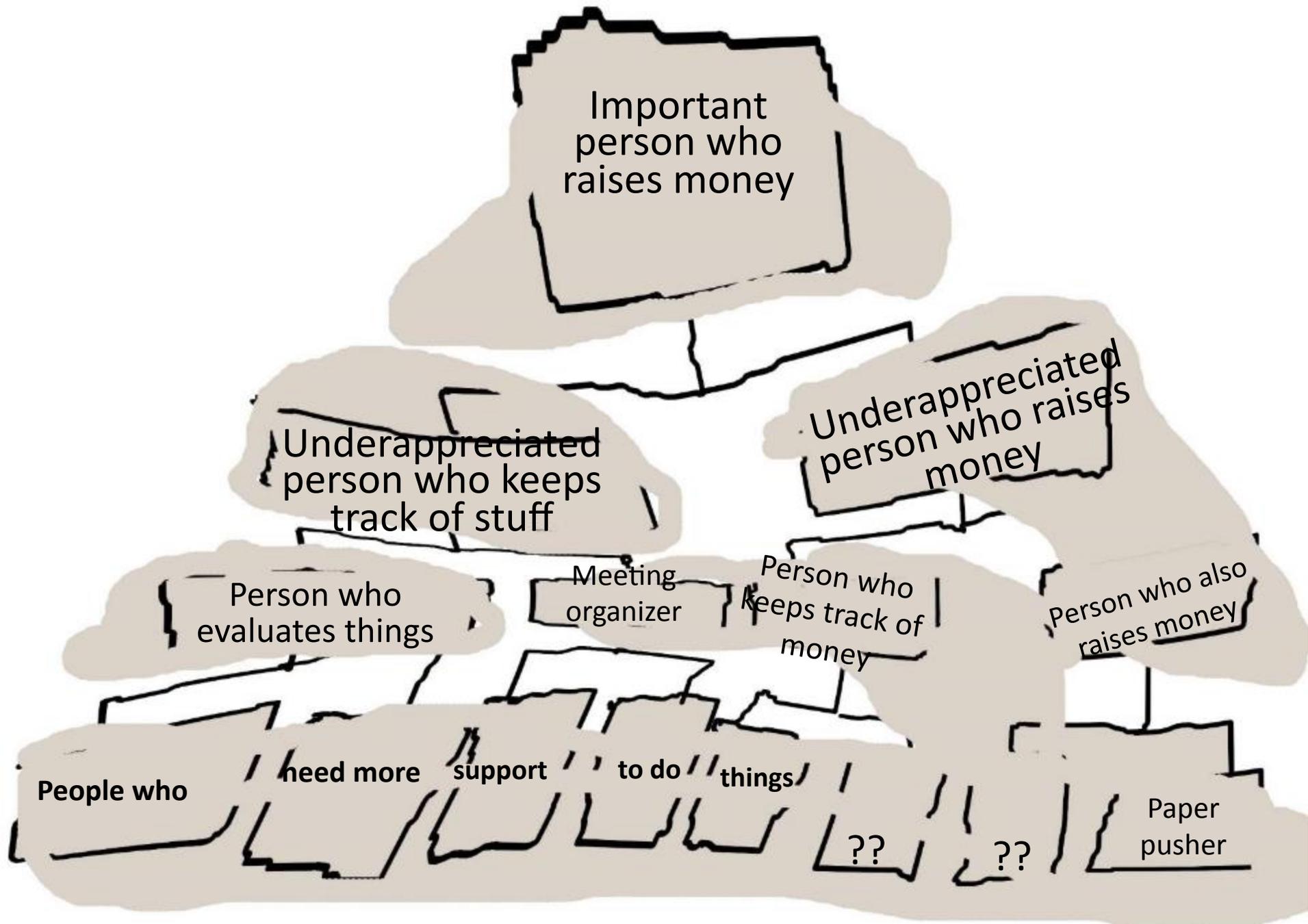
- Use healthy whole grains
- Buy from local farmer co-ops
  - Deliver by bicycle, and
- Pay all worker-owners equal wages

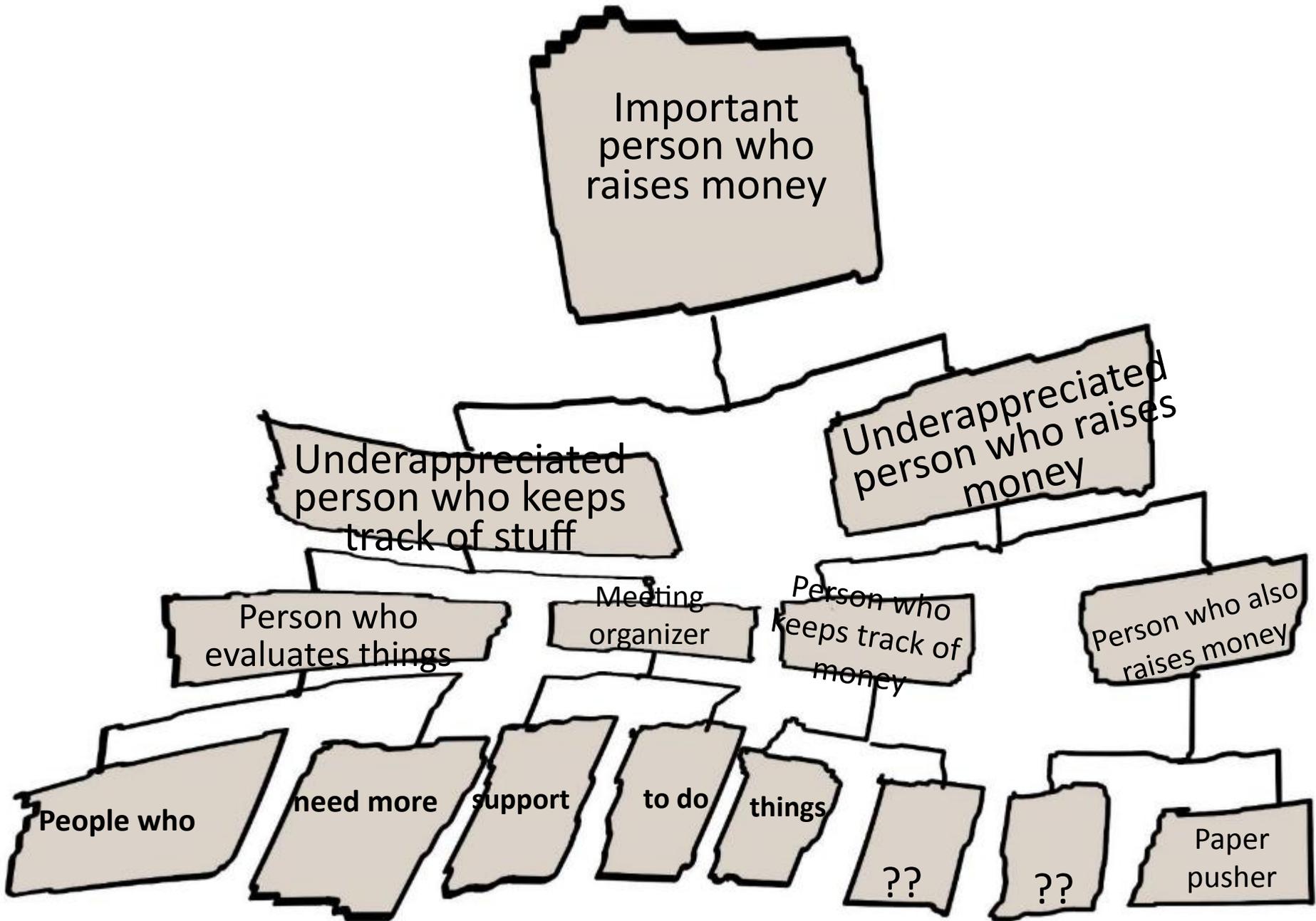


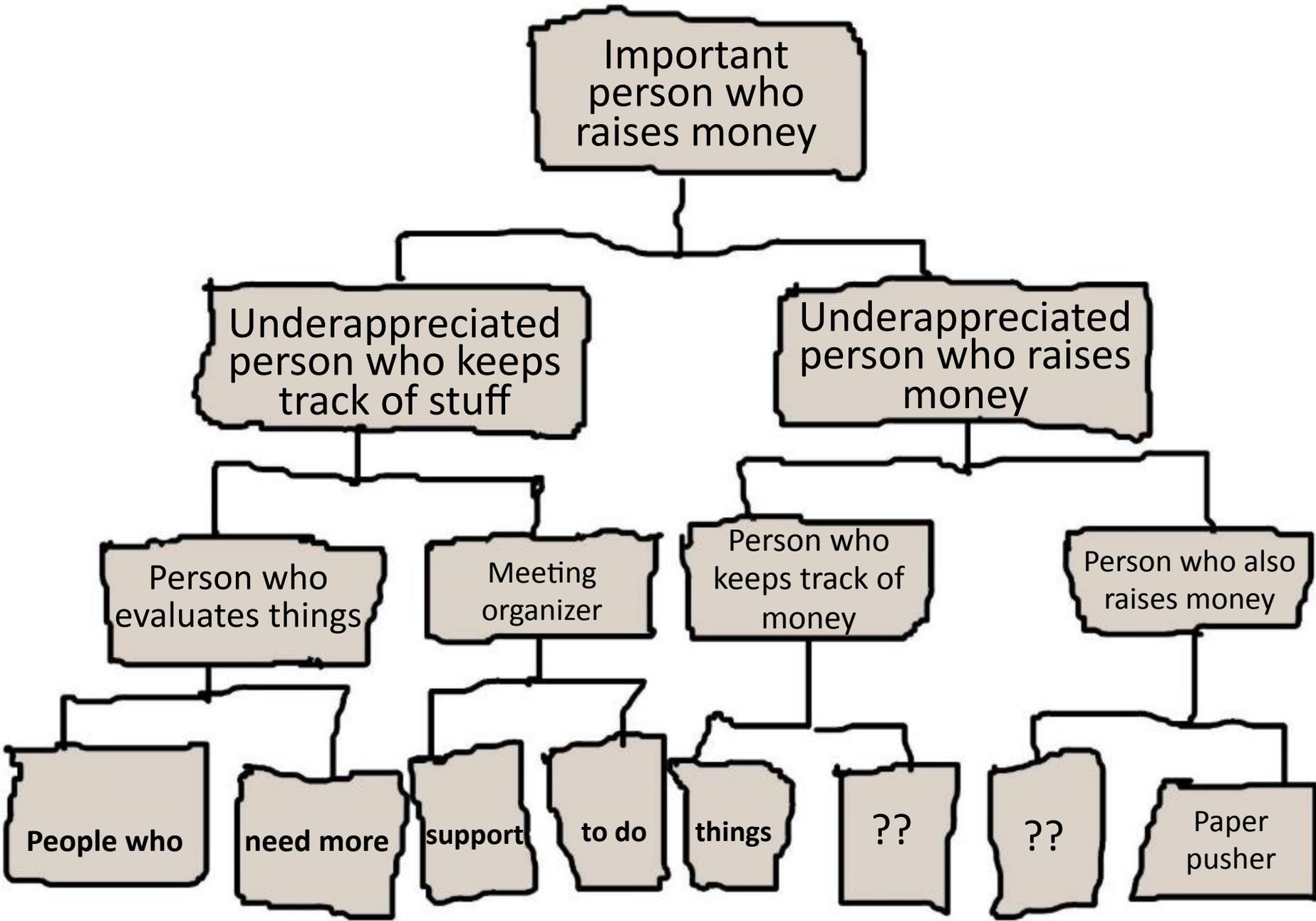
**Our organizations,  
themselves,  
are creative works!**



What some people  
think of nonprofit  
organizations....







Important person who raises money

Underappreciated person who keeps track of stuff

Underappreciated person who raises money

Person who evaluates things

Meeting organizer

Person who keeps track of money

Person who also raises money

People who

need more

support

to do

things

??

??

Paper pusher



Sustainable  
Economies  
Law Center

and holacracy!  
(More info at [www.holacracy.org](http://www.holacracy.org))



# What does worker self-direction mean?

Here's one crack at a definition:

- **All workers** have power to influence:
  - The realms and programs in which they work,
  - The conditions of their workplace,
  - Their own career paths, and
  - The direction of the organization as a whole.
- The organization's goals, strategies, and activities emerge primarily from the observations, experiences, insights, proposals, and decisions of workers throughout the organization.

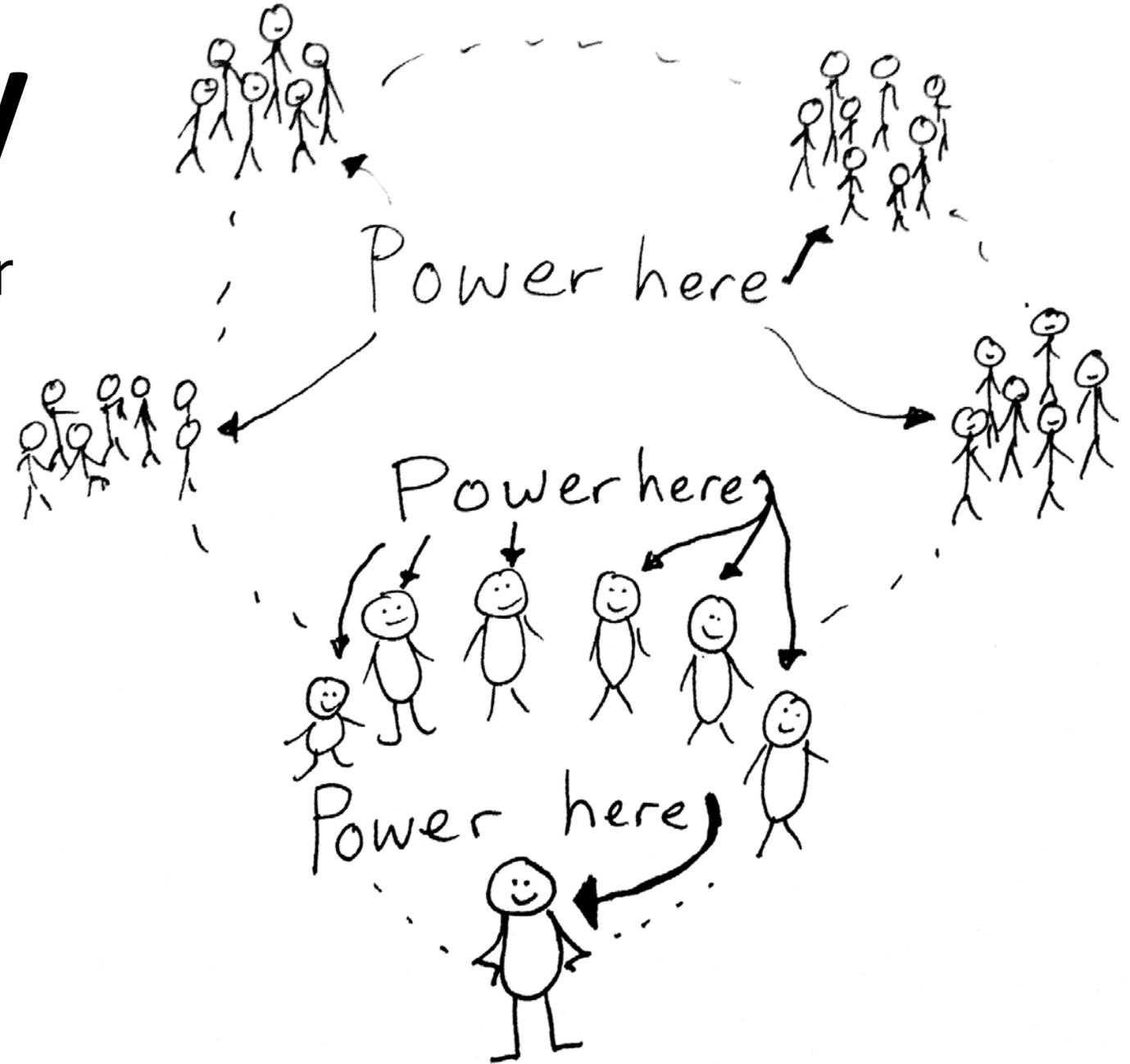
## Important:

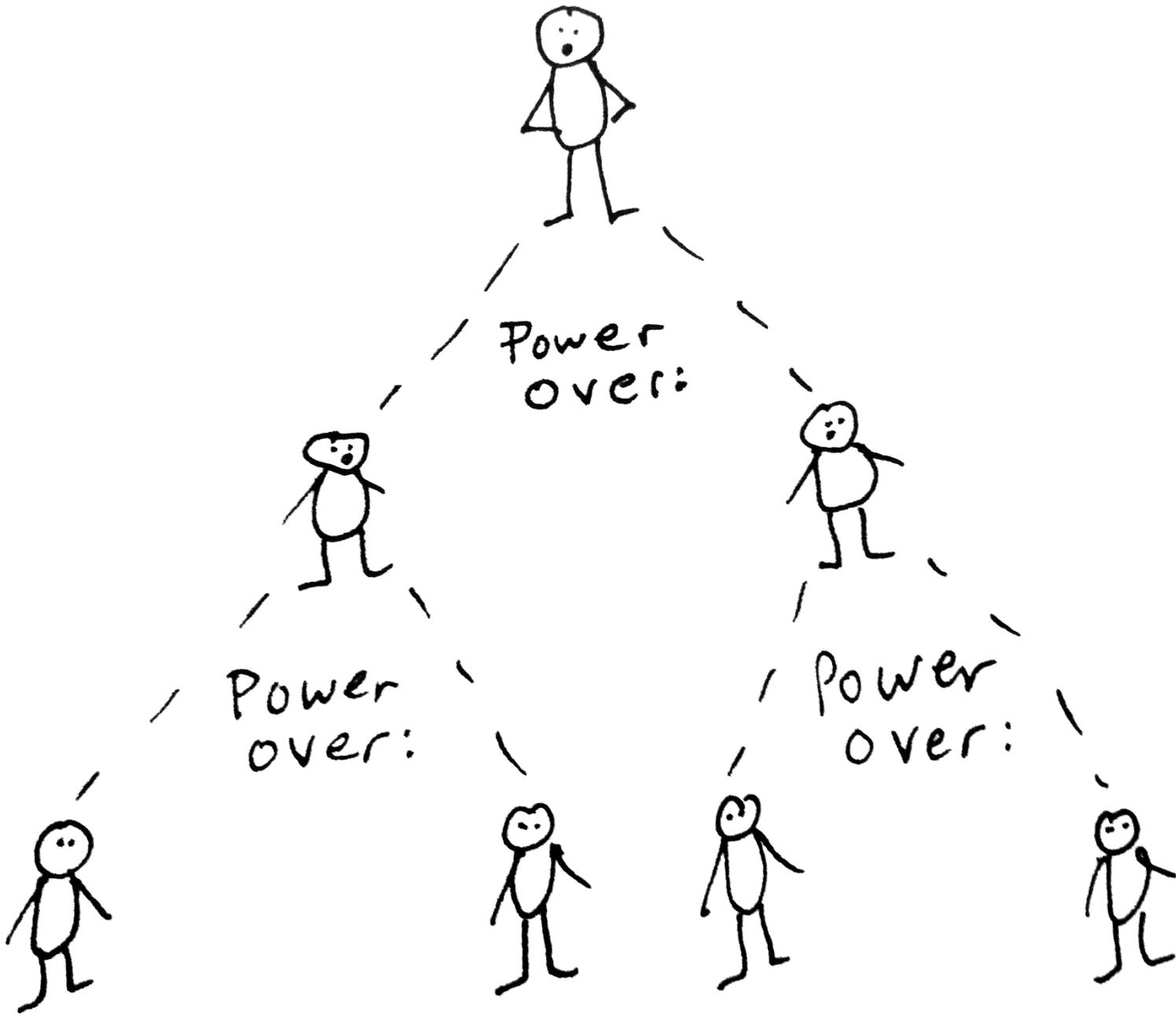
It's not that every decision needs to be made by everyone.



# Polycentricity

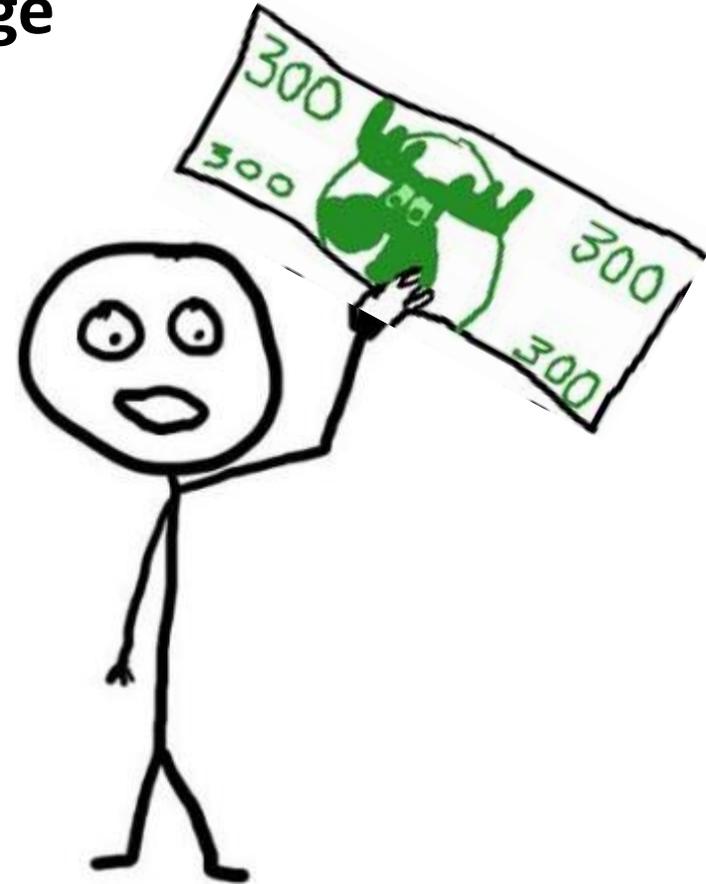
English-to-English Translation  
Many Centers of Power





What motivates people to work in the arts or social change sectors?

**I can make three times as much money as the average person!**



I want **satisfying work**, in a place where **my voice matters**, I have **control** over my work, I **learn and grow**, I can use my **creativity**, build **community**, advance **equity**, and have **fun!**

Best  
accomplished  
through worker.  
self-direction!

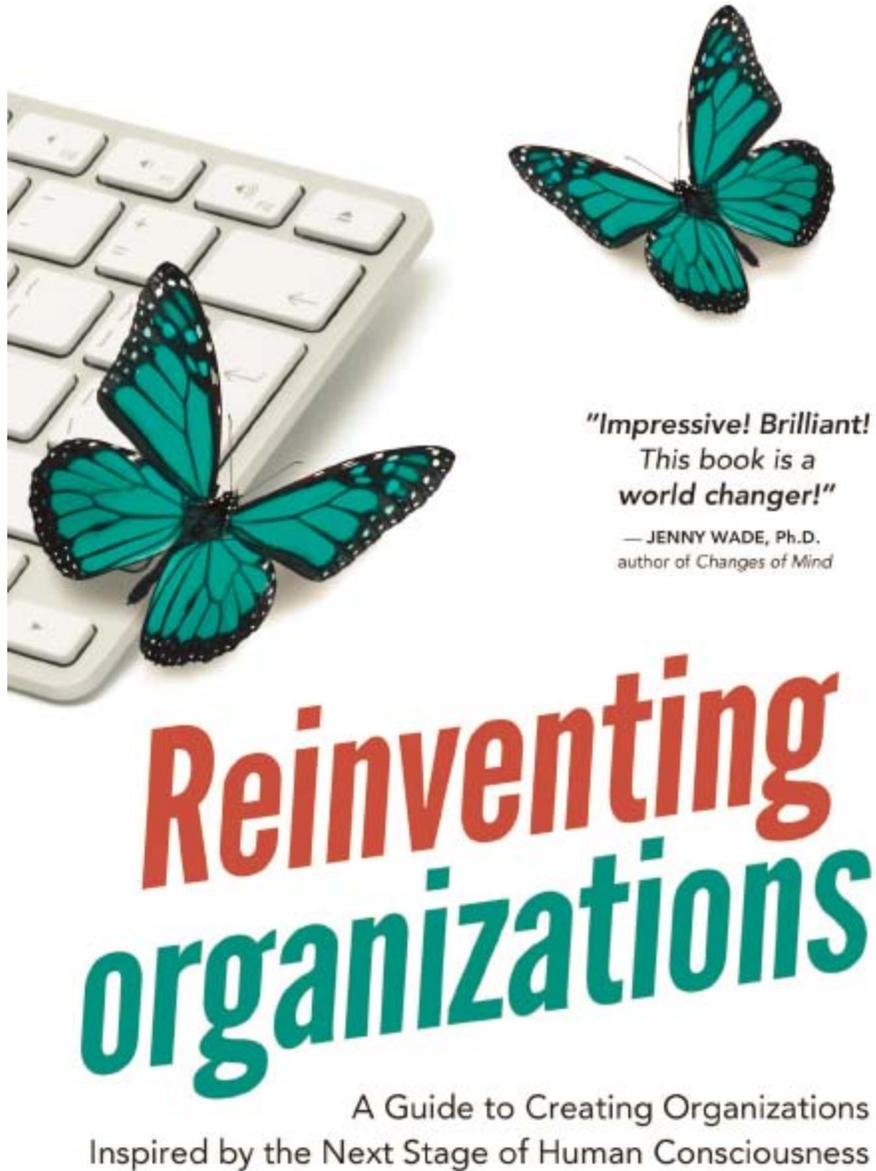


**Everyone is  
behind a wheel!**



F R E D E R I C L A L O U X

FOREWORD BY KEN WILBER



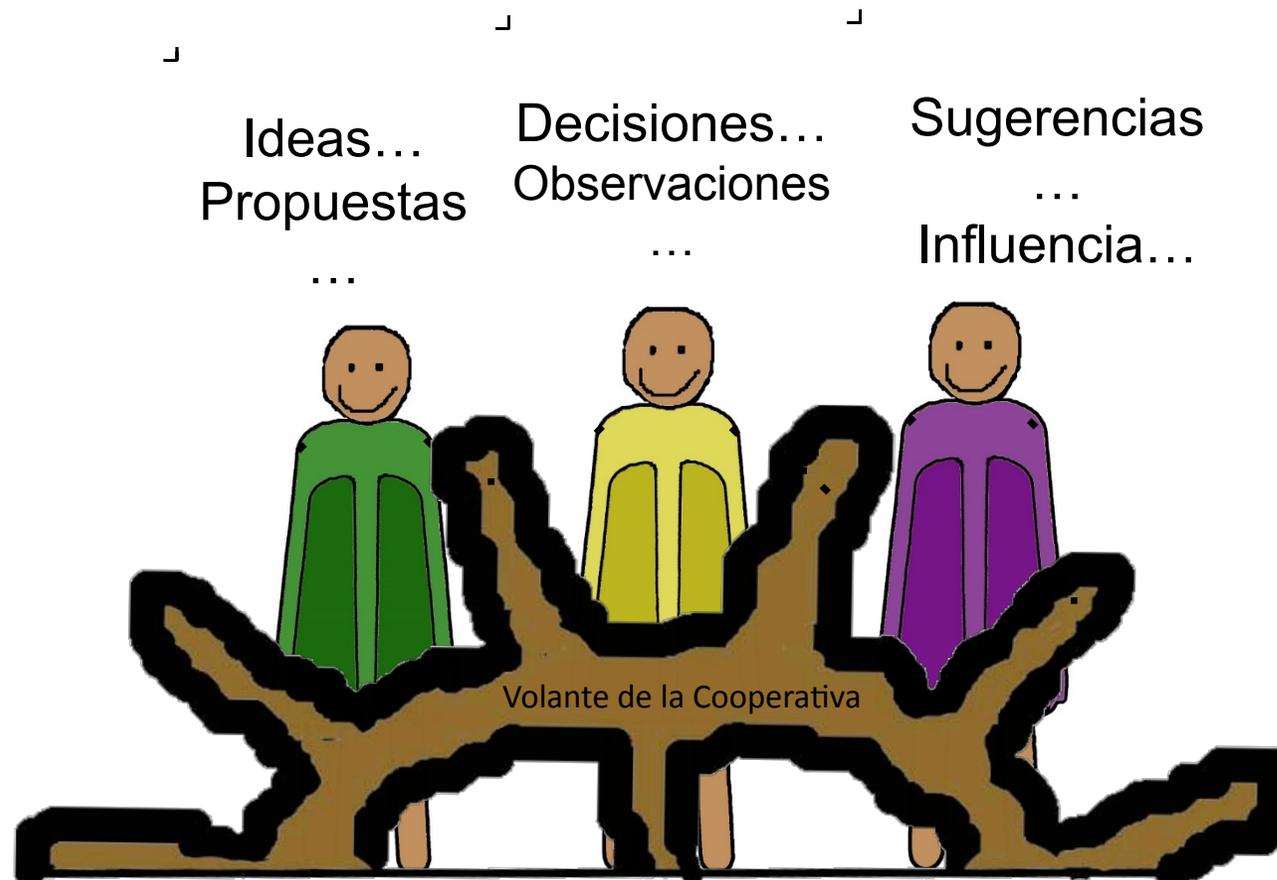
Read *Reinventing Organizations*,  
By Frederic Laloux

GOOD BOOK!



# En serio, todas las Socias deben participar en el manejo de la Cooperativa

Para promover una cultura en la que todas las Socias están motivadas y animadas a participar en la gestión de la Cooperativa, cada Socia puede – y debe – proponer políticas y actividades para mejorar el funcionamiento de la Cooperativa.

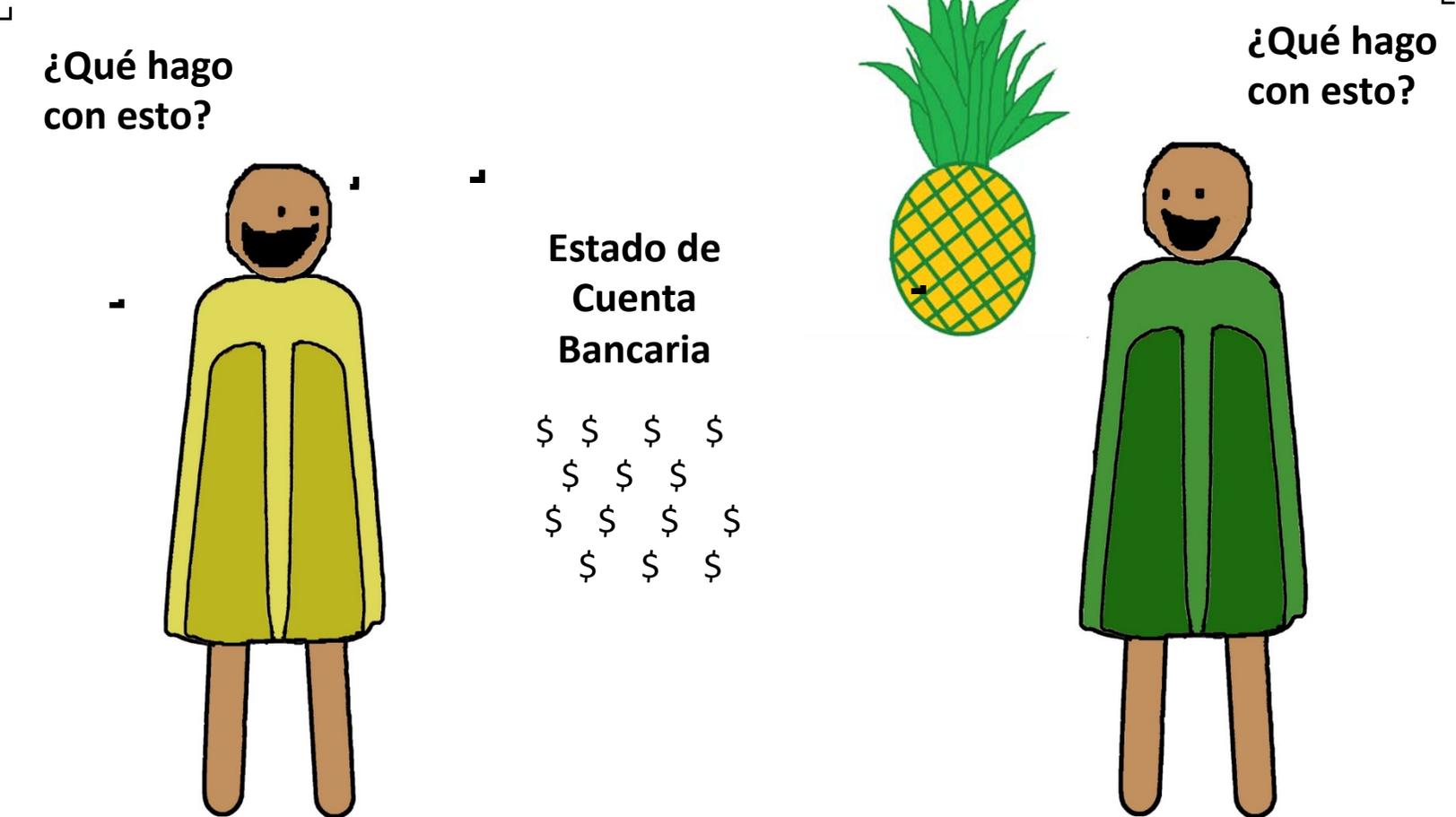


**Y cada Socia debería tener influencia en los siguientes dominios:**

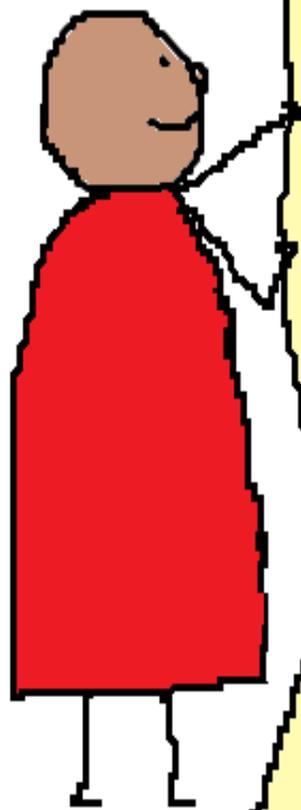


# La rotación de responsabilidades

Con el fin de empoderar a todas las Socias comprender varios aspectos de la empresa, y con el fin de evitar que se formen jerarquías, las Socias rotarán regularmente las responsabilidades. Cada Socia puede desarrollar un área particular de la habilidad y responsabilidad, pero al mismo tiempo, también se compromete a entrenar otras Socias en esa área.



Cada Socia va a crear y ejecutar su plan de desarrollo para aprender como administrar a la compañía y también un plan de desarrollo personal. Por ejemplo:



## El camino de mis primeras 12 meses. Aprender de:

Planificación de empresas

Administración y mantenimiento de registros

Licencias y seguros

Contabilidad básica

Ventas y mercadotecnia

Compras y suministros

La producción de paletas

La facilitación de reuniones

Resolución de conflictos

**Fiesta para celebrar lo que he aprendido!**

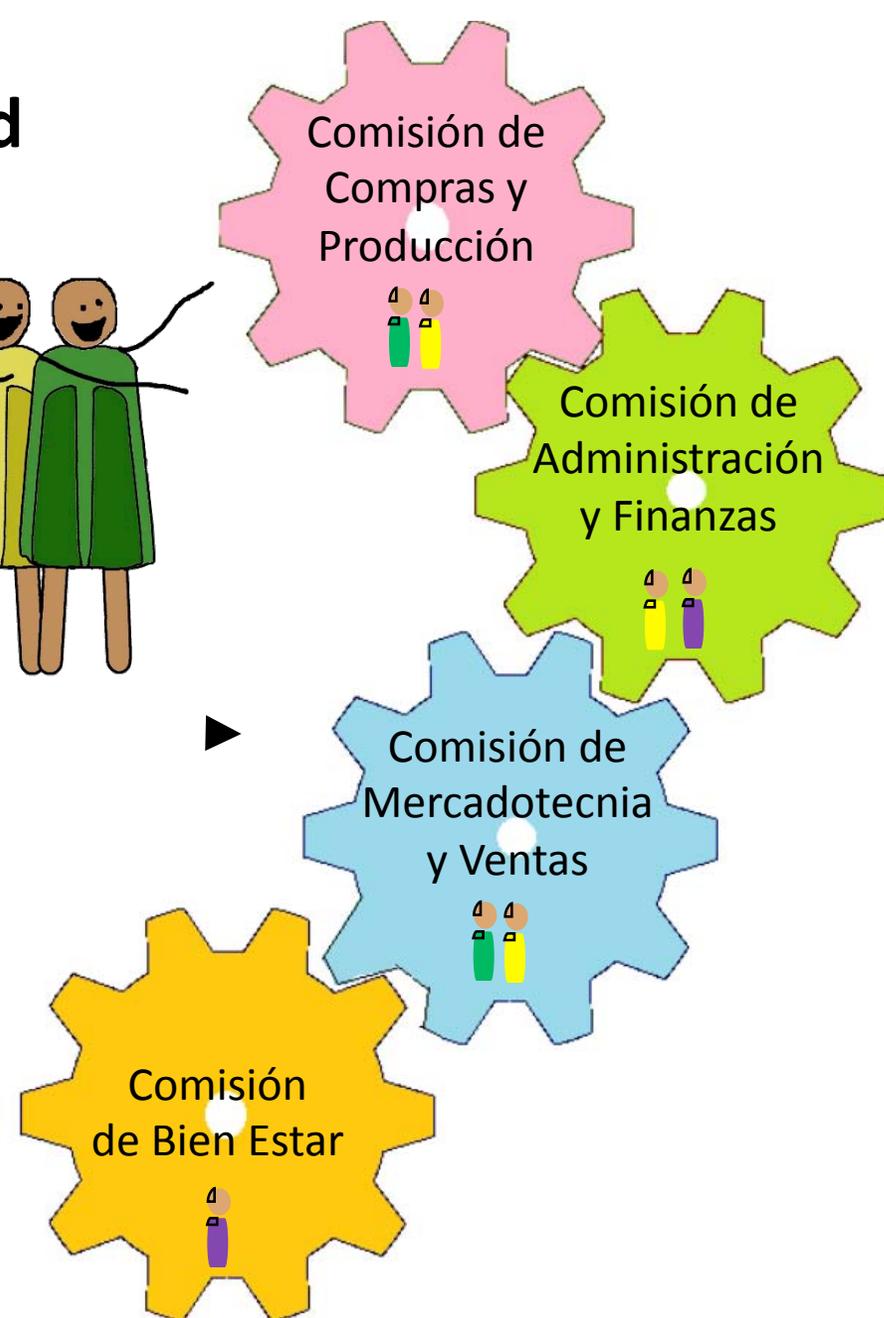
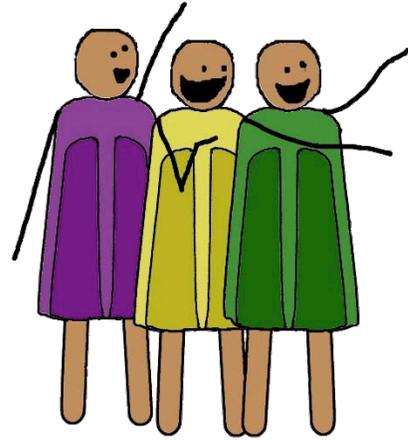


# La división de responsabilidad y creación de comisiones

Todas las Socias se reunirán regularmente para gestionar en general la Cooperativa.

Cuando sea posible, las Socias repartirán las responsabilidades en comisiones. Ejemplos de comisiones posibles incluyen:

Un objetivo de dividir a la Cooperativa en comisiones es dar a cada Socia cierta **autonomía** en sus propios ámbitos de trabajo. Otro objetivo importante de la Cooperativa es **tomar decisiones de manera eficiente**. Por lo tanto, muchas de las decisiones se pueden hacer fuera de grupo entero de Socias. **Una lista actual de las comisiones y sus funciones se encuentra en otro documento como las “Políticas, Procesos, y Funciones.”**



# El proceso de las reuniones:

En general, todas las propuestas y asuntos estarán discutidos haciendo que las Socias hablan uno por uno, sigiente en un círculo. De esta manera, cada Socia tendrá la oportunidad de hablar y de influir en las decisiones. La facilitadora dará la vuelta varias veces para que las Socias no se sienten que deben decir todo lo que se les ocurren la primera vuelta.

## Facilitadora:

Flor, gracias por proponer este.  
Ahora, escuchamos las reacciones de todas, una por una.

Me gusta esta propuesta...

Me pregunto si...

Me pase esta vez.

Yo preferiría que...



# Mantenimiento de registros, información, y contabilidad



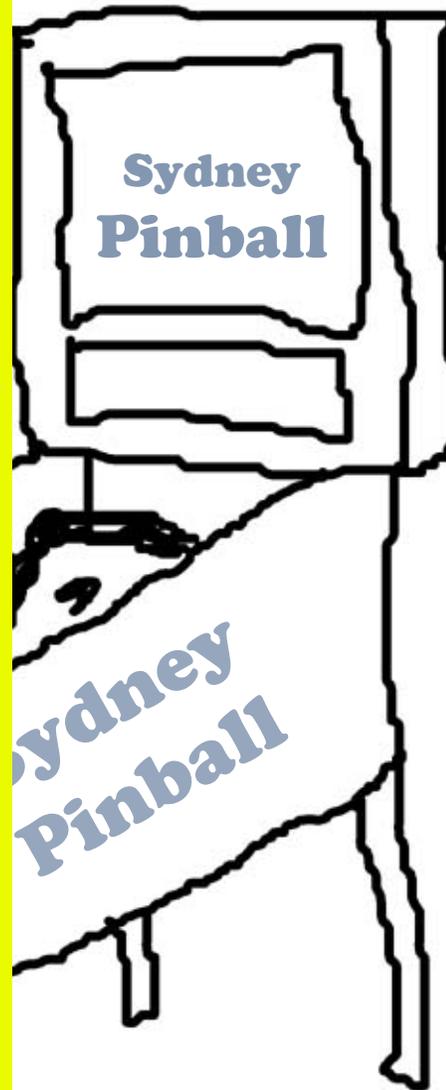
box

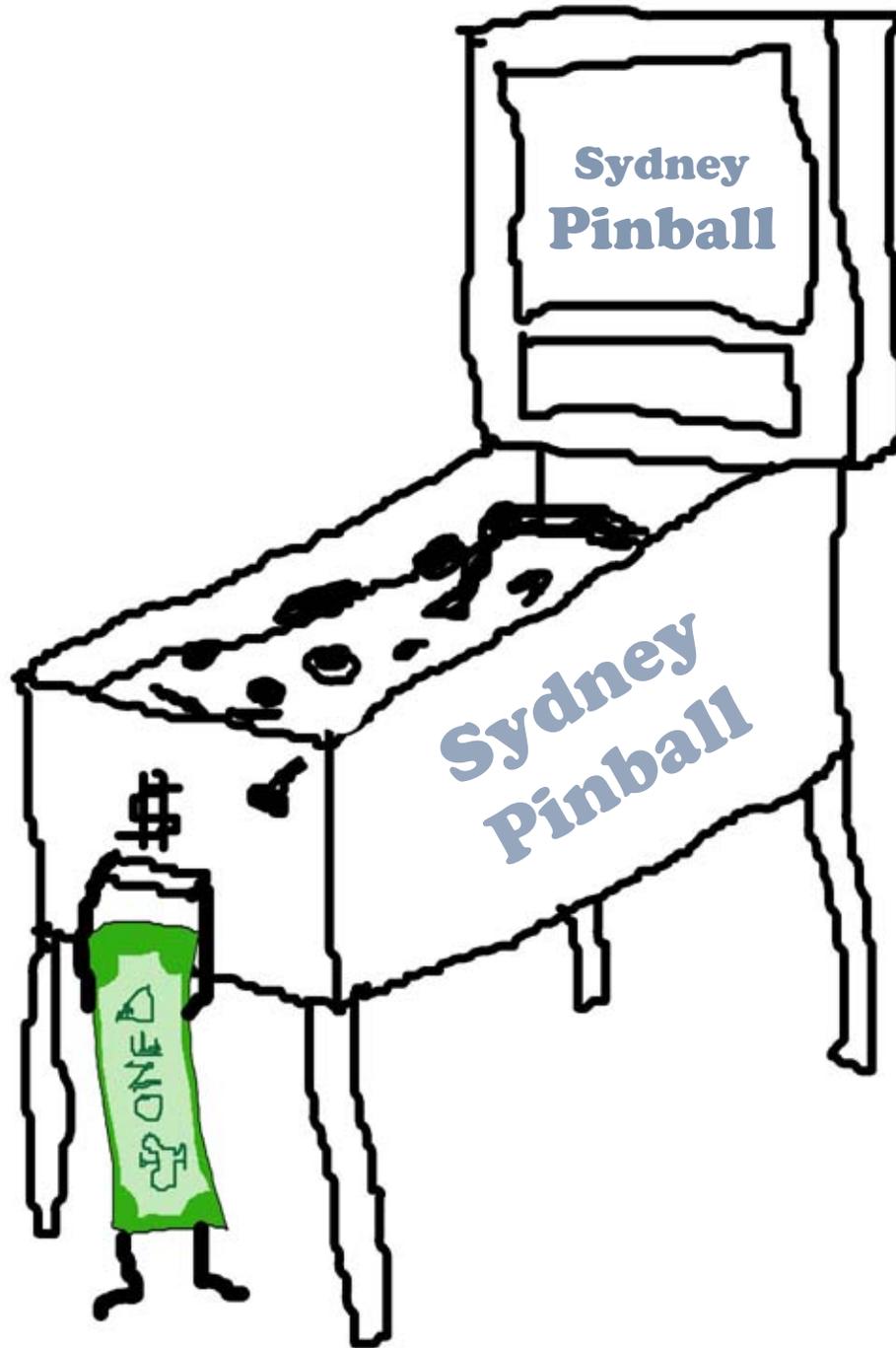
- Acuerdo de Operaciones**  
La versión más actualizada y versiones anteriores
- Políticas y Reglas**  
Cualquier regla adoptada por las Socias fuera de este Acuerdo.
- Información Financiera**  
Declaraciones de pérdidas y ganancias, hojas de saldo, estados de cuenta bancario
- Declaraciones de Impuestos**
- Reuniones**  
Actas de Reuniones
- Socias**  
Una lista de todas las Socias y ex-Socias, sus direcciones, teléfonos, etc.
- Registros de Trabajo**  
¿Cuánto ha trabajado cada Socia (y ex Socia) durante cada mes y cada año?
- Licencias**  
Y otros papeles presentados al estado, condado, y ciudad
- Misceláneo**

La Cooperativa siempre estará obligada a mantener registros de, por lo menos, los que se enumeran aquí a la izquierda. Los registros deben vivir en un lugar que sea accesible a todas las Socias, como en una plataforma como Box o Dropbox, o en una carpeta física a que cada Socia tiene acceso.

La información que necesito para tomar decisiones está aquí, todo en un solo lugar! Estamos tan organizadas!

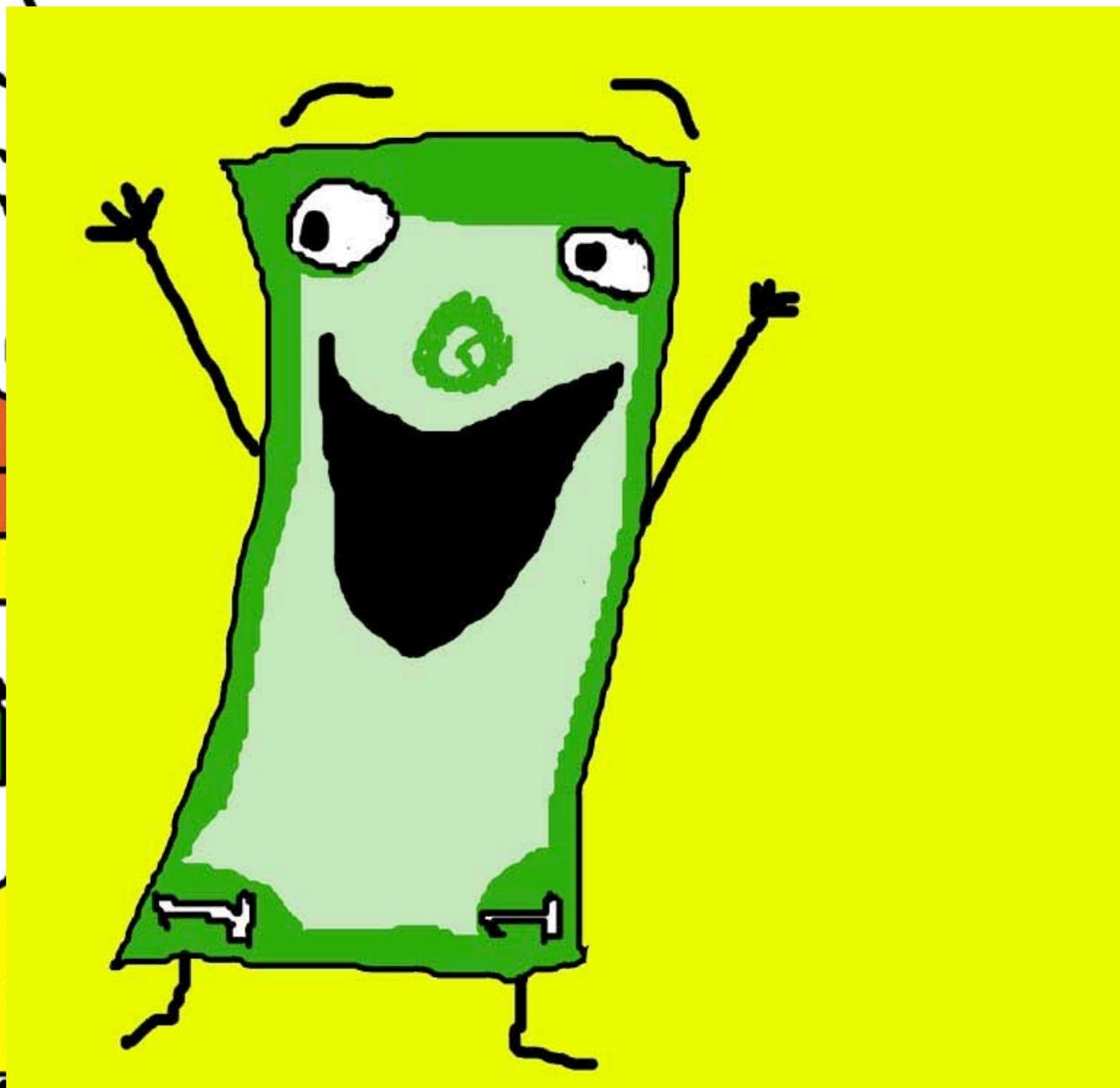
**Let's gamify the  
cooperative  
revolution!**





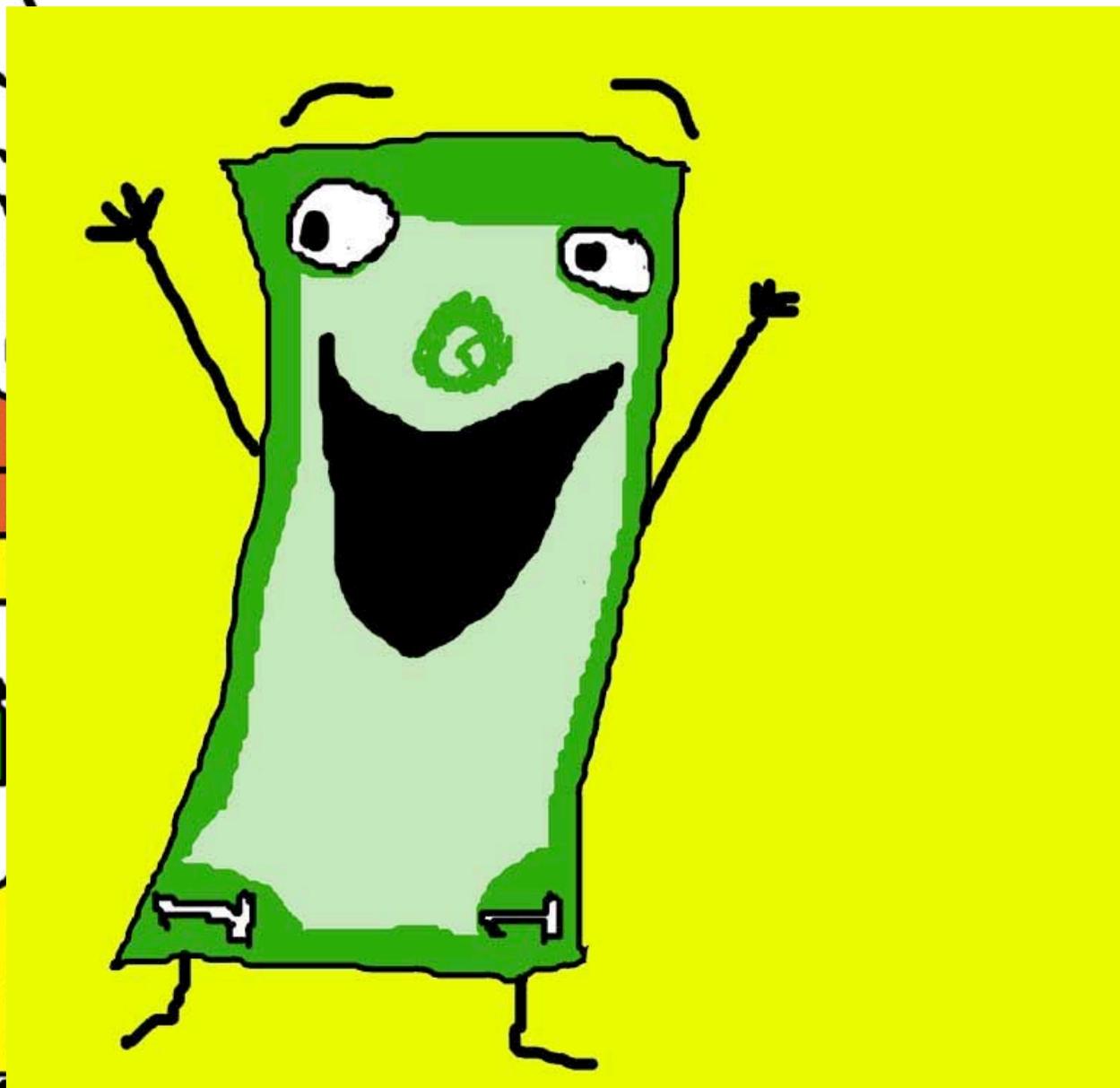
**Your Score**  
**(i.e. your local wealth)**

**\$1.00**



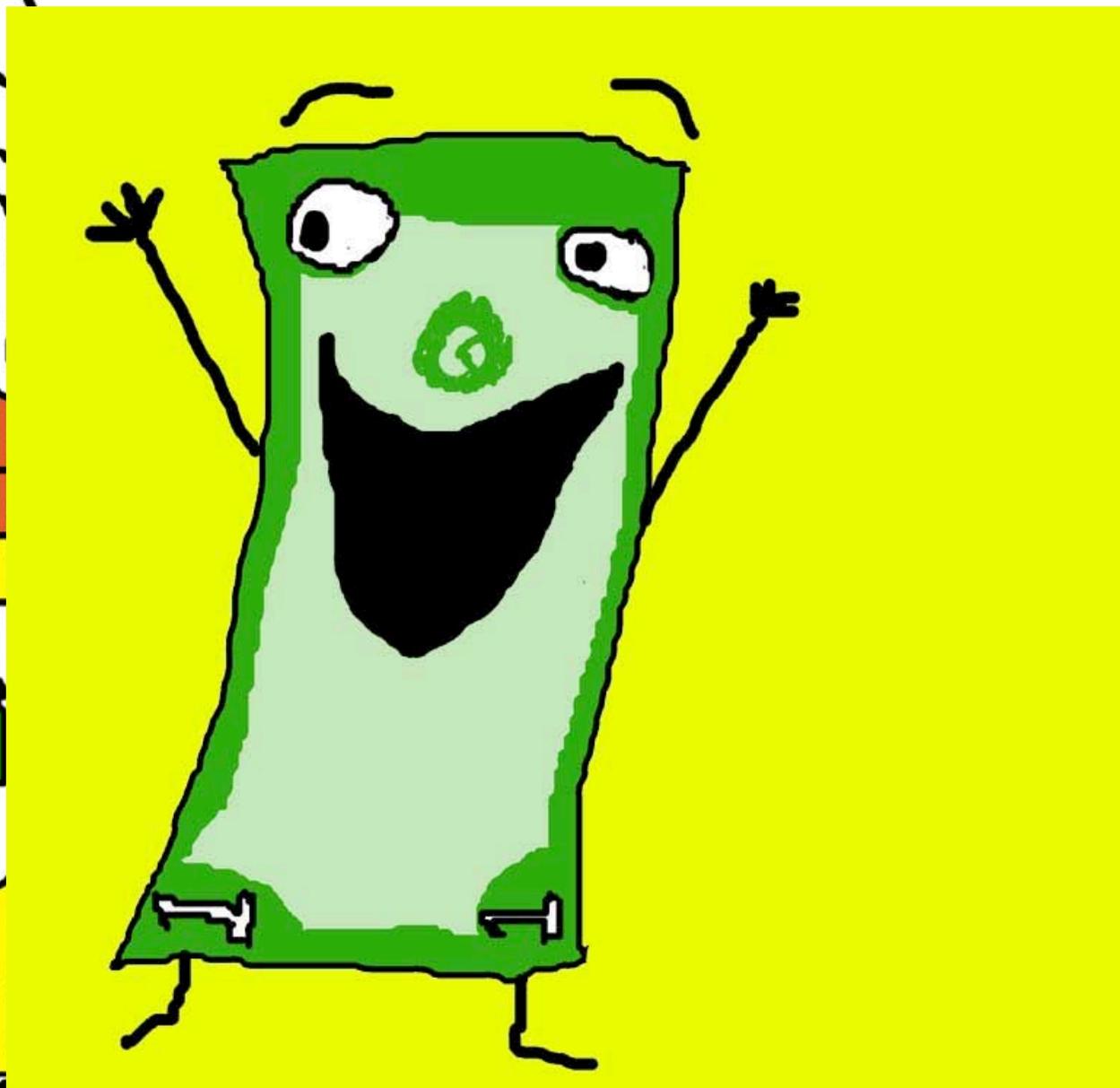
**Your Score**  
**(i.e. your local wealth)**

**\$2.00**



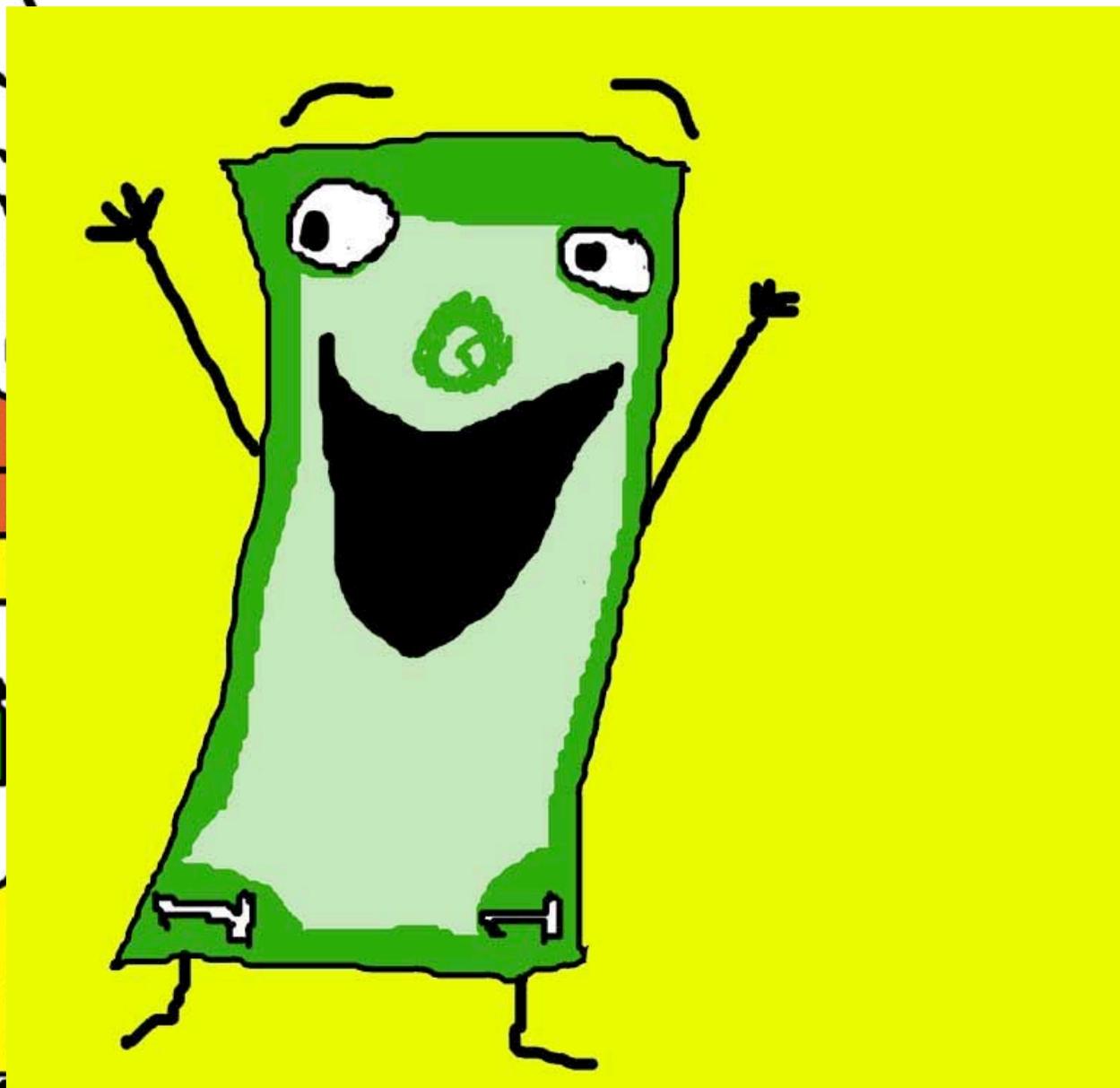
**Your Score**  
**(i.e. your local wealth)**

**\$3.00**



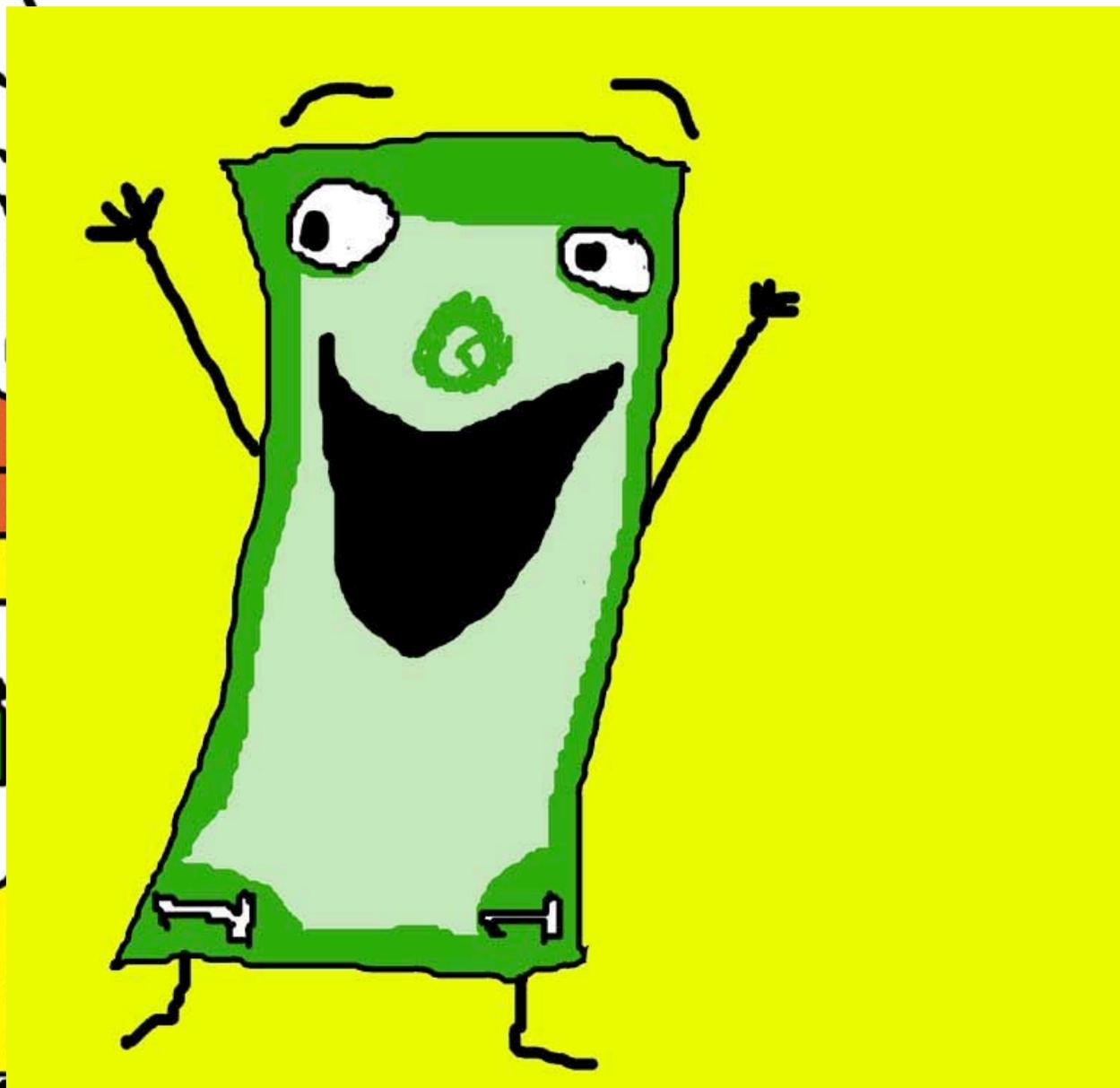
**Your Score**  
**(i.e. your local wealth)**

**\$4.00**



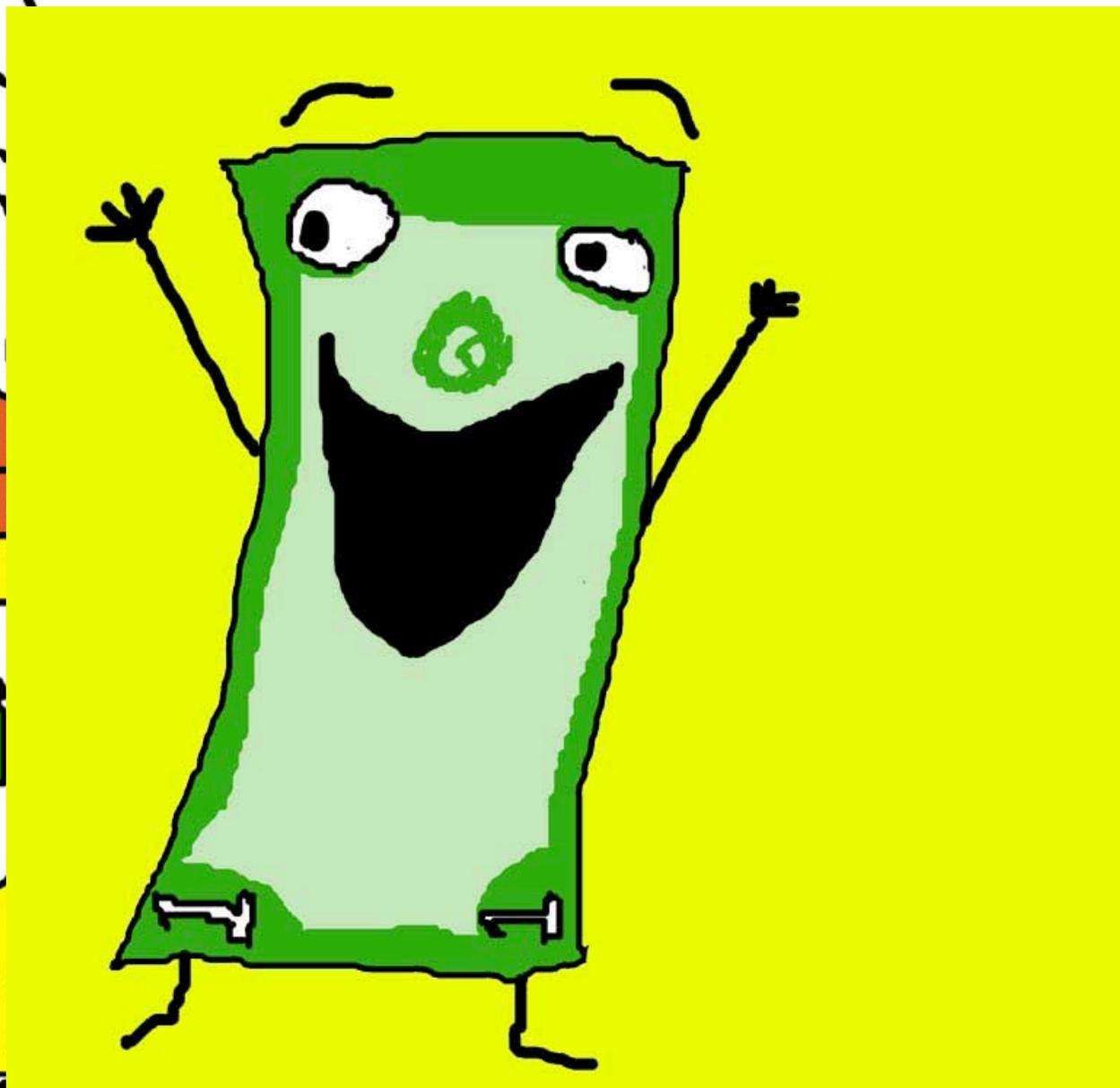
**Your Score**  
**(i.e. your local wealth)**

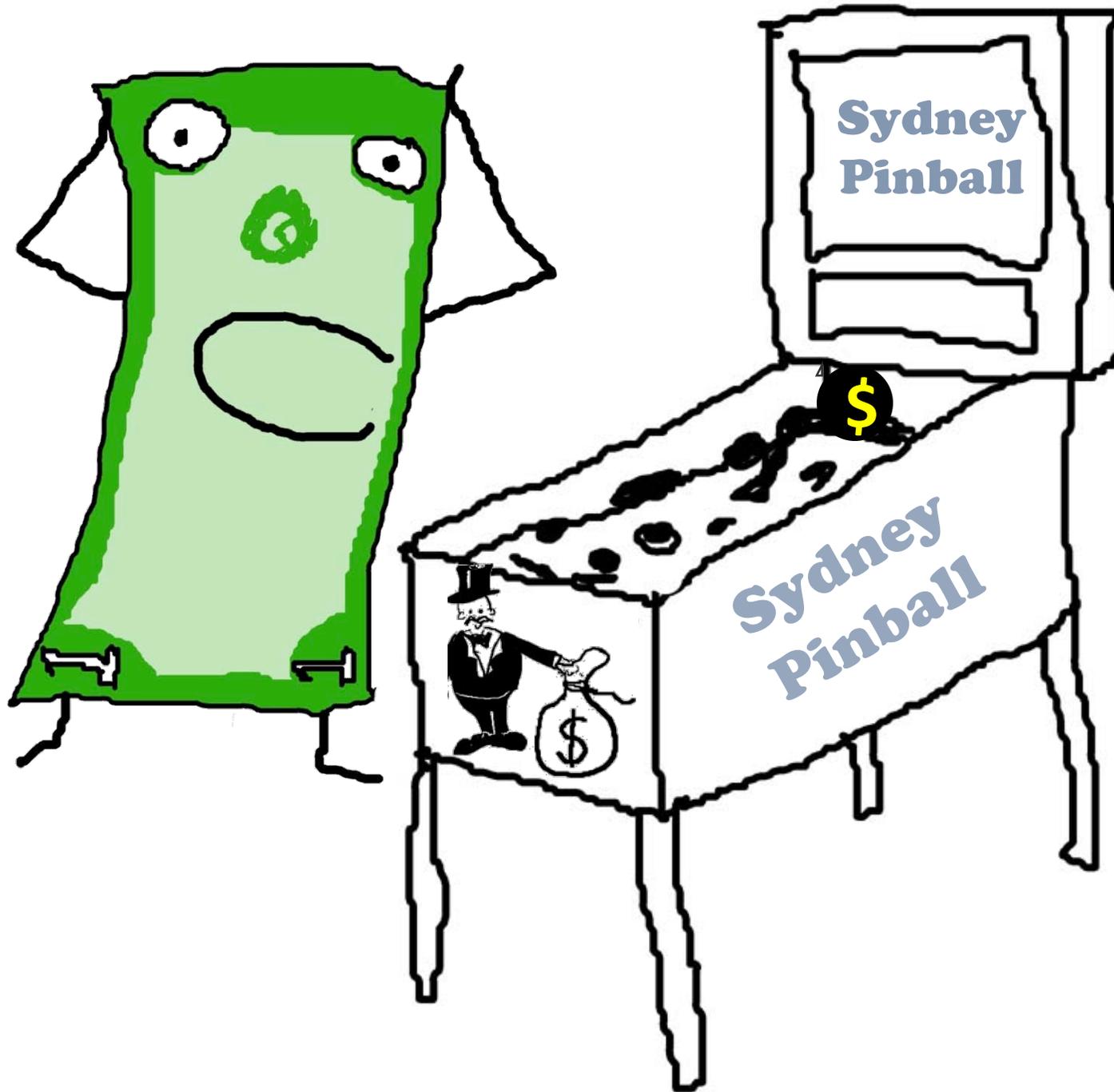
**\$5.00**

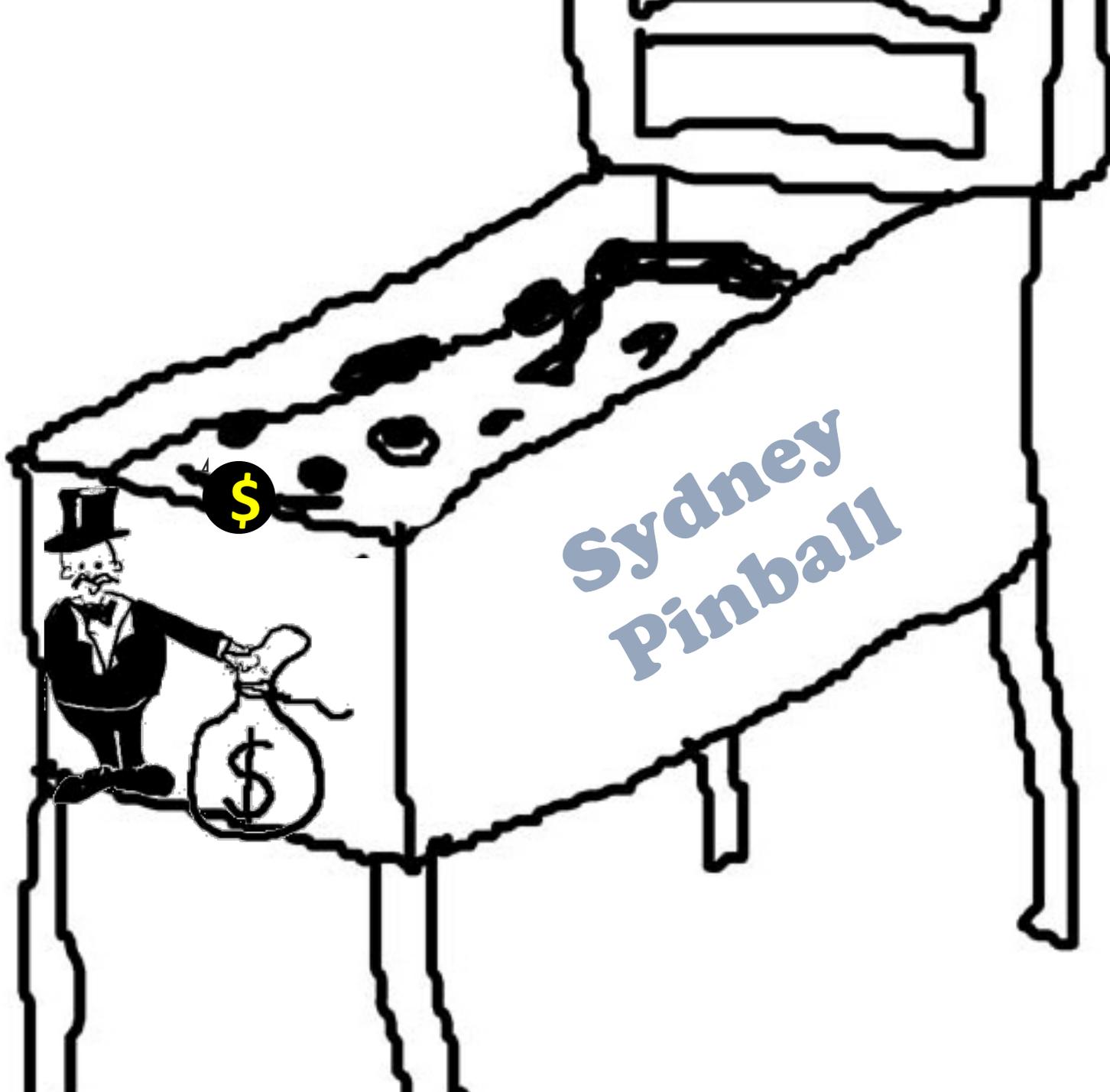
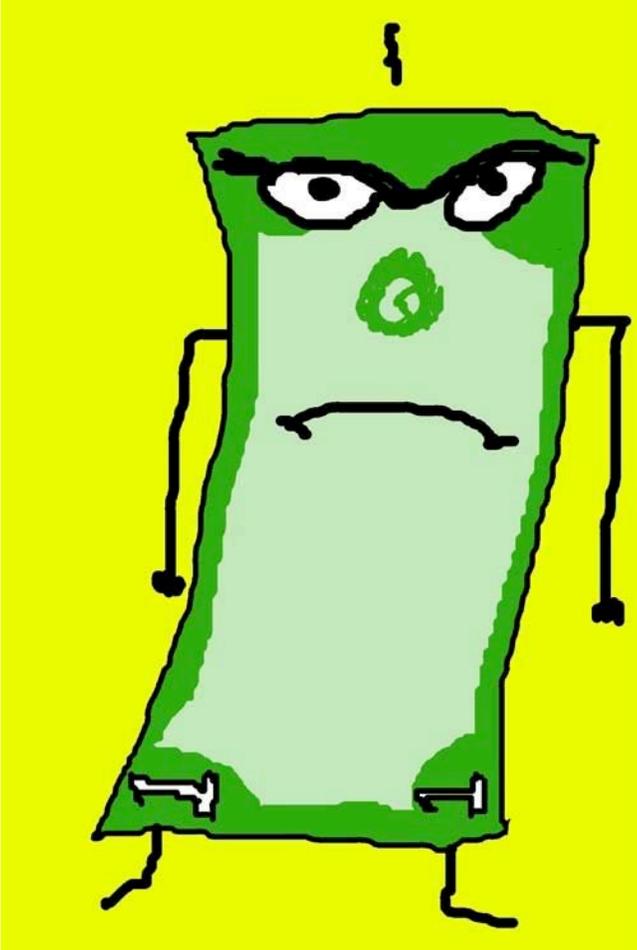


**Your Score**  
**(i.e. your local wealth)**

**\$1000.00**







The future  
looks good...

Cohousing Communities  
Community Gardens  
Social Enterprise  
Shared Commercial Kitchens  
Carsharing Groups  
Ecovillages  
Local Currencies  
Barter Networks  
Time Banks  
Land Trusts  
Grocery Cooperatives  
Worker Cooperatives  
Community-Supported  
Agriculture  
Credit Unions  
Etc. Etc. Etc....

...if we make it  
look like this!

