



Community Wealth Building:

A fresh approach to community development

PRESENTATION TO THE OHIO
CONFERENCE OF COMMUNITY
DEVELOPMENT

TED HOWARD, PRESIDENT

THE DEMOCRACY COLLABORATIVE

JULY 28, 2021



Mission Statement

The Democracy Collaborative's mission is to demonstrate in theory and in practice the principles of a democratic economy, offering a vision of what that economy can be, designing models that demonstrate how it operates, and building in coalition with others the pathways to a new reality. By making the democratic economy conceivable, visible, and practical, we open minds, ignite hope, and inspire action.

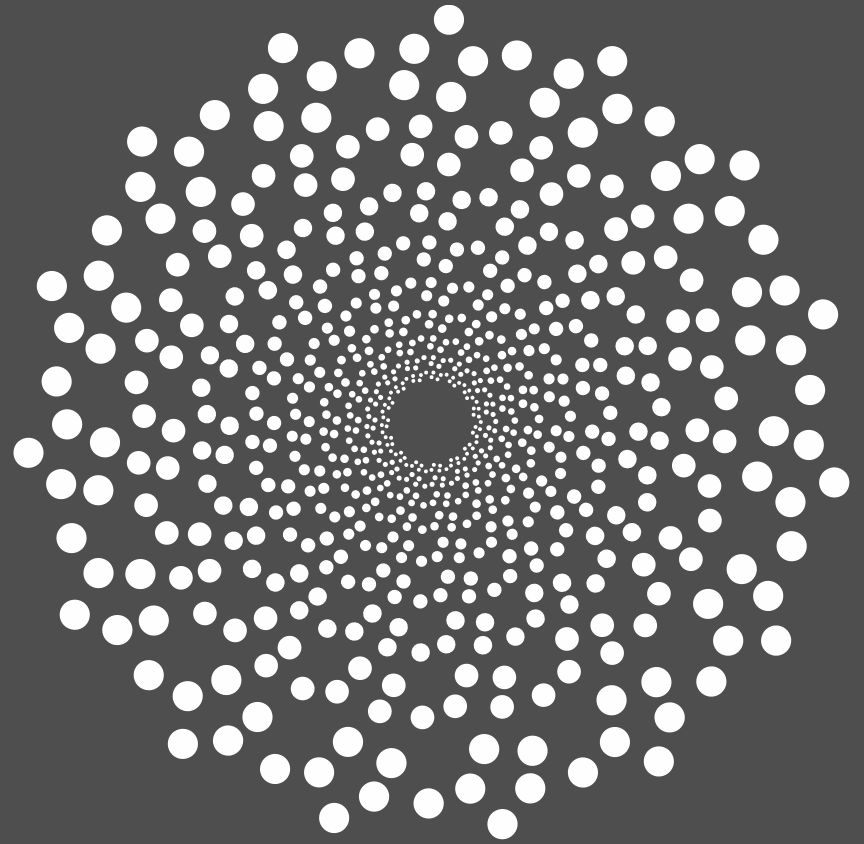
MARJORIE KELLY AND TED HOWARD OF
THE DEMOCRACY COLLABORATIVE

THE MAKING OF A DEMOCRATIC ECONOMY

Building Prosperity for the Many, Not Just the Few



FOREWORD BY NAOMI KLEIN
AFTERWORD BY ADITYA CHAKRABORTY



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Community Wealth Building

OERJ x The Democracy Collaborative

Office of Equity and Racial Justice

June 25, 2021

6/29/21

Asset ownership is the foundation of every economy

Who owns wealth, who controls it, who benefits from it – these are the defining features of every economy.

The goal is to create an economy where wealth is broadly held and locally rooted, so financial resources recirculate locally.

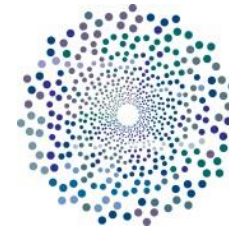


The importance of asset-based approaches

- Income can start and stop.
- Income is subject to the whims of others.
- Assets create security and stability.
- It takes a job to get out of poverty, but it takes assets to stay out of poverty.
- A job alone is not enough.
- When families possess assets – skills, social networks, a home, savings, an ownership stake in a business – **they are better able to withstand shocks like unemployment or illness, to send a child to college, to plan for the future.**

Community Wealth Building

- Community wealth building is a system-changing approach to community economic development
- that works to produce broadly shared economic prosperity, racial equity, and ecological sustainability through the reconfiguration of institutions and local economies
- on the basis of greater democratic ownership, participation, and control.



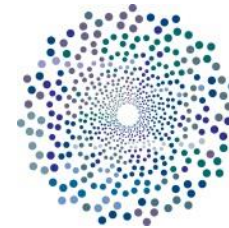
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Community Wealth Building

... So that reliable new
outcomes

– **equity, inclusion, economic
stability, resilience** –

are produced as a natural
consequence of the
functioning of the economy...



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The seven drivers of community wealth building



Place

Leverages many kinds of assets rooted in community, for benefit of local citizens.



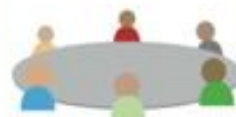
Ownership

Promotes local, broad-based ownership as the foundation of a thriving local economy.



Multipliers

Encourages institutional buy-local strategies to keep money circulating locally.



Collaboration

Brings many players to the table: nonprofits, philanthropy, anchors, and cities.



Workforce

Links training to employment and focuses on jobs for those with barriers to employment.



Inclusion

Aims to create inclusive, living wage jobs that help all families enjoy economic security.



System

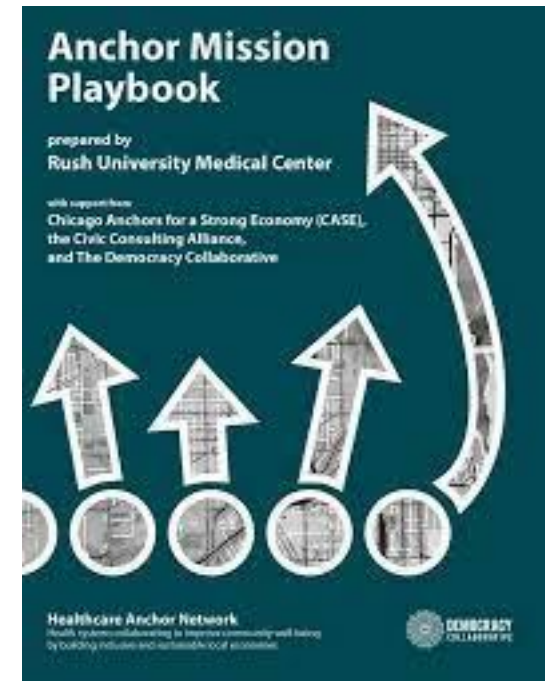
Develops institutions and support ecosystems to create a new normal of economic activity.

CWB Structure & Forms



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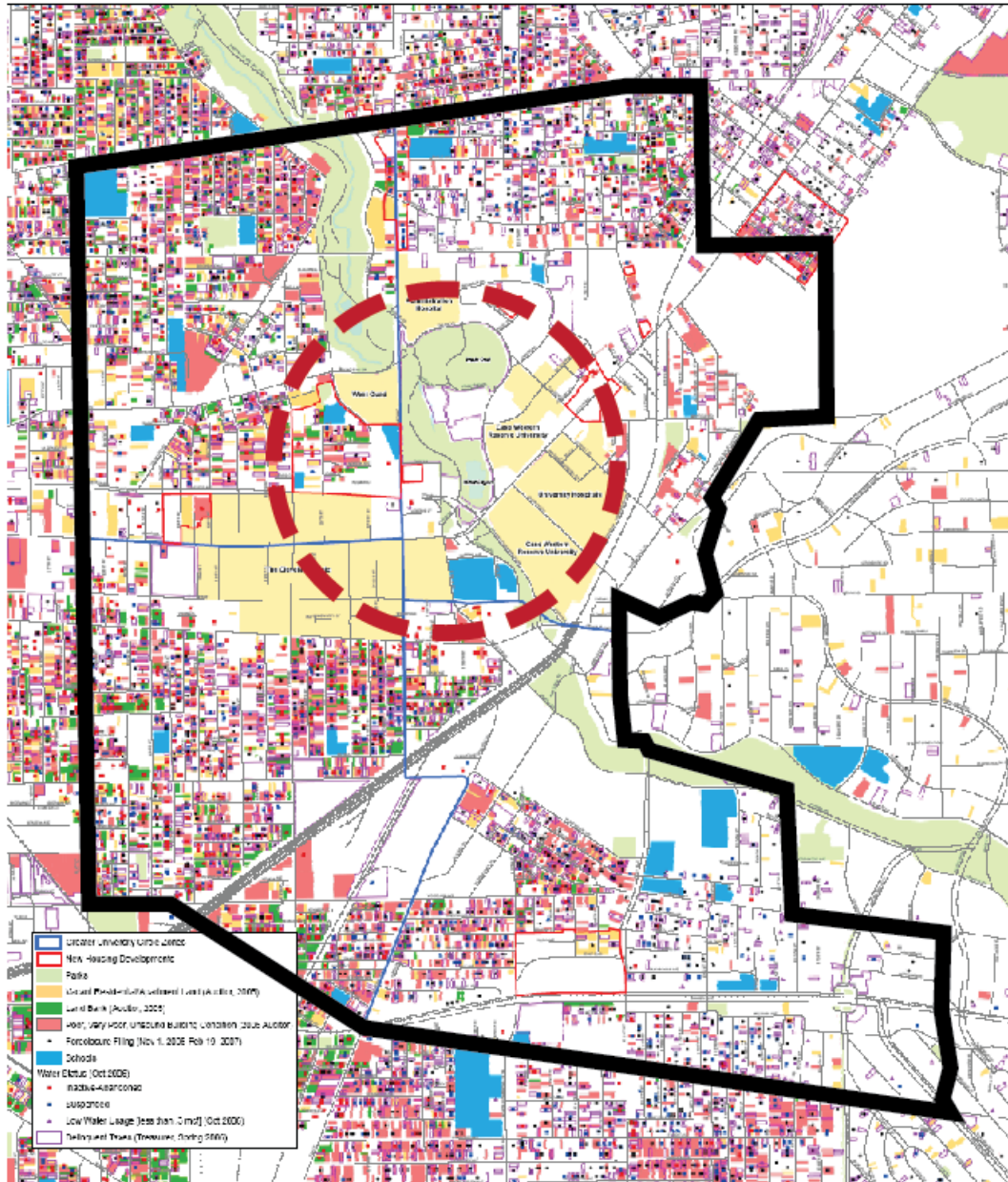


**Evergreen
Cooperatives
Cleveland Ohio USA**



Place Matters



[illegible]

CLEVELAND ANCHOR INSTITUTION PROCUREMENT

\$3 Billion+ Annually

Cleveland Clinic

University Hospitals



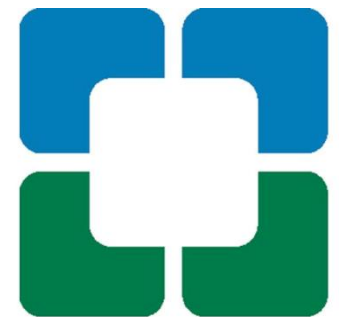
Cleveland State University

Case Western Reserve University





Towards Employment



Cleveland Clinic



Evergreen Cooperatives: Started 2009 by Cleveland Foundation and TDC

The three Evergreen Cooperatives of Cleveland were created to hire the disadvantaged, do green development, model the role of anchor institutions.

- Green City Growers
- Evergreen Energy Solutions
- Evergreen Cooperative Laundry

Employ 300+.

About 40% formerly incarcerated.

Living wage.

Profit sharing 2020: \$10,000+.

Program to help employees buy homes.



Evergreen Energy
Solutions
Cleveland, OH

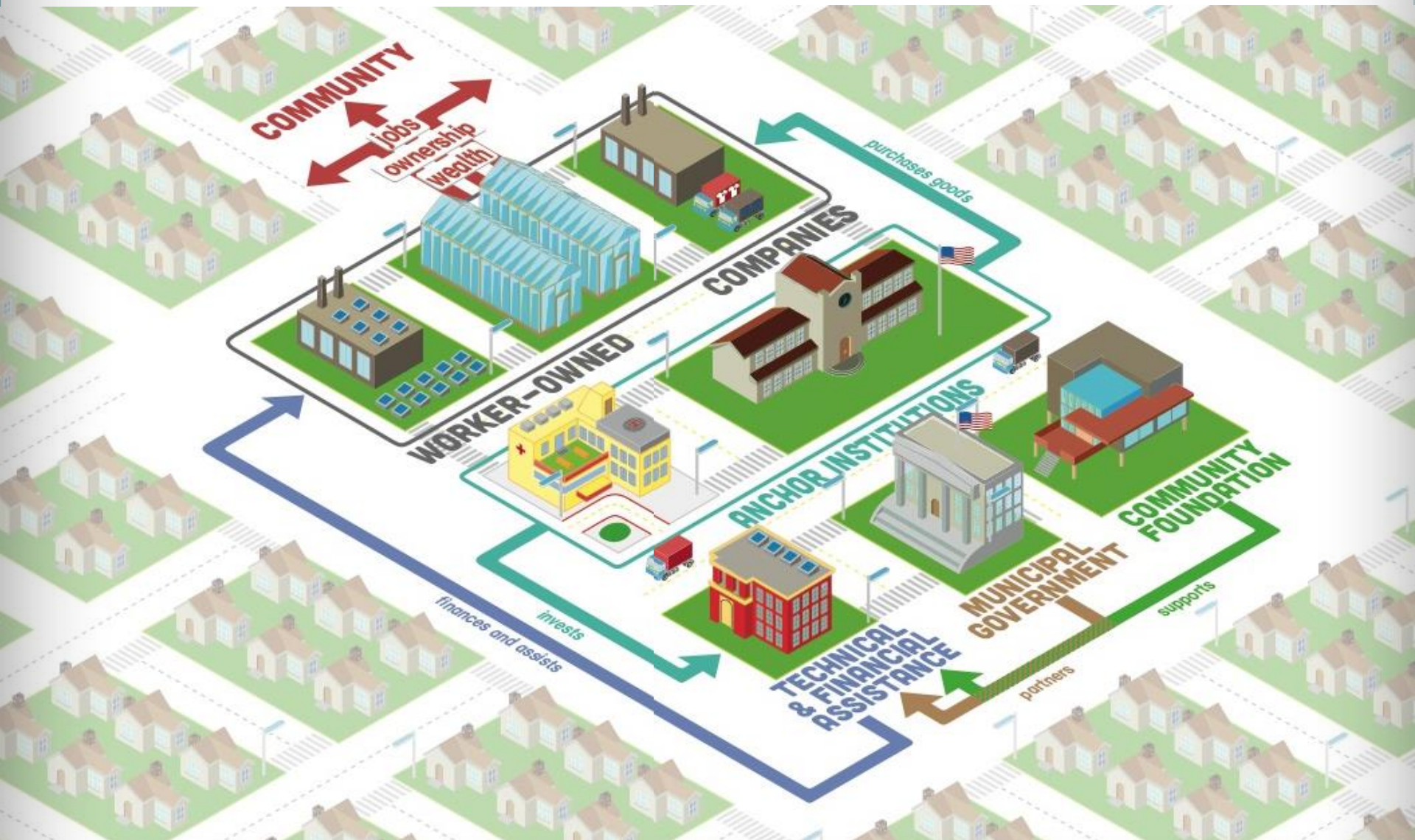
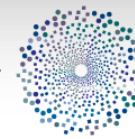


Evergreen Cooperative Laundry

Cleveland, OH



Green City Growers
Cleveland, OH





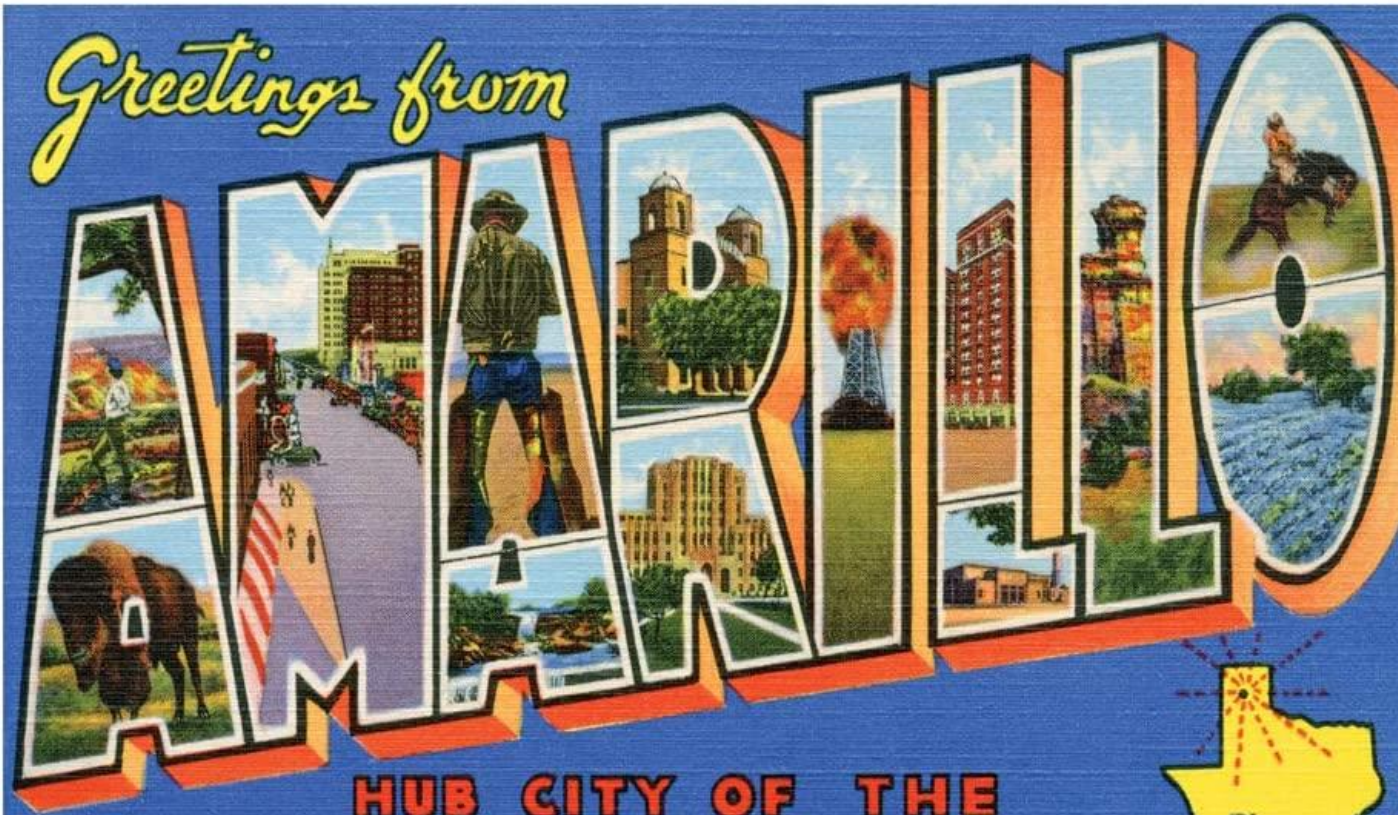
The photograph shows the interior of Phoenix Coffee. In the foreground, a wooden counter is visible. Behind the counter, a menu board is mounted on a blue wall. The menu board lists various coffee and food items with their prices. Two staff members are visible behind the counter, one of whom is wearing a purple and white striped shirt. The background features a blue wall and a large window.

PHOENIX		COFFEE	
W POUR OVER	2	W MUD TOWNY	3.50
W BLEND	2.50	W Iced COFFEE	3.50
W ESPRESSO	3.50	W Iced TEA	3.50
W CORDON	3.50	W LEMON LIME TEA	3.50
W LATTE	3.50	W Iced TEA LATTE	3.50
W CAPPUCCINO	3	W CHAI LATTE	3.50
W Mocha	3.50-3.75	W Seasonal Drinks	V
W HOT CHOCOLATE	3.50	W PASTRIES	1.2-4
W EAT MILK	NIC		

Small text at the bottom of the menu board: (Small text at the bottom of the menu board)



Greetings from



**HUB CITY OF THE
LAND OF MODERN PIONEERS**





amarillo.com

AMARILLO GLOBE-NEWS

- Community leaders gather for North Heights Linen Service, LLC Open House





Community Wealth Building in Preston and Lancashire



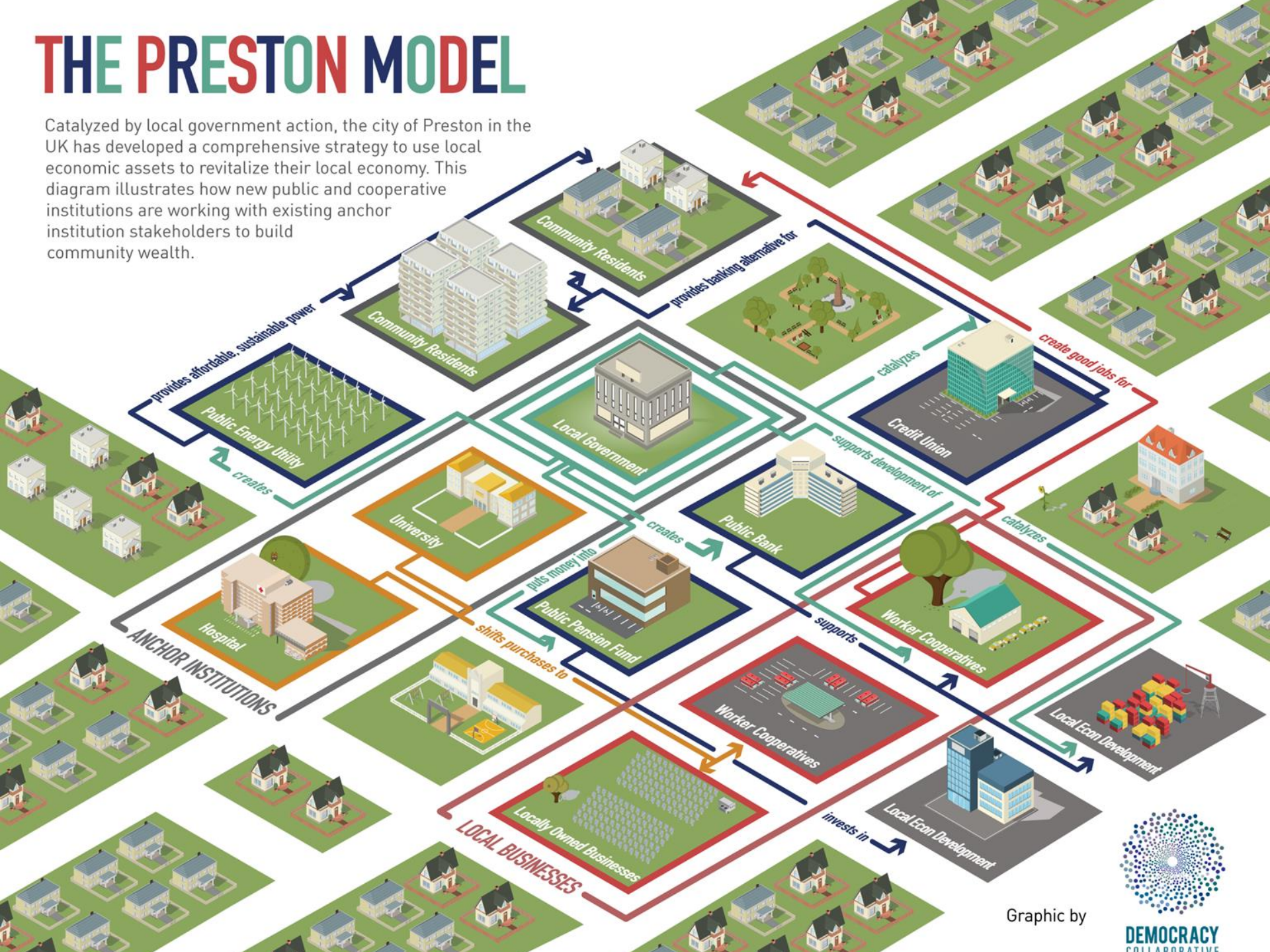
Building Community Wealth in Preston and across the UK

The Preston Model



THE PRESTON MODEL

Catalyzed by local government action, the city of Preston in the UK has developed a comprehensive strategy to use local economic assets to revitalize their local economy. This diagram illustrates how new public and cooperative institutions are working with existing anchor institution stakeholders to build community wealth.



Graphic by



DEMOCRACY
COLLABORATIVE



The Preston Model (2012-13)

Total spend of all 6 anchors 12/13

£750m

Top 300 suppliers
(by value) of each
anchor

5%

of spend within the
Preston City Council
boundary

61%

of spend leaking
out of the
Lancashire
economy





Four Years Later

Total spend of all 6 anchors 16/17

£616m

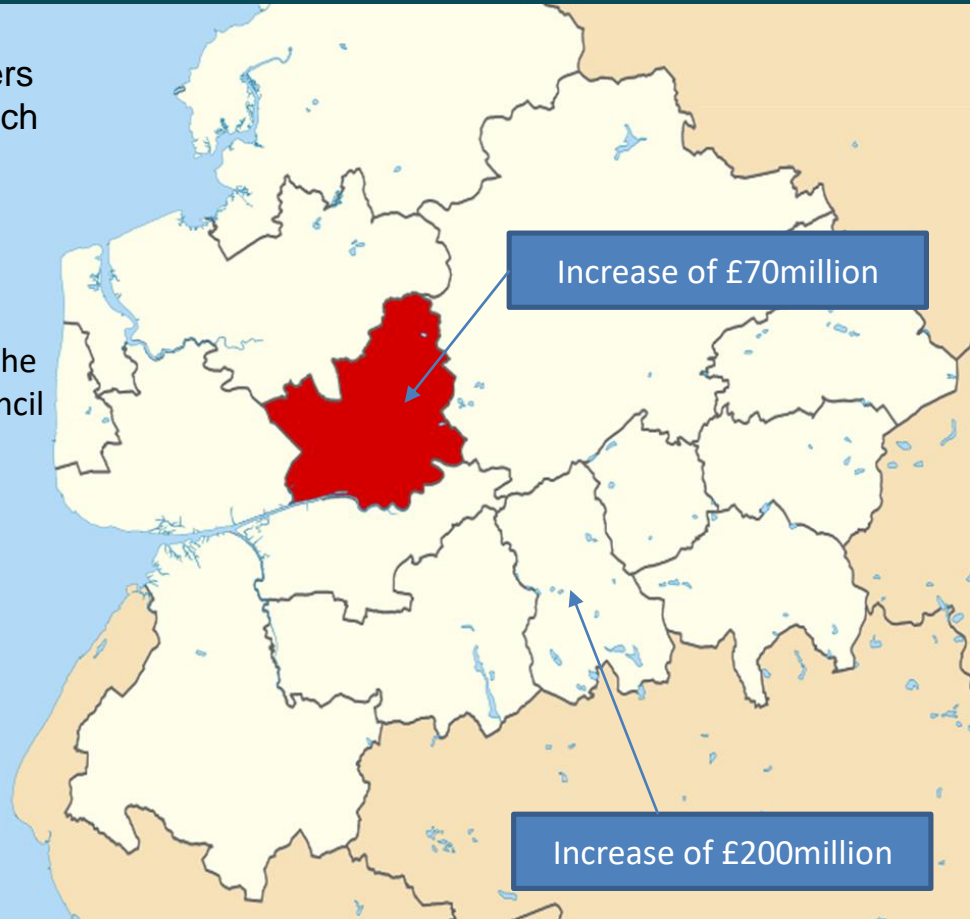
Top 300 suppliers
(by value) of each
Anchor

18%

of spend within the
Preston City Council
boundary

20%

of spend leaking
out of the
Lancashire
economy



Preston, England



Preston, England





Economic policy

Preston named as most most improved city in UK

**Labour-run council with localist
economic policies tops Good Growth
for Cities index**

Leveraging this moment to advance Community Wealth Building

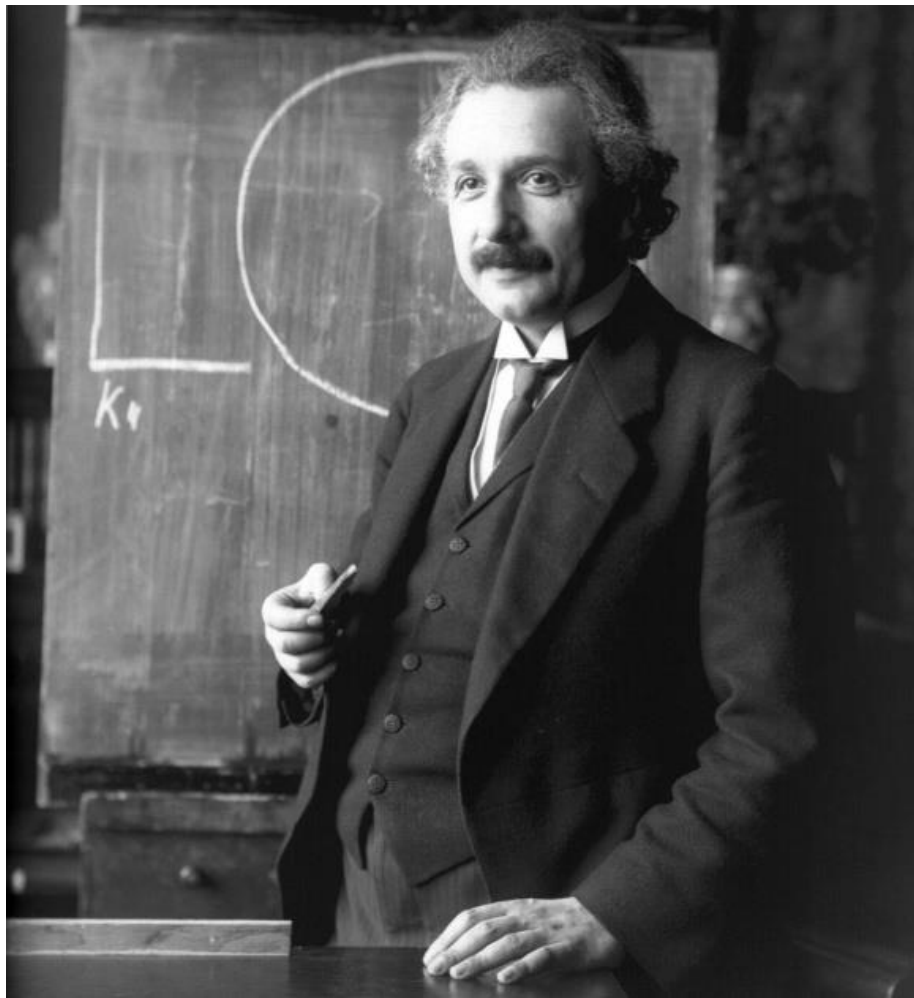


American Rescue Plan

FACT SHEET: The Coronavirus State and Local Fiscal Recovery Funds Will Deliver \$350 Billion for State, Local, Territorial, and Tribal Governments to Respond to the COVID-19 Emergency and Bring Back Jobs

&

Infrastructure Bill



We cannot solve
our problems with
the same thinking
we used when we
created them.

Albert Einstein - www.quoteikon.com



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Thank You

For more information:

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President

Democracy Collaborative

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