

## Doing it Together (in Dutch: Samen Doen)



### Community Currencies for participation in civil society and regional economy

Conference September 20th 2016, from 09:00 to 17:00 hrs.

Venue: Koepelhal, Tilburg Netherlands

Thousands of community currencies (CC) are active all over the world. Some work with money or points, others work with time or reciprocal services as currency. Sometimes local government and civil society organisations are involved. These currencies are the subject of this conference.

Implementation-experts, local politicians, innovative leaders and leading scientists will elaborate on a variety of community currencies from all over the world: why choose a CC as instrument, what choices were made and what pitfalls were avoided, how does it work in real life and most of all: what are the measurable effects? Register through [Eventbrite](#).

### Community Currencies

Social policies in living, healthcare and wellbeing are changing rapidly. They have become major posts in local government administrations. Every municipality, housing association or care-organisation is struggling with the task to deliver more services and meet their responsibilities with less resources. Maintaining a healthy climate for local entrepreneurs, ensuring demand for workforce and a livable community proves to be a challenge.

Goals can only be achieved in close cooperation with civil society organisations. The greatest challenge however lies in involving the local entrepreneurs, shop and of course the citizens themselves as co-creators and co-deliverers of services to each other, thus reducing the demand for public services from their local government.

Community currencies are instruments to generate quick, relatively cheap positive effects in civil society. The "Doing it Together" model helps citizens to reward each other with points for services rendered. Civil society organisations use the currency to reward positive behaviour, for example for providing informal care or volunteer work, or for being involved in their local community, keeping



their neighbourhood a livable place to be. It becomes a tool to change behaviour in a positive way, with longer lasting effect. They help to cut costs and to achieve more effect with less budget.

## Doing it Together (SamenDoen) in Tholen and Bergen op Zoom

The municipality, citizens, shopkeepers and civil society organisations of Tholen and Bergen op Zoom have started a strong initiative, using a digital Community Currency to promote civil participation and cohesion and strengthening their local economy. The currency is used for rewarding positive behaviour, as loyalty scheme for buying local shops and as a new currency for projects with social, cultural and sports clubs. Volunteers and informal carers are rewarded in this currency.



### What are the results?

- **Encouraging informal services to family, neighbours and neighbourhood.** Supporting organised voluntary work, informal care and respite care. Building meaningful social relationships between (vulnerable) people. Reducing loneliness and depression.
- **Activation of long term unemployed people** by enlarging their network, building their skill-set, improving their self-esteem, providing a meaningful pass-time and improving their economic means with the points they can spend in local shops.
- **Improved livability and safety in neighbourhoods** by encouraging and enabling citizens to take responsibility in addressing their social challenges.
- **Improving public health**, by stimulating citizens to eat healthier food and live an active life.
- **Fighting poverty in a new and non-stigmatizing way** by creating possibilities to increase income for local spending, creating networking connections between working and unemployed resulting in a stronger social cohesion between income groups.
- **Supporting local shops and entrepreneurs** by providing a new marketing channel and a branding tool for the city or region.

### How does it work?

- Civil organisations reward citizens with points in their account, for delivering specific services or showing desired behaviour towards these organisations, towards their fellow citizens or neighbourhood. Examples are supporting elderly people, cleaning up the street, taking care of public gardens, paying their rent on time, separating waste streams, etc.
- Participating shopkeepers donate loyalty points in the CC to their local customers as a percentage of every Euro spent in their shop. The loyalty points can be spent with their next purchase or they can be used to reward other citizens.
- Citizens reward each other with their CC points for services to each other or informal care. It helps to create strong bonds self-efficacy and social cohesion and inclusion.
- Credits in the account can also be redeemed at participating local shops and organisations.

<https://www.eventbrite.nl/e/doing-it-together-community-currencies-for-civil-society-participation-tickets-25841192703>



# Doing it Together: Community Currencies for Participation

September 20th 2016

Koepelhal Tilburg, Netherlands



English spoken
Dutch spoken
Breaks & Networking

## Program

Time	Part	Title	People
09:00	Registration	Change your ticket for our local currency	
09:45	Opening	Welcome and introduction	Euro-commissaris
10:00	Talkshow 1	Rewarding participation in our communities: an introduction	By Edgar Cahn, Becky Booth and Edgar Kampers. Host: Leander Bindewald
10:00	Side event	Participeren door Waarderen: een introductie	Door Lydwien Batterink en Rob van Hilten. Gastvrouw: Meike de Jong
10:45	Transfer		
11:00	Workshops 1, WHY? National and international examples	Preventing criminal careers - Youth Courts in the USA	Chris Gray (USA), Edgar Cahn
		Co-production with local governments and citizens - The Spice experience (UK)	Becky Booth (UK)
		Supporting entrepreneurs in underserved neighborhoods - Brixton Pound (UK)	Leander Bindewald (UK, DE)
		Integrale aanpak gemeentelijk beleid - SamenDoen (NL)	Lydwien Batterink
		Implementatie met wisselende panelen - VU Amsterdam	Judith van der Veer
		Participatie in gemeenschapsmunten: ervaringen uit Nederland en België - Thomas More Universiteit	Lieven de Maesschalck (BE)
		Co-creatie en publiek private samenwerking - Troeven uit Turnhout (BE)	Suzy Maes (BE)
12:00	Use your CC: lunch	Trade our digital currency for food and drinks, participating social clubs present themselves	Entrepreneurs and social clubs
13:00	Talkshow 2	Realisatie van beleid met gemeenschapsmunten	Arjo Klamer, Peter Kok, Rob van Hilten, e.a. Host: Meike de Jong
13:00	Side event (for English guests only)	Realising policy using community currencies	Becky Booth, Chris Gray, Edgar Cahn, and Edgar Kampers. Host: Leander Bindewald
13:45	Transfer		
14:00	Workshops 2 What's in it for me?	Co-production - unleashing participative power in youth care	Edgar Cahn (USA), Chris Gray
		Activation and empowering to participate - The RISE center for children daycare	Becky Booth (UK)
		Community currencies as tool voor poverty alleviation	Arjo Klamer (Elderman Hilversum)
		Nieuwe perspectieven voor lokale ondernemers - het antwoord op krimp en leegstand	Roel Wolfert
		Meten is weten - Thomas More Universiteit	Karolien Baldewijns (BE)
		Leefbare dorpen en buurten - Vervoer anders georganiseerd in Tholen	Dolf Becx
		iCare4U - mantelzorg en vrijwilligerswerk in de Schutse Zorg Tholen en in Troeven (BE)	Peter Kok en Suzy Maes (BE)
15:00	Coffee and social clubs market	Marketplace where our participating social clubs and charities present themselves	Entrepreneurs and social clubs
15:30	Talkshow 3	Discussion through our Interactive Word-Cloud	Meike de Jong and Leander Bindewald
- 17:00	Closing and networking drinks	Have a drink and network in the marketplace, donate your remaining points to a charity	Entrepreneurs and social clubs



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