

Livelihoods

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Ground Rules

Stay solution focused

Everyone participates/talks

Aim for a big jump

Respect time

What is a livelihood?

What advantage does the township offer to someone pursuing a livelihood?

People want to grow

- Economically
- Socially
- Spiritually

Communities are the place where people go because they believe that this can happen better/more quickly.

Relationship to Livelihood

- **Mechanistic** – Labor as a commodity, workers are machines and their intention irrelevant to output, quality measured in purely economic terms
- **Organic** – Labor as a part of an interconnected system, intention impactful on quality, quality measured in both economic terms AND the impact on workers and the community

Impact of Intention on Quality

- Homecooked food versus McDonalds
- Mass produced goods versus handcrafted goods
- Designed goods versus purely functional goods
- The feeling of life or deadness in a building

It is this living difference that leads to sustainable competitive advantage for a company/industry/region in terms of quality/brand.

Regenerative Livelihoods

- If the premise is that:
 - *the way that we go about our livelihood impacts the creator, the good or service produced, the supply chain, and the community, then the question is how do we create more living livelihoods within living companies and thus regenerative townships*
- Organizations are realizing the need to improve culture and that connecting people more with their work leads to a greater connection with each other and the community/environment.

Our Approach Today

Our approach will ...

(1) First be to **get clear** on what we see around us that is **working** in terms of creating living livelihoods.

(2) Then we will **envision** what would happen **if these things became the norm**.

(3) Finally, once we have come to a generally shared vision, then we will explore **what changes in the physical and/or social architecture need to be taken to catalyze/actualize our vision**.

Agenda

2:00 – 2:15 Introduction

2:15 – 3:00 Interviews

3:00 – 3:30 tea break (interviews continued)

3:30 – 4:00 data analysis

4:00 – 4:15 visioning (coffee)

4:15 – 4:50 sharing of vision

4:50 – 5:30 designing catalysts

Interviews

- You have a total of 45 minutes (approx. 22.5 minutes for each of you).
 - Take good enough notes so that you can share as if it happened to you.
1. What attracted you to this session / livelihoods as a topic
 2. Share a story about when in the pursuit of your livelihood you felt really alive and connected. What were you doing. Did that feeling translate into differences in the outcome you were creating. How did it affect the customers, suppliers, and you co-workers.
 3. Share a story about when in the pursuit of your livelihood that you produced something that had a special quality about it.
 4. If you were in a regenerative township 10 years from now what would livelihoods be like? Be concrete and specific in your description.

Analysis

Each person is to briefly tell the gist of the story that they were told as if it had happened to them.

Tell us about the “gems” you found in the stories you were told.

As we are doing this I will pull out themes on the flip chart. Anyone else can also ask me to write themes and/or can come up and write a theme.

Positive Core

We are looking for the root causes of more regenerative livelihoods. We are not just looking for “common” themes, but also for themes that may have just shown up in one story, but generated a broader sigh of acceptance.

Visioning

Take a piece of chart paper and draw what a livelihood would look like in a regenerative township if our themes became the norm.

You can draw from the perspective of the creator, the customer, the supplier, the community, the environment, or all of the above.

Be prepared to present your vision to the group in 2 minutes or less.

Sharing of the Vision

Each person has two minutes to share their vision.

Design Aspects

- Physical architecture
- Planning processes
- Laws
- Zoning
- Regulation
- Governance processes
- Standards
- Transparency mechanisms
- Grievance processes

Catalysts

We are seeking the 3-5 things that are required to create the vision that we have just described.

Stand up to convince a small group to work with you on one aspect.