MONEY AS A LOCAL POLICY INSTRUMENT

SMART CITIES MASTER CLASS
"LOCAL ECONOMY IN A SMART CITY CONTEXT"

8.06.2018
MONEY IS...

An agreement
• Within a community
• To use something
• As a means of exchange
Various types of money
RECI PROCITY IN A NETWORK

1. MAKING CONNECTIONS
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REWARD INSTEAD OF SANCTIONING

2. VALUING PEOPLE AND ACTIVITIES
2. REWARD IN LINE WITH YOUR POLICY GOALS
MATCHMAKING

3. CREATING NEW OPPORTUNITIES
3. THERE ARE CAPACITIES BUT NO "ORDINARY" MONEY
LANDSCAPE OF COMPLEMENTARY CURRENCIES
DISTRICT: TOREKES

• Goals
  • Care for the neighbourhood
  • Care for neighbours
  • Care for the environment
  • “Activation”

• High degree of voluntary effort
CITY: BRISTOL POUND

• Goals
  • Strengthen and promote local economy
    • Independent retail + local enterprises
    • Local identity and pride
    • Short supply chains
  • Participatory governance

• Innovation in public sector: tenders, taxes, wages
REGION: CHIEMGAUER

• Goals
  • Promote regional economy
  • Strengthen bond between consumer and retailer
  • Funding social goals

• High velocity vs euro
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