

Reconomy Application to 2014 Fuller Challenge

WHAT IS YOUR SOLUTION OR STRATEGY?

Provide a 50-word summary of your initiative

Reconomy: “Building the world of the future with the money of the future.” Our player-makers win by using our tools to build local marketplaces that are prosperous, self-reliant, and self-scaling, because a world filled with prosperous, sustainable communities will be a prosperous, sustainable world for everyone.

WHAT IS THE CONTEXT?

Describe the critical need(s) or specific systemic problem(s) your initiative seeks to address on the local and/or global levels. 200 words

Attrition of natural and economic systems has brought us to the onset of a vicious cycle towards their mutual collapse, even while our greatest resource—our human potential—has been progressively underutilized, leaving billions of us struggling to meet our basic needs. Reconomy seeks to reverse this cycle by employing persons in addressing these five systemic causes:

— All goods and services, including money, generally flow to the highest bidders, while work flows to the lowest bidders, generating an ever-widening global wealth gap by stripping most persons and communities of the tools required to develop

and steward their own resources.

— The unique offerings, needs and potentials of most persons tend to be illegible to the institutions that direct people collectively.

— Local economies have insufficient populations to independently sustain all the specialized knowledge and skills necessary for their full, self-reliant development, leading towards their gradual domination and eventual extinction by the global marketplace.

— Intangible losses to human and natural systems from economic development are increasingly illegible with increasing distance from those losses.

— The survival of traders within the global marketplace usually requires that they underprice their competitors, prompting them to seek to avoid the costs of conserving intangible value.

WHAT/WHERE/HOW?

Provide a detailed explanation of your initiative. What is it? Where is it based? How does it work? 200 words.

Reconomy engages persons in a massively-multiplayer, collaborative quest to build marketplaces that impel and empower development and conservation of human and natural resources.

Persons join Reconomy's global network online, where valuable

local knowledge is traded within a living library, hour-for-hour. Time-credit is created for helping grow, administer and scale this global platform to communities. Each community platform has its own API and opportunity for new configurations. The result is a self-managing, self-scaling, open-source tool.

Although credit cannot be extracted from Reconomy's trading platforms, within community platforms credit value is described in national currency to ease trade of goods and services with local and global marketplaces. Community-credit is awarded for growing membership and administering platforms, helping develop and manage local "People Power Stations" (PPS), and developing local renewable energy resources.

Each PPS significantly discounts energy when traded for community-credit, catalyzing a virtuous cycle of demand for both, thus synergizing local economic and ecological systems, and thus turning local stakeholders into local shareholders impelled and empowered to develop and steward all their human and natural resources—water, food, sanitation, education, housing, art, etc—everything that can be accomplished in communities with continuous access to energy, credit, and a global network of mutual support.

IMPACT

Who or what is impacted directly and indirectly by your initiative? Explain in detail how you measure and calculate impact. 200 words

Reconomy directly targets the development of human and

natural resources—directly and indirectly impacting persons, communities, and local and global resources, marketplaces and ecosystems.

To measure impact, we begin with the simplest, iterable configurations for our online platforms and People Power Stations (PPS) pilots, using the same global platform and energy-credit discount strategy at all levels of development. This permits us to showcase models that best illustrate the relationships between specific tactics/applications of our strategy and the observed effects, and thus ease scaling.

We conduct both preliminary and follow-up surveys of a broad sample of both the members of our global platform and of individuals within PPS target and neighboring communities, and compare results in both the pilot and control populations to determine a baseline and changes due to our programs.

Thus, our pilots will provide a baseline within a comprehensive program that supports community evolution from unsustainable poverty to sustainable prosperity, and thus will help guide and inform members regarding their efforts with these and future configurations.

LONG-TERM EFFECT

What long-term systemic effects do you anticipate when your initiative is fully implemented? 200 words

Reconomy engages us in a massively-multiplayer, collaborative quest, facilitated by direct, person-to-person connectivity and

trade, building self-scaling marketplaces that impel and empower development and conservation of human and natural resources.

Specifically, Reconomy's local marketplaces cooperate with virtuous ecological cycles because the prosperity of their human communities depends directly on healthy natural systems, including their local adaptability to global economic and ecological changes.

Reconomy thus reverses the vicious cycles engendered by the massive-scale, money-driven collaborations of the global marketplace, by building local marketplaces everywhere that are empowered through a synergy of economic and ecological systems to effectively resist unsustainable global development. And a world filled with prosperous, sustainable communities will be a prosperous, sustainable world for everyone.

With the help of the Fuller Challenge, we can accomplish Reconomy in the shortest possible time because this support would provide the resources and validation we need to complete our full-scale models and expand as rapidly as possible.

HISTORY AND VISION

What inspired your solution and how has the initiative evolved from inception to its current stage of development? How does your initiative creatively and comprehensively integrate the key social, cultural, economic, ecological, and technological factors required to transform “business as usual” in your chosen area of impact? 200 words

Money is a key technology in almost every aspect of our lives because its ability to easily transport tangible value produced the millenniums of massive-scale collaborations that built our global civilization. But this ability synergizes catastrophically with our global marketplace's competitive mandates and effective indifference to the intangible values of individual lives and natural systems.

After seventeen years of seeking solutions, my crucial “aha moment” arrived in 2003, while looking at a logo depicting a woman pouring water from an urn.

I realized then how money could be made to function in local economies as water functions in ecosystems—an opposite to “business as usual”—enriching communities rather than extracting value to flow to the affluent as unsustainably as if water rained only over oceans.

The strategic key is discounting energy (or other most-threatened essential commodity) when traded for local credit to catalyze a virtuous cycle of demand for both, and thus synergize local economic and ecological systems. I've continually developed this strategy in an open-network, open-source manner, learning through discussion and study online and off, and through designing small and community-scale money and energy systems and Reconomy pilots for developing and developed communities. I'm now launching our self-scaling, global trading platform.

PLANNING AND OPERATIONS

Outline your implementation plan. What operational milestones do you intend to achieve in the next one to three years? What are the biggest risk factors or potential barriers facing the development and deployment of your initiative and how do you plan to mitigate them? How has your initiative been funded to date and how do you plan to ensure its financial viability? 200 words

Three Year Plan: Scale the global platform to test configuration of infrastructure; qualify for support from Fuller Challenge or build/find alternative support structure; create community models/pilots; expand membership in Reconomy's global platform; and resign my role as steward to get out of the way of Reconomy's open-network evolution.

At this time, STRO Foundation provides and hosts our "Cyclos 4" trading platform free, except for domain costs, but has a fair-use policy that asks for assistance with paying costs as we grow. Initial Reconomy membership and listings will remain free in able to maximize access, but I expect that we will meet our obligation to STRO through reasonable fees for advertisements because some members will seek greater visibility.

Thus far, I've covered all other costs from personal resources. I'm now configuring our trading platforms to include sub-systems similar to small micro-lending groups, to best accommodate collaborative creation, and to share-forward national currency and other tangible resources that are only available through the global marketplace.

With the help of the Fuller Challenge, we might accomplish Reconomy in the shortest possible time because this would provide the resources and validation we need to conduct our pilots and expand as rapidly as possible.

COMPARE AND CONTRAST

Compare and contrast your initiative with at least two other current projects or groups working to address the same critical need. Why is your proposal more likely to effect change and make a distinguishing impact compared to similar efforts? 200 words

Some community-currency systems encourage participation by offering exchange with national currency and general discounts through local merchants. Thus, merchants redeem currency out of circulation to pay for imported stock, much as with coupon systems. Reconomy instead discounts energy traded for credit, to catalyze a virtuous cycle of demand for both that synergizes economic and ecological systems to build resilient, sustainable systems.

In exchange for protection from the USA, OPEC requires payment in USD for oil that's part of the energy infrastructure of nations, resulting in a synergy of demand for oil and USD that stabilizes the leading global reserve currency. Reconomy discounts local renewable energy when traded for Reconomy's credit, catalyzing demand for both to provide key infrastructure for generating sustainable community development.

The global banking system creates money through lending, pressuring borrowers to compete irresponsibly to accomplish repayment. Reconomy creates credit to directly support responsible development of online and local resources.

Reconomy and Wikipedia are both collaborative knowledge resources, but only Reconomy's living-library of mutual support conserves the long tail of valuable local knowledge.

Microenterprise agencies graduate clients into a marketplace that rewards cutthroat competition. Reconomy's members build prosperous local marketplaces using tools that reward responsible stewardship.

THE TEAM

Provide details regarding your current team and any plans to expand it in the future. You may include details about organizational/institutional partners committed to the success of your initiative and describe your team members' experience and qualifications as they relate to their ability to implement your initiative. If applicable, include information about any significant external validation, support, or funding your initiative has received to date. 200 words.

In 2005, I began sharing Reconomy online in an open-source manner, and now, as an open-network project, we are all the team, building the future on everyone's shoulders.

We have three Reconomy Facebook groups where we gather and share ideas and information, and network with many more

groups in the growing movement of which Reconomy is a part. Our “Reconomy” Facebook group is open and focused on the topic of our sustainable future; our “Reconomy Members” group is restricted to persons who’ve accepted our member agreement at ReconomyGlobalTimebank.net, and is focused on that platform's operations; and our “Reconomy Advisors” group is for our Advisory Board, all of whom can add more Advisors, and provide the leadership to maximize positive growth.

It’s been my honor to invite the first dozen persons to join me as Advisors at www.facebook.com/groups/reconomyadvisors/. This application is filled with work that they and many others have shared through the years asking only the same in return. I'm sincerely grateful to the Fuller Challenge for asking the right questions. I invite you to freely use Reconomy’s answers in an open-source manner in your pursuit of our common dream of a world that works for all of humanity.

SUPPORTING MATERIAL

Supporting URLs

<http://reconomy.net>

<http://www.cyclos.org/features/>

<https://www.facebook.com/groups/reconomyadvisors/>
