

MacArthur Foundation 100&Change

Application with instructions and Reconomy proposal.

Welcome to 100&Change. By submitting a complete and valid application, you may be eligible for a \$100 million grant from the John D. and Catherine T. MacArthur Foundation (MacArthur Foundation). As you consider the benefits of your participation, we hope that you will take time to read this website, which includes detailed descriptions of the way in which each valid application [will be scored](#) and [by whom](#).

Take time to understand each stage of the selection process, and read carefully the [Rules](#) governing your participation. If the MacArthur Foundation selects your organization as the grant recipient, you will enter into a grant agreement. Therefore, we provide some of the terms from a typical [grant agreement](#) for your review, in hopes that you will understand those expectations. We look forward to learning more about you, as well as your grasp of the problem and the solution that you're ready to deliver.

Please take time to read all of the application requirements before completing each section. We encourage you to take advantage of the maximum word counts for each question or prompt. However, those reviewing your application are looking for succinct and concise responses. It is important to provide evidence of any assertions made in your application. Applications are due on Monday, October 3, 2016, at 11:00 a.m. Central.

Be sure to [review your application as the judge will see it](#) and confirm your changes have been saved. When you have completed all of the requirements, a message will be displayed on the screen. You can continue to make changes until the deadline. Your last saved work will become your submission.

A. EXECUTIVE SUMMARY

(150 words)

Provide a brief summary description of the problem that you are committed to solving and the solution that you are proposing. Your Executive Summary should be contained in a single paragraph. Focus on delivering a compelling overview so that the [Evaluation Panel](#) members assigned to score your application will want to read more. Your Executive Summary, along with other portions of your application, may be extracted and revealed to the public. Therefore, the paragraph should not require any other context to explain clearly the problem and your proposed solution. This is your opportunity to make a strong first impression.

Answer:

Competition for low prices is the principle driver of irresponsible development and corrupt stewardship around the world, because it punishes the conscientious and empowers the unscrupulous, with the cumulative toll outpacing top-down interventions and imperiling civilization and life everywhere. Reconomy gathers top community innovators and activists from around the world to implement the indispensable bottom-up solution: Pay for good local stewardship everywhere. Our strategy features Reconomy's SunMoney local scrip, a powerful new kind of currency that works in communities right beside national money, so it's simple to introduce and easy to use. But unlike banks, Reconomy gives control of this local money back to the people – for us to create, to pay for, and to pay-forward, caring for each other and the ground beneath our feet, and leaving no one behind.

B. YOUR TEAM: WHO ARE YOU?

The following information is required to capture a basic understanding of the structure, leadership, and capabilities of your team.

TEAM PURPOSE (150 words)

Please explain how the problem and your proposed solution align with the primary purpose of your organization or collaboration of two or more organizations. If there is a loose or indirect alignment, please explain why you've decided to solve this problem.

Answer:

The world is faced with a multifaceted global emergency, extending from our failure to pay the bill for good stewardship.

Reconomy's key tactics are (1) focusing on the poorest communities to build a bottom-up solution that leaves no one behind, (2) building community-scale, renewable-energy-based economies that empower people to care for each other and the ground beneath their feet, (3) and connecting these marketplaces in a network of mutual support and guidance to pay-forward from marketplace-to-marketplace the MacArthur Foundation philanthropy that seeds this solution.

To optimize success, Reconomy recruits existing local endeavors that supplement/complement local marketplaces, to serve as our regional centers for local scaling.

Thus, the problem and proposed solution align directly with the Complementary Economics Foundation's primary purpose of providing “support services for innovation in the Complementary Capital Systems sectors” and with MacArthur Foundation's goal of “real and measurable progress in solving a critical problem of

our time.”

TEAM LEADERSHIP

The principal organization and point of contact for receiving and taking accountability for any grant funds may be different from the organization and user name identified during registration. Is the principal organization responsible for receiving and taking accountability for any grant funds different from the registered organization?

No

TEAM STRUCTURE (200 words)

Please indicate in a narrative format how your team is organized. Explain how your team is managed on a day-to-day basis and by whom. Teams may consist of one or more organizations (refer to the Eligibility Guidelines in the [Rules](#)). However, if two or more team member organizations are named, each must offer a specific role to support the proposed solution. A team consisting of more than one organization must describe its structured collaboration with both legal and governing control over the implementation and/or expansion of the solution.

Reconomy developed as a crowd-sourced strategy, consolidating best practices from prior and existing economic solutions. Our Reconomy Advisory group includes more than 30 volunteers who are among the uncounted supporters of, and contributors to, the development of this strategy. Our Advisors with the best experience of direct-relevance are collaborating as the Team for this proposal, and this Team would be the project’s working Board of Directors, if funded. This collaboration is voluntary, coordinated by Reconomy project founder Kevin Parcell as an equal partnership, anchored through a transparent process at our Advisory group's private Facebook group, and with the invited participation of Reconomy's greater network, including more than 1800 members of our public Facebook group.

Please upload a document that names each team member and their organizational affiliation, and the names of members of any Board of Directors or Advisory Board for the proposed solution. You are only allowed to upload one file. The file types that are allowed to be uploaded have an extension of .PDF, .DOC, .DOCX, .XLS or .XLSX

[Reconomy Team & Advisory_group.pdf](#)

TEAM COLLABORATION

Is the team a collaboration between two or more organizations?

No

C. WHAT’S THE PROBLEM & HOW WILL YOU SOLVE IT?

THE PROBLEM STATEMENT (250 words)

Please provide a broad description of the specific problem that your team is committed to solving. Identify who or what is impacted by this problem. Offer an explanation of the current resources that are available to address the problem. Focus on why those resources are insufficient to support meaningful progress toward one or more aspects of a solution. Explain any previous attempts to solve the problem, if there were any, and/or why the problem persists within the current environment. Later, you will be asked to explain in detail your proposed solution; here, focus on defining the problem and setting the stage for your proposed solution

Answer:

Since the dawn of civilization, our marketplaces have rewarded the lowest prices. The ensuing race to the bottom has generated many of today's systemic risks to economic, ecological and social stability, including climate change, homelessness, unemployment, water shortages, poverty, hunger, spread of infectious diseases, resource depletion, deforestation, desertification and habitat loss. Every community today is threatened by one or more of these consequences, each of which has contributed to regional and national disasters, with a cumulative toll that is now accelerating civilization and life on Earth towards the edge of cascading collapse.

The critical problem: Because of the low-price imperative in our marketplaces, we're failing to pay for good stewardship.

In each of our uncounted trillions of marketplace transactions every year - which together produce more than \$100 trillion annual Gross World Product - when our hopes for the future meet our opportunity for immediate individual gain, our best intent too-often slips away. Billions and trillions of dollars have been committed to tackling the consequences of this marketplace problem, such as through taxing sales and incomes to pay for retooling and restoration. But taxes and fees add to the costs that spur our pursuit of low prices, which pursuit continues to outpace and overwhelm our top-down interventions.

We have seen the enemy, and he is us. But we are more than merely our own worst enemy. We, the people of our beautiful Earth, are our greatest hope.

YOUR SOLUTION (250 words)

Describe your proposed solution in general terms, using layman's language, and explain how it will make meaningful progress toward a solution to the problem you've identified. What will be the direct benefits (outcomes) of this proposed solution? Who are the direct beneficiaries? Explain how and for how long these benefits will be sustained once the solution has been implemented. Why have you chosen this particular solution, and what is the best argument for this approach, as compared to potential alternatives? Focus here on the broad goals that you seek to achieve. Describe any tactical or operational plans that you will employ in the following

questions.

Answer:

Reconomy's solution is paying the bill everywhere for good stewardship of human and natural resources, from the bottom up, through self-managing, self-scaling, local marketplaces. This accomplishes the indispensable foundation for resilient global prosperity, while leaving no one behind.

Reconomy begins with SunMoney community scrip, which is initially backed by contributed resources in each Reconomy marketplace, until backed by what it produces. Scaling is accomplished by paying-forward this philanthropic support from marketplace to marketplace.

Each community's resulting production is sold for SunMoney and national currency, which are re-spent in this same manner and to import what can't be produced locally, to thus establish an economically and ecologically resilient cycle of supply and demand. To enhance this cycle, the essential resource in highest demand and locally-produced renewable energy are each significantly discounted when purchased with SunMoney, synergizing the local demands for all three to multiply SunMoney's utility employing labor and management.

Finally, to continuously match production to the needs and aspirations of the community and to advance scaling, each employee earmarks allocation of SunMoney from their own marketplace, equal to their own earnings, choosing from a list of eligible projects in their own and neighboring communities, and adjacent marketplaces accept each other's SunMoney.

The result is a resilient community-marketplace network, empowering communities to meet their own needs and to pay-forward sustainably produced food, water, sanitation, safe housing, education, healthcare and more – everything that can be accomplished with continuous access to powerful local currency, energy self-reliance, and a network of mutual support.

LOCATION OF WORK

Where do you expect the greatest impact of your project is going to take place? You must choose at least one location, and you may select up to four. If you do not see your location, you may enter it in the Other text box.

Answer:

Global Reach

YOUR TACTICS AND TECHNOLOGY (200 words)

You have explained generally WHAT your team is offering; now, offer specific details of your proposed solution, describing your technical approach and/or related technology. Explain exactly HOW you will implement the proposed solution and the circumstances under which you will you achieve optimal results.

If your plan or proposed solution involves the creation or use of any technology or other products, ideas, or processes on which copyright will be asserted or patents claimed, or if your proposed solution relies on existing specific technology, products, ideas, or processes on which there are existing claims of copyright or patent rights, please review the [Intellectual Property Policy](#), which describes the treatment of Grant Work Product (as defined therein) funded by the MacArthur Foundation.

Answer:

To begin implementation, we establish a Global Center (GC) – our organizational and training center, also serving as our model Regional Center (RC) from which to scale to RCs globally and to local Community Marketplaces (CMs). Our target is 20 RCs, each provided with 40 small-community-scale energy plants, eight personnel, and each CM connected in our pay-forward network of mutual support.

Our GC will be sited in Costa Rica because it's politically and economically stable, welcomes international visitors, is home to many communities able to supplement training offered through our GC, and is proximate to communities and regions facing a wide range of advancing ecological, economic and sociological development and stewardship challenges. Personnel from target regions complete qualification for support by sharing skills and training at the GC.

Reconomy's marketplaces first survey local populations to assess needs, resources and aspirations, and to prioritize development goals and adapt implementation to local conditions. SunMoney is then issued, first backed by contributed resources, until backed by its own production; and scaling is accomplished by paying-forward this philanthropic support from marketplace to marketplace. All communities network continually to cooperate on all aspects of implementation, and are continually assayed to determine progress and adjust strategy.

YOUR TIMELINE AND KEY MILESTONES (250 words)

In chronological order, identify key milestones in the implementation process and the timing of when they will be reached. Your proposed solution must be implemented over a period of

between three and six years.

Answer:

Months 1-18.

- Begin recruiting 35 core global staff (10 GC office, 25 Model Regional Center (RC) and Model Community Marketplace (CM) staff).
- Reconomy Team/Directors establish temporary headquarters near San Jose, Costa Rica.
- Acquire Reconomy Global Center (GC) site and complete construction of GC facility.
- Move operations to GC site.
- Recruit (19) Satellite RCs, targeting optimal locations and populations: systems serving the most-needy, including impoverished rural and urban populations and displaced communities, to (1) focus on development of bottom-up models, and (2) to demonstrate rapid transformation of communities from absolute and extreme poverty to self-reliance and scalability, to thus attract additional economic support to accelerate scaling.
- Complete hiring of GC staff.
- Begin training our GC's (8) RC personnel and (25) regional/local staff on implementation and operation of RCs and CMs.
- Begin implementing Model CM under direction of trained staff, by paying persons with SunMoney to develop our Model CM's resources at our GC, as a scalable model for serving neediest (poor and displaced) communities.

Months 19-36.

- Complete GC training facilities and training of GC personnel.
- Begin implementation of satellite RCs.
- Train (152) RC personnel at GC.
- Begin scaling from Model RC to adjacent CMs.
- Begin recruiting additional financial support.
- Begin scaling RC-to-CM at satellite RCs.

Months 37-54.

- Complete implementation, and begin scaling, at all satellite RCs.
- Achieve essential community self-reliance and begin paying-forward from Model CM .
- Begin paying-forward from CM-to-CM at all RCs.

Months 55-72

- Complete scaling regional RC-to-CM, and continue paying-forward CM-to-CM.
- Evaluate/Measure Reconomy success.

D. WHAT'S THE EVIDENCE THAT YOUR SOLUTION WILL WORK?

EVIDENCE OF EFFECTIVENESS (250 words)

Present the results of any external evaluations that your proposed solution has undergone. Reference any literature or scientific consensus to verify that any actions you describe will lead to the outcomes that you predict. Explain the results of any pilot project or cases studies that have been completed using your proposed solution, if applicable.

Answer:

Alternative currency systems often wither against the convenience of national currencies. Reconomy borrows from the design of the most successful national currency–The United States Dollar (USD)–to create a community currency that builds thriving local marketplaces.

The USD has a bonus demand as the only currency accepted by OPEC, creating the world's strongest reserve currency and a national economy that serves as the backbone of the global economy.

- https://en.wikipedia.org/wiki/International_use_of_the_U.S._dollar

SunMoney applies the same strategy at the community level by discounting the purchase of locally-produced renewable energy. The resulting bonus demand enhances SunMoney's utility at employing labor and management in the production of local renewable energy. This builds net-zero (supply=demand) community energy marketplaces–the most economically-efficient design, surpassing even net-zero energy homes through economy-of-scale:

- http://www.pnl.gov/main/publications/external/technical_reports/PNNL-19095.pdf

- <http://aceee.org/files/proceedings/2010/data/papers/1951.pdf>

Our design and its economic advantages are illustrated by our two pilot designs for an emerging-economy (in rural India) and a developed-economy (in western Massachusetts), available online with links to benefit-cost analyses at:

- <http://reconomy.net/Reconomy/policy4.html>.

The easiest alternative marketplaces to install are mutual credit systems, because they offer their members unsecured debt, but these systems fail to build sustainable local prosperity because frequent defaults compel imposing limits on trade.

- https://en.wikipedia.org/wiki/Mutual_credit

And when members default, this perception of greed is paid-forward:

- <http://www.smithsonianmag.com/smart-news/people-are-more-likely-to-pay-greed-forward-than-good-deeds-180947785/>

But when paying-forward is perceived as fair, then fairness is paid-forward, and this community spirit increases within supportive community networks:

- http://www.hbs.edu/faculty/Publication%20Files/gray%20ward%20norton%202014_ebf2bac3-7e1c-407f-aaa3-17eaa405d729.pdf
- <http://www.apa.org/news/press/releases/2012/12/greed-generosity.aspx>
- <http://news.berkeley.edu/2012/05/29/freecycling/>

Reconomy's SunMoney pays-forward philanthropy through our inter-community network of mutual support and guidance, which rewards cooperation, to scale resilient prosperity from marketplace to marketplace.

RISK ASSESSMENT (200 words)

Please describe the principal risks or threats to the short- and long-term success of the proposed solution and your plans to address them. Include a consideration of whether your solution might trigger a response from policymakers and/or any public officials that might pose a risk. Persuade

the judges that your team understands any specific operational or tactical hurdles.

Answer:

Reconomy introduces SunMoney local scrip only in nations where policymakers have already welcomed the use of complementary community currencies, so there is no risk of triggering a response other than celebration.

The principle short-term risk is initial recalcitrance in communities unfamiliar with alternative marketplaces, thus we'll focus recruitment of Regional Centers on existing community marketplace systems.

The principle persistent risk is compromise of trust in SunMoney due to concerns that may include fears of counterfeiting, uncertainty about stability of value, and uncertain tax liability. Thus, anti-counterfeiting technology is included so users may independently verify authenticity; discounts on renewable energy and another highly-sought resource secure trust in SunMoney's stable redemption value; and SunMoney is issued as a scrip/IOU and thus is not taxable (https://en.wikipedia.org/wiki/Tax_benefits_of_debt), although all marketplace earnings on debt, which is all national money received for goods or services, may be taxable, and taxes paid with these earnings.

Our team is familiar with known risks, but we'll assume a significant potential for new risks. For example, the economic impact of Reconomy's Regional Centers can cause a gold-rush to their communities, temporarily destabilizing prices and stressing infrastructure. Thus, continual consideration of and adjustment to evolving potential risks is included in implementation.

EVALUATION (250 words)

If you are selected as a Semifinalist, you will be asked to submit a monitoring, evaluation, and learning plan. For an example, please review the [Guidance for Monitoring, Evaluation, and Learning](#). For now, briefly describe how you plan to evaluate that your solution will have worked. How will you demonstrate what is working, why, under what conditions, and for whom?

Answer:

To evaluate and continuously improve the successes of Reconomy's community

marketplaces, such that they reliably achieve significant and measurable gains in local sustainable prosperity, and reliably pay-forward to scale from marketplace to marketplace, Reconomy implementation in each community marketplace location begins with a basic survey to assess baseline conditions: To understand existing access to essential goods and services, including current availability of money and energy resources, incomes, employment and unemployment, literacy and other skills, aspirations, undeveloped resources, community health, existing and potential local hazards and external threats, self-assessment of happiness of individuals and of quality of their environments, and other pertinent issues.

This information advises local teams on current conditions, development possibilities, challenges and priorities. There is continuous surveying of Reconomy consumers and employees to track risks and changing needs, and periodic repetition of the basic community survey to track change, with additional data from actual production and revenue through the marketplaces. Subsequent surveys allow comparisons of information collected from participants and non-participants with both the baseline and with each other, within successive radii from the community marketplace centers. Observed changes at each location and across the network are correlated with Reconomy strategy, causation interpreted, and strategies continually adjusted to maximize local prosperity and self-scaling.

Summaries of this monitoring, evaluation, learning and evolution will be included in reports to MacArthur Foundation, and all data made available.

E. WHAT'S THE EVIDENCE THAT YOU CAN DO IT?

YOUR PREVIOUS PERFORMANCE (250 words)

Now that you have established the potential effectiveness of your proposed solution, please explain how your team is uniquely positioned to deliver results based on your track record. On what basis of your team's experience and previous performance should any claims be warranted? Judges are looking for indicators that you have the capacity for executing your plan. Emphasize your knowledge of the core disciplines, practices, and technology required to succeed.

Answer:

We are all community-empowerment innovators and activists, and leaders who've walked our talk to develop the solutions and networks that now need your support to accomplish Reconomy globally.

Annette Riggs: Member Global Board of Directors and President International

Reciprocal Trade Association (<https://www.irta.com/>). Founder, President and Treasurer Complementary Economics Foundation (<http://www.ce-fdn.org/executive-team/annette-riggs/>). Over 25 years of experience with non-cash trade practices and in-depth knowledge of the infrastructure, organizations and leadership within the multi-billion dollar Modern Trade and Barter sector.

Paul Glover: (<http://www.paulglover.org/>) Founder of Citizen Planners (1978) and Citizen Planners of Los Angeles (1983); Ithaca HOURS local currency; Philadelphia Orchard Project; Patch Adams free clinic; and a dozen more. Paul has over 30 years experience initiating and developing smart growth programs.

Wendy Smith: (<http://www.givealittlenow.com/>) Author of "Give a Little: How Your Small Donations Can Transform Our World," a best-selling book describing the power of citizen philanthropy. Wendy has worked in the nonprofit sector for 28 years in many capacities including direct service provider, program director, marketing and communications manager, development director and consultant.

Stephen DeMeulenaere: (<http://network-economies.com/>) A pioneer in the field of complementary and digital currencies the past 25 years, as a visionary, system designer, administrator, researcher and educator. He works in Europe, Africa, Latin America and in Asia, where he has lived the past 20 years. Bio online: http://www.reconomy.net/Resources/Stephen_DeMeulenaere_Bio.pdf

Kevin Parcell: (<http://www.kevinparcell.net>) Founder and Steward of Reconomy (<http://www.Reconomy.net>). The focus of Kevin's work is building a future where we measure our wealth by what we give. Bio online at <http://causetech.net/about/advisory-board>.

YOUR ORGANIZATIONAL CAPACITY (200 words)

Please describe your organization's current capacity to undertake the proposed solution. What are the gaps in knowledge or expertise, if any, that you need to address? Do you anticipate changes in personnel, facilities, or organization? What are the strategic relationships, if any, required to bring about the intended results?

Explain any infrastructure, systems, or previously measured successes that have been put into place and/or tested to illustrate that you have the capacity to meet your standards of measured results. Your previous performance is a theme that may be represented in other responses. Here, focus on your team's capacity to repeat, measure, and/or scale any claims made as *Evidence of*

Effectiveness.

Answer:

Implementing the Reconomy solution requires establishing operational headquarters in Costa Rica, and regional centers in several nations, including India, Uganda, The United States, and others, where local currencies that supplement/complement local access to capital (such as mobile-based complementary currencies) are welcomed, and where we've already done the groundwork necessary to move forward quickly.

Our charitable organization, Complementary Economics Foundation (CEF), is in the process of becoming operational to serve the Trade and Complementary Capital Systems sectors, including providing support services to complementary capital systems such as our SunMoney system. CEF has relationships with the most experienced individuals and organizations with successful track records establishing powerful complementary currencies all over the World, and is well positioned to support new innovation in the field of Complementary Economics.

Our team includes persons with the wide range of experience necessary, including extensive hands-on and advisory roles in designing and implementing alternative economic systems, administrating organizations and projects, teaching, developing resources, etc. We have the combined networks to recruit personnel qualified to fill all our organization's needs everywhere in the world where we'll be implementing this solution, and we've budgeted the personnel, facilities, supplies, materials, and equipment for every anticipated need.

FINANCIAL RECORDS

We require information necessary for our judges to understand your financial health and sustainability.

Please provide audited financial reports from the past three years for the principal organization. If your organization does not have them or cannot provide them, please upload a letter from the most senior executive at the principal organization, explaining your inability to provide them.

You are only allowed to upload one file. If you have multiple documents, please zip them into a single file first. The file types that are allowed to be uploaded have an extension of .ZIP, .PDF, .DOC, .DOCX, .XLS or .XLSX

Answer:

F. WHAT'S YOUR SOLUTION GOING TO COST?

BUDGET NARRATIVE (250 words)

We are asking you to offer a narrative description of your proposed budget, explaining all of your team's resource requirements. Later, you will be provided a specific format for indicating projected costs. Take time to consider all three of the next sections, so that they can read coherently as one interrelated explanation.

Answer:

In our world of mounting global emergencies, as we witness the accelerating destruction of the foundations of living systems, the greatest resources of all are being left to waste.

Today, more than 200 million persons are unemployed, billions are without the dignity of empowerment to steward their own essential human and natural resources, and we have laid to waste billions of hectares of land.

So, what would it take to put all the unemployed to work sustainably developing human and natural resources? The average wage now is about \$50 per day – about \$10 billion per day for the wages of 200 million persons. It seems impossible.

Reconomy is a simple strategy for accomplishing this seemingly impossible task, community-by-community, to leave no one behind, beginning at a cost of \$100 million to fast-track the seeding of our pay-forward, self-scaling, self-managing solution.

This is the cost of the seed for geo-engineering this indispensable local foundation for our sustainable future. There is no small-scale way to move forward. When this seed is in place, we'll have begun to restore our beautiful Earth and a life of dignity for all of us, and we'll then be able to reasonably estimate the time necessary to complete this most-important task.

TOTAL PROJECTED IMPLEMENTATION COSTS

What is the total cost to implement the solution within the specified duration revealed in your timeline and key milestones? This includes capital expenditures; operational expenditures; and monitoring, evaluation, and learning expenditures. In MacArthur's experience, monitoring, learning, and evaluation costs will run 5-15% of the total projected costs. Please review the [Indirect Cost Policy](#). If you are selected as a Semifinalist, you will be asked to provide a

detailed budget. For now, please complete the following table:

NOTE: A minimum of three years is required. You may add additional years, up to a maximum of six.

LINE ITEM DESCRIPTIONS ARE OMITTED FROM THIS PDF

Answer:

TOTAL
\$ 100,000,000.00

TOTAL RESOURCE REQUIREMENTS AND SUSTAINABILITY (200 words)

If the total projected cost exceeds \$100,000,000, explain how you plan to secure the balance of any necessary funds. Once your solution has been implemented, what will be the cost, if any, to sustain the benefits over time? Identify the source of funding for those costs.

Answer:

Global unemployment is projected to rise to over 3 billion persons by 2050, including more than 200 million climate refugees.

If 500,000,000 otherwise unemployed persons are paid \$25 billion/day of SunMoney (\$50/day/each), 300 days per year, for 30 years, to engage in sustainable development and good stewardship of human and natural resources, and this SunMoney is redeemed for goods and services produced, then this would be \$225 trillion spent on employing the unemployed to build local economies in harmony with local ecosystems, while providing \$225 trillion of sustainably produced energy, food, water, education, health care, sanitation, safe housing, and much more, to these persons and their families through this process. Excess production of goods and services would provide a sustainable supply-chain of essential resources to the global marketplace in exchange for national currency needed to cover non-local expenses.

Thus, by continually paying-forward philanthropy from marketplace to marketplace, the philanthropic seed planted for Reconomy's geo-engineering strategy can pay the cost of sustainable development and good stewardship everywhere, to restore and to maintain the health of the planet and prosperity of people everywhere. MacArthur Foundation's \$100,000,000 is multiplied by millions, and everyone wins.

OTHER CONSIDERATIONS (200 words)

The implementation of your solution may require other resources or partnerships, and you are

welcome to explain them here. You can offer any contingency planning, based on specific issues raised in other sections of your proposal. This is your opportunity to describe (more completely) outstanding issues that you could not explain in any other sections.

Answer:

Implementation/budget: Our broader goal includes succeeding everywhere as quickly as possible, which would be aided by additional seed funding, and thus ongoing implementation will seek to attract additional funding by quickly demonstrating measurable success at reliably paying-forward this philanthropy. Thus, each Regional Center is equipped to immediately support 20 local marketplaces that each pay-forward this seed from marketplace to marketplace, and with each of these 20 provided renewable-energy to power their own growth and to contribute to an extended local energy grid, that thus further enhance opportunities for scaling. In this way, potential funders will have two replicable models: The regional centers that scale to many local marketplaces, and the local marketplaces that are networked for mutual support and guidance in serving their communities and reliably paying-forward their philanthropy.

Evidence: In addition to the failure of mutual-credit systems to achieve local self-reliance, complementary systems that back local money with national money are severely hampered from achieving self-reliance because participants redeem their local currency for national currency to spend outside the system, from where it seldom returns. Thus Reconomy avoids these common approaches and instead employs the innovation of backing local scrip with discounts on energy and essential goods and services.

G. YOUR VIDEO PITCH

You are required to submit a video presentation that captures your own pitch for why your solution should be funded. You will upload a short digital film using YouTube. Set the Privacy Settings on your video to Public or Unlisted; do not set them to Private. Your video may be extracted from your submissions and made available to the public. Please appeal to a broad audience. Video submissions should follow these guidelines:

- A length of 30-90 seconds (no more than 1.5 minutes).
 - One person (two maximum) should present himself or herself during the video.
 - Focus on providing a personal connection; it is not necessary to produce a sophisticated video.
 - Your pitch must be in English.
- Video submissions that do not follow these guidelines may be removed from the application.

Here are some logistical and technical suggestions:

- Video cameras, digital cameras, phones, or laptops are easy-to-use devices for recording video.
- If possible, set to low resolution to reduce file size. This enables easier video uploading.
- If you are having difficulty uploading the video file, try logging out of the application and logging back in using another Internet browser (Google's Chrome browser is preferred).

Here are general suggestions for delivering a high-quality video pitch:

- Introduce yourself and your organization and/or team.
- What is the problem that you are committed to solving?
- What is your proposed solution?
- What is unique about your proposed solution?
- How would you measure success and achieve broad but meaningful impact?

Hone your content:

- Keep your description and language simple.
- Demonstrate passion through your words and enthusiasm.
- Practice numerous times before recording your video pitch.
- Take time to edit your video and seek feedback from others.
Do not submit your video pitch if you see room for improvement.

Answer:

[View in new full window](#)

H. MACARTHUR FOUNDATION POLICIES

Can you achieve your objectives consistent with the MacArthur Foundation's policies and applicable law governing the MacArthur Foundation? The following sections of the application are for internal review and will not be made available to the Judges. Your responses to these questions may be reviewed in order to determine if your organization qualifies, based on whether you can satisfy the policies and standards of the MacArthur Foundation and the law applicable to it.

CHARITABLE PURPOSE (200 words)

What is the charitable purpose of your solution? Describe how the public or a subset, which is a charitable class, will benefit from your solution. A charitable class must generally be an indefinite number of individuals who are the subject of the charitable purpose and not a limited number of specified individuals. For example, the class can be needy persons within a disadvantaged community but not a specified person in the community, even if the person is disadvantaged. There can be a comparatively small number of individuals, if the individuals are not identified and the class is open ended.

Answer:

The Reconomy solution's purpose is to accomplish the real and measurable beginning of a self-scaling process that can provide everyone, everywhere with access to sustainably produced energy, water, food, sanitation, education, housing, local transportation, child care, elder care, art, and more - everything essential to dignity and sustainable prosperity that can be accomplished with local human and natural resources when communities have continuous access to money, energy, and a global network of mutual support.

Everyone today is threatened by the crises ensuant on the low-price imperative in our marketplaces, each of which has contributed to regional and national disasters, with a cumulative toll that is accelerating civilization and life on Earth towards the edge of cascading collapse.

In a world reeling from crisis to crisis, Reconomy can make good stewardship profitable and so heal the damage to people and planet. Reconomy's strategy is paying-forward the MacArthur Foundation's philanthropy from community marketplace to community marketplace, starting with employment of the poor, to build resilient and prosperous local marketplaces that sustainably develop and steward all human and natural resources, and leave no one behind.

PRIVATE BENEFIT (200 words)

Will private interests (such as shareholders, for-profit companies, contractors, consultants, or other individuals) benefit more than incidentally from the solution as compared to the public or charitable benefit? If your solution will trigger any private benefit to one or more individuals, provide an explanation of how the public benefit cannot be achieved without necessarily benefiting those individuals and to what degree any private benefit compares to public benefit. You may refer to our [Private Benefit Policy](#) for clarification.

Answer:

Reconomy's strategy requires paying individuals to engage in sustainable development and good stewardship, with the aim of helping everyone, and each individual we pay may benefit incidentally more than others whom are not paid and benefit only from the results, but we can not achieve our public purpose without many private persons benefiting incidentally from employment.

LOBBYING ACTIVITIES (150 words)

Does your proposed solution involve any efforts to effect policy changes through changes in existing legislation, or the enactment of new legislation, and require lobbying activities with respect to a specific legislative proposal?

No

HUMAN SUBJECTS RESEARCH (200 words)

Does your proposed solution require any research that would involve human subjects?

No

TEAM STORY (150 words)

Lastly, we want to understand your motives for participating in this Competition. Tell us how your team came to work on this problem and arrived at this solution.

Answer:

Each of our team members pursued his or her own vision for a better future, and each arrived at community economic empowerment as both their vision and the path there, but with varying tactics, which this proposal consolidates and implements.

The best of all possible futures empowers everyone to care for each other and the world around us, and the most efficient and resilient way is the way Nature does it, which is locally, as communities. A world filled with communities that enjoy sustainable prosperity will be a sustainable and prosperous world for everyone, and perhaps nothing else can be.

Now we face an accelerating global emergency, and we can only hope that MacArthur Foundation has this in mind with it's unprecedented RFP. If you see a better solution than continuously paying-forward your \$100,000,000 gift to multiply it by millions to care for people and planet everywhere, please support that.

ADDITIONAL INFORMATION TO BE PROVIDED

If your organization or collaboration is named as a Semifinalist, you will be required to provide additional information during the next stage of the Competition (please refer to the [Rules](#) and the [Timeline](#)), including but not limited to:

- Tax Determination Letter, if applicable
- Articles of Incorporation, Charter, or similar documentation
- An organizational chart showing the roles and responsibilities of the key persons associated with the project

- Biographies of project's key staff, detailing their relevant experience to the proposed project
- Monitoring, Evaluation, and Learning Plan for the proposed solution (refer to the [Guidance for Monitoring, Evaluation, and Learning](#))
- Existing policies, if any, addressing conflicts of interest, whistleblower, internal controls, anti-money laundering, intellectual property, human subjects research, code of conduct, ethics, gifts, and any similar policies governing the organization
- If you are not a public charity, a statement that any MacArthur Foundation grant funds will not be used for lobbying purposes, or if you are a public charity under the Internal Revenue Code, a lobbying budget in which you specify the amount of lobbying expenses and non-lobbying expenses

[Review your application as the judge will see it](#) (Link requires login. This PDF shows judge's view)

[Help Center](#) [Terms & Conditions](#) [Privacy Policy](#)