



MODULE

COLLECTIVES AND NETWORKING COMPETENCE

Unit 5 | Activity 1 Micro Business Collectives



60min



- Pen and blank paper
- Meeting space for the potential members (digital or physical space)
- Access to internet

DESCRIPTION

This unit will take you through the steps of creating a micro business collective based on sustainable agriculture.

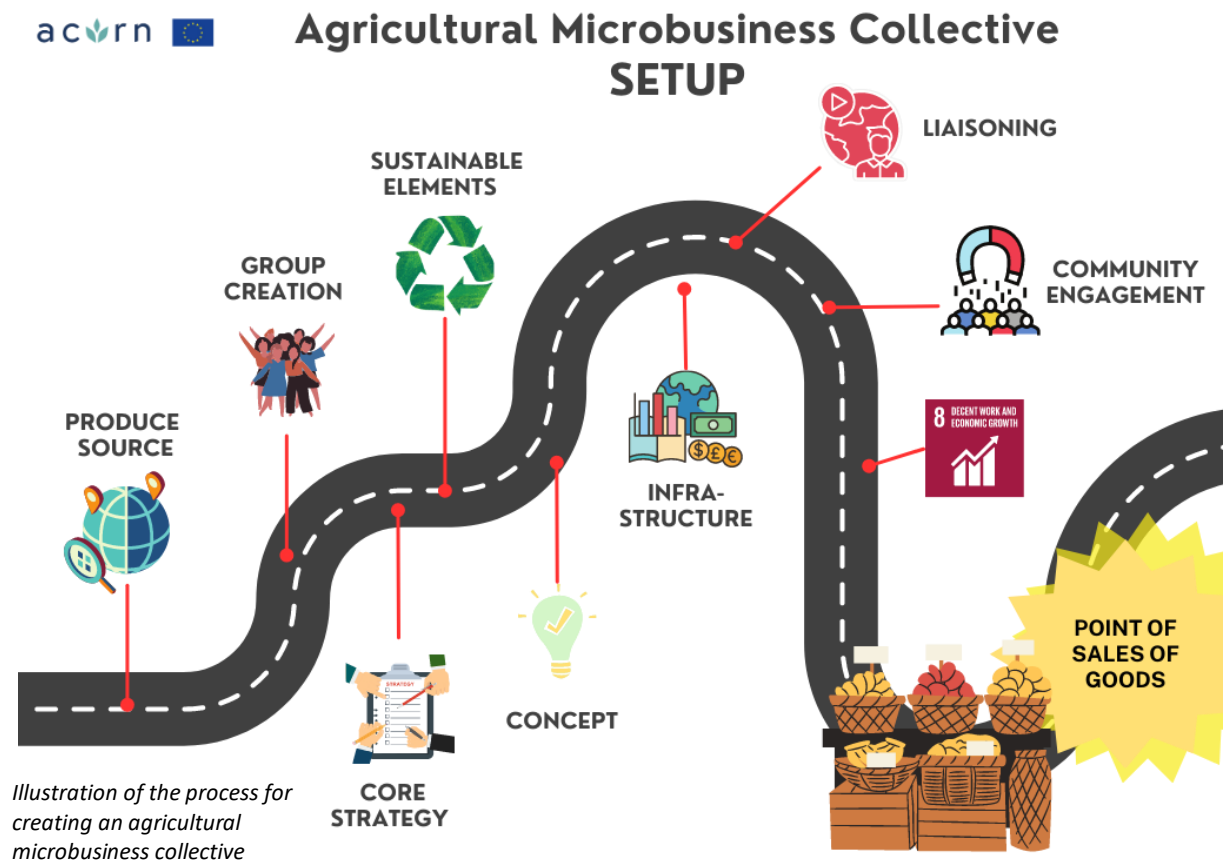
THE ACTIVITY

Collective Creation Framework

If you already have a handful of people in your network talking about getting together and creating a collective, you can use this template to guide you towards making it a reality.

For your collective creation meeting, use this framework to plan and conduct initial planning meetings.

This illustration represents the process/steps involved in setting up a sustainable agricultural microbusiness collective:



THE THEORY

The sustainable farming collective model is not new, as indigenous people successfully cultivated food in commons for thousands of years before colonisation. However, today, only five percent of the world population, is contributing to protect 80% of global biodiversity.

We ought to look at how we can strengthen and empower regenerative and sustainable agriculture from a holistic perspective, because by investing in the collective model we are actively contributing to changing the food system.

When planning your collective, you can follow these steps:

1. Pinpoint our people

- Who do we want to bring on board?
 - Energy: who is already committed and contributing
 - Importance: who do we need to invest in to get them onboard?
- Why will they stay on board?
 - What problem are we solving together?
 - What progress do we want to see?
 - What do we need more of?

2. Shared activities

- Participation: Are we creating opportunities for our members to contribute?
- Purpose: do the activities we share together reflect our who and why?
- Repeat: is there substance in these activities, or are they just one-offs?

3. Communication

- Space: where do we meet to keep interaction between members active? Online spaces? Physical spaces?
- Nudging: How do we create situations that encourage members to share and communicate?
- Structure: can we organise or create the situations for useful dialogue through facilitated communication activities?

4. Attraction

- Our Vision: go to the activity module/unit
- Our Pitch: go to the activity module/unit
- Storytelling: go to the activity module/unit

5. Shared identity

- Who are we and how do we express this:
 - Visually: logos, badges, colours
 - Language: what type of language are we using, is there a specific approach and how do we communicate this to the outside world and each other?
 - Bonding: what activities and rituals do we carry out to create situations where people get to bond and form ties?

6. Active participation

- Who turns up? And how do we encourage them to contribute?
- Who is engaged? And how do we make sure they feel heard and seen?

7. Leadership

- What types of leadership suits our group?
- Are the leadership roles fixed, of varying levels of responsibility, or dynamic with room to grow into new positions?
- How do we support the leaders?
- Can we introduce relevant activities to support the leadership?
- Can we reduce unnecessary activities to lift some burdens from the leadership?

8. Celebrate success

- How do we celebrate our accomplishments?
- What types of accomplishments do we celebrate?
- With whom do we celebrate these accomplishments?

The following factors are important in the creation of sustainable agricultural microbusiness collectives:

- collaborative model
- naturally and organically grown unadulterated food
- clean air and water
- Social, economic and ecological sustainability

Land & Location

Where will the produce be coming from and how sustainable are we regarding:

- Local sourcing & procurement?
- Material choice?
- Construction?
- Circular thinking?
- Implementation?

Formation of an Initial Interest Group

Who is interested in taking part? (*i.e., Friends/family, people in the community already involved in such activities with motivation and or competence to help achieve our goal.*)

Do we have an agreement for the setting up of a model for our community and the entire work process?

When have we reached a number of members that will enable us to get started with our project? (*i.e., When about 40% of the total envisaged members group is in place, we can get started, because the viability of the project becomes stronger with 'sales' completed even before the project has begun.*)

Developed by our organizations

