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# Facilitating Com-mu-ni-ty Currency Initiatives

n. 1.common unity

**Complementary Currencies: Money for Local  
Living Economies**

**June 8, 2006**

**Burlington, Vermont**

**Annette Riggs, Founder & Executive Director  
Current Innovations**

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About Us

What Complementary Currencies Are

What We Do

Why This Matters

Key Goals

Services

Technology

Contact

Discussion



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## About Us

- public benefit corporation
- founded to address growing needs in the area of economic sustainability because gaps between the “haves and have nots” exist in many communities
- believe that existing community currency programs and trading systems can be adapted and improved upon
- expand economic opportunity in localized and non-localized communities



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## What Complementary Currencies Are

- not new – they are proven and powerful
- many forms/examples
  - trade credits - \$8 billion a year are circulated in business to business environments
  - Frequent Flyer Miles – becoming more liquid as they are being redeemed for other goods and services along with airline seats
  - loyalty points – discounts and incentives for buying within a local community or to specific businesses are forms of complementary currency in that they extend purchasing power. One example is Ebay's Anytime Points that can only be spent inside Ebay.
  - mutual credit systems – hundreds of communities worldwide use mutual credits to facilitate trade between participants
  - time dollars and hours based currencies – are being used effectively for specific projects to encourage volunteerism and directly benefit at need individuals, such as seniors and at risk youth



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## What We Do

- facilitate the implementation of complementary currency initiatives
- provide solutions to communities and affinity & social networks using a variety of services and tools



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## Why This Matters

- healthy local economies are vital to overall prosperity and a thriving social structure
- \$100 spent at the chain Borders Books creates only \$13 worth of local economic activity. That same \$100 spent at a locally owned book store generates \$45, or over three times more local economic activity. (source: Civic Economics)
- nationally based loyalty and reward programs do not necessarily offer direct benefit to a community
- when there is a gap between a community's unmet needs and the available goods and services in that community, a complementary currency provides the means to create exchange without the need for cash
- engender increased affinity between citizens and their local proprietors



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## Key Goals

- to provide leadership and experience to community currency innovation including technology and administrative support
- to develop consistent, repeatable and replicable processes
- to foster partnerships with organizations, affinity & social networks, businesses and citizens
- to establish standards and practices that assure long term success and viability of complementary currencies



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## Services

Built on four core areas of activity

Knowledge Building and Assessment

Design

Implementation

Ongoing Support





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## Services

### Knowledge Building and Assessment

- learn, understand and assess the specifics of the community organization or network with whom we are working
- economic and non-economic factors taken into account
- recommend a plan

### Design

- adapt technology and exchange platform for specific community needs
- customize website interface including transaction, marketplace and administrative functions
- recommend operational procedures and provide financial modelling



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## Services

### Implementation

- assist in all aspects of set-up, sales and marketing of the currency initiative
- develop the work plans and train the designated managers on all elements

### Ongoing Support

- education, community networking and operational monitoring
- follow-up activities to ensure that problems and issues are addressed and resolved as soon as possible.
- technology partner readily available to assist administrators with platform and technology issues, including maintenance and updates



## Technology

- have adopted the most comprehensive infrastructure available
- complete administration of technology-based solutions for specifically applied complementary currency and exchange methods
- some highlights...



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## Technology Highlights

- demo sample pages...



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The screenshot shows the Opera browser window displaying the website <http://www.currentinnovations.net/Default.aspx>. The browser's address bar and menu bar are visible at the top. The website's header features the currentinnovations logo (an orange flower-like icon) and a search bar with the text "Offers" and a "Go" button. Below the header is a navigation menu with links for Home, Marketplace, Contact Us, and Help. A secondary menu includes Welcome, FAQ's, Benefits, About Us, Join Us, Terms & Conditions, and Disclaimer & Privacy Policy. The main content area is titled "Welcome to Current Innovations" and contains two paragraphs of text. On the left side, there is a "Sign In" form with fields for Username and Password, a "Sign In" button, and links for "register now" and "password?". The footer contains links for "Terms & Conditions", "Powered by GETS View Without Frames", and "Disclaimer & Privacy Policy".

Opera

File Edit View Bookmarks Tools Help

http://www.currentinnovations.net/Default.aspx

Google search

Search: Offers Go

currentinnovations

Home Marketplace Contact Us Help

Welcome FAQ's Benefits About Us Join Us Terms & Conditions Disclaimer & Privacy Policy

**Welcome to Current Innovations**

Current Innovations is cultivating and supporting economic ecology and sustainability by facilitating the issuance of trusted complementary currencies within geographic communities. Current Innovations is a public benefit corporation innovating in the area of community based, complementary currencies.

CI's primary purpose is to expand economic opportunity for local businesses, civic organizations and citizens. In every community there is a gap between available goods and services and the needs or desires of the local community, a community-based currency provides the means by which valuable goods and services can be exchanged without the need for cash.

**Sign In**

Username:

Password:

Sign In

Please Sign In using your registered Username and Password.

If you are a new user please [register now](#).  
Forgotten [password?](#)

Terms & Conditions Powered by GETS View Without Frames Disclaimer & Privacy Policy

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The screenshot shows the currentinnovations website in an Opera browser. The browser's address bar displays the URL <http://www.currentinnovations.net/Default.aspx>. The website header includes the currentinnovations logo, a navigation menu with links for Home, Marketplace, Contact Us, and Help, and a user profile for Annette Riggs with a Sign Out button. A search bar is also present with the text "Offers" and a Go button.

The main content area is titled "Marketplace" and features a navigation bar with tabs for Special Offers, Wanted Items, Classified Listings, and Members, along with an "Add New Classified Listing" button. Below this, there is a "Browse Classified Listings" section with a list of categories and their corresponding number of sellers:

Category	View Sellers
<a href="#">Animals / Agriculture</a>	<a href="#">View Sellers (3)</a>
<a href="#">Art / Crafts / Toys</a>	<a href="#">View Sellers (1)</a>
<a href="#">Chemicals / Minerals</a>	<a href="#">View Sellers (1)</a>
<a href="#">Clothing &amp; Accessories</a>	<a href="#">View Sellers (1)</a>
<a href="#">Conditioning / Distribution</a>	<a href="#">View Sellers (1)</a>
<a href="#">Construction / Building</a>	<a href="#">View Sellers (1)</a>
<a href="#">Electrical / Appliances</a>	<a href="#">View Sellers (2)</a>
<a href="#">Food / Beverage</a>	<a href="#">View Sellers (3)</a>
<a href="#">Furniture / Furnishings</a>	<a href="#">View Sellers (1)</a>
<a href="#">Industrial / Manufacturing</a>	<a href="#">View Sellers (3)</a>
<a href="#">Jewelry / Timepieces</a>	<a href="#">View Sellers (1)</a>
<a href="#">Media / IT Services</a>	<a href="#">View Sellers (1)</a>
<a href="#">Medical / Drugs</a>	<a href="#">View Sellers (2)</a>
<a href="#">Mining / Oil / Gas</a>	<a href="#">View Sellers (1)</a>
<a href="#">Office Equipment</a>	<a href="#">View Sellers (2)</a>
<a href="#">Organizations / Clubs</a>	<a href="#">View Sellers (1)</a>
<a href="#">Print / Paper / Editorial</a>	<a href="#">View Sellers (2)</a>
<a href="#">Professional Services</a>	<a href="#">View Sellers (2)</a>
<a href="#">Public Sector</a>	<a href="#">View Sellers (2)</a>
<a href="#">Recreational / Sports</a>	<a href="#">View Sellers (1)</a>
<a href="#">Services</a>	<a href="#">View Sellers (1)</a>
<a href="#">Tools / Machinery</a>	<a href="#">View Sellers (2)</a>
<a href="#">Transportation</a>	<a href="#">View Sellers (1)</a>
<a href="#">Travel &amp; Entertainment</a>	<a href="#">View Sellers (1)</a>

On the right side of the page, there is a "Classified Listings" sidebar with a search field and a "Go" button. Below the search field is a list of categories with their respective counts:

- Animals / Agriculture (3)
- Art / Crafts / Toys (1)
- Chemicals / Minerals (1)
- Clothing & Accessories (1)
- Conditioning / Distribution (1)
- Construction / Building (1)
- Electrical / Appliances (2)
- Food / Beverage (3)
- Furniture / Furnishings (1)
- Industrial / Manufacturing (3)
- Jewelry / Timepieces (1)
- Media / IT Services (1)
- Medical / Drugs (2)
- Mining / Oil / Gas (1)
- Office Equipment (2)
- Organizations / Clubs (1)
- Print / Paper / Editorial (2)
- Professional Services (2)
- Public Sector (2)
- Recreational / Sports (1)
- Services (1)
- Tools / Machinery (2)
- Transportation (1)
- Travel & Entertainment (1)

The footer of the page contains links for Terms & Conditions, Powered by GETS View Without Frames, and Disclaimer & Privacy Policy.

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The screenshot shows a web browser window with the URL `http://www.currentinnovations.net/Default.aspx`. The page title is "Edit Special Offer for The Body Shop : Step 5 - Preview". The user is logged in as "Annette Riggs" and can click "Sign Out". A search bar is visible with "Offers" selected. The page layout includes a navigation menu with "Home", "Marketplace", "Contact Us", and "Help". A sidebar on the left contains a "Find Client" search box and a list of menu items: "My Exchange", "My Clients", "Marketplace Manager", "Clients Transactions", "My Messages", "Accounting", and "System Manager". The main content area is divided into "Publishing Options" and "Preview".

**Publishing Options**

- Draft Only:
- Ready To Publish:
- Created: 6/5/2006
- Is Sold:
- Renew Listing\*:
- Expires In: **None Selected** ▼
- Is Removed:
- Approved By Broker\*:
- Expires On: 13/Sep/06
- Ready To Broadcast:
- Broadcasted:

**Preview**

**The Body Shop Product**

Ref: CBI-0-F-1004

**THE BODY SHOP CAPTURES PETA EUROPE PRIZE**  
Littlehampton-Based Personal-Care Product Maker Wins 'Proggy' for Proving There's Beauty — and Profit — in Compassion

For proving beauty isn't only skin-deep with its luxurious personal-care products and cosmetics which are never tested on animals, The Body Shop has been named the winner in the "Best Cruelty-Free Cosmetics" category of People for the Ethical Treatment of Animals (PETA) Europe's first annual Proggy Awards. The Body Shop will be rewarded with a

**Details Pricing Contact Location See Also..**

**Brand Name:** The Body Shop  
**Condition:** Off The Shelf  
**Warranty:** 1 Year  
**Max Order:** 1000  
**Min Order:** 1  
**Quantity On Hand:** 1000

Buttons: [Previous Step](#) [Save & Finish](#)

Page footer: [Terms & Conditions](#) Powered by GETS [View Without Frames](#) [Disclaimer & Privacy Policy](#)

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The screenshot shows the currentinnovations website interface within an Opera browser window. The browser's address bar displays the URL <http://www.currentinnovations.net/Default.aspx>. The website header includes the currentinnovations logo, a user profile for "Annette Riggs" with a "Sign Out" button, and a search bar set to "Offers". A navigation menu contains "Home", "Marketplace", "Contact Us", and "Help".

The main content area is titled "Add Enquiry" and is divided into four steps:

- Step 1: Enter Details** (Active):
  - 1. Choose Buyer/Seller:** Includes "Find Buyer:" (The Local Baker) and "Find Seller:" (BlackSmith) search boxes. Below them, it states "No recent transactions."
  - 2. Choose Product Category:** Features "Browse Products By" (Basic selected, All, Seller's) and "Search By Keyword" (Find) buttons. The selected product is "Car Rental".
  - 3. Please enter your enquiry details:** Includes a "Details:" text area, "Details Form:" (None), "Trade Value:" and "Cash Value:" input fields (both optional), and "Next" and "Cancel" buttons.
- Step 2: Optional Details
- Step 3: Confirm Details
- Step 4: Update Status
- Completed

The left sidebar contains navigation links: "All Offices", "All Employees", "Find Client:", "My Exchange", "My Clients", "Marketplace Manager", "Clients Transactions", "My Messages", "Accounting", and "System Manager".

The footer contains "Terms & Conditions", "Powered by GETS View Without Frames", and "Disclaimer & Privacy Policy".



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The screenshot shows the currentinnovations website interface. The browser is Opera, and the URL is http://www.currentinnovations.net/Default.aspx. The user is logged in as Annette Riggs. The page title is "Transaction Details".

**Transaction Summary** | Tracker | Messages | Payments | Confirm Transaction | Add Trade

» View Transaction Details

**Transaction Details**

Trade Status	Enquiry	Auth #	<a href="#">Authorize Now</a>	Purchase/Sales	Misc/Taxes
Buyer	<a href="#">The Local Baker</a>	Confirmed	<a href="#">No - Send Reminder</a>	<b>Cash</b>	<b>Trade</b>
Seller	<a href="#">BlackSmith</a>	Confirmed	<a href="#">No - Send Reminder</a>	Cash	Trade
Trade Ref #	<a href="#">CIN-TE10013</a>	Date Created	6/5/2006	Buyer	5.00 0.00 0.00 0.00
Product	Car Rental			Seller	0.00 5.00 0.00 0.00
Description	New Gates			Totals	<b>5.00 5.00 0.00 0.00</b>
Date Invoiced	Not Invoiced			Transaction Trade Value	<b>100.00</b>

**Additional Details**

Created By: Annette Riggs  
Type: Standard Transaction

**Options**

To cancel this transaction:

Footer: Terms & Conditions | Powered by GETS | View Without Frames | Disclaimer & Privacy Policy

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To learn more please contact:

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[www.currentinnovations.org](http://www.currentinnovations.org)



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