

## **Workshop 1D: Social Enterprise 101 – How a CED Approach could Rebuild a Sustainable, Resilient Christchurch by Lindsay Jeffs.**

Power point presentation available.

Building a more sustainable, resilient Christchurch – aftermath of earthquakes. After earthquake places lose % of population- anticipated 70,000 people to exit Christchurch.

Started work officially 8 weeks ago (new office) – lost records, furniture and etc. 21 – 25 years of research, training material lost. People – buildings – history that get's lost in tragedies such as this – going since 1983. Since 1987 had a trading arm (Canterbury Social Enterprise Trust).

Rescue City: The CBD zone hit by the earthquake – from an area of 50,000 working people to current 5,000 workers today.

Shower City- North and South

Flight City- East

Social Enterprise Characteristics: oldest form of business, Indigenous people still have the principles, not a new thing: since 1800's e.g. YMCA, YWCA, Civil Guides, 60% of income Girl Guide biscuits.

UK – Blue label to identify

SE's – 50% trading

e.g. Whale watch pre. Ngai Tau settlement, Wind farms Community owned turbines, Social Housing Coin Street London.

Green Energy (AUS) can sell energy back to the grid e.g. buy @ 19c sell @ 23.

Sports clubs, recreation centres are putting these on their roofs to generate \$\$\$.

Mutuals: AMI, Southern Cross and Co-operative Funeral care. Fair trade is part of this sector.

Government initiatives: drivers if there \$\$ - people follow it – Faith-based under explored.

“The Greater good” – (CHCH) earthquake

Self help, co-operate, mutual (primary over individual needs)

1/3 of CHCH Main Rd buildings will disappear.

Decision making

What way forward?

- Self help
  - Mutualisation
  - Co-operation
- By the people of CHCH, not Wellingtonians and outsiders.

“We don't want Business as Usual”- want to re-create CHCH.

No equity left- use the champion team approach or team of champions approach.

Community response – frustrating growing.

A CED approach – Social Enterprise to rebuild CHCH, take a similar approach to Derry (Ireland).

Fight or flight

Reframing – What's a way to transfer assets, land, building into a Social Enterprise Framework. Rather than individuals runaway with \$\$\$\$. Insurance companies don't pay out unless rebuilding occurs.