

Workshop 1F, User Plays- Using Social Enterprise to Move Beyond Greenwash by Sue Coutts.

Power point provided.

What they are doing- following framework of “Inspiring Communities”.

Recycle centre’s becoming the hubs for Social Development.

Sharing blocks and barriers/how people work, organizations and etc – how we work together and understand each others stories.

Community Recyclers Saving the Planet.

Great community development is community led (creating a future)

- GAPS between government and communities
- Rural or smaller communities
- Providing jobs
- International networks – looking at behaviors
- “budding up” with others (education/commercial)
- Nation wide scheme development/biodiversity
- Does economics as if people and places mattered?
- Business as a TOOL rather than a PREDATOR (using a cash flow of resources and money to share with our people)
- Recycling as a vehicle – not destination
- Business savvy allows approach to banks
- Creativity “ACTIVISTS” taking action for what you believe in
- The people who use the services “know best”
- COMMUNITY LED – start and find the answers as you go
- Build their own recycling centre!!
Building confidence in their people, started with pretty much nothing grow from there.
- Making investment in your community
- Business/Community/Environment

- Wanting rates money to be spent well (not exporting rates). The only people making more than \$1 are local and or community ventures.
 - Setting high bars
 - “Maintaining the brand” – 100% pure visitor experience, sometimes does not back this. Jason’s map shows Recycling Centre’s.
 - “Every day is an E- Day” taking product back.
 - Whole system change – all is connected- recycling only the first step.
 - Make it fun
 - Working with big players to get the story on the table – questioning simple solutions.
 - Target councils with international stories – long term changes e.g. Sydney story – partnerships – 3 ways private/government/enterprise. Staff “disabled” employees.
 - Re use shops
 - Take back depot’s
 - Be proactive
 - Connecting work and training
 - Network – share – projects – supporters
- Engage in advocacy “Keeping the \$ in the region” well analyzed processes. Tell the stories, how can we get better at this? Rigorous stories about significant change that have been tested.
- Courage to act based on FACT