

Global Community Initiatives, Natural Capitalism Solutions

LASER: Local Action for Sustainable Economic Renewal

Introductory Materials: The Big Picture

Systems Approach to Community Renewal
Dialogue with Community Leaders
How to Use the Workbook

Part One: Community Mobilization

Organization and Leadership
Local Models for Economic Renewal Organizations
Non-Profit Community Development Corporations
Municipal Economic Development Departments
Business Leadership Initiatives
Business and Industry Networks and Coalitions
Public-Private Partnerships
Leadership Development
Knowledge, Skills, and Experience
Stakeholder Recruitment and Training
Group Process Skills
Conflict Management
Participatory Visioning
Creating Excitement and Momentum for LASER Planning
Engagement Strategies
Community Prioritization Exercises

Asset Inventory: Human Needs and Community Capital
Social and Institutional Assets
Governance Systems
Business and Organization Inventory
Human Resource Inventory
Natural Environment

Capital Stock Evaluation
Capacity Assessment
Market Research
SWOT Analysis

Setting Goals and Targets
Asset Based, End State Goals
SMART Targets
Identifying Indicators

Part Two: Whole System Strategy Design

Integrated Strategies

Economic Renewal Principles for the 21st Century
Fostering a Creative Economy
New Millennium Growth Industries
Enabling Sustainable Local Business Development
Closing the Gaps: Import Substitution, Wealth Retention
Adding Value to Natural Resources
Making Globalization Work for the Community

Business and Market Assistance

Jobs/Employer Support
Peer-to-Peer Advisor Services
Livable Wage Assistance
Early Warning System
Succession Planning
Employee Ownership Options
Enterprise Support
Feasibility Study Assistance
Business Incubators
Non-Profit Incubators
Non-Profit Enterprise Development
Business and Organizational Planning Assistance
Recruiting Outside Enterprises
Joint Ventures
New Generation Cooperatives
Cooperative Employee Partnership Programs
Cluster Competitiveness and Target Industries

Building Community Capital

Natural Capital
Investing in Eco-Logical Businesses
Energy Efficiency and Renewable Energy
Sustainable Construction
Sustainable Agriculture
Eco-tourism
Farmer's Markets
Branding and Marketing Forest Products
Green Maps
Community Land Trusts
Outdoor Recreation

Social Capital

Strengthening Caring Capacity
Community Resilience
Celebrating Diversity
Building Networks: Local Exchange Trading System
Time Dollars for Community Service
Empowerment for Marginalized Populations
Entrepreneur Network Facilitation

Human Capital
Creating and Supporting Entrepreneurs
Youth Entrepreneurs
Women Entrepreneurs
Self-Employment Training and Support
Basic Skills Development
Life Skills Programs
Literacy Training
Volunteering for Experience
Employment Services
Career Planning
Job Search and Placement
Mentoring
Mature Worker Retraining
Targeted Training
Health Care Options
Child Care Support
Transportation Services

Institutional Capital
Rule of Law
Land Tenure System
National and Regional Alliances
Community Owned Venture Development
Participatory Local Government
Neighborhood Planning Assemblies
Referenda and Initiatives

Financial Capital
Community Financing
Development Loan Funds
Equity Investment Funds
Reinvestment from Banks
Revolving Loan Funds
Loan Guarantee Programs
Community Foundations
Private Sources
Credit Unions
Microfinance Cooperatives
Equity Match-Making
Program-Related Investment (Faith groups)
Social Enterprise Investments
Individual Development Accounts
Royalty-Based Financing
Complementary Currencies
Fiat Currencies
Time Dollars
Local Exchange Trading System (LETS)
Loyalty Currencies
Mutual Credit Systems

Technological Capital
Internet Opportunities
Eco-efficient Technologies
Technological Audits
Renewable Energy Investment

Cultural Capital
Historic and Cultural Facilities
Recreational Areas
Cultural Heritage Tourism
Community Tourism

Built Capital (Infrastructure)
Municipal Services
Electrical Services
Communication Links
Pedestrian Streets, Bicycle Paths, and Roads
Public Transit
Industrial Areas
Affordable Housing
Solid Waste Management and Recycling

Part Three: Project Implementation

Partnerships
Engaging Stakeholders in Action Planning
Criteria and Guidelines for Partnering

Procurement
Sustainable Procurement Guidelines
Training Programs

Budgets and Workplans
Worksheets and Exercises

Monitoring and Evaluation
Conclusion

Part Four: Tools for Practitioners

System Implementation Issues: Getting Results
Handouts for Community Groups on LASER Approach
LASER PowerPoints for Practitioners
Case Stories for Individual Countries

CCE: Center for Community Enterprise Workbook
EarthCAT: Earth Charter Community Action Tool
OHW: On Human Wealth