

THE DIVERSE ECONOMY

CHAPTER 1 TOOL

The diverse economy framing offers a template for a comprehensive inventory of all the different economic practices we engage in to live and support each other. We can divide up these activities into five different kinds of economic practices or relations with a column for each. The top cells represent activities that are recognized in the mainstream framing of the economy. The bottom cells refer to those economic activities usually below the waterline of 'the iceberg economy' (see The Economy as an Iceberg Tool) where they are hidden and generally unrecognized as making a contribution. In the middle are activities that appear to be mainstream but include some alternative dimension. On the next two pages there are two examples of the diverse economy, one for various fashion activities across the globe and one for the food economy of Newcastle, Australia.

LABOR	ENTERPRISE	TRANSACTIONS	PROPERTY	FINANCE
WAGE	CAPITALIST	MARKET	PRIVATE	MAINSTREAM MARKET
ALTERNATIVE PAID Self-employed Reciprocal labor In-kind Work for welfare	ALTERNATIVE CAPITALIST State owned Environmentally responsible Socially responsible Non-profit	ALTERNATIVE MARKET Fair trade Alternative currencies Underground market Barter	ALTERNATIVE PRIVATE State-managed assets Customary (clan) land Community land trusts Indigenous knowledge (Intellectual Property)	ALTERNATIVE MARKET Cooperative Banks Credit unions Community-based financial institutions Micro-finance
UNPAID Housework Volunteer Self-provisioning Slave labor	NON-CAPITALIST Worker cooperatives Sole proprietorships Community enterprise Feudal Slave	NON-MARKET Household sharing Gift giving Hunting, fishing, gathering Theft, piracy, poaching	OPEN ACCESS Atmosphere International Waters Open source IP Outer Space	NON-MARKET Sweat equity Family lending Donations Interest-free loans

Adapted from: Gibson-Graham, J.K., Cameron, J. & Healy, S., 2013, *Take Back the Economy: An Ethical Guide for Transforming our Communities*. Minneapolis: University of Minnesota Press, page 13.

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ACTORS AND ACTIONS IN A DIVERSE ECONOMY OF FASHION

The diverse economy framing can be used to inventory the range of economic activities and relationships an industrial sector—as shown here for the fashion industry.

LABOR	ENTERPRISE	TRANSACTIONS	PROPERTY	FINANCE
<p>WAGE</p> <ul style="list-style-type: none"> • Low waged workers in clothing factory in Costa Rica • Salaried sales manager in a clothing retailer in Hong Kong 	<p>CAPITALIST</p> <ul style="list-style-type: none"> • Large clothing manufacturer operating across South East Asia • Small clothing retailer in London that employs ten staff 	<p>MARKET</p> <ul style="list-style-type: none"> • Retail outlets in shopping malls, airports and main streets across the US • International mail-order and online sales by prêt-a-porter labels based in the US 	<p>PRIVATE</p> <ul style="list-style-type: none"> • Trademarked labels and designs of fashion houses in Paris 	<p>MAINSTREAM MARKET</p> <ul style="list-style-type: none"> • Bank finance for expansion of Canadian retail chain into the US
<p>ALTERNATIVE PAID</p> <ul style="list-style-type: none"> • Self-employed fashion designer in New Zealand • Home-based piece worker in Honduras 	<p>ALTERNATIVE CAPITALIST</p> <ul style="list-style-type: none"> • Organic cotton company that uses no herbicides and pesticides • STFC not-for-profit company in which the embroiders are shareholders 	<p>ALTERNATIVE MARKET</p> <ul style="list-style-type: none"> • Thrift shops run by charities • Online sales by individuals • Mitumba (second-hand clothing) markets in Tanzania 	<p>ALTERNATIVE PRIVATE</p> <ul style="list-style-type: none"> • Clothing shared between siblings in a household 	<p>ALTERNATIVE MARKET</p> <ul style="list-style-type: none"> • Micro-finance loan to a woman in Bangladesh to buy a sewing machine
<p>UNPAID</p> <ul style="list-style-type: none"> • Sewing of clothes for self and family members • Helping a friend sort out their clothing wardrobe 	<p>NON-CAPITALIST</p> <ul style="list-style-type: none"> • Cooperative of machinists in Argentina 	<p>NON-MARKET</p> <ul style="list-style-type: none"> • Gifts of baby clothes for best friend's new baby • Donations of winter clothes to international charity working in an earthquake affected area 	<p>OPEN ACCESS</p> <ul style="list-style-type: none"> • Sheena's online blog that describes how different fashion looks have been put together 	<p>NON-MARKET</p> <ul style="list-style-type: none"> • Loan from family members to help start a small fashion business

Adapted from: Gibson-Graham, J.K., Cameron, J. & Healy, S., 2013, *Take Back the Economy: An Ethical Guide for Transforming our Communities*. Minneapolis: University of Minnesota Press, page 14.

ACTORS AND ACTIONS IN THE DIVERSE FOOD ECONOMY OF NEWCASTLE, AUSTRALIA

The diverse economy framing can be used to inventory the diverse economy of a place, region or nation. Here's an example showing just some of the actors and actions in the diverse food economy of Newcastle, Australia.

ENTERPRISES	TRANSACTIONS	LABOR	PROPERTY	FINANCE
<p>CAPITALIST</p> <ul style="list-style-type: none"> Local retailers (e.g. cafes and coffee shops) National retailers International retailers (e.g. ALDI) 	<p>MARKET</p> <ul style="list-style-type: none"> Food from major supermarkets Food from local retailers 	<p>WAGE</p> <ul style="list-style-type: none"> Workers at local, national and international retailers CSA workers 	<p>PRIVATE</p> <ul style="list-style-type: none"> Retail spaces Backyard food growing areas 	<p>MAINSTREAM MARKET</p> <ul style="list-style-type: none"> Loans from mainstream banks
<p>ALTERNATIVE CAPITALIST</p> <ul style="list-style-type: none"> Small family-run food businesses State/Council owned businesses (e.g. council owned worm farm) 	<p>ALTERNATIVE MARKET</p> <ul style="list-style-type: none"> Food sourced directly from farmers Saturday morning sales of community garden seedlings Sales of community garden herbs to restaurants and coffee shops Fair trade produce 	<p>ALTERNATIVE PAID</p> <ul style="list-style-type: none"> In-kind payments for 'volunteers' In-kind payments for community garden workers Self-employed workers (e.g. farmers, sole operator food outlets) 	<p>ALTERNATIVE PRIVATE</p> <ul style="list-style-type: none"> Community garden land from councils, churches, schools, sports clubs Premises for community kitchens on notional leases Showgrounds for Farmers' Markets 	<p>ALTERNATIVE MARKET</p> <ul style="list-style-type: none"> Loans from cooperative banks and credit unions Slow money lending
<p>NON-CAPITALIST</p> <ul style="list-style-type: none"> Self-employed farmers Self-employed food operators CSA Community gardens Community kitchens Food 'rescue' schemes 	<p>NON-MARKET</p> <ul style="list-style-type: none"> Food from backyards and community gardens gifted to neighbours Donations of food to food 'rescue' schemes Donations of food waste for community garden composting 	<p>UNPAID</p> <ul style="list-style-type: none"> Community garden volunteers Self-provisioning (e.g. back-yard producers, allotment gardeners, dumpster divers) 	<p>OPEN ACCESS</p> <ul style="list-style-type: none"> Gleaning from trees in public parks Open community garden produce Dumpsters for diving River for fishing Open access meals from community kitchens 	<p>NON-MARKET</p> <ul style="list-style-type: none"> Family and friend lending Donations and gifts Sweat equity

Adapted from: Cameron, J., 2012, Take back the (food) economy: lessons from the Hummingbird. In A. Hickey, ed., *A Guidebook of Alternative Nows*. The Journal of Aesthetics and Protest Press, pp. 89-96. Note: The different order of columns in this and the next two tables (compared to the two previous tables, simply reflects that these tables were produced earlier).

The Diverse Economy of Enterprises

The diverse economy framing can be used to inventory the diverse economy of enterprises. Here's an example of two in Newcastle, Australia.

The Diverse Economy of The Community Kitchen

ENTERPRISES	TRANSACTIONS	LABOR	PROPERTY	FINANCE
CAPITALIST Local businesses (donate food)	MARKET	WAGE	PRIVATE	MAINSTREAM MARKET
ALTERNATIVE CAPITALIST Local businesses (donate food)	ALTERNATIVE MARKET	ALTERNATIVE PAID	ALTERNATIVE PRIVATE Uniting Church, Mereweather (provides the space)	ALTERNATIVE MARKET
NON-CAPITALIST The Community Kitchen (provides around 80 meals each week to people in need)	NON-MARKET Food donations (from businesses and individuals)	UNPAID Kumera Kitchen volunteers (run The Community Kitchen) The Community Kitchen users (encouraged to volunteer)	OPEN ACCESS Shared Meals (for anyone who comes to The Community Kitchen)	NON-MARKET Monetary donations (from businesses and individuals)

The Diverse Economy of Beanstalk Organic Food Cooperative

ENTERPRISES	TRANSACTIONS	LABOR	PROPERTY	FINANCE
CAPITALIST	MARKET Produce from the commercial organic F & V market in Sydney	WAGE One paid coordinator	PRIVATE	MAINSTREAM MARKET
ALTERNATIVE CAPITALIST Small local farms and family businesses (provide produce)	ALTERNATIVE MARKET Produce direct from local farmers	ALTERNATIVE PAID 'Volunteers' paid in-kind or in credits	ALTERNATIVE PRIVATE Uniting Church, Mayfield (rents space to Beanstalk)	ALTERNATIVE MARKET
NON-CAPITALIST Beanstalk (organic food cooperative and CSA)	NON-MARKET Food donations (from businesses and individuals)	UNPAID Not all volunteers claim their credits	OPEN ACCESS Membership open to all (with two levels of fees)	NON-MARKET

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DIVERSE ECONOMY OF _____

LABOR	ENTERPRISE	TRANSACTIONS	PROPERTY	FINANCE
WAGE	CAPITALIST	MARKET	PRIVATE	MAINSTREAM MARKET
ALTERNATIVE PAID	ALTERNATIVE CAPITALIST	ALTERNATIVE MARKET	ALTERNATIVE PRIVATE	ALTERNATIVE MARKET
UNPAID	NON-CAPITALIST	NON-MARKET	OPEN ACCESS	NON-MARKET

DIVERSE ECONOMY OF _____

LABOR	ENTERPRISE	TRANSACTIONS	PROPERTY	FINANCE
WAGE	CAPITALIST	MARKET	PRIVATE	MAINSTREAM MARKET
ALTERNATIVE PAID	ALTERNATIVE CAPITALIST	ALTERNATIVE MARKET	ALTERNATIVE PRIVATE	ALTERNATIVE MARKET
UNPAID	NON-CAPITALIST	NON-MARKET	OPEN ACCESS	NON-MARKET