



Workshop 2

Uppsala Community Currency

Case in Focus – Uppsala/Uppland

Faith in the stability of the Swedish Krona: misplaced or justified? Regardless of the answer, there can be many positive effects of a local currency that sits alongside a national currency, and a group of 50 enthusiastic and creative individuals have been selected to attend a workshop in the early stages of development of the proposed Uppland Krona (late November 2012).

Goals for the Workshop

- Develop understanding of local currencies in general – their many purposes, varieties, successes and failures, possibilities and limitations.
- Give students confidence in participating in future real-life currency launches in other places.
- Discuss some of the specific questions still being developed with the Uppsala proposal, such as its promotion, its value, and key risks that the project faces.

Before the Workshop

For today, you were expected to read 6 articles:

- Overview of Community Currencies (Qoin)
- Community Currency Guide
- Bristol Banks on Alternative Pound (Guardian)
- How to Start a Community Currency
- Alternative Currencies - A True Story
- an article of your choice relating to the topic in general

During the Workshop

After an initial introduction to the workshop by your trusted coordinators, you will be divided in small groups to discuss the following key themes: *who, why, where, what, how*. You will receive a **concept tree** to aid your discussions, and further guidance to discussions is provided below. We will then re-assemble to collate your answers and discuss together. Time is tight, so be efficient.

TOPICS FOR DISCUSSION

Why?

What are the objectives of the currency you would like to design? Start on the assumption that this is a Social Purpose Currency (SPC) in its wider definition (i.e. it can include ecological goals). What are the unmet needs you would like to address? List your top goal(s)/purpose(s).

Who?

In who's interest? Who would be interested in using this currency? Who are the key stakeholders to consult? Who should issue and manage the currency (council, non-profit, private institution, state)?

Where?

Which area/scale should it be promoted and accepted in? Which are the key sectors and businesses that will most likely get on board? What can actually be produced and exchanged locally?

What?

- Form/Support Medium: What form of currency best fits your objectives (commodity, cash, card, internet, mobile, mixed)?
- Store of Value: Which *interest rate* (positive, zero, demurrage)? At which rate of replacement (expiration date)? Would there be an initial *discount rate* while introducing the new currency? Or transaction fees/bonuses?

How?

How should the currency be issued and run? What should be used for backing the currency, and what does this mean (SEK, time, physical units, nothing)? How can it be promoted and marketed (incentives, volunteer work, paid employees)? How can costs be recovered (flat fees, transaction fees, leakage, interest/demurrage)?

Please come back to the classroom with brief answers (choices) for the following, to compare with other groups. These should be written up on the whiteboard. You may not have fully reached consensus, but it will still be helpful for general overview purposes.

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| 1) What is the top goal(s) |
| 2) Who issues the currency |
| 3) In what form(s) is the currency |
| 4) What interest rate..... |
| 5) What is used for backing the currency |