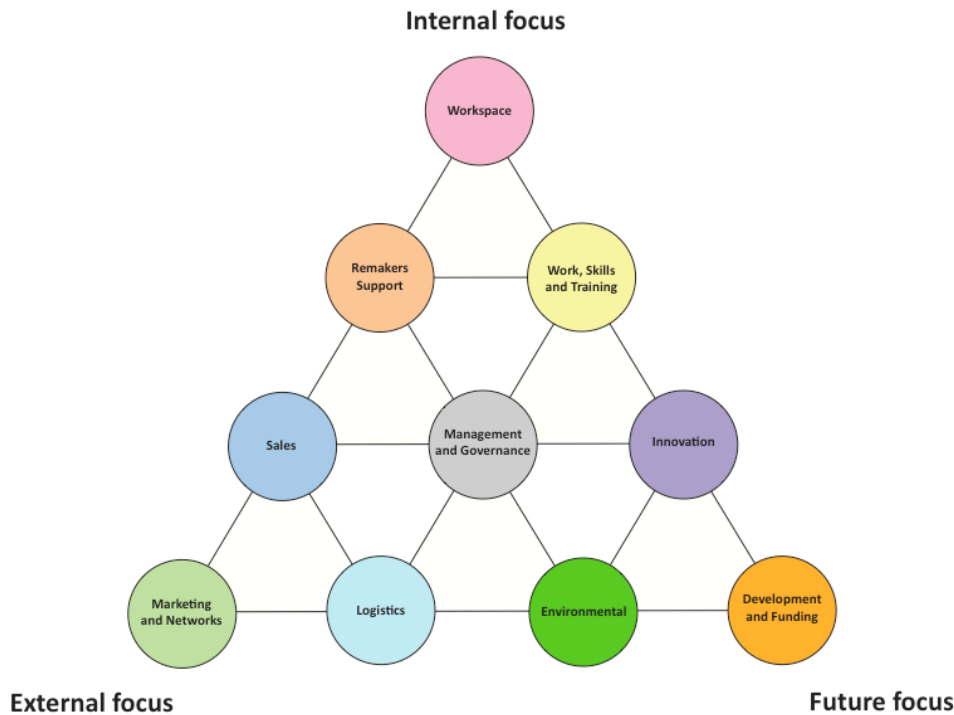


## Remakery Value System – Overview



Sub-System	Purpose	Who is participating?	What value is being created for them?	How can we make sure that the value created is appreciated?
Workspace	To provide co-working space for reuse enterprises	Remakers	Affordable workspace	<ul style="list-style-type: none"> <li>Consult on affordable prices (with explanation of costs to be covered)</li> <li>Involve users in deciding how any surplus is spent</li> <li>Try a “gift-based” (pay after use / pay what you want or what it’s worth) approach?</li> </ul>
		Workspace team (Staff / volunteers)	Salary / fees, experience, knowledge, networks, track record, participation in community	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation</li> </ul>
		Lambeth Council (landlord)	Upgrade of building, potential flagship social enterprise under “Co-operative Council” banner	<ul style="list-style-type: none"> <li>Work with Co-op Council Community of Practice to develop appropriate ways the council can provide resources and support</li> </ul>
		Equipment suppliers	Sales of equipment, or promotion as sponsors	<ul style="list-style-type: none"> <li>Dedicate some staff / volunteer time to maintaining supplier relationships</li> </ul>
		Utilities suppliers	New customer(s)	<ul style="list-style-type: none"> <li>Choose ethical suppliers where possible (e.g. renewable energy) and perhaps negotiate deal for promoting them to members and customers</li> </ul>

<b>Remakers Support</b>	To provide development support for reuse enterprises	Remakers	Support to start up, manage and/or grow their enterprises	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation of any development support provided, to monitor and reflect on the value generated</li> <li>Access to some support is included in membership package, but specific items e.g. coaching sessions, courses could be priced separately</li> <li>Consider “gift-based” approaches?</li> </ul>
		Remakers Support team (Staff / volunteers)	Salary / fees, work experience, participation in community	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation</li> <li>Payment (partly) by results?</li> </ul>
		Delivery partners (business support organisations, coaches, mentors)	Fees, track record, reputation	<ul style="list-style-type: none"> <li>Select partner organisations or individuals aligned with values and having synergy of aims</li> <li>Negotiate agreement that adds value for both Remakery and partner</li> <li>Payment (partly) by results or as “gift”?</li> <li>Ways for reuse enterprises to reward partners (financially or otherwise) if their input makes a real difference</li> </ul>
		Advisers (experts on reuse and social enterprise to advise Remakery on what support is needed)	Fees (in some cases), participation / “giving back”, track record, reputation	<ul style="list-style-type: none"> <li>Select advisers aligned with values and having synergy of aims</li> <li>Negotiate agreement that adds value for both Remakery and adviser</li> <li>Payment (partly) by results or as “gift”?</li> </ul>

<b>Work, Skills and Training</b>	To create opportunities for skill-sharing, training, work experience and employment	Work, Skills and Training Team (Staff / volunteers)	Salary / fees, experience, knowledge, networks, track record, participation in community, satisfaction of expanding impact beyond core Remakers to wider community	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation, reporting back to Management Committee</li> </ul>
		Apprentices / trainees /	Skills and experience,	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation</li> </ul>

		volunteers working with reuse enterprises	confidence, peer community, taster of job / business, qualification / CV addition. Opportunity is probably funded, so free to them or they may get paid.	
		Reuse enterprises	Extra pairs of hands, more skilled people for potential growth	<ul style="list-style-type: none"> <li>• Participatory goal-setting and evaluation</li> <li>• Standard models they can adopt for making agreements with volunteers / trainees, paying expenses and offering rewards where appropriate</li> </ul>
		Vocational learners (on courses)	Skills and experience, confidence, peer community, qualification / CV addition. Opportunity is probably funded, so free to them.	<ul style="list-style-type: none"> <li>• Participatory goal-setting and evaluation</li> </ul>
		Leisure learners (courses and informal skill-sharing)	Skills and experience, confidence, peer community, fun, products they've made	<ul style="list-style-type: none"> <li>• Participatory goal-setting and evaluation</li> <li>• Try a "gift-based" (pay after session / pay what you want or what it's worth) approach?</li> </ul>
		Delivery partners including funders	Extending their reach, track record, reputation, opportunity for innovation	<ul style="list-style-type: none"> <li>• Select partner organisations or individuals aligned with values and having synergy of aims</li> <li>• Negotiate agreement that adds value for both Remakery and partner</li> </ul>
		Tutors	Salary / fees, experience, track record, reputation, opportunity for innovation	<ul style="list-style-type: none"> <li>• Whether appointed directly or through partner, ensure tutors are engaged in participatory goal-setting and evaluation so that there is intrinsic and not only financial motivation</li> </ul>
		Informal skill-sharers	Participation, experience, confidence, peer community, fun, giving back, track record, reputation, experimentation	<ul style="list-style-type: none"> <li>• Different formats and opportunities for involvement</li> <li>• Try "gift-based" (pay after session / pay what you want or what it's worth) approaches?</li> </ul>

<b>Marketing and Networks</b>	To promote the Remakery's services and grow its networks	Marketing and Networks team (Staff / volunteers)	Salary / fees, experience, knowledge, networks, track record, participation in community	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation, reporting back to Management Committee</li> </ul>
		Potential Remakers	Affordable workspace, peer community, enterprise development support, skills and experience, confidence	<ul style="list-style-type: none"> <li>Develop a good understanding of (potential) users through relationship and more formal "market research", so we prioritise the right services, with pricing and messages that attract them to join</li> </ul>
		(Potential) Community Network members	Participation in community, supporting something good, discounts on services and products, get news first, inspiration	<ul style="list-style-type: none"> <li>As above</li> </ul>
		(Potential) Business Network members	Save waste disposal costs, certification of green credentials, promotion through network, discounts	<ul style="list-style-type: none"> <li>As above</li> </ul>
		Other potential customers (collection service users, product buyers, learners, project clients)	Vary for different types of customers – include contributing / participating in community, saving money, finding something unusual, learning, innovation	<ul style="list-style-type: none"> <li>As above – all communications should have awareness of different customer groups and what attracts them</li> </ul>
		Marketing partners	Reciprocal marketing	<ul style="list-style-type: none"> <li>Identify all the channels we can use to help market our partners, and those we would particularly like them to use to help market us; negotiate partnerships that benefit both, with ways to monitor, recognise and reward the benefit where possible</li> </ul>

<b>Logistics</b>	To collect and distribute reusable resources	Logistics team (Staff / volunteers)	Salary / fees, experience, knowledge, networks, track record, participation in community	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation, reporting back to Management Committee</li> </ul>
		Remakers	Materials and products for reuse	<ul style="list-style-type: none"> <li>Flexible payment as appropriate to material quality and demand</li> <li>Try a “gift-based” (pay after use / pay what you want or what it’s worth) approach?</li> </ul>
		Partners (external reuse organisations, outlets – shops, markets, online)	Materials and products for reuse / sale	<ul style="list-style-type: none"> <li>Partnership agreements, reciprocity</li> <li>Choosing the right partners / outlets for each material / product type</li> </ul>
		Customers	Reused products and materials	<ul style="list-style-type: none"> <li>Set prices appropriate to the market for each material type</li> <li>Try a “gift-based” (pay after use / pay what you want or what it’s worth) approach?</li> </ul>
		Community Network	Reused products and materials with discount and priority notifications	<ul style="list-style-type: none"> <li>Accessible and efficient systems for collecting membership payments, e.g. direct debit, database accessible to cashier</li> <li>Not sure how discount will work on pricing that is gift-based – maybe there is a minimum price (covering costs) but Network members are exempt?</li> <li>Research into what motivates this group, is it discounts or some other type of reward?</li> <li>Good communication systems to stay in touch with network, update them on what’s available and enable them to participate in community</li> </ul>
		Business Network	Save waste disposal costs, certification of green credentials, promotion through network, discounts	<ul style="list-style-type: none"> <li>Develop a good understanding of (potential) members through relationship and more formal “market research”, so we prioritise the right services, with pricing and messages that attract and retain them</li> </ul>

<b>Sales</b>	To sell reused products and materials	Sales team (Staff / volunteers)	Salary / fees, experience, knowledge, networks, track record, participation in community	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation, reporting back to Management Committee</li> <li>Payment (partly) by results?</li> </ul>
		Remakers	Increased sales of their products	<ul style="list-style-type: none"> <li>Sales team should work in tandem with Remakers Support team, helping Remakers develop their products to achieve better sales</li> </ul>
		Customers	Products and materials that suit their needs and aspirations (value for money / green / quirky and unusual etc)	<ul style="list-style-type: none"> <li>Develop a good understanding of customers through relationship and more formal “market research”, so we prioritise the right products and materials, with pricing and messages that attract and retain them</li> <li>Try a “gift-based” (pay after use / pay what you want or what it’s worth) approach for some products / materials</li> </ul>
		Community and Business Networks	Discounts and priority notifications	<ul style="list-style-type: none"> <li>Develop a good understanding of (potential) members through relationship and more formal “market research”, so we prioritise the right services, with pricing and messages that attract and retain them</li> </ul>

<b>Environmental</b>	To monitor and optimise the Remakery’s environmental impacts	The environment / ecological systems	Reduced damage (less waste discarded, fewer new products needed) and beneficial restoration (e.g. more community gardens as Remakery provides tools and equipment)	<ul style="list-style-type: none"> <li>Develop a suitable set of indicators that show how the local and wider environment has benefitted from our systems</li> </ul>
		Environmental team (Staff / volunteers)	Salary / fees, experience, knowledge, networks, track record, participation in community	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation, reporting back to Management Committee</li> </ul>
		Partners / networks	Innovation opportunities, case studies	<ul style="list-style-type: none"> <li>Identify synergies that might suggest opportunities for co-funding and collaboration</li> </ul>

<b>Innovation</b>	To develop innovative products and processes to increase reuse	Innovation team (Staff / volunteers)	Salary / fees, experience, knowledge, networks, track record, participation in community	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation, reporting back to Management Committee</li> </ul>
		Remakers	Opportunities for creativity, collaboration, expanding networks, more varied experience and track record; also some paid opportunities available on funded innovation projects	<ul style="list-style-type: none"> <li>“Open source” development processes that make everybody’s contribution visible, so others can appreciate their input</li> </ul>
		Open innovation networks (e.g. Open Architecture, Open Source Ecology, Architecture for Humanity, Good for Nothing)	As above	<ul style="list-style-type: none"> <li>As above</li> </ul>
		Students / academic institutions	As above	<ul style="list-style-type: none"> <li>As above</li> </ul>
		Design consultancies	As above	<ul style="list-style-type: none"> <li>As above</li> </ul>
		Reuse “idea banks” (e.g. SuperUse, Reuse Connection)	More implementation of the concepts they disseminate, plus new concepts to add to their databases	<ul style="list-style-type: none"> <li>Making sure we credit the sources of all concepts we use or adapt</li> <li>Feeding newly developed concepts into these databases</li> </ul>

<b>Development and Funding</b>	To plan the Remakery’s development as a business and source the required funding	Development and funding team (Staff / volunteers)	Salary / fees, experience, knowledge, networks, track record, participation in community	<ul style="list-style-type: none"> <li>Participatory goal-setting and evaluation, reporting back to Management Committee</li> </ul>
		Trainers / coaches / mentors in business development and fundraising	Fees (in some cases), experience, knowledge, networks, track record, participation in community	<ul style="list-style-type: none"> <li>Co-creating the training / coaching / mentoring programme to ensure it is rewarding for them (e.g. creates opportunities to practice and extend skills, build reputation and networks) as well as for those being trained / coached / mentored</li> </ul>
		Funding bodies	Opportunities to fund projects that fulfil their remit	<ul style="list-style-type: none"> <li>Effective monitoring and evaluation to demonstrate their targets are being met</li> </ul>

		Investors	Opportunities to fund projects with a strong social return and some financial return	<ul style="list-style-type: none"> <li>• Effective monitoring and evaluation of social impact</li> <li>• Good business planning</li> </ul>
		Community donors	Supporting a local initiative, seeing the benefits at first hand	<ul style="list-style-type: none"> <li>• Effective monitoring, evaluation, and feedback on the difference their input has made</li> <li>• Providing opportunities to get involved in ways they want to (e.g. volunteering, fundraising, helping with marketing)</li> </ul>
		Community shareholders	Supporting a local initiative, seeing the benefits at first hand, potentially receiving a dividend	<ul style="list-style-type: none"> <li>• Effective monitoring, evaluation, and feedback on the difference their input has made</li> <li>• Smooth administration and payment of dividends</li> </ul>

<b>Management and Governance</b>	To co-ordinate the other sub-systems and steer the Remakery toward its agreed aims	Representative(s) of each team listed above	Knowing how their own work is part of the bigger picture of the organisation, and having effective support and synergy from all the other teams	<ul style="list-style-type: none"> <li>• Participatory goal-setting and evaluation – for each meeting of the committee, and for each team in between meetings</li> </ul>
		Representative(s) of key stakeholder groups (Remakers, Networks, Residents, Partners etc)	Being the voice of a constituency and being able to see how their input makes a difference to decisions and outcomes	<ul style="list-style-type: none"> <li>• Participatory goal-setting and evaluation for each meeting of the committee</li> <li>• Representatives gather input / feedback from their stakeholder groups on important issues and decisions in between meetings</li> </ul>
		Advisers	Seeing their expertise put to effective and perhaps innovative use, gaining experience, networks, track record, participation in community	<ul style="list-style-type: none"> <li>• Participatory goal-setting and evaluation for each meeting of the advisory board (or other meeting / form of input)</li> </ul>