

The WealthWorks Toolkit

Understanding the Varied Impacts of Wealth Building Value Chains

Melissa Levy, Community Roots, LLC and
WealthWorks Northeast Regional Hub

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Wealth Components: Eight Capitals

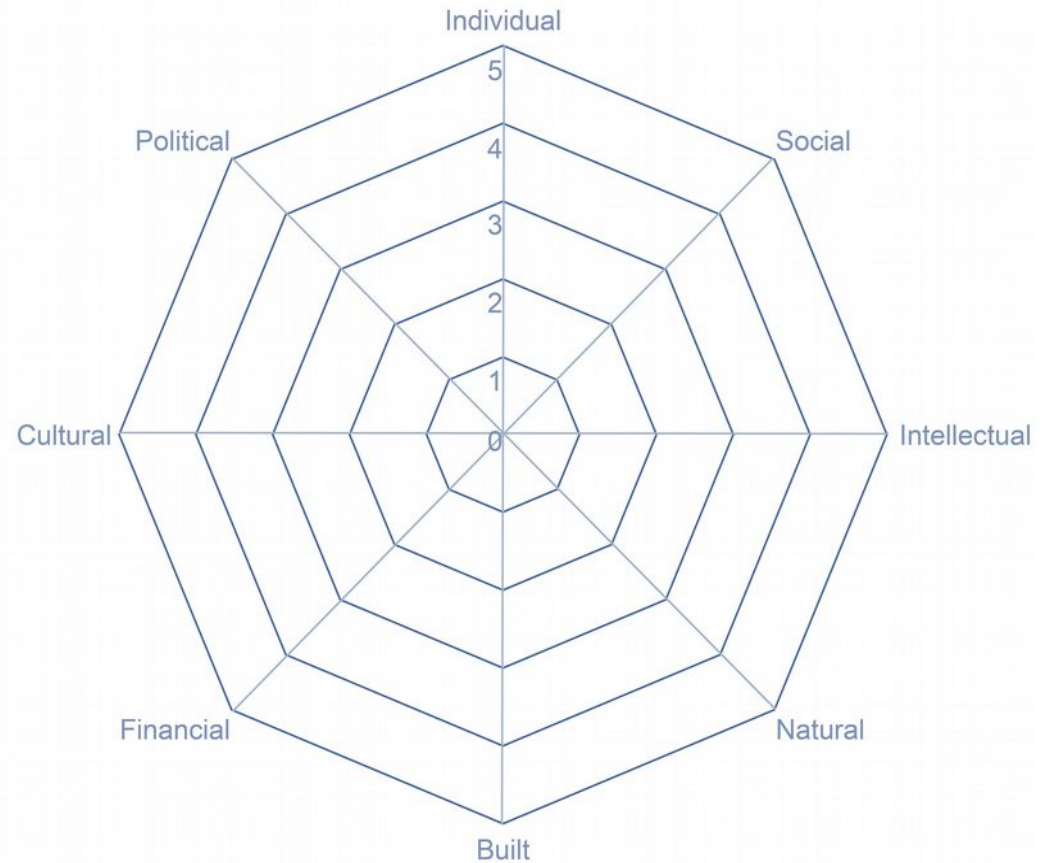


Assessment
Design
Measure-
ment

Evaluating Your Region: Spider Diagram

What kinds of wealth and how much of each does that region have?

Remember, it is only wealth if it is healthy and fully functional and if the region owns or controls it and can make decisions about how to maintain it and use it.



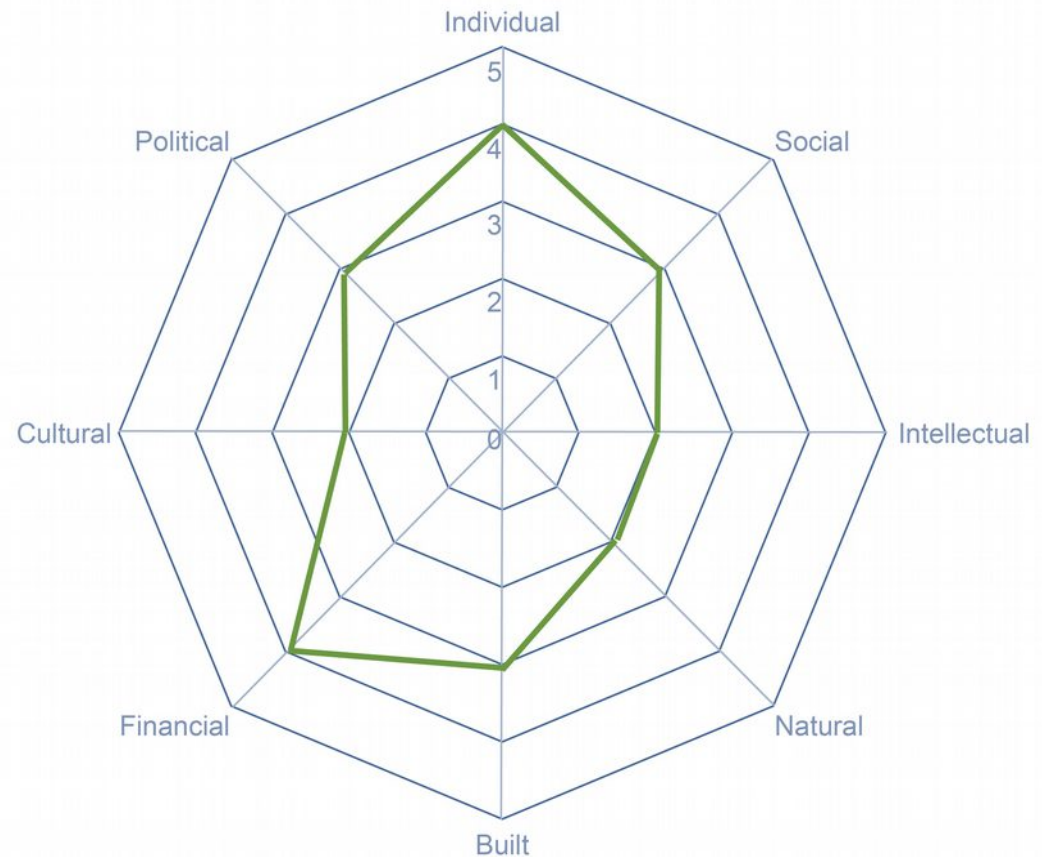
Evaluating Your Community

Instructions

Using the spider diagram and the scale of 0 to 5 (where 0 is the weakest and 5 is the strongest), map out the strengths of each of the capitals for your region.

Then share with someone else. Explain what you came up with and why.

Where are your strengths?
Weaknesses?

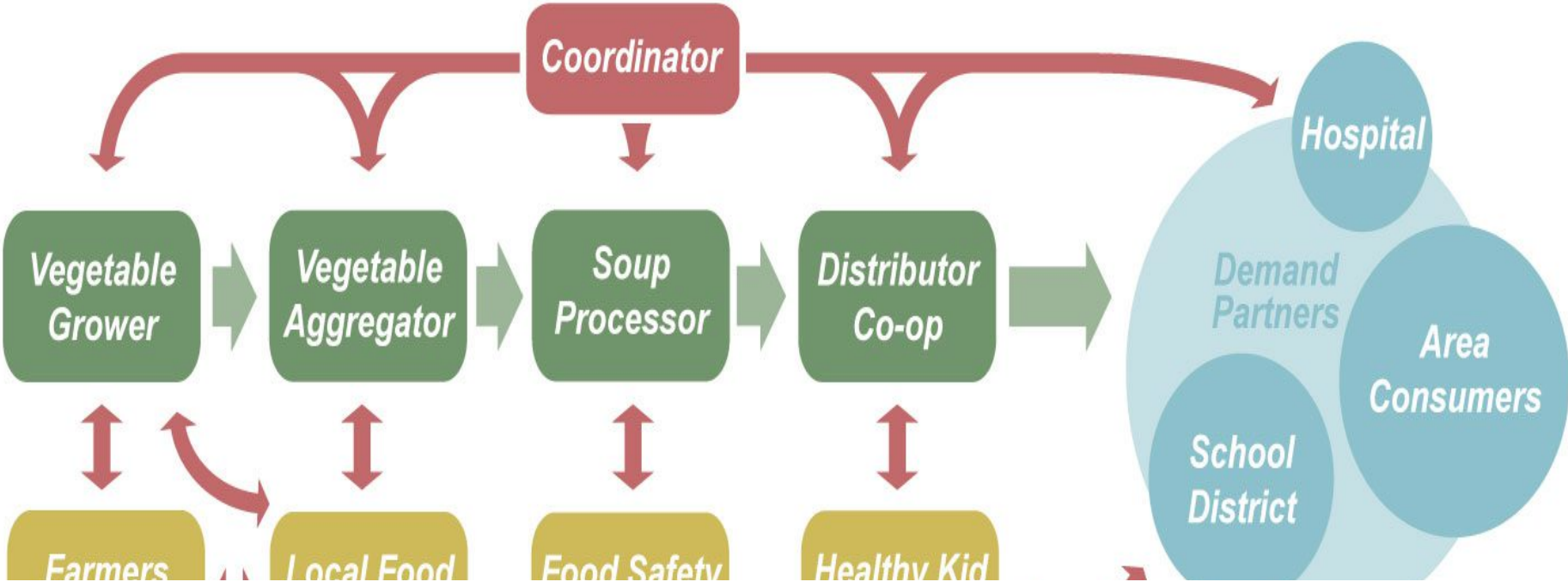


Value Chain as Wealth Building Tool

A WealthWorks value chain is:

- a network of people, businesses, organizations & agencies
- addressing a market opportunity to meet demand for specific products or services
- advancing individual interests, while finding mutual interests and shared benefits
- building rooted local and regional wealth that sticks
- and intentionally including people and firms on the economic margins
- with open and transparent communications

Value Chain Mapping



Principles of Value Chain Construction



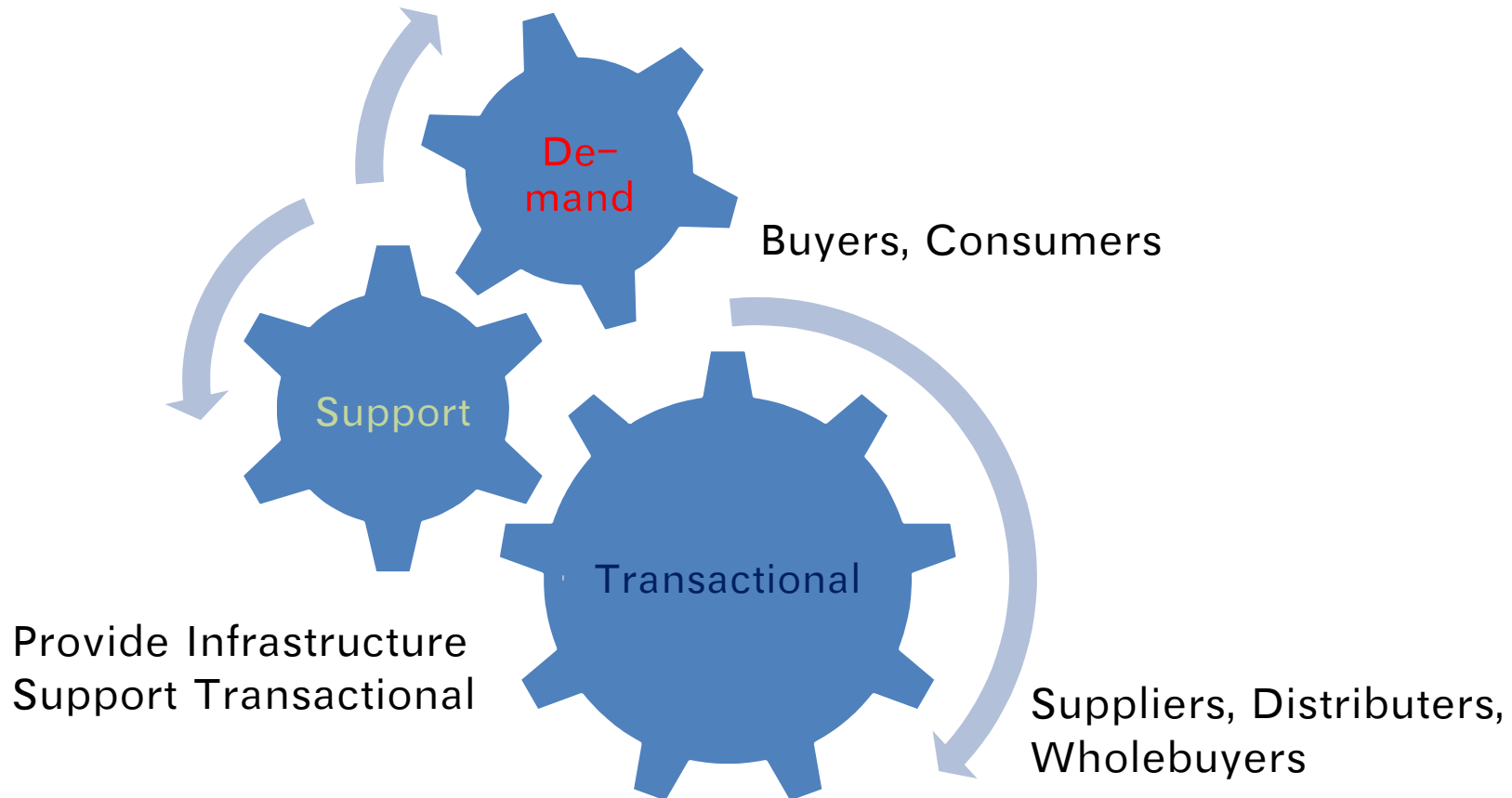
#1 – **Create wealth**, broadly defined, and aspire to do no harm.

#2 – Root wealth in local people, places and firms through **local ownership, control and influence**.



#3 – Build **lasting livelihoods** by intentionally including people and firms on the economic margins.

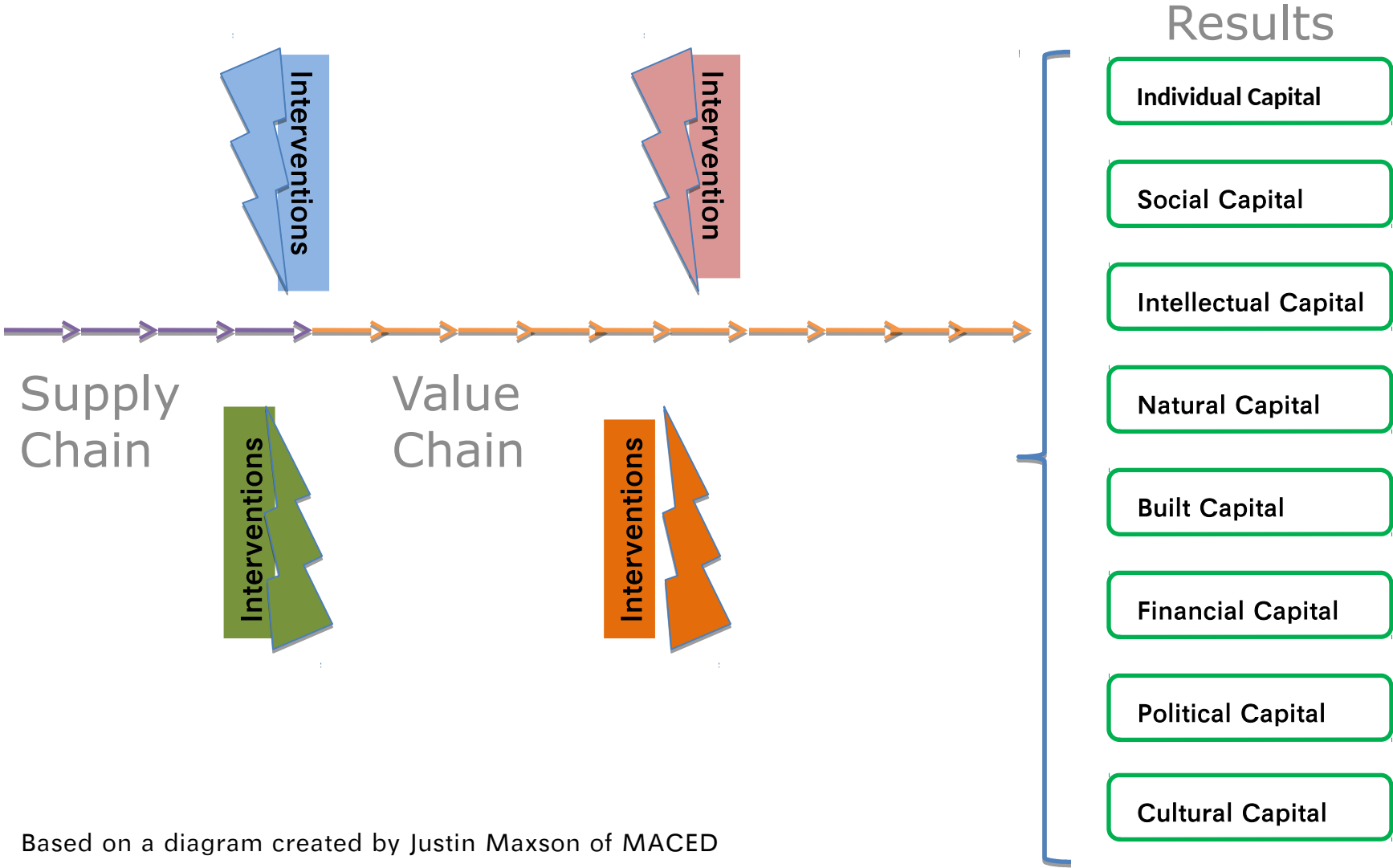
Value Chain Partners “Stakeholders”



Strategies to Sustain Wealth Building

- Start with **market demand!**
- Choose market opportunities with the greatest “wealth-building” **potential**
- Connecting community assets to real **market demand**
 - Start by serving local demand – it may be more flexible
 - Find regional customers / demand partners to bring initiative to scale
- Map process and partners from input to end customer (**value chain** is a great tool)
- Identify the **gaps** – create opportunities for new entrepreneurs

The WealthWorks Approach



Based on a diagram created by Justin Maxson of MACED

Wealth Matrix

Type	Intervention	Indicator	Measure	Baseline	Method
Individual					
Social					
Intellectual					
Natural					
Built					
Financial					
Political					

Proposed Metrics

Cultural Capital

Stories related to culture and evolving regional identity

Number of successions and new entrants in locally owned businesses important to regional identity

Political Capital

Number of organizations and networks engaged in supporting policy change aligned with value chain strategies

Number of policies and programs supporting value chain strategies (to demonstrate systems change)

Social Capital

Number of value chain members

Decisions made together by the value chain members

Financial Capital

\$ of investment

Number of enterprises created or expanded

Proposed Metrics

Built Capital

Amount of new/improved infrastructure that supports the value chain

Intellectual Capital

Number of partners implementing new ideas

Natural Capital

Land: acreage meeting value chain goals

Watersheds protected or water quality restored due to value chain activities

Individual Capital

Change in behavior due to new skills and insights

Increased engagement in value chain activities

FTE jobs (seasonal and year-round)

Take this with you...

- Eight forms of capital are a great tool to:
 - Assess assets in your community
 - Define the strategy
 - Measure your impact
- Value chains connect assets in a community to real market demand to create sustainable economic development.

WealthWorks National Hubs



<http://www.wealthworks.org>

<http://www.wealthworks.org/connect/hu>

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For More Information

Melissa Levy

Community Roots, LLC and
WealthWorks Northeast Regional
Hub

802.318.1720

melissa@community-roots.com

www.community-roots.com

www.wealthworks.org

