



Project Proposal:

Archetype Innovation Lab | Evia Island, Autumn 2017

Summary:

What is it?

This Google Doc is an outline proposal for an educational event to be hosted by One Planet Productions on Evia (Greece) in Autumn 2017 in collaboration with the [Sustainable Energy Youth Network](#) (SEYN).

We propose to run a co-learning lab for up to 40 participants (and co-producers), primarily designed to accelerate the incubation of Archetype: a design and build startup venture that is part of a regional Project Development Agency (PDA) based on Evia. Participants (both local and non-local) will share in a unique co-learning experience over 10 days of site assessment, insight gathering, problem solving and masterplanning.

We anticipate two priority outcomes ahead of this meeting. First, to help accelerate the (1) crowdsourcing of Archetype as an iterative startup venture and secondly to (2) share key insights related to One Planet Productions as an integrative organisational pattern.

Intro:

What is the context?

Greece is suffering an economic collapse caused by a convergence of crises. Our observation that its predominant capitalist mode of market economics is no longer viable (up to 70% youth unemployment) implies an unprecedented opportunity for the social and solidarity economy (which already constitutes 10 - 15% of the EU common market). Our design challenge is therefore framed as follows: to build a simple and scalable model(s) which makes the old one(s) obsolete, applied on a bioregional scale in relation to the specific local context of Evia.

Archetype is a key application / startup venture within the wider context of a multi-stakeholder approach to bioregional-scale regeneration being led by One Planet Productions: a regional PDA registered as a Cooperative Society in the UK but applied on the island of Evia in Greece.

This 10 day event is therefore an opportunity for peer producers across Europe to deep dive into the technical expertise, as well as the organisational design thinking, required to unlock Evia's potential for investment in the social and solidarity economy. For more information on our ongoing economic evaluation, see [this link](#).

About Archetype: (host organisation)

What we do.

Archetype is the third startup venture of One Planet Productions (see also [Transform Evia](#) and [Origin Club](#)). It's mission is to support the design and build of community architecture and micro-industry on Evia (and in the surrounding regions) in service of the better world our hearts know is possible. We seek to specialise in the theory and practice of open source circular economics as applied to three key activities (briefly outlined below).

Archetype will coordinate the activity of multiple stakeholder groups by developing market-ready investment opportunities in the [Social and Solidarity Economy](#) (SSE) on a project by project basis. In respect to all of our key activities we will promote [One Planet](#) development that is regenerative of both people and place.

Key themes:

Our work (and subsequently this educational event design) is focused on three key themes, each of which will be applied to our exemplar bioregion on Evia.

- [Renewable Energy Retrofitting](#): What is the market opportunity for conversion of all municipality owned buildings on Evia, to be retrofitted for energy independence?
- [Community Supported Industry](#): What is the market opportunity for import substitutions on Evia, particularly for bulk consumption of commercial products like fixings and appliances?
- [Custom-build Regenerative Development](#): What is the market opportunity for developing key community architecture(s) on Evia, including co-working and makerspaces?

In relation to each of the above themes two further questions may be posed:

- How can we organise to meet this demand in a way which maximises the [Local Multiplier Effect](#)?

- To what extent does this organisational pattern align with the principles of [Open Source Circular Economics](#)?

Event design:

Specific activities to be undertaken during our 10 day co-learning lab will include:

- Preliminary site assessments for “Studio X” on Villa Averoff and “Camp X” on the Farakla Estate.
- Insight gathering sessions with key stakeholders (both local and non-local).
- Business model canvassing (creating and sharing value relevant to Archetype on Evia as a specific, local iteration).
- Design thinking workshops (creating and sharing value relevant to regional PDAs as a generic organisational pattern with relevant across the EU common market).
- “Straw man” masterplanning for “Studio X” on Villa Averoff and “Camp X” on the Farakla Estate.

Daily schedule to include:

- Exercise / mindfulness:
- Breakfast:
- Morning check-in
- Session 1:
- Lunch:
- Daily field trip:
- Session 2:
- Dinner:
- Diffusion activity:

Co-producers and Participants:

Meet the team (and target audience).

- One Planet Productions and Marcus Letts
- Iliosporoi, Stagones, Free and Real and other participants of ENA (Evia’s Non-profit Association)
- SEYN and Alex Fillippidis
- [Electra Energy](#) and Ignacio Navarro
- [Tangentfield](#) and Marcus Toop
- Coexist (Rural Project) and Petro Tyson
- [POC21](#)
- [Village 3.0](#)
- Pokret Otoka and Maja Jurisic

Logistics:

Who?

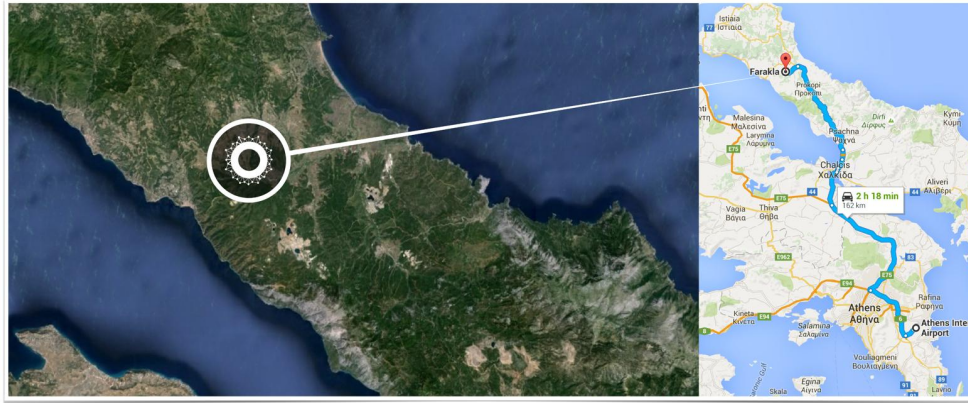
Up to 40 participants (including event co-producers).

When?

10 days in Autumn (September or October) 2017.

Where?

[Villa Averoff](#), Kirinthos and “Camp X,” [Farakla Estate](#)



About the place:

Why Evia?

We believe that our target municipality has the potential to become a platform for SSE innovation in Greece and wider Europe. Evia is a place of immense natural beauty; a fertile and biodiverse paradise of mountains, beaches and forests that is rich in natural building materials including stone, clay and pine. It is only a two hour drive from Athens and its international airport. Given it's location and warm Mediterranean climate, it is surprisingly underdeveloped and has an ageing population.

Next steps:

(October - December 2017)

1. Assemble working group.
2. Conduct initial assessment with expert panel and key local stakeholders.
3. Finalise timeline / budget.
4. Confirm funding and initiate event productions.

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