

CONNECTIONING

Frequently Asked Questions

connectioning.io · February 2026

The Basics

What is Connectioning?

Connectioning is the coordination layer for wellbeing economies. We connect the people, stories, and networks already building a world that works for everyone — making community wealth and wellbeing economies visible, accessible, and mainstream.

Think of us as three things at once: a translation service that turns movement language into human language, a network-weaving operation that connects 300+ fragmented movements, and a storytelling engine that moves people from isolated individuals into communities of practice.

What is a wellbeing economy?

A wellbeing economy is one designed around human and ecological flourishing rather than GDP growth alone. It includes cooperatives, community wealth building, mutual aid networks, community land trusts, social enterprises, credit unions, and hundreds of other models that already exist and already work.

It is also the most unifying term we have found through cultural experiments. When people encounter the phrase, it tends to generate a positive emotional response that leads to rapid adoption — a pattern confirmed by research from the Wellbeing Economy Alliance and Culture Hack. Their study found that rather than leading with a label, the phrase "an economy that supports all life" had the greatest impact. And a layer above that: showing the stories without any label at all. People immediately grasp it. That is the power of storytelling.

We use 'wellbeing economy' as the gateway term for mainstream audiences. Once someone is through that door — once we have captured their attention with something they identify with — they find their own way to degrowth, gift economy, solarpunk, Game B, or whichever strand resonates with their experience. The semantics are always shifting, and we know that. Right now, 'wellbeing economy' is the term with the most mainstream traction across cultural contexts. We continue experimenting with others.

Community wealth is the how of wellbeing economics — the practical framework of cooperatives, social enterprise, community land trusts, mutual aid, and shared resources that turn the vision into something you can participate in today.

Is a wellbeing economy a care economy / circular economy / regenerative economy / gift economy / solarpunk / something else?

Yes — all of those, and more. Wellbeing economy is an umbrella term for hundreds of movements. A loose map:

- Systems Innovators: Doughnut Economics, Just Transition, Participatory Budgeting
- Economic Innovators: B Corps, Community Wealth Building, Platform Cooperativism, Social Enterprise
- Technology Innovators: Open Source, Digital Commons, DAOs
- Commons Cultivators: Community Land Trusts, Mutual Aid, Timebanking, Gift Economy
- Ecological Cultivators: Permaculture, Regenerative Agriculture, Food Forests
- Wellness Cultivators: Trauma-Informed Care, Community Healing
- Cultural Catalysts: Narrative Change, Solutions Journalism, Cultural Organising

They share common principles — community benefit, regenerative practice, and practical implementation — even when they use very different language.

Isn't this just Socialism / Communism?

Neither — and the distinction matters practically as well as politically.

Traditional capitalism concentrates ownership with shareholders and prioritises profit extraction. Socialism concentrates ownership with the state. Community wealth building distributes ownership among workers and communities, who use democratic processes to balance profit with social benefit. That is a different thing from both.

Worker cooperatives are owned by their members, not government. Community land trusts are controlled by neighbours, not bureaucrats. Credit unions serve their members. This is democratic ownership, not centralised control — and it is not anti-profit. Cooperatives generate profits; they just share them with workers instead of distant shareholders.

Labels create political divisions that stop progress. Rural electric cooperatives serve conservative communities. Urban housing cooperatives serve progressive ones. Both use the same cooperative principles because they work. The moment it becomes a debate about political categories, half the people leave and nothing gets built. Community wealth building works regardless of your political label because better working conditions, affordable housing, and local economic control benefit everyone.

Who is Connectioning for?

Three interconnected groups:

Creators, leaders, and founders who want to reach mainstream audiences with wellbeing economy ideas — and learn how to do it effectively using applied culture science and memetics.

Project builders running anything from a local community initiative to an established organisation — who want to coordinate with the wider network and route new participants toward their work.

Newcomers who are questioning extractive economics and want to start or join something — but don't know where to begin. Connectioning is the on-ramp.

Isn't this just another movement platform?

No — and the distinction matters. Most platforms build audiences. We build coordination capacity. There are already hundreds of platforms, podcasts, and organisations doing excellent work in this space. What's missing is the infrastructure that connects them so their work compounds rather than dissipates.

We are not competing with existing movements. We complete them — providing the cultural transmission layer their own work cannot generate internally.

How It Works

What is the Connect / Share / Act / Grow / Ground framework?

It's the five-part rhythm that runs through everything we do. Not a funnel — a non-linear, repeating cycle that operates at the individual, community, and network level simultaneously.

Connect: The move from isolated individual to community of practice. Two pathways — through media and storytelling that releases people from overwhelm into agency, and through network weaving that helps people see themselves as part of transformations already happening. Belonging and community naturally emerge here.

Share: Actively gifting stories, knowledge, and resources to others. This includes a gift economy dimension — helping each other, the way HelpBnks and mutual aid networks work. Not passive amplification, but an act of care. This is how the network grows without advertising.

Act: One small, specific step. Done together. With data collected afterward. We partner with the Little Steps app (JoHeem Loh) because this principle is structural — small actions, done consistently and collectively, create non-linear change. (See IPBES Transformative Change Assessment.)

Grow: Reflection and learning grounded in real experiment results. What did the action produce? What does the data show? What can we learn from each other? Kaizen applied to cultural change.

Ground: Rest. Whatever your practice is. Life is not endless productivity and bodies need rest. The wellbeing economy begins with your own wellbeing. This feeds non-linearly back into whatever comes next — not by schedule, by renewal.

What is the six-week cultural cycle?

A coordinated content arc that moves audiences from personal resonance to systemic understanding — mirroring the rhythm of news cycles and the call-and-response cadence of historic social movements.

Week 1 — Personal Transformation: Meeting people in overwhelm, searching for meaning.

Week 2 — Community: Revealing mutual aid and connection that already exists.

Week 3 — Democratic Participation: Showing working models of collective governance.

Week 4 — Cooperative Economics: Concrete proof points — co-ops, worker ownership, real numbers.

Week 5 — Community Wealth Building: Local and regional examples close to home.

Week 6 — Systems Coordination: The emergent picture — a coherent economy becoming visible.

The cycle repeats. Each rotation brings in new participants while advancing those already in motion.

How does the creator coordination model work?

We use what we call the 'In C' model, after Terry Riley's musical composition. There's no conductor — each musician plays from the same set of phrases but decides for themselves when to move on. The result sounds coordinated because it is, but no single person is controlling it.

Each week, our creator network picks up a shared theme and expresses it in their own voice, their own style, their own community. Audiences start seeing the same ideas from multiple trusted sources simultaneously. Research shows 4-8x reach multiplication through coordinated posting across just 5-12 creators.

We teach creators the frameworks — applied culture science, memetics, behavioural economics — so the coordination is genuinely theirs. Any creator in the network can amplify both their own reach and the collective signal.

How do you move people from awareness to action?

This is the gap most approaches miss entirely. Awareness does not create behaviour change. Research by Damon Centola at the University of Pennsylvania confirms that actually participating in new economic practices requires social reinforcement from multiple trusted sources within clustered communities — what he calls complex contagion.

Our model has two stages: viral content identifies receptive people through weak ties, then community infrastructure converts them into strong-tie participants through the CSAGG cycle, local movement connections, and weekly coordinated actions.

A viral video that leads nowhere is just awareness that dissipates. Connectioning is the infrastructure between the video and the behaviour change.

The Research Behind It

Is there evidence that this approach works?

Yes — from academic research and from direct validation in practice.

Centola's 2018 study in *Science* found that when a committed minority reaches 25% of a community, change becomes self-sustaining and majority adoption follows rapidly. Every week of coordinated action moves communities closer to this threshold.

MIT research (Vosoughi et al., 2018) confirmed that constructive, true content spreads more slowly than outrage content. Our response: use viral reach to identify receptive people, then convert them through community infrastructure that disinformation cannot replicate. Disinformation has no community.

In practice: content consistently reaching 100K+ views, a 4M+ view video cited at the passing of Scotland's Community Wealth Building legislation, 95K new followers from a single video, and a Wellbeing Economy Directory created organically by readers without any request from us — emergent coordination we did not plan.

Why does parasocial trust matter more than media coverage?

People don't adopt new economic behaviours because they read an article. They adopt them because someone they trust makes those behaviours feel normal, achievable, and worth doing.

The wellbeing economy needs the equivalent of what Alex Hormozi did for business education: not explaining theory, but making ordinary people believe they can do it.

Traditional media coverage — podcasts, journalism, documentary — creates awareness. Parasocial trust creates behaviour change. Both matter, but the second is the missing layer in almost every wellbeing economy communication strategy.

What is 'complex contagion' and why does it matter?

Simple contagion is how information spreads — one exposure can trigger adoption.

Complex contagion is how behaviour change spreads — it requires multiple reinforcements from trusted sources within clustered communities.

This means wellbeing economy adoption cannot be achieved through viral content alone. It requires community infrastructure with strong ties. Connectioning converts viral attention into the clustered communities where behaviour change becomes possible.

How will wellbeing economies be measured?

Countries are already measuring this with real frameworks, not theory.

Scotland's National Performance Framework tracks 81 indicators including mental wellbeing, biodiversity, energy security, and community belonging alongside economic measures. New Zealand's Living Standards Framework measures four types of capital: financial, human, social, and natural. Iceland focuses on quality of life indicators including work-life balance and social connection.

But it's not just top-down. Social enterprises and cooperatives are deciding their own measures. A worker cooperative might measure job satisfaction and democratic participation. A community land trust might track housing stability and neighbourhood cohesion. A platform cooperative might measure data sovereignty and worker ownership. This flexibility is a feature — every community decides what wellbeing means in their context.

Common indicators across frameworks include: health outcomes, education quality and access, housing affordability, community connection and social trust, work-life balance, income equality, and mental health and life satisfaction.

The frameworks are evolving — no single one is perfect — but as systems theory tells us, just changing the purpose of a system changes its behaviour. Once governments and businesses start optimising for wellbeing instead of just GDP, measurement methods improve through practice.

Partnership & Working Together

How does Connectioning relate to existing movements and organisations?

We don't compete — we complete. Most wellbeing economy organisations are excellent at building solutions, training practitioners, or doing consulting work. What they typically cannot

generate internally is mainstream cultural transmission: the parasocial trust and coordinated storytelling that makes their work visible to people who've never heard of them.

Connectioning provides that layer. We amplify existing work in mainstream-accessible language, connect movements to each other, and route new participants toward the projects and organisations already doing the work.

Does Connectioning replace training and education programmes?

No — it routes people toward them. Training programmes, leadership development courses, and technical assistance organisations play an essential role in the ecosystem.

Connectioning addresses a different stage of the journey: moving people from zero awareness to first action, and building the cultural context that makes more intensive training feel necessary and desirable.

The on-ramp is a video or a community circle. What's at the other end of the on-ramp can include everything existing organisations already offer.

What does Connectioning offer to organisations that have struggled with mainstream reach?

Three concrete things. First, mainstream translation — your work expressed in language that resonates with people who've never heard of it, without losing the substance. Second, coordinated amplification — your stories carried by a network of creators to audiences that trust them. Third, a conversion pathway — people who encounter your work through Connectioning have a clear next step that can lead directly to your platform, programme, or community.

We don't just tell your story once. We build the cultural context in which your story makes immediate sense to someone encountering it for the first time.

Can Connectioning help with the non-extractive capital gap?

Indirectly but meaningfully. Capital follows culture — investment in wellbeing economy models increases as those models become culturally normal rather than fringe. Mainstream cultural adoption creates the conditions that make non-extractive capital available at scale.

We don't provide capital directly. But we build the cultural infrastructure that makes the case for it, and we connect project builders to the wider network where those conversations happen.

Common Questions from the Public

I'm completely new to this. Where do I start?

Start with one story. Our content is designed to meet you exactly where you are — in overwhelm, curious, or frustrated — and give you one concrete thing to look at that already exists and already works.

From there, Connectioning's community connects you to others at the same stage, to local movements near you, and to small weekly actions you can take with others. You don't need to understand everything first. You just need to take one step.

Does any of this actually work in practice?

Driver cooperatives in Colorado pay workers 80% of earnings, compared to Uber's 50%. Community land trusts in cities across the UK, US, and beyond have taken tens of thousands of homes permanently off the speculative market. Credit unions hold \$2.3 trillion globally and are growing. Worker-owned businesses consistently outperform conventionally owned firms on stability and employee wellbeing.

The Mondragon Corporation in Spain started as one cooperative in 1956. Today it has 80,000+ worker-owners across 100+ cooperatives and annual revenue over €12 billion. It survived the 2008 financial crisis with zero layoffs while Spanish unemployment hit 25%.

The Preston Model in the UK redirected £75 million in local spending through anchor institutions. Unemployment dropped from above the national average to below it. Cleveland's Evergreen Cooperatives created 300+ living-wage jobs and keep \$3M+ annually circulating locally.

These are not pilot projects. They are proven, scaled models operating right now. The question isn't whether they work — it's why you haven't heard more about them.

The clearest proof of the cultural transmission mechanism working at mass scale is HelpBnk, created by Simon Squibb. With over 20 million followers built on the premise of 'help each other for free' — getting millionaires and billionaires to give away knowledge, funding people to build social enterprises, and giving all profits away — it is mutual aid at mainstream scale in language with zero political friction. Squibb has said he built it entirely on intuition, with no knowledge of cooperative theory or regenerative economics. He describes it as 'doing a Robin Hood.' The mechanism works even without being deliberately deployed.

HelpBnk is Stage 1: cultural transmission and individual generosity. Connectioning adds Stage 2: cooperative ownership structures, ecosystem coordination, and the infrastructure that turns millions of inspired individuals into a coordinated regenerative economy.

Isn't change this big impossible?

Research by Erica Chenoweth at Harvard found that nonviolent movements that mobilise 3.5% of the population have never failed to create change. We are not trying to convince everyone — we are making the alternatives visible and normal for enough people that the shift becomes self-sustaining.

Scotland just passed community wealth building legislation. Wales, Canada, Iceland, Finland, and New Zealand have adopted wellbeing economy frameworks at government level. Employee ownership transfers are growing near-exponentially in some regions. The shift is already happening. The question is how fast.

Is this political? I don't want to get into politics.

Community wealth and wellbeing economics work for left and right, rich and poor. Driver co-ops are about workers keeping more of what they earn — that's not a left or right idea. Community land trusts stabilise housing costs — that matters to anyone who rents or is priced out of owning. Local currencies strengthen local businesses — that matters across political lines.

Connectioning is deliberately cross-political in design. We focus on shared values — economic security, community, meaningful work, local control — rather than ideological positions.

This will never happen in the US.

America doesn't need to catch up — it's already leading in many areas. Over 65,000 cooperative businesses generating \$3 trillion in revenue. Credit unions serving 130+ million Americans. Community land trusts operating in 250+ communities.

Americans excel at the build-it-yourself mentality that wellbeing economies require. Drivers Coop Colorado went from idea to operating business that other states are now replicating. Red Hen app had 200 farms sign up in one week with virtually no marketing. Collectively Sustainable is growing hyperlocal food systems in Atlanta and teaching others to replicate it.

The infrastructure is already massive. It's just not labelled 'wellbeing economy' in mainstream media — which is exactly the gap Connectioning exists to close.

What can one person actually do?

More than you think. One person sharing a story about a driver co-op plants a seed. One person moving their account to a credit union shifts where money flows. One person starting a community circle creates the conditions for dozens of others to take their first step.

The research on complex contagion shows that individual actions within coordinated networks compound non-linearly. You don't need to be a movement leader. You just need to be a node — and every node matters.

connectioning.io