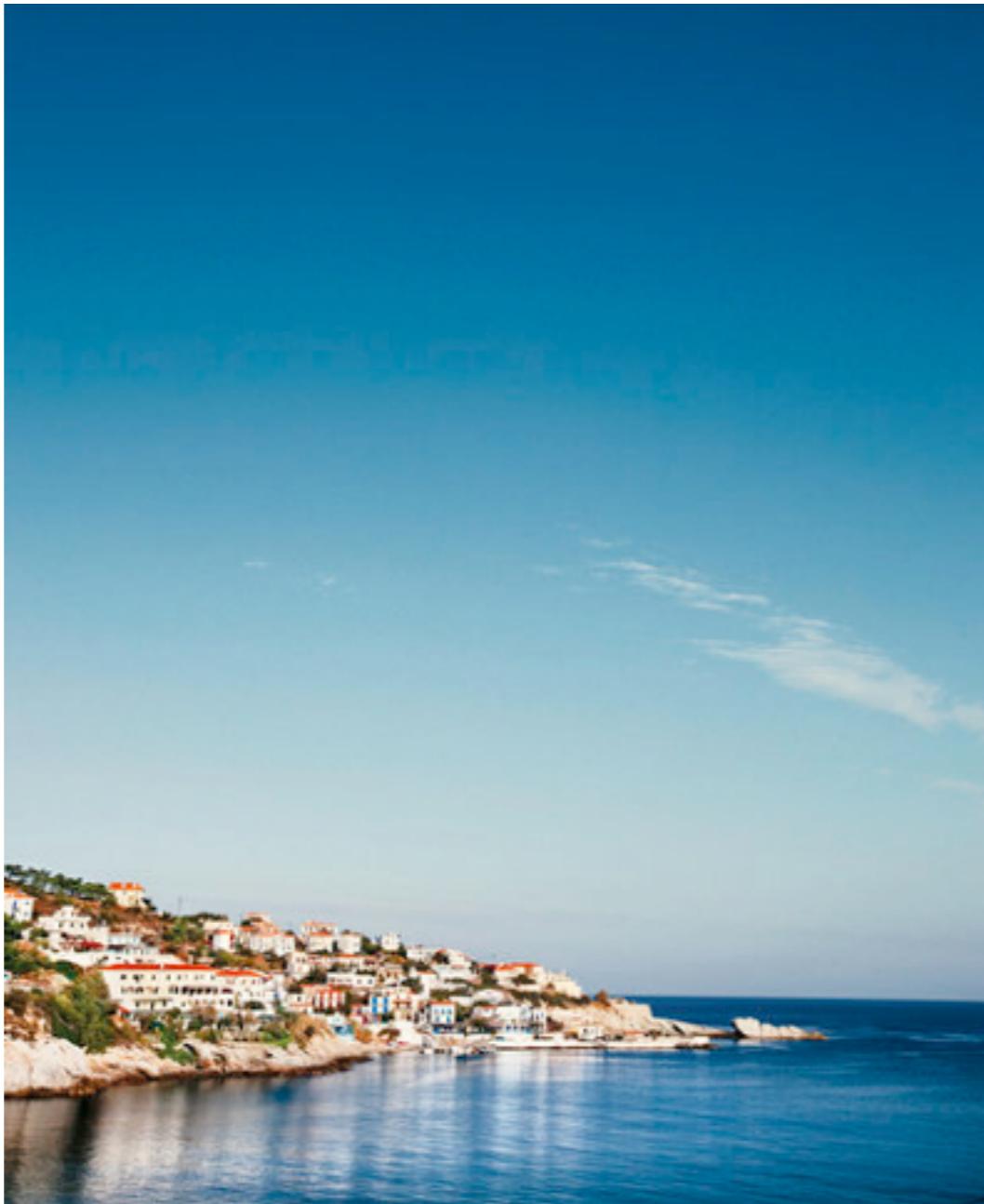


# Co-X

## An Alternative?

*Rufus Pollock @rufuspollock[.org]*





# Ikaria

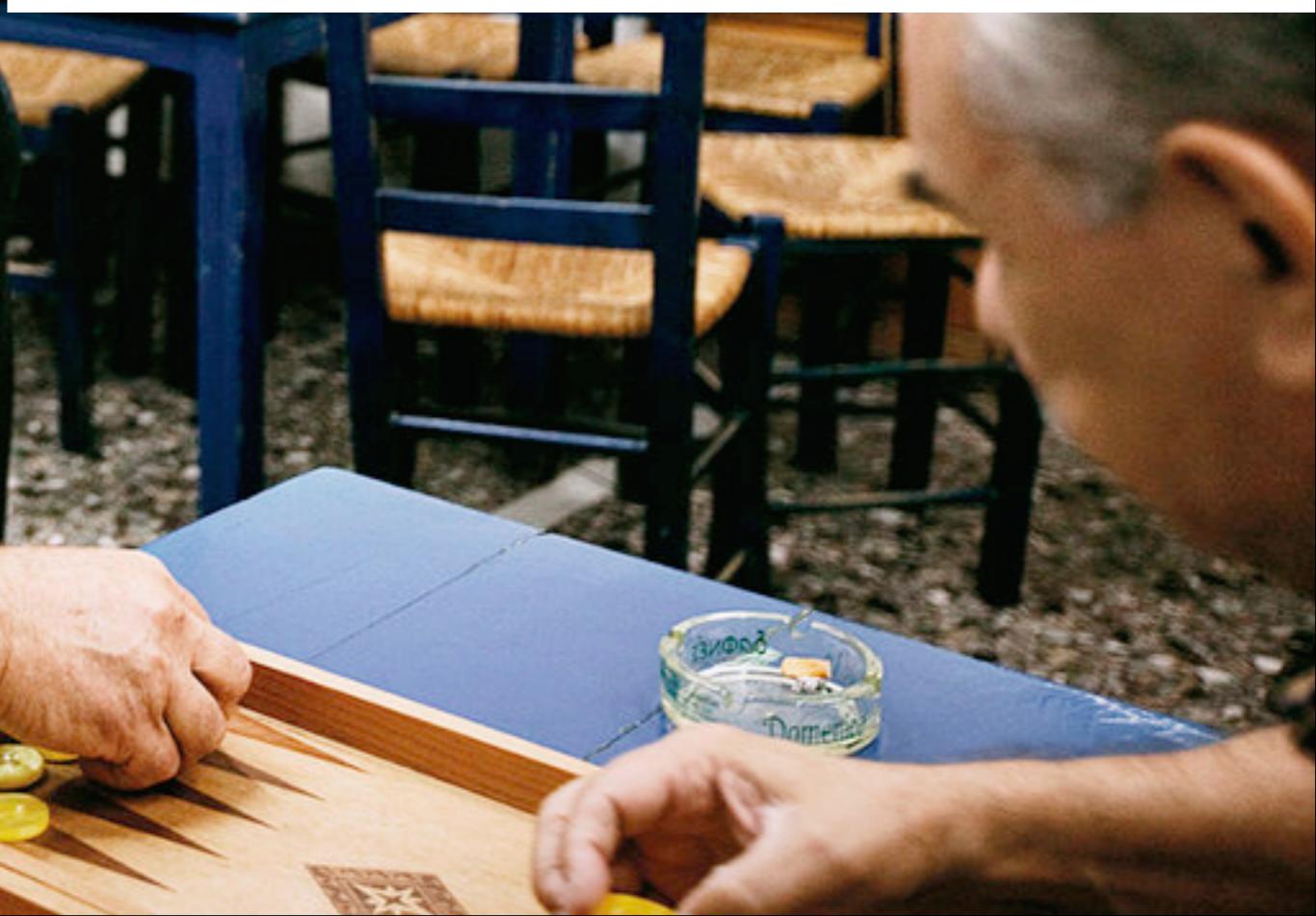
The Island where People Forget to Die

<http://www.nytimes.com/2012/10/28/magazine/the-island-where-people-forget-to-die.html>



... it appears that a dozen subtly powerful, mutually enhancing and pervasive factors are at work. **It's easy to get enough rest if no one else wakes up early and the village goes dead during afternoon naptime.** It helps that the cheapest, most accessible foods are also the most healthful ... You're not likely to ever feel the existential pain of not belonging or even the simple stress of arriving late. **Your community makes sure you'll always have something to eat**, but peer pressure will get you to contribute something too. You're going to grow a garden, because that's what your parents did, and that's what your neighbors are doing. .... At day's end, you'll share a cup of the seasonal herbal tea with your neighbor because that's what he's serving. ... On Sunday, you'll attend church, and you'll fast before Orthodox feast days. Even if you're antisocial, you'll never be entirely alone.

*62% of americans have not used all their holiday in last year.  
US average work-week has increased 37% since 1970s and 80% of US workers work more than 48h a week [ILO 2007]*



To build an  
**alternative way**  
takes an **ecosystem**

To build an **ecosystem**  
needs **material** and **social**  
**sustainability**

# Crucial role of culture

*Culture =  
shared values, norms, behaviours, history*



Credit: Joel Sternfeld, *Sweet Earth*, 2006

Need a  
“business model”

*harder than you think*

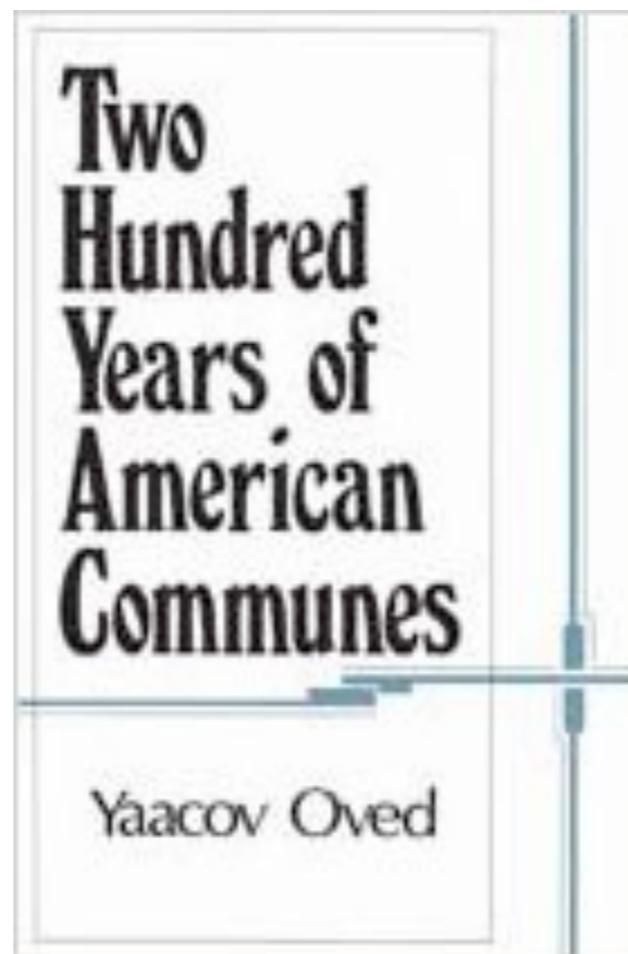
What are the  
challenges?



## New Harmony, Indiana, 1825

Credit: Joel Sternfeld, *Sweet Earth*, 2006

# Communes seem pretty unstable



# Two big challenges

## 1. Incentives

*How do you reward differential effort or productivity?*

*How do you handle “shirking” - both detection and management*

*Collective action problems & tragedy of the commons - no-one does the washing up*

## 2. Preference Alignment

*We may want different levels of tidiness?*

*How much risk should we take on in our business?*

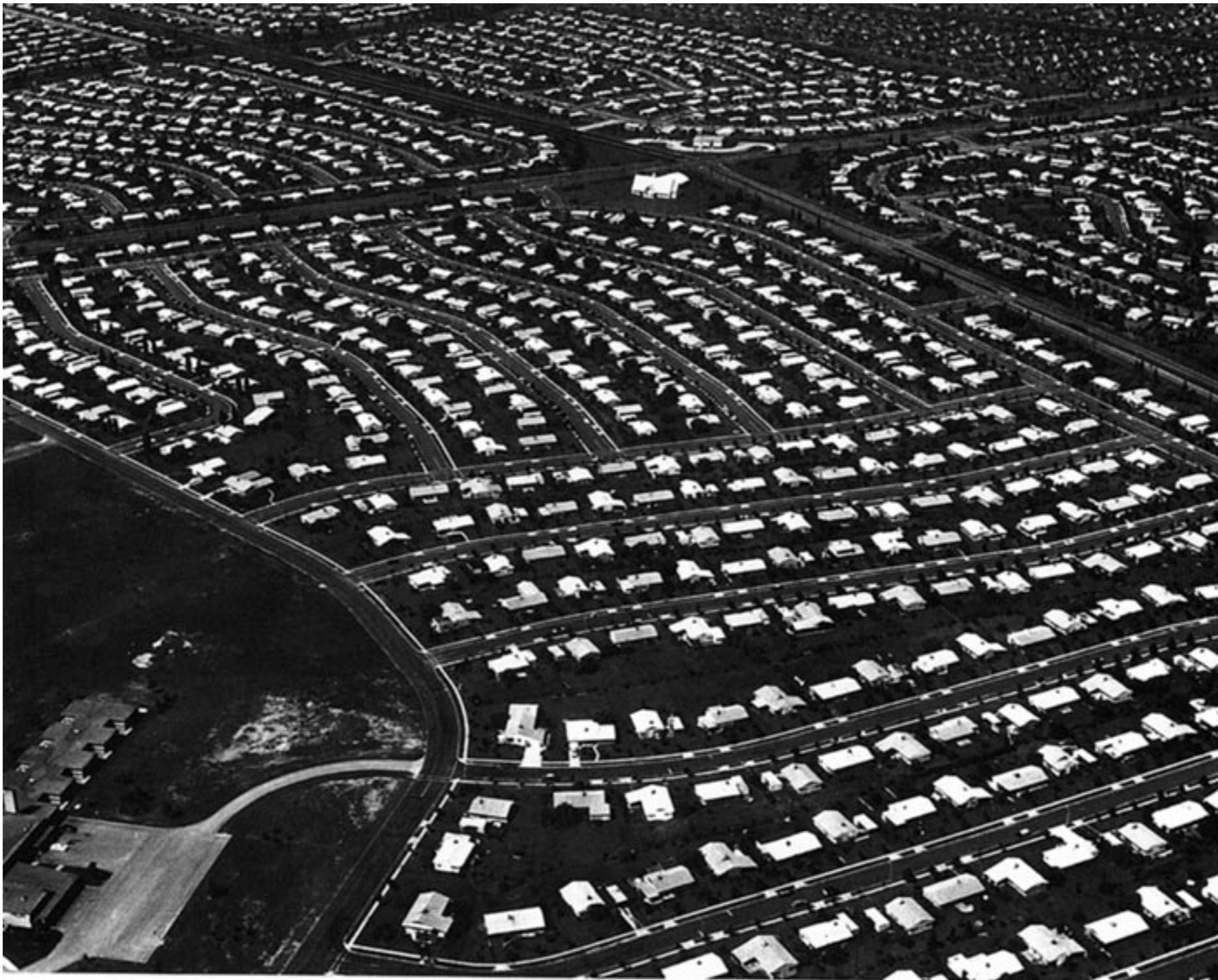
# Individualism

## 1. Incentives

*Incentives are “sharp”*

## 2. Self-expression

*Play the music I want when I want ...*



The Rise of Individualism



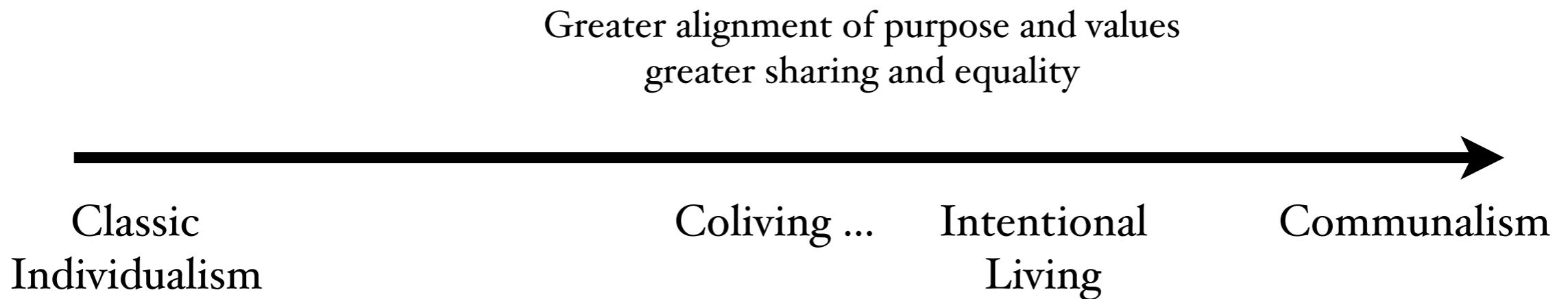
# Kibbutz

Communities in Israel based on equal sharing of income  
and communal ownership of property

<https://people.stanford.edu/ranabr/research>



# Co Spectrum



For co to work: invest in relatedness, alignment,  
communication & governance

Increase Benefits, Address Challenges

Culture

How do you avoid and  
handle breakdowns?

*Deal with shirkers?*

# Governance

- Strict limits on entry & screening
- Formal or informal sanctions: “Nobody said a word to him. But in the evening, in the dining hall, the atmosphere around him was such that the following morning he got up and left the Kvutza [Kibbutz]” (Near, 1992, p. 38)
- High degree of communication and information flow
- Rotation of leadership positions to prevent capture
- [Communal property as a bond]

See Ran Abramitzky, *The mystery of the kibbutz: how socialism succeeded*

Why?

How we live together  
How we work together  
*Matters*

Loneliness 2x as deadly as obesity\*

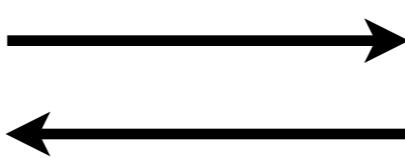
Meaningful, satisfying, harmonious work\*\*

\* <https://www.theguardian.com/commentisfree/2014/oct/14/age-of-loneliness-killing-us>

\*\* 69% of employees report work as significant source of stress

[APA 2009, and APA 2012 <https://www.apa.org/news/press/releases/phwa/workplace-survey.pdf>]

How we live  
and work



How we “be”,  
feel and act

Importance of the monastic community in many philoso-religious traditions e.g. Buddhism

Marx etc: structure of economic relationships lead to alienation, inequality, exploitation and dissatisfaction both spiritually and materially

# Co-X

## Structures of organising living & working

- Cooperatives
- Collective
- Coliving
  - Intentional communities
- Coworking
- Coproduction
- Communes / communalism
- *Community*
- *Governance*

# Co-X

## Structures of organising living & working

- Coliving: shared space, some community
  - Intentional communities: coliving plus shared values and/or purpose
- Coworking: multiple groups in shared working space but without a common purpose and/or common corporate entity
- Coproduction (?)
- Cooperatives: organisation democratic ownership and control
- Collective: a group working together with a common purpose.
- Communes / communalism: shared communal property and possessions
- *Community: a web of connections and a shared culture*
- *Governance: a system for governing relations and activities within a group*

# Coliving

- Shared “communal” spaces
- (Some) sense of community
- (Perhaps) a shared purpose [intentional living]

## Other refs

- “Co-living is a way of living focused on a genuine sense of community, using shared spaces and facilities to create a more convenient and fulfilling lifestyle.”
- coliving.org
  - Shared housing designed to support a purpose-driven life.
  - A modern, urban lifestyle that values openness, sharing, and collaboration. Synonyms: intentional living, intentional community, cohousing, modern nomad.

## PROPERTIES

HOME / PROPERTIES

Our first three properties have served as a springboard to develop strong systems for creating and running community-driven residences. We are now working on larger scale new developments that will bring coliving to the next level, enabling a broader range of people to access the community lifestyle.

### COLIVING PROPERTIES



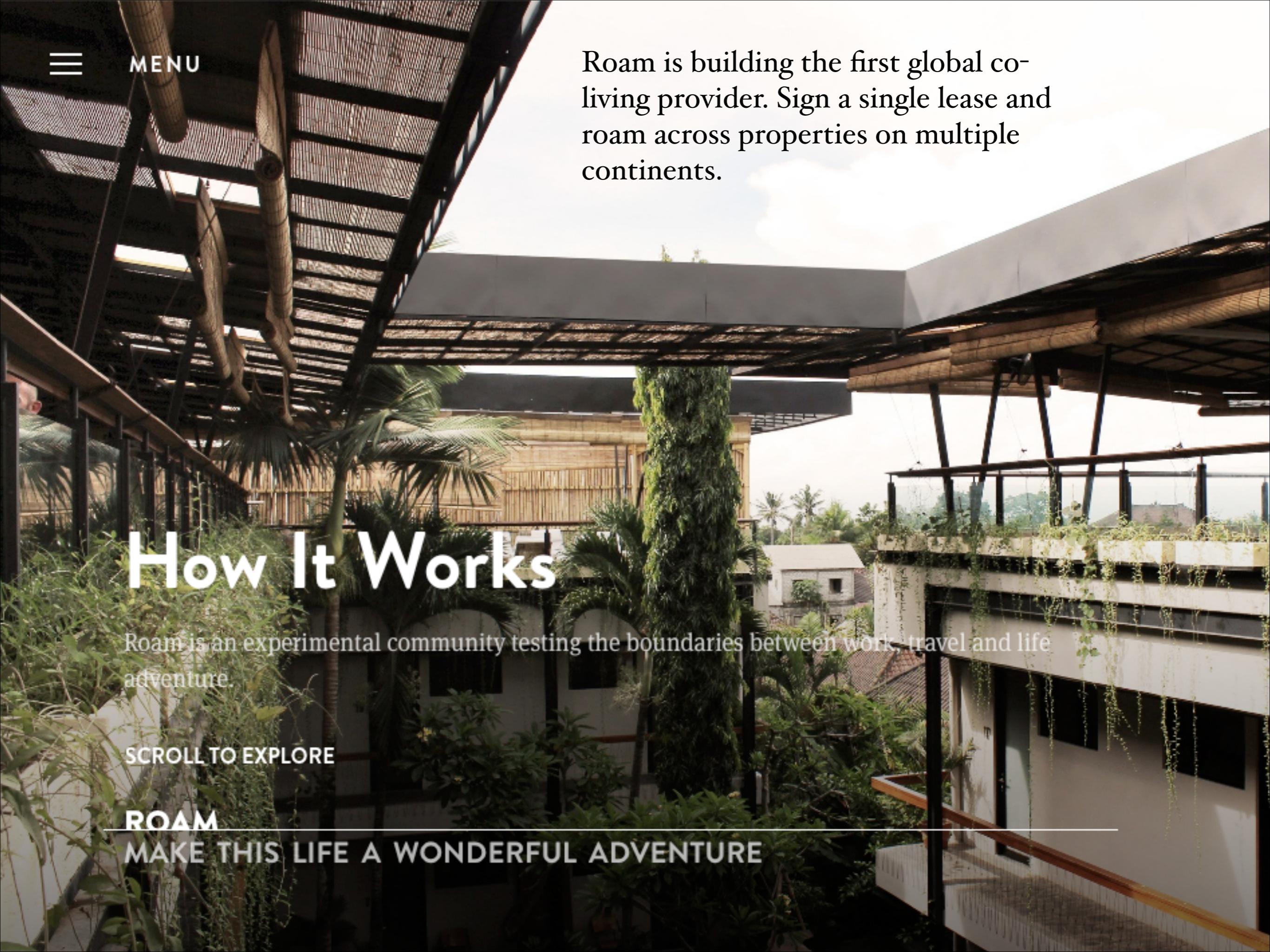
billions. Yet when we look into the future, we still have a ways to go. Ahead of us lies some of the most serious challenges we've ever faced- from extreme income inequality to the degradation of ecosystems on which we all depend.

At the same time, never before have we had better tools, resources and the collective will to come together as a species. The emergence of the internet, sustainable technologies, and a global networked economy are indicative of a new, common future possible for us. *Ultimately, OpenDoor is an invitation to live better together as a human family-* to reimagine our cities, buildings, and homes as places that take care of both people and the planet.

*If ten people can learn to live well together, perhaps ten billion can learn to share this common home called Earth.*



MENU



Roam is building the first global co-living provider. Sign a single lease and roam across properties on multiple continents.

# How It Works

Roam is an experimental community testing the boundaries between work, travel and life adventure.

SCROLL TO EXPLORE

**ROAM**  
MAKE THIS LIFE A WONDERFUL ADVENTURE



## CO-LIVING IS A NEW WAY TO LIVE

Co-living is a way of living focused on a genuine sense of community, using shared spaces and facilities to create a more convenient and fulfilling lifestyle.

## THE CO-LIVING LIFESTYLE

Co-living is designed to be the perfect platform for life in the city.



# What's Missing?



542 rooms  
Library, roof garden, fully serviced

“They all have good jobs and can afford to buy, but you can't put a price on the convenience of having things such as your cleaning done for you or someone to pick up your dry cleaning.”

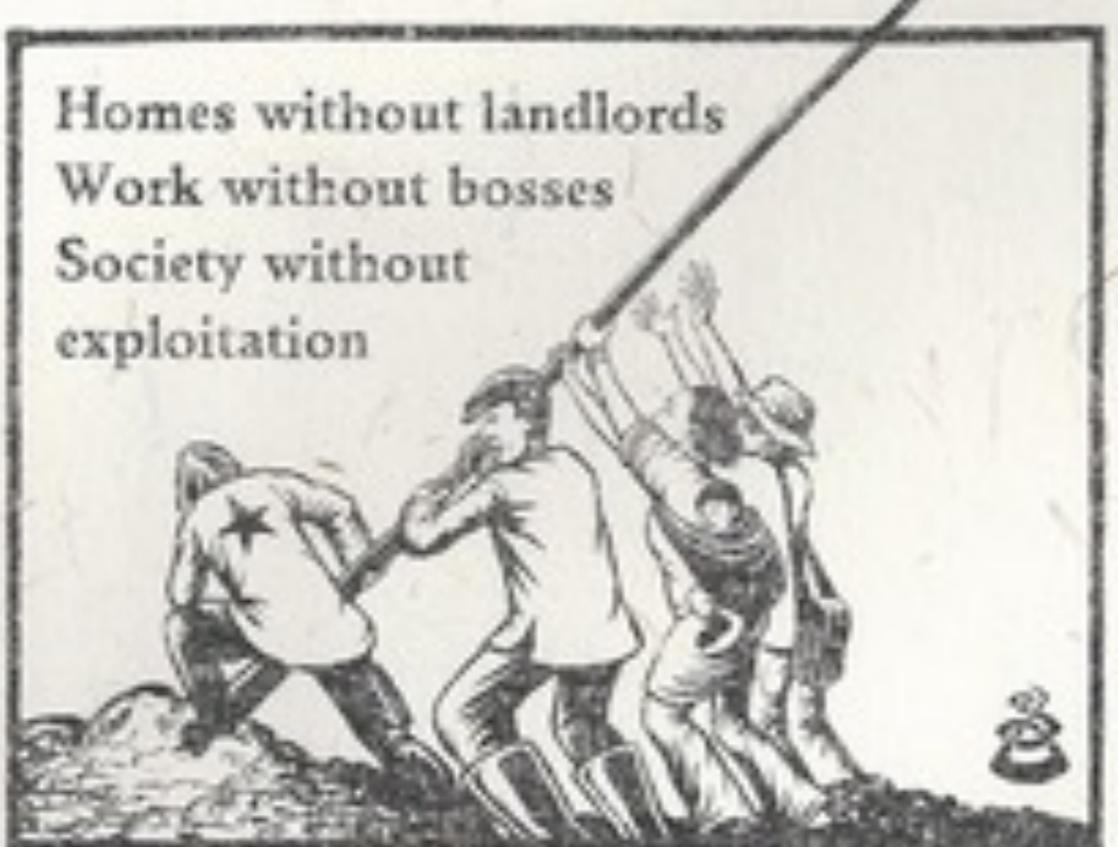
Purpose?  
Real Community?  
Ownership and Control?

# Cooperatives



PHOTOGRAPH OF THIRTEEN OF THE ORIGINAL MEMBERS  
OF THE  
**ROCHDALE EQUITABLE PIONEERS' SOCIETY.**

A co-op is a group of people that gets together to organise collectively for their mutual benefit. Work, housing, services, pubs and social centres can all be co-operatively owned and managed.

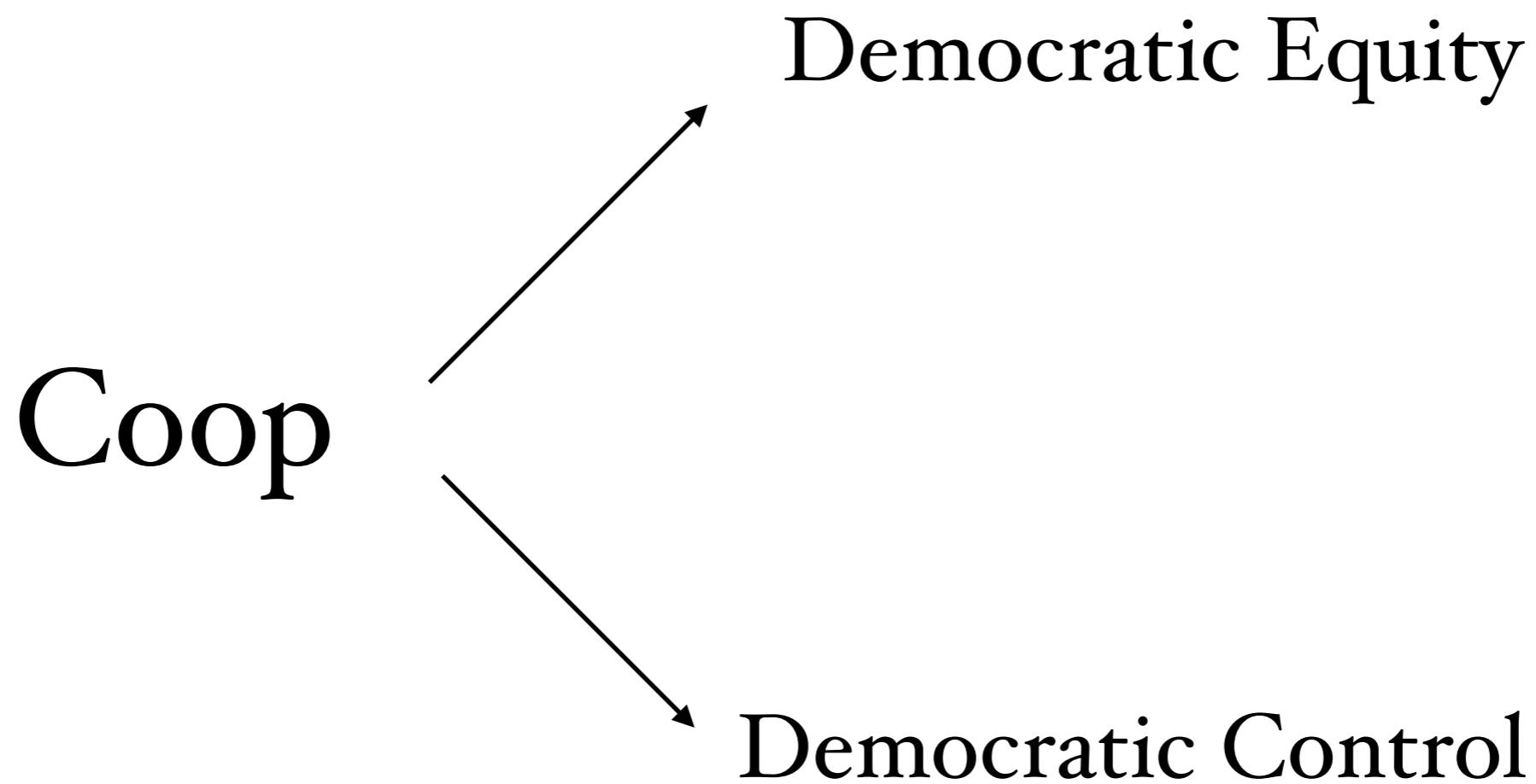


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Co-operatives are based on the values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of their founders, co-operative members believe in the ethical values of honesty,

1. Coop membership is open and voluntary.
2. Co-ops are controlled only by their members, who each have equal control.
3. All members have a fair stake in the co-op. Investment does not give control and gives only a small return.
4. Co-ops are autonomous and independent self-help organisations.
5. We educate and train members so they can contribute to the co-op. We also inform the public about the benefits of co-operation.
6. Co-operation among co-ops benefits members and the wider co-op movement

# What does it mean?



# Producer & Consumer Coops

- Worker coops
  - “no bosses”, “no shareholders”
- Housing coops
  - “no landlord”

# MONDRAGON



HUMANITY  
AT WORK

Finance  
Industry  
Retail  
Knowledge



MONDRAGON  
UNIBERTSITATEA

ENPRESAGINTZA  
FAKULTATEA

FACULTAD DE  
EMPRESARIALES

# Producer & Consumer Coops

## America

- 3.4k farmer-owned cooperatives market ~30% of all American farm products today
- 6,400 housing cooperatives provide homes for more than 1 million households.
- 2m homes get service from 270 telephone cooperatives
- 1k rural electric cooperatives provide power to 36 million people.

*The vast majority of working Americans today are employees, and most spend their entire occupational lives as one. Yet, only 200 years ago, just a tiny percentage of the workforce were employees, and the vast majority of free working people were self-employed farmers, artisans, and merchants.*

John Curl, *For All the People: Uncovering the Hidden History of Cooperatism, Cooperative Movements and Communalism in America.*

# Communalism & Utopias



Credit: Joel Sternfeld, *Sweet Earth*, 1996

# Appendix

Why Co-...?

# Why Co?

- Economies of scale - in purchasing (Rochdale pioneers) or production
- Relatedness
  - Community and connection
  - Beliefs, Purpose
- Fairness
  - Equity
  - Control / decision-making
- Security
  - Insurance
  - Support
- Richer labour / richer life