

Realized through



**Rent-free residencies as an economic  
instrument for non-financial value creation**

Value Collective aims to support people who want to undertake work which is not profit-motivated and does not generate financial returns, but which is nevertheless valuable work that benefits society at large.

The design involves an institution that facilitates these efforts through a rent-free living and working arrangement, which also comes with access to tools and resources.

**A rent-free living and working arrangement,**  
which supports work not by funding it directly but  
by **cutting overhead costs** associated with daily  
living and facilitating **access to tools, resources,**  
**mentors**

Operating on a bare-minimum, **sufficiency basis** to lower the stakes and allow for **maximal experimentation and autonomy** for residents

Applications are **proposal-based**, but highly open-ended, meaning **residents can propose a residency on their own terms**

Proposals earn residencies on the basis of the **values** they promote and the **unlikelihood of the work being feasible** outside the Value Collective model

Residents are encouraged to **apply with friends** and **enlist the help of their own networks** to achieve whatever it is they are hoping to do over the course of the residency

Residencies take place over **set time periods** (3 months, 6 months, 9 months, a year) with **option for renewal** in the case of strong project momentum

Residents are **invited to help develop and iterate Value Collective** over time (ie. spatial arrangement, service offerings, operating / governance structure)

**Event programming and publicly-accessible spaces** facilitates interaction between residents and the greater community

Living together facilitates **relationship-building**  
between residents and the **strengthening /**  
**expansion of networks**

Value Collective builds in moments and provides tools to **document and present efforts, progress, successes** so all residents have a “**proof of concept**” that can be leveraged to support any desired continuation of work after the residency ends (also **satisfies donors** who fund the institution)

Work done in the context of this institution amasses **esteem and legitimacy** that it wouldn't otherwise have and eventually achieves greater **visibility and representation within economic discourse and policy**

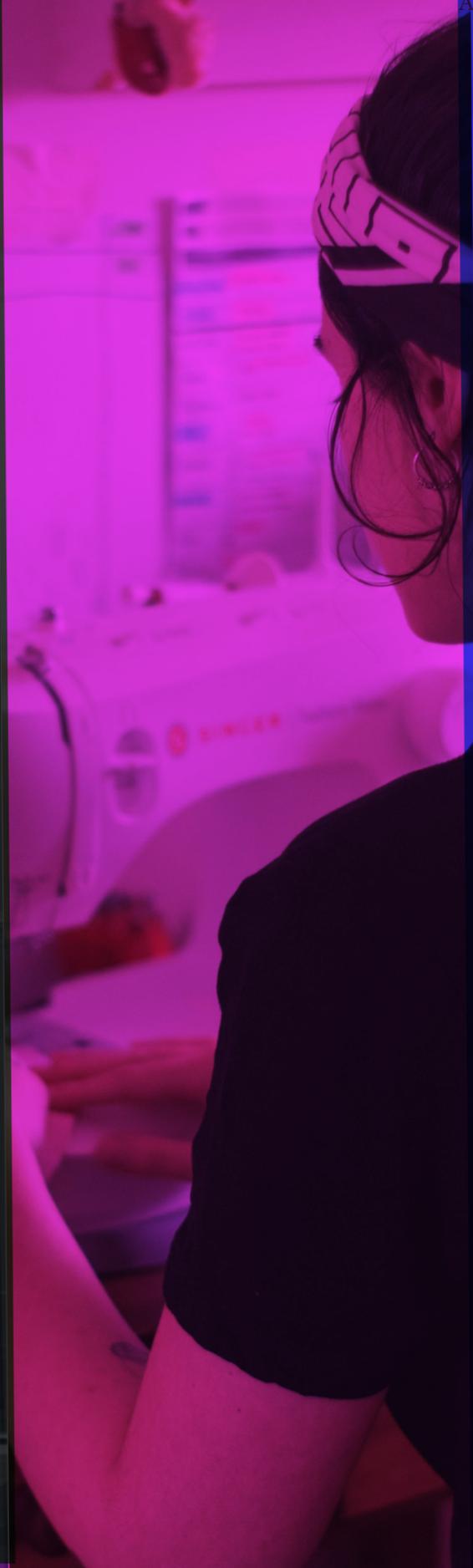
I started from the premise of wanting to design something that could meet the complexity of the problems facing us. At the same time, I have been deeply moved, supported, and inspired by the people I've encountered and worked alongside over the course of my own journey engaging with these issues. Everywhere I look I see people trying, working with what they've got, doing what they can and getting things done within the most unique structures and arrangements - usually with little to no money, without ever being asked, and at times at great personal risk or expense. The problem is not a lack of interest, nor a lack of ideas, but rather a lack of capability in the form of persistent systemic constraints.

Intrinsically-motivated people are profoundly resourceful and get by working between the cracks, leveraging their personal networks and tapping into other people's deeper values, all within highly specific confluences of irreproducible conditions. And what ties it all together is relationships. But they're often stretched for time and resources, they're limited in what they can do, and after a while they usually have to stop, because whatever unique conditions made it all possible fall apart. And it's a huge loss, because what they're usually working on is truly priceless.

I think these people could use a bit of support, but the last thing they need is for someone to tell them what to do. So why not let them call the shots?

I created 6 personas based on the archetypes of people in my life who I believe would benefit from and make great use of time and space away from financial pressures, as well as access to a support structure based in recognition of the value of their efforts. To support the making of these personas, I conducted five in-depth interviews to determine the activities, motivating factors, enabling conditions, and systemic constraints surrounding their personal projects and voluntary work.

We have on the roster the **Practical Ecologist**, whose wealth of knowledge on ecological practices stems from her profound love and respect for our more-than-human relations. We can thank the perseverance and fighting spirit of the **Dedicated Organizer** for mobilizing the masses and securing our rights for another generation. Livening things up with his penchant for reimagination and unstructured play is the free-wheeling **Experimental Creative**. You can find the **System-Savvy Subversive** hard at work on the sidelines, strategizing, networking, and using existing frameworks for progressive ends. Getting inventive with whatever's on hand is he **Enterprising Wildcard**, a marvel of budget-strapped DIY ingenuity. Last but not least is the **People's Intellectual**, whose deep engagement with history, theory and social critique enables him to engage others in discourse and thoughtfully guide the direction of action and energies.



Think with me for a second here. What do you think would happen if we got all these people together not for a day, not for a week, but for months?

What would happen if we introduced them to each other, got them talking, hanging out, building bonds, all while supporting their efforts to engage with the issues they care about using each of their unique skill-sets?

What if we told these people, you can change the world, and helped them do it?

Realized through



\* and its army of motivated people!