

*Doing change
better together*

AN INVITATION

This we believe.

Change, at the scale and speed the world deserves, will only happen when we learn how to change together. Change is a collective project. It is powered by common purpose. By shared values, tools, spaces and dreams. Change happens when we align around the things that unite more than divide us.

For society doesn't change with a single project, however amazing that project. But see the projects together - across mental health, poverty, livelihoods, clean energy, education and peace - and something extraordinary starts to happen.

For the more we join the dots, combine our strengths, share our assets. The more the world moves. Change happens - at a magnitude way more than the sum of our parts. And that is our mission.

This is how we do it.

1. We search every corner of the world for ideas that work. What Wikipedia does for knowledge, we do for models of change. We share them. With everyone, everywhere. A platform for world changing ideas to be spread, copied, adapted and scaled.

2. We bring together the people you might least expect, one place, one community at a time. We call them the unlikely allies. The vicar, the Imam, the venture capitalist, the shopkeeper, the librarian, the property developer, the aid worker, the entrepreneur, the activist. And together, we build a shared vision and roadmap for the place they all call home.

3. We add rocket-fuel to that shared vision - helping attract the capital, spaces and tools necessary to accelerate change. We see it as investing not in individual initiatives - but in the collective. Investing in the tipping point - in the shared needs of many projects, one place at a time. It's the world's first collective social investment bank - helping communities realise way more than the sum of their parts.

This is one story.

From a cosmopolitan suburb of Birmingham, to East London's Olympic Park, to post earthquake Kathmandu, to the fragile peace of Kabul, to the refugee camps of Jordan, to the Turkey-Syria border town of Gaziantep. Civic has seeded a handful of strategic experiments in places with more in common than meets the eye. Everywhere we're invited, we experience the human condition - spirited, enterprising, restless and with the right enabling conditions - drawn always to doing more together, than we could ever do alone. Each cluster of Civic initiative with its own unique local identity, yet sharing a common pattern, in relationship globally as part of a growing multi-sited change project.

The 'Gaziantep Change Club'. The 'East London Guild'. Kabul's 'Frontline Club'. Jordan's 'Unlikely Allies Agency' - each an alliance as diverse as the corporate executive, the Mayor, to the refugee. Civic has become the means by which unlikely allies, the big and the small, the local and the global, can work together - with common purpose.

We already have so much of what it takes.

1. People-power and the human spirit. An abundance of imagination, talent and the human spirit is to be found everywhere, yet all too often goes unharnessed.

2. Models of change. 1000s of them, whose stories deserve telling and whose social business and operating models deserve spreading to neighbourhoods everywhere - models to be copied, adopted, adapted, hacked or simply as the inspiration for something more.

3. Spaces on every street corner in the world. Under-utilised places everywhere that with a bit of love and enterprising spirit could become the home for change on every street corner - places of worship, libraries, community centres, the village shop, the supermarket.

Our ambition is this.

If change had an operating system. Civic would be that system. The source-code by which unlikely allies can make change happen better, together. Civic then, as the mashup of a soon to be launched global, digital platform full of social change ideas and business models that work; meets the ambition of a million village squares for the thrilling, gritty process of accelerating small, beautiful, powerful ideas - one step, one encounter, one neighbourhood at a time.

Working together, with common purpose and shared assets, we can solve anything.

Rarely does a project belong to everyone.

You're invited.

MISSION

*To accelerate
change - doing
more with less*

WHAT WE DO

*A platform for
everyone, anywhere*

TO ACCESS THE MODELS, PEOPLE AND SHARED ASSETS
TO ACCELERATE CHANGE

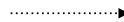
INSIGHT & ANALYSIS OF SYSTEMIC ROOT CAUSES



BENEFICIARIES



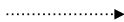
ACTIVE CITIZENS



UNDER-UTILISED ASSETS



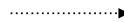
FULLY-UTILISED SHARED ASSETS



INSTITUTIONAL DELIVERY



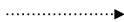
ENABLING PLATFORMS



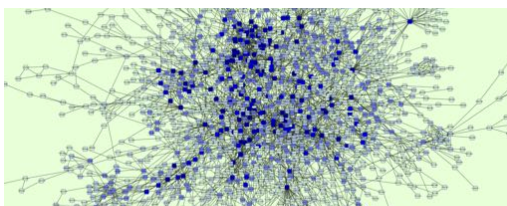
WORKING ALONE



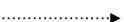
SHARED VISION, MODELS & TOOLS



ISSUE FOCUSED



SYSTEMS CHANGE



SERVING A MAJOR STEP-CHANGE IN APPROACH

DOING MORE WITH LESS - FASTER, CHEAPER, MORE EFFECTIVE & JOYFUL CHANGE

= *Impact*³

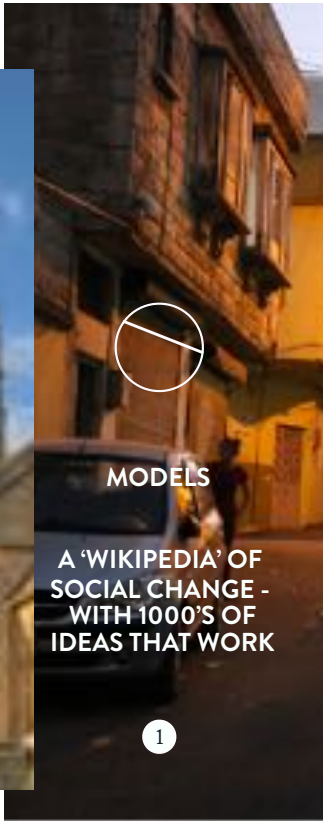
FASTER, MORE COST-EFFECTIVE,
MORE SUSTAINABLE CHANGE



MODELS

**A 'WIKIPEDIA' OF
SOCIAL CHANGE -
WITH 1000'S OF
IDEAS THAT WORK**

1



PLACES

**COMMUNITIES
EVERYWHERE
'MADE CIVIC'**

2



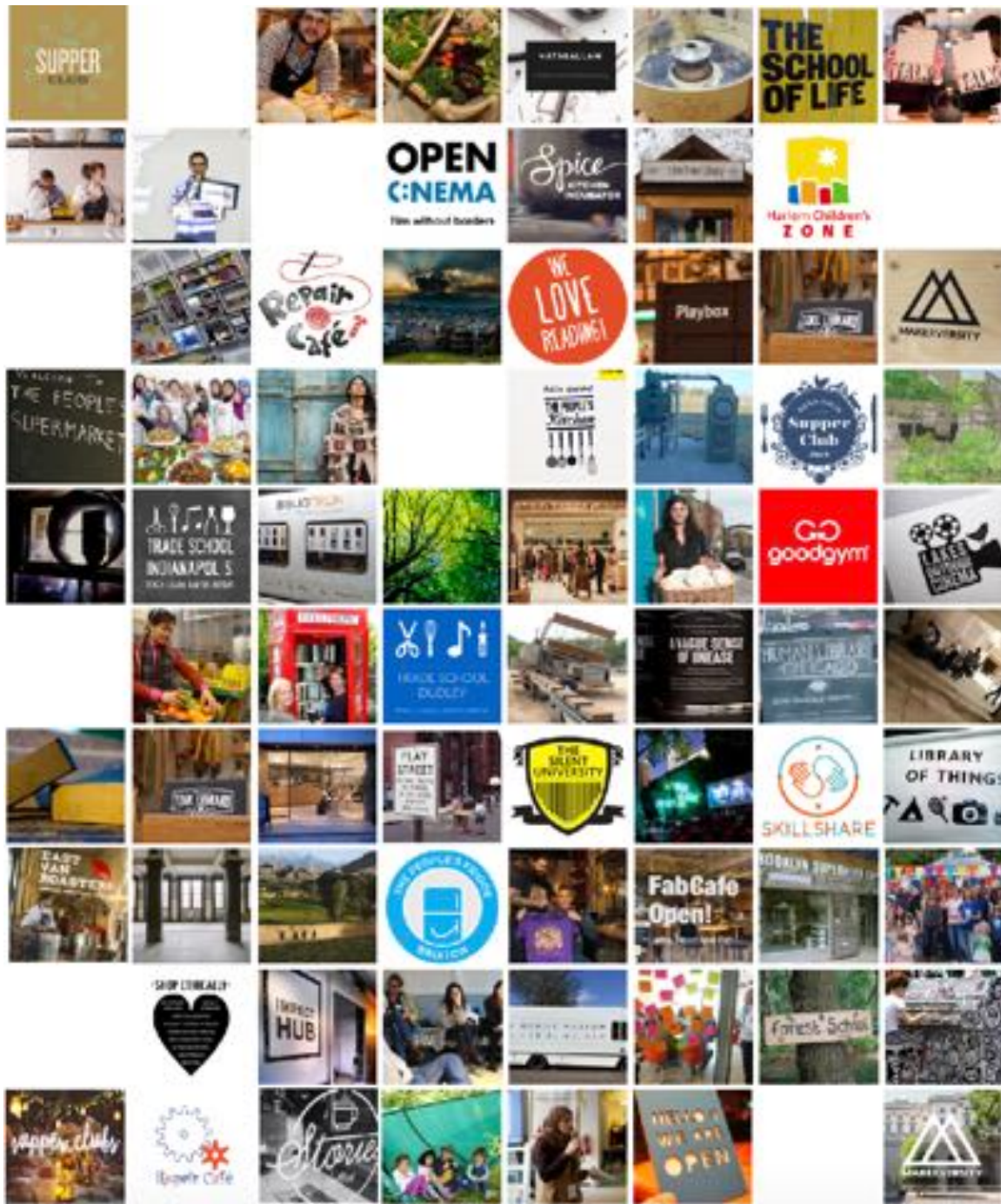
CAPITAL

**A COLLECTIVE
INVESTMENT FUND
FOR POWERING
SHARED VISIONS**

3



THIS IS WHAT WE DO



A 'WIKIPEDIA' OF SOCIAL CHANGE WITH 1000'S OF IDEAS THAT WORK





Place Jordan - Zaatari, Irbid, Azraq, Salt
Archetype *Protracted humanitarian emergency*
Status Live ●
Partners Zain, Oxfam, Relief International, Royal Family
Focus Transforming the approach to refugees from problem to opportunity through livelihood creation that serves place-making and the host community



Place East London
Archetype *Urban regeneration*
Status Live ●
Partners London Legacy Development Corporation, Balfour Beatty, Places for People, Church of England, Peabody
Focus Creating a new multi-sited library involving 25 under-utilised assets ranging from places of worship to retail to the Post Office



Place Balsall Heath, Birmingham
Archetype *Heritage assets*
Status Live ●
Partners National Trust, Heritage Lottery, Friends of Moseley Road Baths
Focus Social business models for heritage assets as part of a community-wide civic renewal strategy



Place Kabul
Archetype *Post-conflict livelihoods*
Status Live ●
Partners Dutch government, Cordaid, Bayat
Focus Strengthening the local economy and social entrepreneurship ecosystem to encourage young Afghans to stay and re-build their country

PLACES ‘MADE CIVIC’ - 4 OF OUR 10 R&D SITES WITH THE AMBITION TO ONE-DAY TRANSFORM EVERY STREET CORNER IN THE WORLD



FINANCIAL CAPITAL + SOCIAL CAPITAL



COLLECTIVE INVESTMENT FUND

SHARED CAPITAL + SPACES + TOOLS



**THE WORLD'S FIRST COLLECTIVE SOCIAL INVESTMENT FUND
ACCELERATING CHANGE DELIVERED BY UNLIKELY ALLIES
WORKING TOGETHER**



1 million

UNLIKELY ALLIES

1000

MODELS OF SOCIAL CHANGE

100 million

IN SHARED CAPITAL & ASSETS

**EVERYDAY LIFE MADE BETTER
FOR PEOPLE EVERYWHERE**

AMBITION IN NUMBERS

Example Civic Place

Afghanistan

● Live R&D Site



KABUL
MADE
Civic

92 social entrepreneurs
1021 CROWD INVESTORS
1 leading mobile company
7 venture capitalists
3 of the biggest aid organisations
2 academics
And 1 Prince ...

Have come together to re-imagine and re-build the places young people can go to learn, to start projects, to get start-up investment, to pursue livelihoods and crucially, to find the hope and opportunity to stay in the country at a time when most people are on the verge of leaving.

Example Civic Place

Hackney, Newham, Tower Hamlets and Waltham Forest

● Live



39 entrepreneurs
829 crowd investors
2 DEVELOPERS
17 social enterprises
12,377 residents
72 retailers
4 MAYORS
25 LIBRARIANS

Unlikely allies across East London are coming together to re-imagine and build a library for the 21st century. In addition to a social enterprise powered £8 million new build multi-sited library - 15 more under-utilised spaces and dozens of local charities, retailers, investors and social enterprises are forming an ambitious 'civic renewal' project from Bethnal Green to the Olympic Park.



THANK YOU

To the organisations and social investors who have come together over the last 12 months to make this possible



Amman Birmingham Bogota Detroit Gaziantep Kabul Kathmandu Lesvos London Nairobi

www.civic.co

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