

The Green Marketplace

- where people meet, shop and create a future

The Green Marketplace is a vision. The Vision of The Green Market Place must be co-created by many different stakeholders. Three eco-community residents formulated the [first draft of the vision](#) 1 ½ years ago. In 2021, we unfolded the vision in a [whole system design](#) in the study [Design for Sustainability and Regeneration](#).

Our design for The Green Market Place now needs to be operationalized – this is the next crucial phase. Therefore, we invite you to join us as a **future-thinking cell**. In this cell we will explore how we can connect with other cells, with the aim of creating a regenerative and prosperous world. Together we must form **imaginary bodies** and **systems**. These imaginary bodies and building blocks become will shape **the regenerative and bioregional ecosystems** where a community of communities as well as local commerce and culture are the driving factors. We hope you and your community feel like joining in!

VISION The Green Market Place consists of a **digital marketplace** and **local mobile marketplaces** with a focus on green products, services, culture and lifestyles that strengthen local communities and contribute to regenerative and bioregional development.

MISSION To establish a **community of communities** across associations, communities, companies and foundations that can see perspectives in as well as contribute to the **co-creation a green marketplace where people meet, shop and create futures**.

GOALS

1. Put this **article on the worls wide web** and make it spread within the relevant networks.
2. Hold two (or maybe three) **workshops**, including the LØS annual meeting on 6-8. May 2022.
3. Make potential stakeholders **link to the article** from their own website.
4. Meet with 10-25 stakeholders who will help **transform the vision into a project** run by a community of communities.
5. Find **funding** for the next stage of the project.

We hope you and your community find the vision attractive and will help make it a reality!

Green greetings

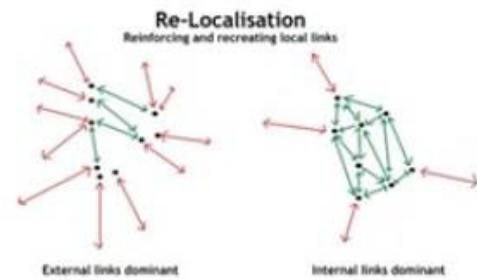
[Bjarne Andersen](#) & [Ditlev Nissen](#)



A culture of regenerative production and consumption

The idea of the Green Marketplace (DGM) is to contribute to the development of local regenerative economies. Economies that create a framework for us as citizens and companies, based on our desire to work as well as consume, to become **co-creators of a new culture, where consumption, relationships, co-creation and connection to nature are four sides of the same coin.**

The new culture must contribute to how we produce and consume the **rebuilding of the natural basis**. At the same time, The Green Market Place (GMP) must contribute to an upscaling of the living conditions existing in and around Danish eco-communities, where the lifestyles and local communities are characterized by high life satisfaction, low environmental impact and local development. **If we are to succeed, we must connect the dots;** our associations, communities, businesses, consumption and longings will develop us in a regenerative and bioregional direction.



When we look beyond the map of Denmark, we see many green environmental communities (eco-communities, green villages, permaculture projects, regenerative agriculture, educational initiatives, companies, cooperatives, energy communities, associations, networks, etc.), where people based on their everyday lives, **try to live as sustainably as possible**. They work continuously to reduce their ecological footprint and contribute to the reconstruction of the natural basis, which is being destroyed by the growth economy and the consumer society.

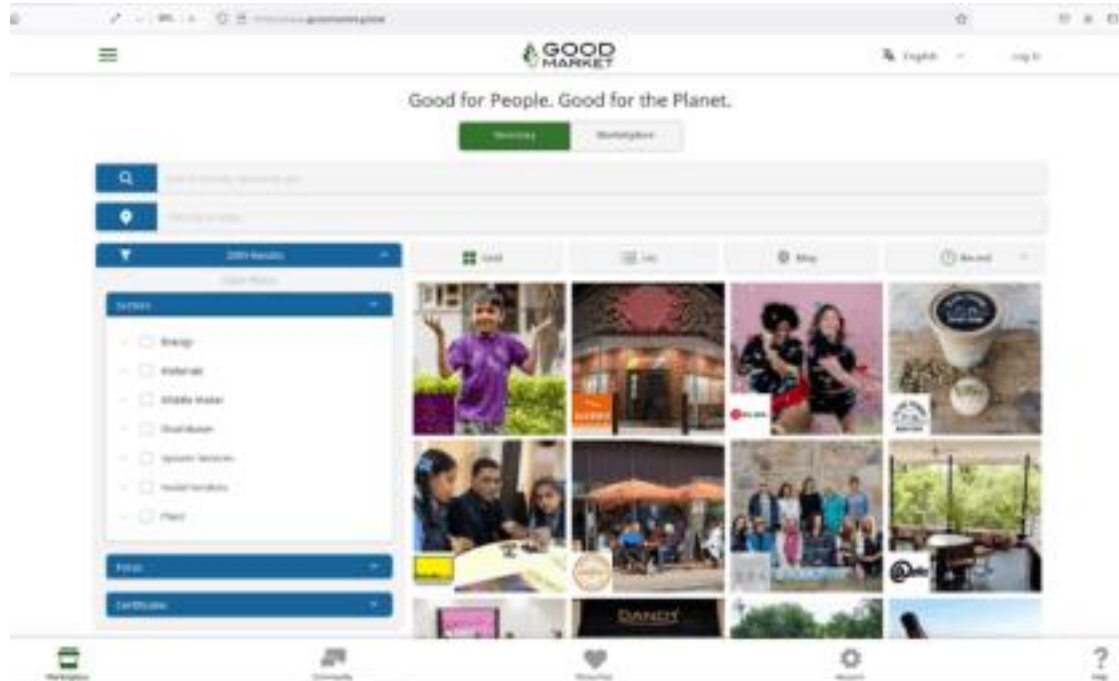
When we zoom in and focus on the environmental communities - our affiliation is the eco-community movement - we sense that there is a need and potential in establishing a **marketplace where producers and customers can interact** in ways that promote local and regional regenerative development. Therefore we dream of you and many others wanting to help create an ecosystem of citizens, local communities, companies, educational institutions, etc. which through **trade, culture and social exchange promote the local regenerative development.**

The Green Market Place

The Green Market Place (GMP) consists of two corresponding posts that each support each other.

- **A digital marketplace for green products and services**
- **A physically mobile marketplace that combines trade and culture**

The digital marketplace is not stock-bearing. Once a trade has been concluded, the manufacturer sends the item from his/her own warehouse directly to the customer. The digital marketplace will in this way support a trade that focuses on regional, national and European trade - spiced with regenerative products from other continents.



Working with our design we have become aware of [Good Market](#), a digital trading platform that operates under the slogan **Good for People. Good for the Planet**. The platform is [designed to support social networks](#), which include local communities that focus on a local geographical area, as well as communities that gather around a common purpose, a common structure, a service, or a practical challenge.

It is our impression that Good Market can be included as version 1. of GMP's digital trading platform. In addition, Lars Myrthu-Nielsen has proposed using www.eco-net.dk as a digital trading platform.

The physically mobile marketplace is a commercial and cultural event where trade merges with theater, music, public education, workshops, food, body and mind, conversation salons and politics. The combination of trade and culture must contribute to the transformation of our way of producing and consuming. The marketplace must be bursting with joy, celebration, beauty, art and culture. It moves between cities and communities across the country. In the first years we assume there will be 4-8 markets. In ten years' time, there will be markets every week during the summer.



We see the development as The Roskilde Festival's development. In 1971, there were 13,000 people - of which 3,000 were paying guests. In 1980 the festival attracted 50,000 and in 1995 it attracted 90,000 people. In addition, many thousands of volunteers.

Who runs the Green Market Place?

The Market is run by a company, with the working title *The Green Market Place (GMP)*. The invited stakeholders must define and create the company in collaboration with local stakeholders. **The marketplace is commercial and must be run as a company** inspired by [financial permaculture](#). This meaning two things:

1. Everyone must have some form of pay for the work to which they contribute.
2. Advertising; funny, informative and with a twinkle in the eye, helps guide consumers towards regenerative products. At the same time, the advertisements help to finance the operation of the company.

As part of GMP **a market kit must be developed to make it easy for local stakeholders to co-organize** the local marketplaces. The market kit could consist of help with: Organization, advertising, press releases, permits, rental of tents and toilet carts, finance function, gathering experience and more.

Over time, we see GMP as a cooperatively organized company. In all phases, sociocracy is an obvious form of organization.

A community of communities

The Green Market Place is a community of communities that is part of a **vibrant economic, social and cultural exchange across organizations, communities and businesses**. GMP must facilitate the interaction between the digital based and the physically based market, between trade and culture, consumption and ways of life, customers and producers, country and city, and between people, communities and their bioregion. The dream that GMP creates is an undergrowth of local companies that evolve “under big trees” such as [Vestas](#), [Thiese](#) and [Urtekram](#).

The digital and the local marketplaces

As customers, we must find it easy to find local products that match our lifestyle as well as national and global products that are part of regenerative production chains. Therefore, the **digital marketplace must be equipped with a search function** where you can search in various categories such as:

- **Geographically** on (bioregional) companies.
- **Sectors:** Food, energy, materials, holiday accommodation, and a wide range of services, etc.).
- **Interests:** Environment, basic needs, inclusion, society and the conscious choice (vegan, fair trade, cooperative ownership, etc.).
- **Certificates** such as organic products, Demeter, fair trade, cooperative organization, etc.

The local marketplaces display and sell their products to local consumers. At the same time, a selection of products from the digital marketplace can be seen and purchased in a special stand that is included in the market kit mentioned above.

The stallholders are registered in three categories: 1) Local companies that sell goods / services on both the physical marketplace and the digital trading venue. 2) Local companies that appear on the digital marketplace, but without selling goods on the digital platform, e.g. agriculture with a farm shop. 3) Pop-up producers with targeted produce for the local market day.

In addition to trade, there will be local food stalls and a folk kitchen that cooks for communal dining. In the marketplace there can be conversation salons, community singing, children's corner, campfire site, local sports teams, quiet rooms with meditation and prayer, yoga, music, theater, local political themes as well as information and workshops about the local bioregion.



The Sustainability Wheel.

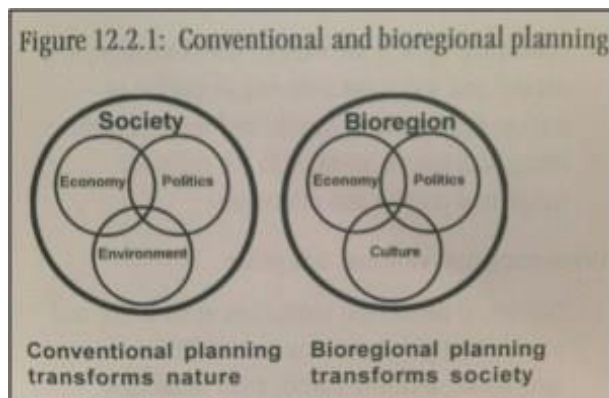
Guests at the marketplace will be residents, local environmental communities as well as people associated with Future for Fridays, the Green Student Movement, Green Neighborhoods and students from the educational institutions of the bioregion.

The idea is that GMP should be a living example of a [whole system design](#), on which sustainability wheel of the eco-society movement is a picture.

Regenerative and bioregional development

The economies and systems of the future for the production and distribution of vital physical goods must take place as locally as possible. We can talk of **ecological decentralism** and of the ultimate place for ecological economics being the "bioregion", and its practice as "bioregionalism".

A bioregion is a geographical area whose boundaries are determined by nature and not exclusively by humans. One bioregion differs from another by the characteristics of flora, fauna, water, climate, cliffs, soils, landforms and the human settlements and cultures that these characteristics have given rise to. **Bioregionalism is a "new" way of defining and**



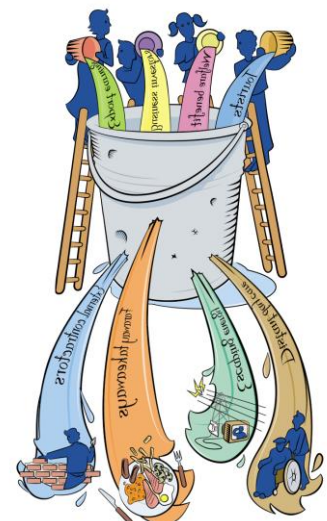
understanding the place where we live and learning to live in the place sustainably and respectfully. What bioregionalism represents is only new to those of us who come from the Western industrial-technological heritage. Its essence has been reality and common sense for indigenous people who have lived close to the countryside for thousands of years, and it continues to be so.

The wisdom of bioregionalism is the practice of intimately exploring, knowing and caring for the natural and human societies within a region defined by nature - one's bioregion. As our knowledge and experience with the concept of bioregionalism is flimsy, we see **the local marketplaces as a learning opportunity in bioregional development**, where enthusiasts and researchers, as well as students and students from local educational institutions inform about and explore the bioregional marketplace. Here are [links and text on bioregional development](#).

Where the local markets are held

It could be in Trekroner, where [Munksøgård](#) is next door to ten green housing associations. It could be in connection with Cows' Day on [Svanholm](#), where many families with children come to see the cows come out on grass. Or a weekend at [Christiania](#), a day in or near the eco-village of [Friland](#) or of [Torup Village](#), which hosts the [Hvideland](#) and other [communities](#). Or for that matter in Nørrebro, e.g. in collaboration with [Mellemfolkeligt Samvirke](#).

The 'leaky bucket'

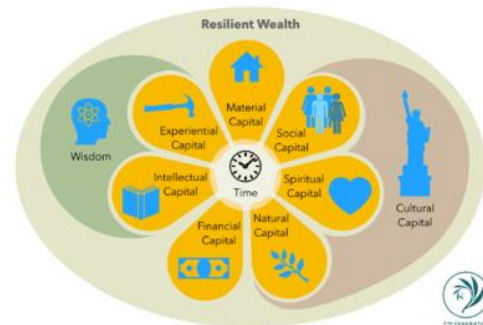


We imagine the local **market returning to the same location** year after year. Over time, perhaps several times a year. In the [design](#) , there is a future picture of a local market in Trekroner, see [pages 30-33](#).

For the first 3-5-8 years, GMP will be dependent on external support. It is the goal that GMP will eventually become a commercial self-sustaining company.

8 types of capital

GMP is a commercial company and must be operated as such meaning that everyone who works for GMP must be paid in ways that contribute to the recognition and experience of high life satisfaction. As financial capital is often a scarce resource, we want to **develop a broader understanding of the concept of capital** and the various forms of how we exchange and pay each other. In our quest, we are inspired by [financial permaculture and 8 forms of capital](#).



The intention is that everyone is paid for their efforts, and that payment is based on a broader understanding of the concept of capital. It could, for example, be the activist, who usually works for free, who receives his/her salary in the form of a course offered by a teaching company affiliated with GMP. A band playing in the marketplace could receive 60% of their fee as a bill of exchange tied to purchases in the digital and physical marketplace. It is obvious to link a [local currency](#) to the green market place, which will make the exchange superfluous.

Another example comes from an [article in Økosamfund i Danmark](#): A community farm, received on a market day the following offers from various investors: 2.5 tons of bark chips, 25 fruit trees, participation in a program on local radio, £ 2000 in donations and prepaid purchase of goods, a horse field as well as a wide range of massages and free lunches.

As the list suggests, the term “investor” is loosely defined. The real purpose of the event is to **encourage people to see themselves as creative co-creators of the new solidarity economy**, rather than being passive victims of the global economy. Such a local economy has a smile on its face and a twinkle in its eye. It invites participation and commitment and invites everyone to see themselves as active investors in their communities.”

Co-creation across stakeholders

There is no single organization or company that can realize GMP on its own. If GMP is to become a reality, it needs co-creation by a **community of stakeholders**, consisting of green organizations, local environmental communities, financial partners, digital designers, companies, educational institutions and actors who find the vision attractive.



In the short term, a steering group must be established that seeks funding and works for the realization of DGM. In the longer term, we see DGM as a cooperatively organized company.

What will it take for the Green Market Place to become a reality?

1. We need to **connect with each other**, thus using our talents in order to build a new ecosystem.
2. The Green Marketplace must **satisfy the needs** of:
 1. Citizens: Meaningfulness and good and healthy products, processes and relationships.
 2. Companies: Customer contact, marketing and sales.
 3. Local communities: Life, joy and jobs as well as community and infrastructures that help reduce the ecological footprint.
 4. Associations: Activities that support the purposes and activities of the association.
3. Creating **new collaborative relationships**:
 1. It is obvious to start a **green trade** and one [green public information](#) association, as there is a burgeoning market in both places.

How do we make the Green Market Place a reality?

How can a community of communities - a colorful and diverse group of associations, companies and communities, with different sizes, cultures, interests and resources - co-create a green marketplace? **We do not know, but what we have is a bid** for a time and action plan that can make the vision a reality. It should be seen as a brainstorm. The intention is for the strategy to be developed in collaboration with future stakeholders. The following are the headlines of the action plan. The full action plan can be seen [here](#).

Time and action plan

2022 Spring

- This article is published on <https://levendelokalsamfund.dk/> and shared in our network.
- Workshops, including at LØS annual meeting 6-8 May.
- Associations, communities and businesses are invited to share the article on their websites.

Autumn

- Dialogue meeting at Munksøgård with 10-25 stakeholders. Motivation, action plan and funding are among the topics.

2023 Spring

- [Art of Hosting seminar](#) for 50-100 stakeholders.
Working title: A green marketplace that aims to link trade and culture to promote regenerative and bioregional development.
- Establishment of steering group

Summer and autumn

- Prototype marketplaces are held 2-4 locations in the country
- *Trade for Change* events with music, dance, food, trade and party

2024

- **Spring:** The digital marketplace will be launched in the spring together with a program for ten local markets
- **Autumn:** Evaluation of process and results. All stakeholders involved contribute to the evaluation

2025

- The Green Marketplaces 2025 will be published in early spring.

The action plan includes 13 sub-projects. They can be seen in [the full action plan](#).

Do you want to join?

If the vision excites you, we will appreciate that you - and your organization - bid with your thoughts.

We have made a [Google Analysis where we ask the following questions](#):

- What pleases you / your organization about the vision of the Green Marketplace?
- Can the Green Marketplace create value for 'your' organization's higher purpose and current activities?
- What needs to be added for your organization to want to take ownership of the vision?
- What challenges do you see in the Green Marketplace?
- Can you see yourself and your organization as a co-creative stakeholder?
- What resources can you and your community contribute to the co-creation of the Green Marketplace? Time, money, fund application, materials, etc.
- Will your organization help spread the message? You are welcome to link to the article or post the entire article on your website.

As written, we will ask you to answer the questions in this [Google Analysis](#). If you think it is too narrow a framework for your thoughts, send us an email so that together we can find the right form.

Debate and knowledge sharing on Facebook

We created a [group on Facebook](#) where knowledge can be debated and shared, in order to unfold ideas and methods that can support the realization of a green market place.

We look forward to hearing from you!

Green greetings

Bjarne Andersen, lives at [Munksøgård](#), founder of [Butik](#), bjarne.andersen@munksoegaard.dk

and

Ditlev Nissen, lives in [Christiania](#), founder of [Levende Lokalsamfund](#), chairman of [Landsforeningen for Økosamfund](#) in 2010 – 2015.

ditlev@levendelokalsamfund.dk



Ditlev and Bjarne on field work in Trekroner.