



PROBLEM

Current economic paradigm (profit at all cost) is destructive and must change for the sake of people, communities, and the planet. There is a need for wide-ranging investments for equitably ensuring sustainable conditions and meaningful lives.

Connecting values-aligned social change actors (investors, innovators, and cultural change agents) working for more just and sustainable economic systems will improve conditions for creatives and whole communities simultaneously.



STRATEGY

Invest in alternative economy “trailblazers” (i.e., the innovators and keystones of alternative economy systems) and afford artists’ ownership of assets in order to root an alternative economic paradigm and infrastructure with cultural anchors (i.e., artists, creatives, connectors, truth sayers, meaning makers, and content producers) at its center.

Influence different types of capital (grants, crowdfunding, loans, loan guarantees, equity and non-equity investments, etc.) to better reflect what alternative economy efforts and enterprises need to become self-sustaining. Because, unsurprisingly, conventional project-focused grants and expensive or inaccessible private investments and loans don’t work well when it comes to supporting alternatives.



INTERVENTIONS

Provide financial support to bolster efforts by alternative-economy trailblazers seeking the input of artists or enacting their experiments with a socio-cultural transformation lens;

Invest in artist-owned enterprises so that they can show up in alternative economic ecosystems;

Manage a funding portfolio of diverse, experimental projects and types of invest-ments across silos that expand possibilities and thinking;

Act as a convener to connect practitioners, share knowledge, and accelerate practice nationwide.



OUTCOMES

New, energetic, and mutually affirming networks of diverse practitioners whose work toward alternative economies is furthered and improved by including artists, by using a cultural transformation lens, or as an expression of cultural practice.

Artists recognize their value in advancing new economic paradigms, are actively shaping alternative futures through their artist-owned enterprises, and demonstrate new approaches for what artist-owned assets could look like.

Experiments analyzed in order to shape recommendations for subsequent investment strategies.

Funders support the people and projects Ambitio^{US} has supported.

Arts and non-arts funders diversify funding approaches and re-calibrate their focus from project to systems levels in collaboratively supporting alternative economic models that can help people live healthy and meaningful lives across multiple dimensions, including creative expression and cultural participation.

ASSUMPTIONS

Shifting demographics, generational attitudinal changes, technological impacts, and growing inequities are significant enough to disrupt current paradigms. Now is the opportune time to invest in alternative solutions.