**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, truthayers, 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.

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**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.