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“How Money Innovation can drive Sustainable Prosperity”

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ABSTRACT:

This paper discusses ways to make commerce more environmentally sustainable in contrast with our current money-centered, growth-driven orientation. While both approaches are compatible with free enterprise economics, we assert that the former offers improved outcomes for businesses, families, communities and the environment.

Dual Currency Commerce is introduced as a business-led, market-based and profit-driven engine for *Sustainable Prosperity*¹. The Dual Currency business model integrates currencies from the noncash economy (loyalty rewards, barter dollars, EcoBucks, employee and volunteer incentives and so forth) along with national currencies within Dual Currency transactions. This process that we term *Money Innovation*² creates new market efficiencies through more cooperative business-customer-community relationships. Just as importantly, the environment is protected and restored through the use of green business and consumer incentives and by moderating the competitive “grow or die” economic imperative that fuels consumerism. This

¹ *Sustainable Prosperity* denotes a culturally appropriate, environmentally sensitive and universally high standard of living and quality of life for all, based upon state-of-the-art technologies and the judicious use of materials and renewable energy. Sustainability as defined by the Alliance for Sustainability means ecologically sound, economically viable, socially just and humane.

² *Money Innovation*TM is the improvement of money instruments and systems, simultaneously increasing business profits and addressing social, economic and environmental challenges (a triple bottom line approach).

paper also examines money innovation™ in economic history to illustrate how new types of money and new payment platforms are part-and-parcel of economic progress.

Dual Currency Commerce improves market efficiencies by monetizing two distinct forms of wealth that are largely uncoun­ted and undervalued today:

1. *Excess business capacity*, such as empty restaurant tables, airline seats and college desks; off-hours at health clubs, movie theaters and oil change shops, excess retail inventory, idle factory shifts and so forth;
2. *Underutilized and uncoun­ted labor capacity*, such as unemployed and underemployed workers, retired seniors, volunteers, welfare recipients and stay-at-home parents

By distinguishing between money (the tool) and wealth (the goods, services and relationships that contribute to our quality of life), this paper also confronts the lowered expectations and unnecessary suffering of the “new normal economy.” It invites readers to re-examine the primacy of economic competition and the long-established premise of “scarce resources, and unlimited wants and needs.” We suggest instead “abundant renewable resources, satiable wants and needs, and unlimited human creativity” as an updated foundation for economics and commerce. By capturing and monetizing currently wasted wealth as a new source of purchasing power and profits, businesses, consumers and communities are equally liberated from the constraints of today’s economic zero-sum game. Because the Dual Currency business model is voluntary, market-based and profit-driven — with no reliance on tax or debt funding — it transcends the left-versus-right polarization and stalemate to help usher in an era of Sustainable Prosperity.

“The economy is a wholly owned subsidiary of the environment, not the other way around.”
Gaylord Nelson, former US Senator from Wisconsin

Dual Currency Commerce is a practical business model, an engine for *Sustainable Prosperity* and a compelling alternative to the new normal economy.

In a global economy where ever more products and services are produced with ever-fewer raw materials and ever-less energy, labor and capital, it is now possible to create a high quality of life for everyone on the planet while protecting and restoring the environment. We assert that:

- everyone can enjoy healthy and plentiful food, safe drinking water and meaningful employment, as well as quality housing, education and healthcare;³
- productivity and sustainability gains from technological advances can yield across-the-board improvements in our quality of life, greater leisure time and less detrimental impact on the environment;
- worldwide initiatives to develop diverse urban and rural eco-villages can replace terrorism and war with global cooperation, cultural respect and peace;
- workplaces, communities and families can be strongholds for nurturing relationships rather than sources of stress and strife.

These assertions are neither idealistic nor utopian. They do, however, call for a level of business leadership and economic tools more powerful than what we have today. No one claims that the economic downturn and the new normal economy reflect any real deficiency in productive technologies, conventional business know-how, infrastructure or raw materials and energy. Instead, our economic problems fundamentally reflect the limitations of our current economic and business paradigms.

Consider that the challenge lies in our confusion over wealth and money. Virtually everywhere we look in the economy — locally, nationally or globally — many businesses have

³ While the examples in this paper are focused on commerce in the US, we believe that these principles for sustainable development are applicable to any stage of economic development, anywhere in the world.

products and services to sell, side-by-side with willing buyers who lack cash or credit. For the most part, these prospective customers do not lack wealth; they simply lack money to complete the transaction. Similarly, we observe communities the world over with needed work to be done, side-by-side with people seeking jobs. These people are not without skills; businesses and communities merely lack the money with which to hire them. Whenever and wherever these situations arise, the marketplace is not as efficient as it could be.

Money is our invention for bringing together willing buyers with willing sellers, work to be done with people to do the work. Our numerous forms of money — paper currency, checks, electronic debits and credits — were all innovations once upon a time, going all the way back to beads, sea shells and gold coins. We suggest that it is time for a next innovation in money, which can further boost market efficiencies and create new possibilities to improve the quality of life for families and communities.

How often do we stop to consider that money has a history and a future? What if we resolved to update the design of money in order to capture currently wasted wealth and to create a more inclusive and level economic playing field? What exciting possibilities might emerge if we ceased looking for whom to blame for economic problems and, instead, begin cooperating on fresh solutions?

Examples of Dual Currency Commerce

Here are examples of how Dual Currency Commerce stretches existing cash resources without tax-funded programs or debt: Linda volunteers through her workplace on a Mississippi River Clean-Up project, joined by her 71-year-old mother Betty. They each receive 15.00 EcoBucks for every hour that they volunteer. Back at her job, Linda earns 125.00 HealthBucks

for each month that she meets the goals of her employer's wellness incentives program. She also has 7,000 frequent flier miles that she has difficulty redeeming. Betty receives SeniorCredits from the Social Security Administration to supplement her social security benefits. She also earns HealthBucks for attending water aerobics at her neighborhood fitness club.

Through a currency exchange process, the four kinds of currency (EcoBucks, HealthBucks, Senior Credits and frequent flyer miles) are converted into Dual Currency Dollars (DC\$), where 1.00 DC\$ equals \$1.00 in cash purchasing power in Dual Currency transactions.

Linda and Betty go online to the Virtual Community Warehouse to find merchants that accept DC\$, as well as to confirm their earning, spending and account balances. Betty buys a \$20.00 meal at the Olive Garden for \$12.00 cash and 8.00 DC\$ (similar to the economics of 2-for-1 dining or senior discounts). A \$20.00 weekend pass to join her mother at the YWCA costs Linda \$6.00 cash and 14.00 DC\$ (based upon the low marginal cost of off-hours at fitness clubs). The Olive Garden and the YWCA welcome part-cash, part-DC\$ purchases, because when their excess capacity goes unsold it is a lost revenue opportunity (and wasted wealth for the community). Instead, both merchants attract additional customers, taking advantage of their *incremental or marginal cost of production* to increase sales and profits⁴.

Everyone wins with Dual Currency Commerce:

- Linda and Betty enjoy greater purchasing power;
- Linda's employer has a healthier employee, without increased costs;
- the community and the environment benefit from the volunteer contributions of Linda and Betty;

⁴ Wikipedia defines marginal cost as "any additional costs required to produce the next unit." For example, if the first ten thousand tennis rackets produced cost \$80 each to make, the next one thousand tennis rackets might cost only \$30 each to make. This is because there is little or no increase in "fixed" expenses (the building, capital equipment, management, labor, insurance, debt service, etc.) in the production of an additional thousand tennis rackets. There is generally only the added cost for materials and wear and tear on capital equipment.

- the Olive Garden and the YWCA benefit from incremental sales, as well as from Dual Currency employee benefits;
- the airline removes Linda's frequent flyer miles as a liability from their books;
- payments industry vendors increase transaction fees and offer exciting new reward programs;

“If your only tool is a hammer, every problem looks like a nail.”
Abraham Maslow

Why a New Financial Instrument?

Dual Currency Dollars make the market more efficient by enabling part-cash, part-noncash transactions. Dual Currency Dollars are not a replacement for US Dollars. They are a tool to stretch dollars while creating healthy communities and sustainable commerce.

Money is a human invention that has evolved over millennia. When a new type of money is more convenient, secure and reliable, it endures. History illustrates that new financial instruments spur economic progress and are part-and-parcel of economic paradigm shifts. We term this process money innovation. Observe how technological advances appear to drive new modes of production, innovations in money and improvements in market efficiency. Also notice the accelerating pace of money innovation and economic progress:

- The **agricultural era** developed over a period of **three to five thousand years**. Productivity improved and products diversified with the emergence of barter and the first rudimentary forms of money (shells, beads, precious stones, gold and silver coins). Coins were made possible by the invention of smelting.
- The **industrial era** matured in a mere **three to five hundred years**, propelled by the emergence of paper currency and checks and the growth of banking systems. Paper money was made possible by the invention of printing.

- Today's **high-tech era** has grown up in an astounding **30 to 50 years**, spurred by money that is purely electronic debits and credits. Electronic banking utilizing credit cards and e-commerce is made possible by computers and the Internet.

We suggest that seemingly intractable social, economic and environmental challenges can be effectively addressed through money innovation, and that it is timely for a new economic era to emerge, which we term Sustainable Prosperity.

Designing the Next Money: Lessons from the Noncash Economy

We observe how many products and services, produced and distributed with dollars, are also produced and distributed with little or no cash elsewhere in the noncash economy. Such commerce has a sizeable, yet generally unmeasured, impact within the economy. It demonstrates that we need not limit economic solutions to traditional 'dollars only' approaches. In fact, the focus on traditional cash funding may be holding back more sweeping solutions. We assert that noncash financial instruments provide hints of the powerful innovations to come.

This brevity of this paper precludes an exhaustive list of examples of noncash commerce. Additional details can be found at www.dualcurrency.com and will be included in the authors' forthcoming book *Free Enterprise 3.0: Making a Good Thing Better through Money Innovation*. For now, we offer select features utilized in the design of Dual Currency Commerce.

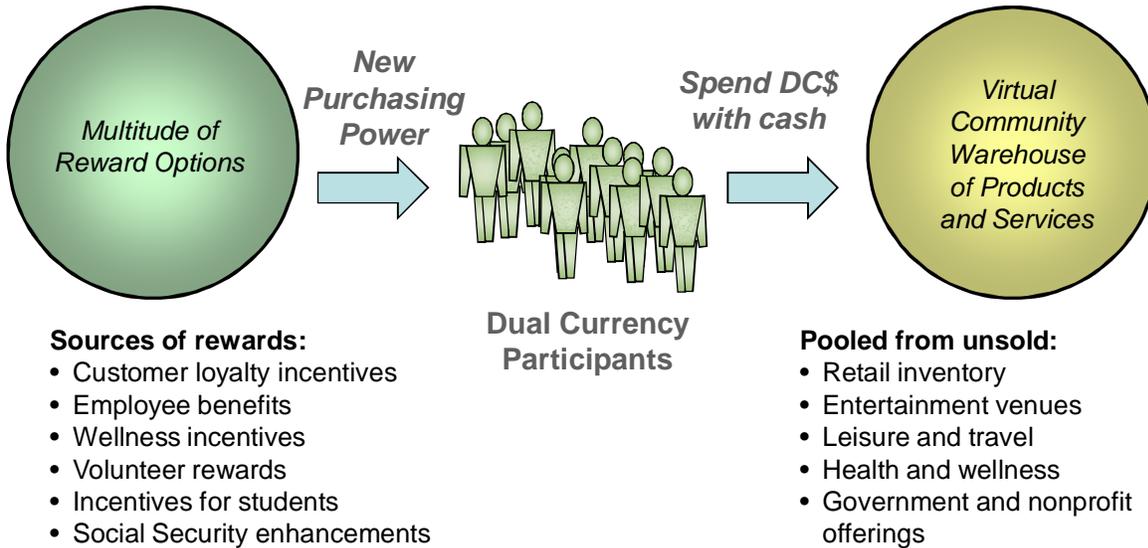
1. **Business Scrip**, such as frequent flyer miles and other loyalty rewards, suggests a powerful distinction for money. Scrip is backed by the productive capacity of businesses — not by gold, debt or government promises, as we see today. Business

- scrip is generally a proprietary and competitive tool, but Dual Currency Commerce introduces universal and collaborative scrip.
2. **Barter** or trade is an age-old, legal and taxable form of commerce. Neighbors exchange babysitting for vegetables or house painting for car repairs. Businesses barter meals to get menus printed or hotels rooms for airline flights. Barter uses a noncash financial instrument, denominated in dollars — not in miles, points, hours or gold — when dollars are in short supply. Dual Currency Commerce offers a practical approach to stretching available cash for businesses and consumers together.
 3. **Free products and services**, especially on the Internet, are a growing part of the economy. “Freemium” is a business model that offers basic services for free, while charging a premium for advanced or special features. Examples range from displaying photos and videos online to software and game downloads. Yet, when businesses give things away, they may lose the cash revenues to afford respectable wages and dividends. Dual Currency Commerce provides a needed bridge between the “for cash” economy and the “for free” economy.
 4. **Volunteerism** is indispensable to keeping hospitals, schools and community organizations running smoothly. There are paid fire departments and volunteer fire departments; paid delivery and “Meals on Wheels” delivery. Volunteerism teaches us that money is not the only way to “get the job done.” As well, volunteerism reflects a uniquely level economic playing field, where each volunteer hour is equally valued. We believe that rewarding the unpaid work of volunteers , out of current reserves of excess business capacity, can benefit individuals, businesses and communities alike.

5. **Open Source Software Development** is another example of how the noncash economy is decidedly mainstream. UNIX and Linux are popular operating systems, each requiring billions of lines of computer code. While UNIX costs billions of dollars to create and maintain, Linux was developed cooperatively without funding and is available as free and Open Source software. Companies such as IBM and Sun Microsystems have created business models by adding a proprietary, profit-driven product or service on top of Open Source software projects. Dual Currency Commerce offers a similar bridge between the cash and noncash economies, harnessing market forces and the profit motive to drive sustainable commerce.
6. **Self-help and mutual-aid groups** demonstrate a parallel, noncash healthcare system. While some people pay cash for treatment of alcoholism or drug addiction at private, public and nonprofit hospitals and clinics, others meet weekly in church basements and coffee shops, participating in programs such as Alcoholics Anonymous (AA). In these “collective self-help” meetings, no one is charged and no one is in charge. This world-wide spiritually-based fellowship operates without doctors, medications, medical equipment or paperwork and with few offices or paid staff. Part of the inspiration for Dual Currency Commerce came from analyzing such grassroots, noncash, people-centered economic models.

Imagine the possible improvements to market efficiency and social problem solving from integrating tools and best practices from the noncash economy into the cash economy. Imagine the increased purchasing power available through a “currency exchange” between the cash and noncash economies.

SNAPSHOT: Dual Currency Commerce



Six Core Design Elements of Dual Currency Commerce

Dual Currency Commerce stands on the shoulders of the VISA innovation, which in 1975 transformed a plethora of competing credit cards into a collaborative network and a powerful new form of electronic commerce. The three core elements of the VISA model were a new financial instrument (the electronic debit and credit), a new payments platform, and a cooperative network of banks. The Dual Currency business model organizes and unifies the many resources in the noncash economy through a similar confluence of elements.

1. **Noncash Currencies**, as noted above, are commonplace but are generally limited to narrow applications. Dual Currency Commerce introduces new financial instruments to identify and reward a wealth of activities that typically go uncounted and

undervalued. Volunteering, eco-friendly and healthy lifestyle choices⁵, and improved academic performance can all be rewarded. Such new incentives are limited only by our imaginations, because whatever we value and can measure can be rewarded.

2. ***Dual Currency Dollars (DC\$)*** are a universal business-community scrip, spent together with cash through the Virtual Community Warehouse. DC\$ are backed by contracts with merchants for their excess capacity. DC\$ are an accounting tool, merely an entry in a ledger, not a scarce financial resource. Instead of circulating like various other currencies, DC\$ are issued, redeemed and then taken off the books, as are loyalty rewards. DC\$ are denominated in dollars — not in miles, points or hours — so that they can be easily spent along with cash.

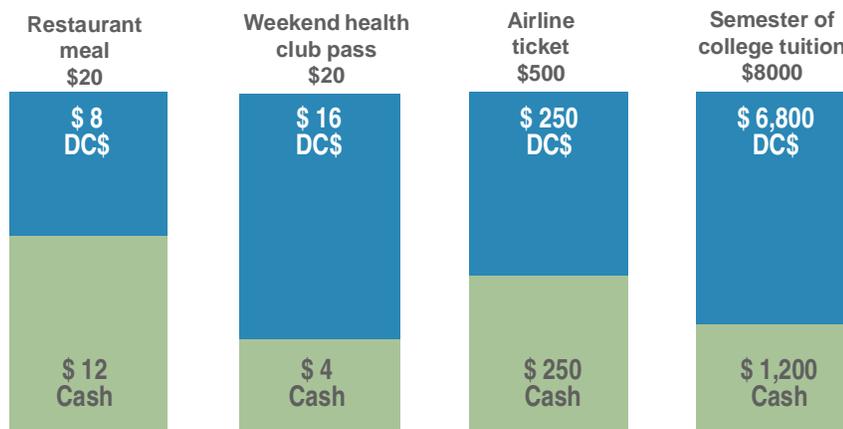
3. The ***DC\$ Exchange*** converts participating noncash currencies into Dual Currency Dollars, including traditional noncash currencies and Dual Currency instruments (Volunteer Service Credits, EcoBucks, HealthBucks and Senior Credits). While there may always be an enormous variety of noncash currencies — commercial and noncommercial, local to global — the DC\$ Exchange makes it possible for virtually any type of noncash currency to be accepted at the Virtual Community Warehouse.

4. The ***Dual Currency Payments Platform*** is a patented technology to seamlessly integrate Dual Currency pricing, accounting and transaction settlement into everyday retail, banking, credit card and ecommerce payment systems (VISA, PayPal, point-of-sale systems, etc.). The platform enables variable ratios of cash and noncash payments from customers to merchants. It also enables voluntary sliding-scale

⁵ Lifestyle of Health and Sustainability (LOHAS) is a growing market segment. See www.lohas.com

pricing based upon a Network member’s discretionary cash resources and philanthropic inclinations.

DualCurrency pricing accommodates variable part-cash, part-DC\$ ratios set by each merchant



DCS DualCurrency Systems

- The *Virtual Community Warehouse*TM aggregates and monetizes excess business capacity through contracts with merchants who determine their own ratio of cash to DC\$, along with any restrictions on their Dual Currency special offers (such as ‘no Friday or Saturday nights’ at restaurants or ‘certain flights only’ at airlines). The list of participating merchants and offers is available online. The warehouse is “virtual” because products and services stay where they are normally produced and sold. It is a “community” warehouse, because it takes the collaboration of all business and

community stakeholders to make it work. The market still sets prices, but merchants who accept noncash currencies are at an advantage.

Excess productive capacity is pooled from all economic sectors



6. **Dual Currency Networks** (DC Networks) are operated collaboratively by business and community stakeholders — merchants, customers, reward program operators, community organizations, government agencies and payments intermediaries. Together, they manage the growth of Dual Currency Commerce as an engine of Sustainable Prosperity. DC Networks establish and manage the contracts with merchants and the noncash accounts of members. Like Amazon, Google, eBay, FaceBook, MySpace, Craig’s List and other Internet-enabled commercial and social

networks, DC Networks operate from design principles and require relatively little staffing or management.

How will Dual Currency Commerce help to drive Sustainable Prosperity?

Dual Currency Commerce is not just an engine of production and consumption. It is a tool for designing better economic outcomes, by matching ever-growing productive capabilities with the hopes and dreams of families and communities. At a minimum, Dual Currency Commerce can offer financial incentives for greener lifestyles, transitioning to green energy sources, choosing less polluting forms of transportation, reducing population growth or even eating lower on the food chain — each of which would dramatically reduce the use of nonrenewable resources.

What else might be possible? Not so many years ago, there was a general presumption that advances in technology would lead to shorter working hours and greater leisure time. Instead, there appears to be a rise in working hours — especially on a per family basis — and a decline in leisure time. There also appears to be deterioration in our quality of life, reflected in high levels of alcoholism, drug addiction, suicide, crime, eating disorders and depression, as well as in addictive stress coping behaviors, such as excessive gambling, shopping, work, television watching and Internet usage. While these may be considered lifestyle choices and value judgments, beyond the scope of this discussion, quality of life issues beg noteworthy questions: Why is modern life so stressful? What happened to the promise of shorter working hours? Is there a relationship between our money-centered, growth-driven economics, our long working hours and our stress-filled modern lives? Is it possible that greater leisure time for personal, family, community and spiritual pursuits might transform our consumer culture into a more

fulfilling way of life? Could this lead to a more conscious and compassionate relationship with nature?

The pop culture explanation for long hours of work is that people are compelled to accumulate more and more possessions. We intend to explore this question more deeply. We seek to reopen a public conversation that once asserted how improvements in technology and labor skills should logically lead to across-the-board improvements in the standard of living and quality of life for all, combined with ever shorter working hours.⁶ During The Great Depression, the US labor movement raised the slogan “30 for 40” (thirty hours of work for forty hours of pay) as a way to spread available work to all who wanted jobs. While the possibility for shorter hours with higher compensation may seem unlikely within the new normal economy, perhaps it only requires more sophisticated economic models and tools.

In distinguishing between the extraordinary productivity of the global economy and certain inefficiencies in our money-based system of distribution, new possibilities will open for commerce and human culture: replacing fear of scarcity with confidence in sufficiency; replacing competition over numbers in computers — called money — with cooperation to see that life goes well for everyone; replacing disregard for the environment with a high regard for all living beings; and to how we impact the environment and the quality of life for future generations.

“Every few hundred years in Western history, there occurs a sharp transformation. Within a few short decades, society—its world view, its basic values, its social and political structures, its arts, its key institutions—rearranges itself. Fifty years later there is a new world. And the people born then cannot even imagine the world in which their grandparents lived and into which their own parents were born. We are currently living through such a transformation.”

Peter Drucker, *The Post-Capitalist Society*

⁶ See, for example, Walden 2, chapter eight by B.F. Skinner (please ignore the Skinnerian psychology for purposes of this discussion).

Design Distinctions for Money Innovation and Sustainable Prosperity

In the process of developing the business case for Dual Currency Commerce, we identified a number of design distinctions that inform our work. Below are brief summaries of some of them. We offer these insights, confident that rigorous, ongoing discussions will improve them and the prospects for Sustainable Prosperity.

FIRST, economics and commerce are hampered by our confusion over money and wealth: It appears that many individuals, businesses and organizations are on a money-chasing treadmill to all of our detriment. Money is our tool for making the production and distribution of goods and services efficient. Difficulties with money precipitate a decline in our quality of life, even when there is no reduction in our wealth-producing capacity. Why should large numbers of hardworking people be losing their life savings, their livelihoods and their homes, when the factors of wealth production — technology, labor and management skill, infrastructure, and our ability to use materials and energy sustainably — are only improving day after day? Money, the tool, has become confused with wealth, the objective of economics and commerce. So money, our own invention, is oftentimes the only missing ingredient for the increased production and distribution of desired goods and services. Solving this market inefficiency, rooted in the very nature of money,⁷ is an entrepreneurial opportunity of enormous magnitude.

SECOND, we are transitioning from ‘scarcity’ to Sustainable Prosperity and sufficiency.⁸ “Scarce resources and unlimited wants and needs” is the foundational premise of free-enterprise economics. But what if the premise is outdated? Consider the case of food, which is not a scarce resource, but an abundant renewable resource. Neither are there unlimited

⁷ See Appendix One on the “dual nature of money” at www.dualcurrency.com/sustainableprosperitynow.pdf

⁸ For a further discussion of the sufficiency concept, see: www.globalsufficiency.org

wants and needs for food; the consequences of overeating are obesity and poor health. Now observe that global agribusiness seeks more customers and that people would be delivered food if only they could afford to purchase it. So, is this an issue of scarcity or of money?

There are growing numbers of products and services being produced on a global scale that overshadow our ability to consume them. Notice there are more books, magazines and newspapers than anyone could read... more television programs, movies, and theater events than anyone could watch... more medical procedures than anyone could undergo... more restaurants than anyone could eat at... more travel destinations than anyone could visit... more toys than any child could play with — and there is more of everything being produced all the time!

Of course, many things are rare or in short supply. But it would be absurd to postulate that a core problem in the global economy is that every family does not have a Rolls Royce and a mountain villa... and equally absurd to premise economics upon such an apparition.

If “scarcity” is no longer the dominant economic reality, consider whether “abundant renewable resources, unlimited human creativity, and satiable wants and needs” might be a better foundation for economics and commerce. A collaborative social currency for distributing sufficiency would be an excellent complement to a competitive currency for distributing scarcity.

THIRD, the noncash economy is generally uncounted, undervalued and untapped:

While the cash economy is productive and well organized, the noncash economy is equally productive and well organized in its own ways. The cash economy is transaction-based and profit-driven. As described above, the noncash economy can be transaction-based as well, but is more centered on social values, such as cooperation and compassion; family, community and religious or spiritual ties; and services to special needs populations. When money is lacking, the noncash economy usually finds a creative way to execute the transaction. As society evolves

currency exchange models between the cash and noncash economies, we can predict a rise in Triple Bottom Line sensibilities imparted from the noncash into the mainstream cash economy.

FOURTH, it is time for a more nuanced view of competition: It is generally agreed that business competition brings growth and efficiency to the marketplace. Competition holds down prices, increases consumer choice, improves customer service and spurs innovation. It is also the free enterprise model of economic growth, creating jobs and improving the tax base for communities. But competition is a double-edged sword. Wages suffer for investors to enjoy a high rate of return. A company harms the environment to hold down manufacturing costs.

School programs are gutted to avoid higher taxes. Jobs are shipped overseas in search of lower labor costs. Yet the primacy of competition over cooperation is not a law of free enterprise economics. Too much competition produces chaos and inefficiency, i.e., who wants to contend with fifty competing outlet-types and fifty competing plugs for household appliances?

Therefore, cooperative industry standards have evolved as the way for free enterprise to create an optimal balance between competition and cooperation. In a similar way, Dual Currency Commerce provides new business tools that balance competition and cooperation across the economy.

FIFTH, new models will continue to emerge for social and economic self-management: Observe how the World Wide Web operates smoothly without elections, a management team or governmental controls. It functions efficiently based upon a set of original design principles, appropriate to its mission of universal access and sharing of information. The Internet is a complex adaptive system, organically growing and evolving to meet the needs of various participants. It demonstrates how efficient and adaptable a high-tech network can be. An ever-growing number of social networks offer new organizational models for commerce,

community service, education, news, entertainment and more. Wikipedia, Craig's List, MySpace, YouTube, FaceBook, LinkedIn, Ecademy and many other social and business networks engage hundreds of millions of participants, fostering virtually unlimited individual and group self-expression within the norms of each community. These nonhierarchical and decentralized networks function at the local, national and international levels. If a mass campaign for sustainable global commerce caught on through these networks, it could rapidly have tens of millions of participants. As well, online networks provide a platform for electronic town-hall meetings, stakeholder consensus building and grassroots participation in a new economy. They exemplify cooperation beyond the traditional left-versus-right political framework. There is little partisan activity in social networks. People of the most diverse opinions, economic backgrounds, cultures and lifestyles collaborate side-by-side or, perhaps better put, electron-by-electron.

SIXTH, paradigm shifts result from fresh perspectives: At defined moments in history, seemingly intractable beliefs and long-standing institutions transform rapidly. When Kepler demonstrated that the earth revolved around the sun, nothing changed in heaven or earth (although the uproar made it seem so). Only human perception changed. In 1903, the 3,000-year-old paradigm "man will never fly" ended in eight seconds and 120 feet at Kitty Hawk. More than anything else, Dual Currency Commerce represents a fresh look at our long-held assumptions and prejudices regarding money, scarcity, cooperation and human nature. We believe this is a promising time to test and grow a new business model that is voluntary, win-win and sustainable, yet embraces the profit motive.

Call to Action

Dual Currency Commerce will be defined and created by people who choose to live in a different kind of world. It offers new economic insights and business tools, intended as a powerful funding mechanism for sustainable commerce and an engine of economic transformation. We seek feedback and participation from the community at large and, specifically, from the academic community to:

- provide critiques and computer simulations of Dual Currency economics and commerce;
- create business case studies and pilot projects for a variety of Dual Currency applications;
- convene meetings of business, government and community leaders for dialogue about this promising new model of sustainable economic development.

For more information, please call Joel Hodroff at 612-408-8898 (email: Joel@dualcurrency.com) or contact us through our website (www.dualcurrency.com). Our website is updated frequently with news of events, initiatives and contributions to the conversation on money innovation and Sustainable Prosperity.