

The diverse economy framing offers a template for a comprehensive inventory of all the different economic practices we engage in to live and support each other. We can divide up these activities into five different kinds of economic practices or relations with a column for each. The top cells represent activities that are recognized in the mainstream framing of the economy. The bottom cells refer to those economic activities usually below the waterline of ‘the iceberg economy’ (see [The Economy as an Iceberg Tool](#)) where they are hidden and generally unrecognized as making a contribution. In the middle are activities that appear to be mainstream but include some alternative dimension. On the next pages there are examples of how this table can be applied: to a sector of the economy (taking a global perspective); to a region; and to enterprises.

<b>LABOR</b>	<b>ENTERPRISE</b>	<b>TRANSACTIONS</b>	<b>PROPERTY</b>	<b>FINANCE</b>
<b>WAGE</b>	<b>CAPITALIST</b>	<b>MARKET</b>	<b>PRIVATE</b>	<b>MAINSTREAM MARKET</b>
<b>ALTERNATIVE PAID</b> Self-employed Reciprocal labor In-kind Work for welfare	<b>ALTERNATIVE CAPITALIST</b> State owned Environmentally responsible Socially responsible Non-profit	<b>ALTERNATIVE MARKET</b> Fair trade Alternative currencies Underground market Barter	<b>ALTERNATIVE PRIVATE</b> State-managed assets Customary (clan) land Community land trusts Indigenous knowledge (Intellectual Property)	<b>ALTERNATIVE MARKET</b> Cooperative Banks Credit unions Community-based financial institutions Micro-finance
<b>UNPAID</b> Housework Volunteer Self-provisioning Slave labor	<b>NON-CAPITALIST</b> Worker cooperatives Sole proprietorships Community enterprise Feudal Slave	<b>NON-MARKET</b> Household sharing Gift giving Hunting, fishing, gathering Theft, piracy, poaching	<b>OPEN ACCESS</b> Atmosphere International Waters Open source IP Outer Space	<b>NON-MARKET</b> Sweat equity Family lending Donations Interest-free loans

Adapted from: Gibson-Graham, J.K., Cameron, J. & Healy, S., 2013, *Take Back the Economy: An Ethical Guide for Transforming our Communities*. Minneapolis: University of Minnesota Press, page 13.

## ACTORS AND ACTIONS IN A DIVERSE ECONOMY OF FASHION

The diverse economy framing can be used to inventory the range of economic activities and relationships sectors of the economy—as shown here for the fashion industry.

LABOR	ENTERPRISE	TRANSACTIONS	PROPERTY	FINANCE
<p><b>WAGE</b></p> <ul style="list-style-type: none"> <li>• Low waged workers in clothing factory in Costa Rica</li> <li>• Salaried sales manager in a clothing retailer in Hong Kong</li> </ul>	<p><b>CAPITALIST</b></p> <ul style="list-style-type: none"> <li>• Large clothing manufacturer operating across South East Asia</li> <li>• Small clothing retailer in London that employs ten staff</li> </ul>	<p><b>MARKET</b></p> <ul style="list-style-type: none"> <li>• Retail outlets in shopping malls, airports and main streets across the US</li> <li>• International mail-order and online sales by prêt-a-porter labels based in the US</li> </ul>	<p><b>PRIVATE</b></p> <ul style="list-style-type: none"> <li>• Trademarked labels and designs of fashion houses in Paris</li> </ul>	<p><b>MAINSTREAM MARKET</b></p> <ul style="list-style-type: none"> <li>• Bank finance for expansion of Canadian retail chain into the US</li> </ul>
<p><b>ALTERNATIVE PAID</b></p> <ul style="list-style-type: none"> <li>• Self-employed fashion designer in New Zealand</li> <li>• Home-based piece worker in Honduras</li> </ul>	<p><b>ALTERNATIVE CAPITALIST</b></p> <ul style="list-style-type: none"> <li>• Organic cotton company that uses no herbicides and pesticides</li> <li>• STFC not-for-profit company in which the embroiders are shareholders</li> </ul>	<p><b>ALTERNATIVE MARKET</b></p> <ul style="list-style-type: none"> <li>• Thrift shops run by charities</li> <li>• Online sales by individuals</li> <li>• Mitumba (second-hand clothing) markets in Tanzania</li> </ul>	<p><b>ALTERNATIVE PRIVATE</b></p> <ul style="list-style-type: none"> <li>• Clothing shared between siblings in a household</li> </ul>	<p><b>ALTERNATIVE MARKET</b></p> <ul style="list-style-type: none"> <li>• Micro-finance loan to a woman in Bangladesh to buy a sewing machine</li> </ul>
<p><b>UNPAID</b></p> <ul style="list-style-type: none"> <li>• Sewing of clothes for self and family members</li> <li>• Helping a friend sort out their clothing wardrobe</li> </ul>	<p><b>NON-CAPITALIST</b></p> <ul style="list-style-type: none"> <li>• Cooperative of machinists in Argentina</li> </ul>	<p><b>NON-MARKET</b></p> <ul style="list-style-type: none"> <li>• Gifts of baby clothes for best friend's new baby</li> <li>• Donations of winter clothes to international charity working in an earthquake affected area</li> </ul>	<p><b>OPEN ACCESS</b></p> <ul style="list-style-type: none"> <li>• Sheena's online blog that describes how different fashion looks have been put together</li> </ul>	<p><b>NON-MARKET</b></p> <ul style="list-style-type: none"> <li>• Loan from family members to help start a small fashion business</li> </ul>

Adapted from: Gibson-Graham, J.K., Cameron, J. & Healy, S., 2013, *Take Back the Economy: An Ethical Guide for Transforming our Communities*. Minneapolis: University of Minnesota Press, page 14.

## ACTORS AND ACTIONS IN THE DIVERSE FOOD ECONOMY OF NEWCASTLE, AUSTRALIA

The diverse economy framing can be used to inventory the diverse economy of a place, region or nation. Here's an example showing just some of the actors and actions in the diverse food economy of Newcastle, Australia.

ENTERPRISES	TRANSACTIONS	LABOR	PROPERTY	FINANCE
<p><b>CAPITALIST</b></p> <ul style="list-style-type: none"> <li>Local retailers (e.g. cafes and coffee shops)</li> <li>National retailers</li> <li>International retailers (e.g. ALDI)</li> </ul>	<p><b>MARKET</b></p> <ul style="list-style-type: none"> <li>Food from major supermarkets</li> <li>Food from local retailers</li> </ul>	<p><b>WAGE</b></p> <ul style="list-style-type: none"> <li>Workers at local, national and international retailers</li> <li>CSA workers</li> </ul>	<p><b>PRIVATE</b></p> <ul style="list-style-type: none"> <li>Retail spaces</li> <li>Backyard food growing areas</li> </ul>	<p><b>MAINSTREAM MARKET</b></p> <ul style="list-style-type: none"> <li>Loans from mainstream banks</li> </ul>
<p><b>ALTERNATIVE CAPITALIST</b></p> <ul style="list-style-type: none"> <li>Small family-run food businesses</li> <li>State/Council owned businesses (e.g. council owned worm farm)</li> </ul>	<p><b>ALTERNATIVE MARKET</b></p> <ul style="list-style-type: none"> <li>Food sourced directly from farmers</li> <li>Saturday morning sales of community garden seedlings</li> <li>Sales of community garden herbs to restaurants and coffee shops</li> <li>Fair trade produce</li> </ul>	<p><b>ALTERNATIVE PAID</b></p> <ul style="list-style-type: none"> <li>In-kind payments for 'volunteers'</li> <li>In-kind payments for community garden workers</li> <li>Self-employed workers (e.g. farmers, sole operator food outlets)</li> </ul>	<p><b>ALTERNATIVE PRIVATE</b></p> <ul style="list-style-type: none"> <li>Community garden land from councils, churches, schools, sports clubs</li> <li>Premises for community kitchens on notional leases</li> <li>Showgrounds for Farmers' Markets</li> </ul>	<p><b>ALTERNATIVE MARKET</b></p> <ul style="list-style-type: none"> <li>Loans from cooperative banks and credit unions</li> <li>Slow money lending</li> </ul>
<p><b>NON-CAPITALIST</b></p> <ul style="list-style-type: none"> <li>Self-employed farmers</li> <li>Self-employed food operators</li> <li>CSA</li> <li>Community gardens</li> <li>Community kitchens</li> <li>Food 'rescue' schemes</li> </ul>	<p><b>NON-MARKET</b></p> <ul style="list-style-type: none"> <li>Food from backyards and community gardens gifted to neighbours</li> <li>Donations of food to food 'rescue' schemes</li> <li>Donations of food waste for community garden composting</li> </ul>	<p><b>UNPAID</b></p> <ul style="list-style-type: none"> <li>Community garden volunteers</li> <li>Self-provisioning (e.g. back-yard producers, allotment gardeners, dumpster divers)</li> </ul>	<p><b>OPEN ACCESS</b></p> <ul style="list-style-type: none"> <li>Gleaning from trees in public parks</li> <li>Open community garden produce</li> <li>Dumpsters for diving</li> <li>River for fishing</li> <li>Open access meals from community kitchens</li> </ul>	<p><b>NON-MARKET</b></p> <ul style="list-style-type: none"> <li>Family and friend lending</li> <li>Donations and gifts</li> <li>Sweat equity</li> </ul>

Adapted from: Cameron, J., 2012, Take back the (food) economy: lessons from the Hummingbird. In A. Hickey, ed., *A Guidebook of Alternative Nows*. The Journal of Aesthetics and Protest Press, pp. 89-96.

## The Diverse Economy of Enterprises

The diverse economy framing can be used to inventory the diverse economy of enterprises. Here's an example of two in Newcastle, Australia.

### The Diverse Economy of The Community Kitchen

ENTERPRISES	TRANSACTIONS	LABOR	PROPERTY	FINANCE
<b>CAPITALIST</b> Local businesses (donate food)	<b>MARKET</b>	<b>WAGE</b>	<b>PRIVATE</b>	<b>MAINSTREAM MARKET</b>
<b>ALTERNATIVE CAPITALIST</b> Local businesses (donate food)	<b>ALTERNATIVE MARKET</b>	<b>ALTERNATIVE PAID</b>	<b>ALTERNATIVE PRIVATE</b> Uniting Church, Mereweather (provides the space)	<b>ALTERNATIVE MARKET</b>
<b>NON-CAPITALIST</b> <b>The Community Kitchen (provides around 80 meals each week to people in need)</b>	<b>NON-MARKET</b> Food donations (from businesses and individuals)	<b>UNPAID</b> Kumera Kitchen volunteers (run The Community Kitchen) The Community Kitchen users (encouraged to volunteer)	<b>OPEN ACCESS</b> Shared Meals (for anyone who comes to The Community Kitchen)	<b>NON-MARKET</b> Monetary donations (from businesses and individuals)

### The Diverse Economy of Beanstalk Organic Food Cooperative

ENTERPRISES	TRANSACTIONS	LABOR	PROPERTY	FINANCE
<b>CAPITALIST</b>	<b>MARKET</b> Produce from the commercial organic F & V market in Sydney	<b>WAGE</b> One paid coordinator	<b>PRIVATE</b>	<b>MAINSTREAM MARKET</b>
<b>ALTERNATIVE CAPITALIST</b> Small local farms and family businesses (provide produce)	<b>ALTERNATIVE MARKET</b> Produce direct from local farmers	<b>ALTERNATIVE PAID</b> 'Volunteers' paid in-kind or in credits	<b>ALTERNATIVE PRIVATE</b> Uniting Church, Mayfield (rents space to Beanstalk)	<b>ALTERNATIVE MARKET</b>
<b>NON-CAPITALIST</b> <b>Beanstalk (organic food cooperative and CSA)</b>	<b>NON-MARKET</b> Food donations (from businesses and individuals)	<b>UNPAID</b> Not all volunteers claim their credits	<b>OPEN ACCESS</b> Membership open to all (with two levels of fees)	<b>NON-MARKET</b>

**DIVERSE ECONOMY OF \_\_\_\_\_**

<b>LABOR</b>	<b>ENTERPRISE</b>	<b>TRANSACTIONS</b>	<b>PROPERTY</b>	<b>FINANCE</b>
<b>WAGE</b>	<b>CAPITALIST</b>	<b>MARKET</b>	<b>PRIVATE</b>	<b>MAINSTREAM MARKET</b>
<b>ALTERNATIVE PAID</b>	<b>ALTERNATIVE CAPITALIST</b>	<b>ALTERNATIVE MARKET</b>	<b>ALTERNATIVE PRIVATE</b>	<b>ALTERNATIVE MARKET</b>
<b>UNPAID</b>	<b>NON-CAPITALIST</b>	<b>NON-MARKET</b>	<b>OPEN ACCESS</b>	<b>NON-MARKET</b>