

Qoin – money that matters

Money makes our world go around. Money is not given, but man-made. We can re-invent and re-design it to fit our purpose. Qoin introduces, implements, and manages professional Community Currencies throughout Europe. We assist authorities, SMEs and citizens to use Community Currencies to reach sustainable economic growth, ecological balance, and social progress. We do our work with a passionate team.

Money = man-made

Current legal tender currency systems are very strong in developing high profits and building a globalised society. However, they have proved less effective in supporting regional economic development, stimulating ecological policy goals and behaviours, and encouraging an active civil society. The current economic and financial crisis faced by many regions in Europe calls for new arrangements for communities to remain or become resilient.

Community Currencies are social instruments

Community Currencies ('complementary currencies', 'alternative currencies' or 'social currencies'), are monetary instruments that develop and implement specific social, environmental and commercial objectives. Throughout history, both in concept and in practise, a large variety of Community Currencies can be found. It is difficult to distinguish the many programs from one another, making it hard to understand the best use, setup and impact. Many currencies are used properly, but quit often this is not the case. In our '[Body of Knowledge](#) on Complementary Currencies', we describe the set of most frequently used currencies and their impact. A key characteristic is that they all understand money as a socially and politically construction. Community Currencies offer a proven 'toolbox' for stimulating the creation of jobs at local level, re-localising production and consumption, supporting a vibrant SME (small and medium sized enterprise sector), building a strong and active civil society, stimulating innovation and the development of local solutions to global problems, e.g. oil-dependence.

Some examples

[Brixton-Pound](#)

[The Brixton Pound](#) (B£) is money that sticks to Brixton, a neighbourhood in Lambeth London. It's designed to support Brixton businesses and encourage local trade and production. It is the first transition currency that allows '[Pay by Text](#)'.

The B£ is the UK's first local currency in an urban area and the fourth [transition town](#) to have its own currency, following the Totnes Pound in Devon, Lewes Pound in Sussex and Stroud Pound in Gloucestershire. The Brixton Pound is initiated by Qoin-fellow Josh Ryan Collins. The current managing director is Qoin-Team member Simon Woolf.

The B£ e-currency enables you to 'Pay by Text' in any business that accepts B£e, making payment in B£s simpler. By signing up for the B£e you will also get 10% extra spending

power - so for every £10 you pay in, you will get B£11 credited to your account. Pay by Text operates much like a mobile phone 'pay as you go top-up' system. Users need to open a B£ account on-line where they are able to transfer money or set-up a standing order to top-up credit into their account. Users will then have credit to pay by text at any of the businesses in the B£ e-currency.

Bristol Pound

The Bristol Pound (£B) is money made for Bristol. It will start in 2012. It is designed to support independent Bristol traders, strengthening the local economy and community. Bristol Pounds can be spent using paper notes and mobile phone texts with every business that joins the scheme. Members will have an online account for making web payments to any other member.

Bristol Pounds circulate in and around Bristol, retaining and multiplying the benefit of every pound spent for ordinary people and businesses. Trader membership is only available to businesses that are independently owned and based in or around Bristol.

Bristol Pounds are a powerful incentive for people to buy from local traders, develop local supply chains and keep money circulating within the Bristol economy. They are not intended to fully replace sterling but work alongside it.

The Bristol Pound is a non-profit making partnership between a Community Interest Company and Bristol Credit Union, a regulated and authorised financial services provider. Bristol Credit Union will manage all transactional aspects of the currency.

Caire

Under the umbrella of PGGM (pension fund), CZ (health insurance) and Rabobank (largest bank in the Netherlands), Caire is a national platform for reciprocal work in the Netherlands. It is realised by The Caretakers, Qoin, New Tribes, Noor Bongers, and Fundament All Media. Caire empowers people, builds communities, and strengthens social cohesion. Caire assists people to be active, rather than being dependent on professionals and relatives only.

Caire is the online marketplace to match people that support each other. Citizens are the starting point. On the request of professional organisations (such as municipalities, social support organisations, housing corporations, schools), they work for their neighbourhoods and for each other. This support is rewarded with Caire Credits, where 6 Credit equals 1 hour of work. All users can use these Credits to reward one another for mutual services. Caire Credits can also be redeemed for gifts and discounts at organisations and retailers.

A unique feature of Caire is that users can choose whether to address their offers and demands to close friends and relatives only, to people who live nearby, or the entire Caire Community. The request can be automatically pushed to various social media like Facebook and Twitter.

Caire.nu also has a white label version. A municipality or a health insurance company may, for example, use a white label version to introduce Caire under its own identity, giving it a distinctive look and feel.

De Makkie

***De Makkie* is a reward scheme in the Makassarsquare neighbourhood, part of the Amsterdam East District. The purpose of De Makkie is to empower local people, to encourage them to take an active role in their community and to improve liveability in the Makassarsquare neighbourhood.**

Although urban renewal has taken place in most parts of Amsterdam East District, the Makassar-square neighbourhood is an example of a neighbourhood that needs extra assistance to overcome high unemployment, crime, and problems related to low-income, low-education, and cultural differences. The municipality, housing corporations and local residents joined hands to improve the neighbourhood by reinvigorating the civil society. De Makkie contributes to these goals.

Local residents are rewarded with Makkies when they actively contribute to their neighbourhood or when helping out their neighbours on the request of the municipality, housing corporations, welfare institutions or professional organisations. It includes for example: cleaning public space, doing the housekeeping for an elderly person, or helping to organise a local event. Makkies can be redeemed for goods and services at local shops and organisations such as free entrance to the cinema, museum, or swimming pool, a significant rebate at local independent traders or a free subscription at the library. Participants of the scheme are encouraged to trade among themselves as well. For example, babysitting or administrative help. As a rule, one Makkie equals the value of one hour of work.