



in the root cause lies the root solution

Clippers, Commodities and new economic futures for a Great Britain.

RE:generate and partners are developing and delivering sustainable projects in the United Kingdom, Europe and Africa. Our process and strategy catalyses action at the grass roots of communities and in the corporate and political environment.

Tom Cunliffe, renowned author and sailor, Julia Olsen and Stephen Kearney both social entrepreneurs are developing a project that will take children and young people out of prison, generate huge social and environmental capital, make sustainable cash surpluses to attract investors and provide project reinvestment. The home port of the Clipper project will have an international visitor centre and HQ which will provide an important focus for Regeneration. We hope this will be Plymouth.

RE:generate has worked at the grassroots of communities for 18 years to tackle society's breakdown. We know from experience that there needs to be a strategy and process for change that is applied professionally and rigorously. The process we use is designed to link people's personal interest and development to local action that in turn will impact on the wider world. We create networks of customers, clients, change agents, social entrepreneurs, business entrepreneurs and other leaders.

Our experience of applying our process with over 250,000 people and consequently working with hundreds of project leaders and social and business entrepreneurs is that people from all walks of life will grasp opportunity. They will build on what they love about their community, they will tackle the concerns of people, they build on the community vision and they deliver community change in a professional and business like manner if they are encouraged and supported to do so.

Our experience also confirms that those who cause the most damage in society have been the most neglected. Young people who reject academic education and fall into the traps of joining and or leading gangs, engaging in petty and serious crime and who distance themselves from a healthy community lack leadership, discipline, security and direction.

In the UK we have sent 3,000 of these people to prison. They are children and that is an unacceptable failure of society that we all have a responsibility to tackle.

Our mission is to reduce this figure to zero or as close to zero as possible, teaching young people to crew ships delivering commodities to a deadline. Well rounded members of the Clipper Teams will return home to develop and deliver beneficial community enterprises.

Tackling our most intractable social and economic dilemmas

Linking personal growth to local action that impacts on the world

In 20 of our most notoriously difficult communities in the UK, RE:generate will meet people who will have been introduced by the agencies. Using our renowned expertise in engagement; crew, leaders and social entrepreneurs will be engaged in a dialogue that will change their lives. Each person will choose a project they would like to develop. It could be a business or an enterprise and it will be designed to build on what they love about their community, what they are concerned about and what their vision is.

Within one year they will be testing and delivering the project of their choosing in their community as a well organised and planned enterprise. The new leader will be managing a local network of 5000 potential customers, clients, voters, leaders, business and social entrepreneurs of their own.

For the first six months of the project each "Apprentice" will be invited to join our expert team on one of the new Modern Clippers. Each will be built to carry cargo, each will be built to accommodate 50 people who will crew the vessel with the ships permanent crew. 25 will be experienced, 25 will be new recruits. The sailing ships will move commodities around the world without causing pollution and the public will have the opportunity to wager on legs of the journey in the Clipper Lottery. This will raise money to sustain the work.

When the Apprentices return they will be strong motivated team players who will each return to the community they came from to deliver their project. They will be supported by a team of experts in the fields of business and social enterprise. Each will stay active as part of the Clipper Network for three years. They will meet on a monthly basis to network, meet leaders of business, community and politics from all over the world.

The income from this plan will be significant. RE:generate intends to encourage environmentally sustainable transfer of commodities across the globe. For example wine and wool from Australia and herbs and tea from China could be transported using sail power. This will generate income for the project. We will also charge to the government for the cost of supporting and training Apprentices that they have identified as at risk of prison.

It will be a working example of how we can use our ingenuity to take action to tackle some of our most intractable social, environmental and cultural issues today.

Whether you are a captain of industry, a media Director, a politician with deep concern about the growing number of disturbed children and young people who end up in prison, a business or social entrepreneur that is a creative thinker or an investor you need to contact us now.

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