



NORA: Regenerative Tourism

The Possibility of an Island

Zita Cobb, Shorefast

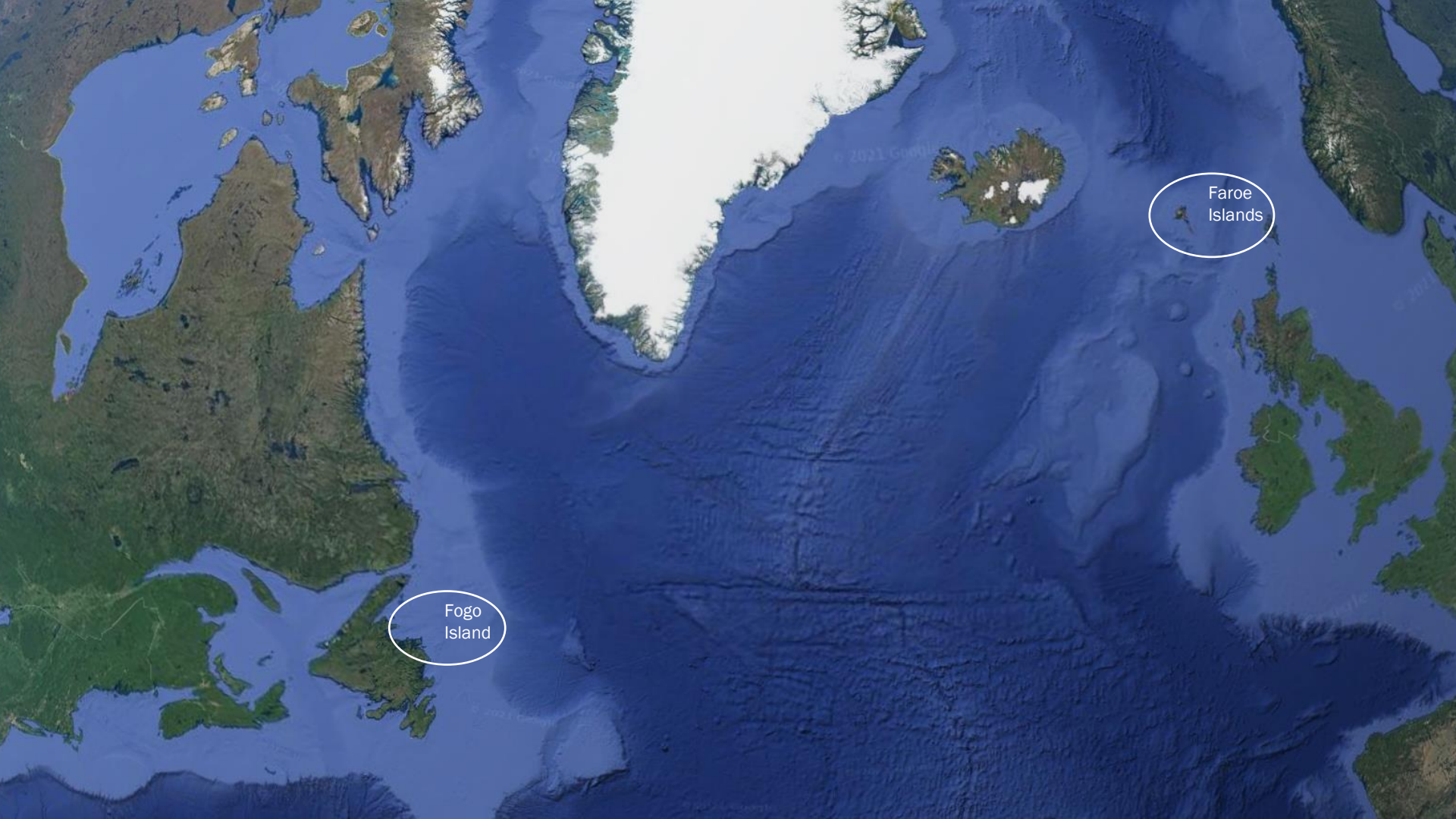
“Every snowflake in an avalanche pleads not guilty.”

- Stanislaw Lec





A small island is a good proxy for a small planet



Fogo
Island

Faroe
Islands



Fogo Island
Gateway: Gander NL

Montreal

Toronto

Chicago

New York

San Francisco

Los Angeles

San Diego

Dallas

Miami

Nassau

Caracas

Bogota

Lima

Rio de Janeiro

Santiago

Buenos Aires

London

Berlin

Paris

Barcelona

Rome

Athens

Jerusalem

Cairo

Dubai

Dakar

Lisbon

Gibraltar

Casablanca

Marrakech

Windhoek

Johannesburg

Cape Town



Newfoundland

Fogo Island



*“This Is the Most Remote and
Magical Hotel on Earth”*
Bloomberg Pursuits



The fish that changed the world















*“Who in their right mind would catch all the fish?
They must be turning fish into money”*

- Lambert Cobb



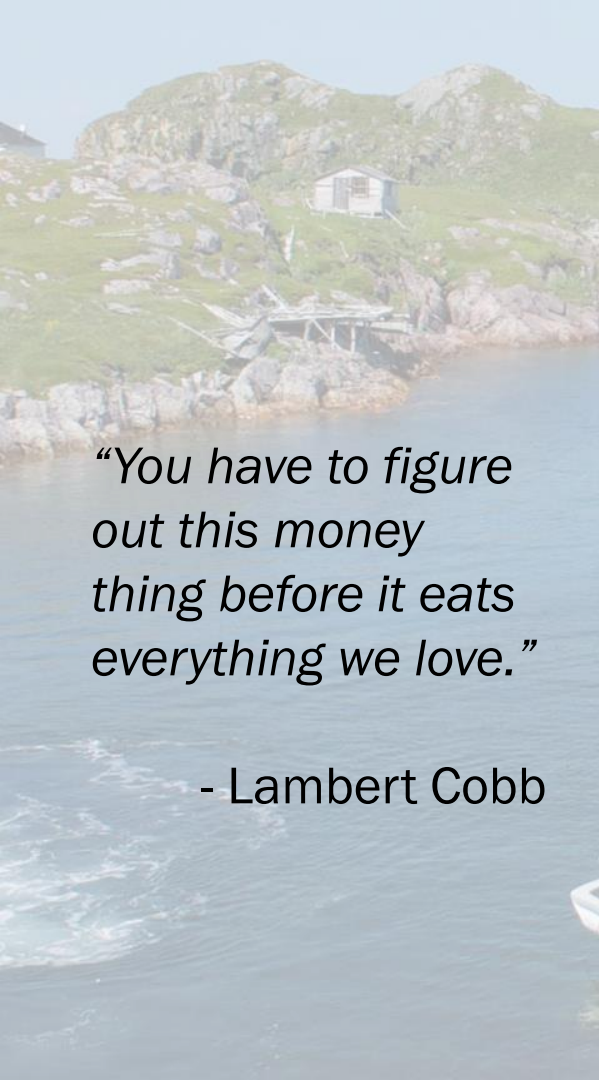
The Resettlement Act of 1965



The Fogo Process



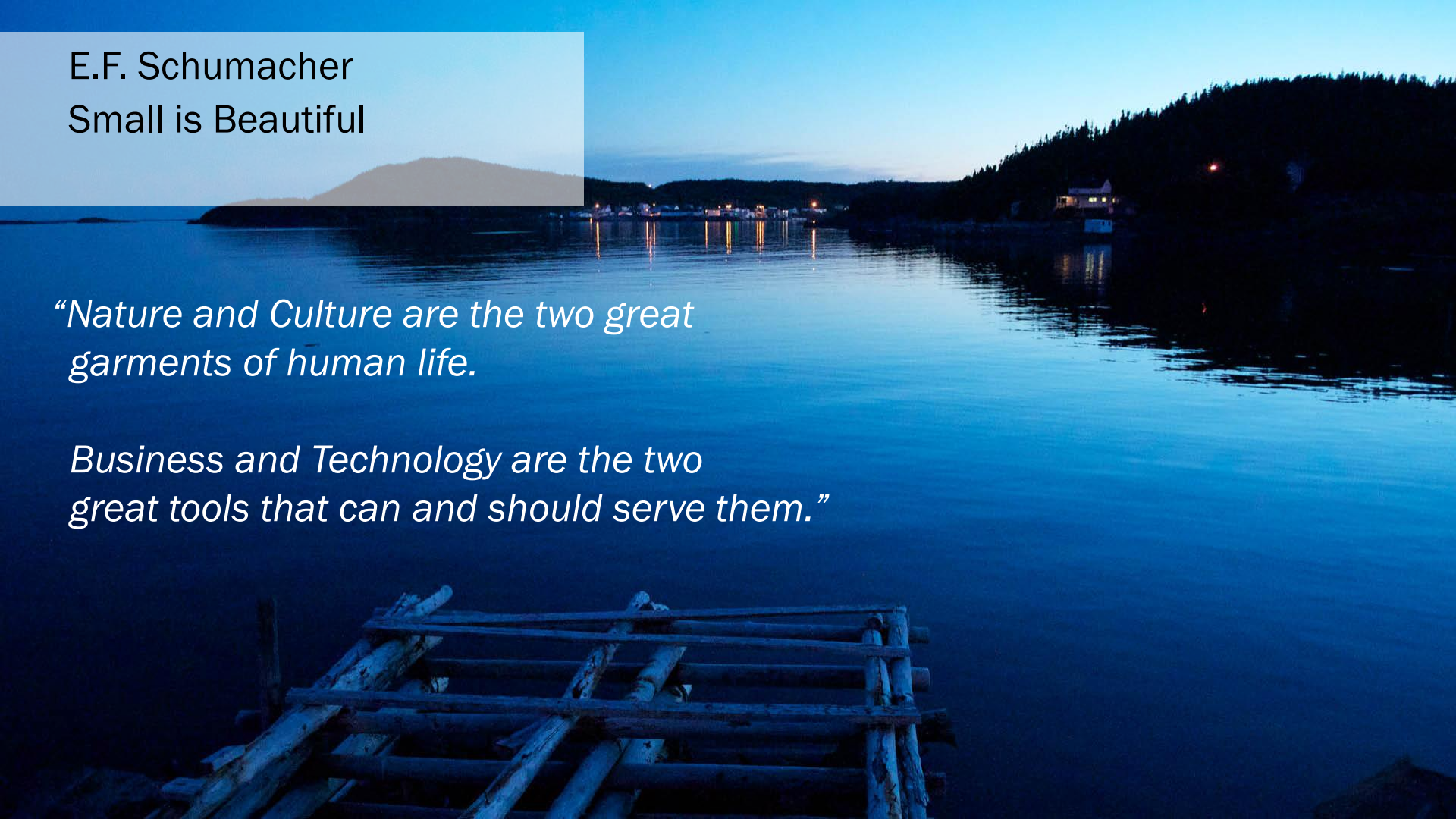




“You have to figure out this money thing before it eats everything we love.”

- Lambert Cobb





E.F. Schumacher
Small is Beautiful

“Nature and Culture are the two great garments of human life.

Business and Technology are the two great tools that can and should serve them.”



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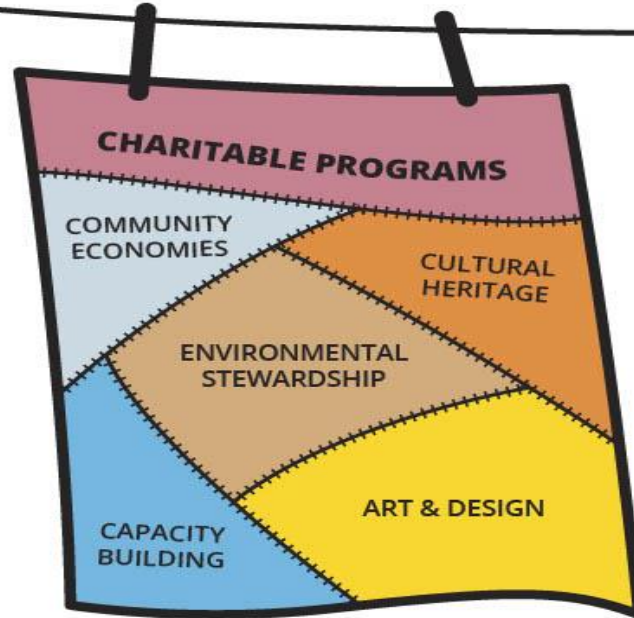
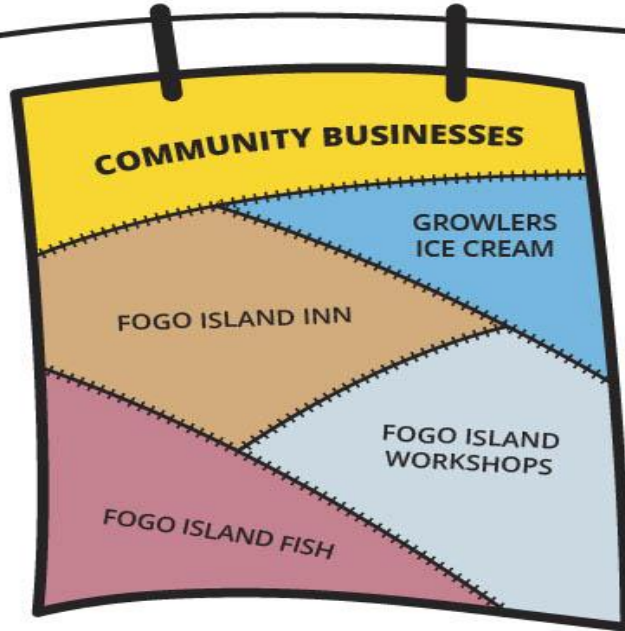
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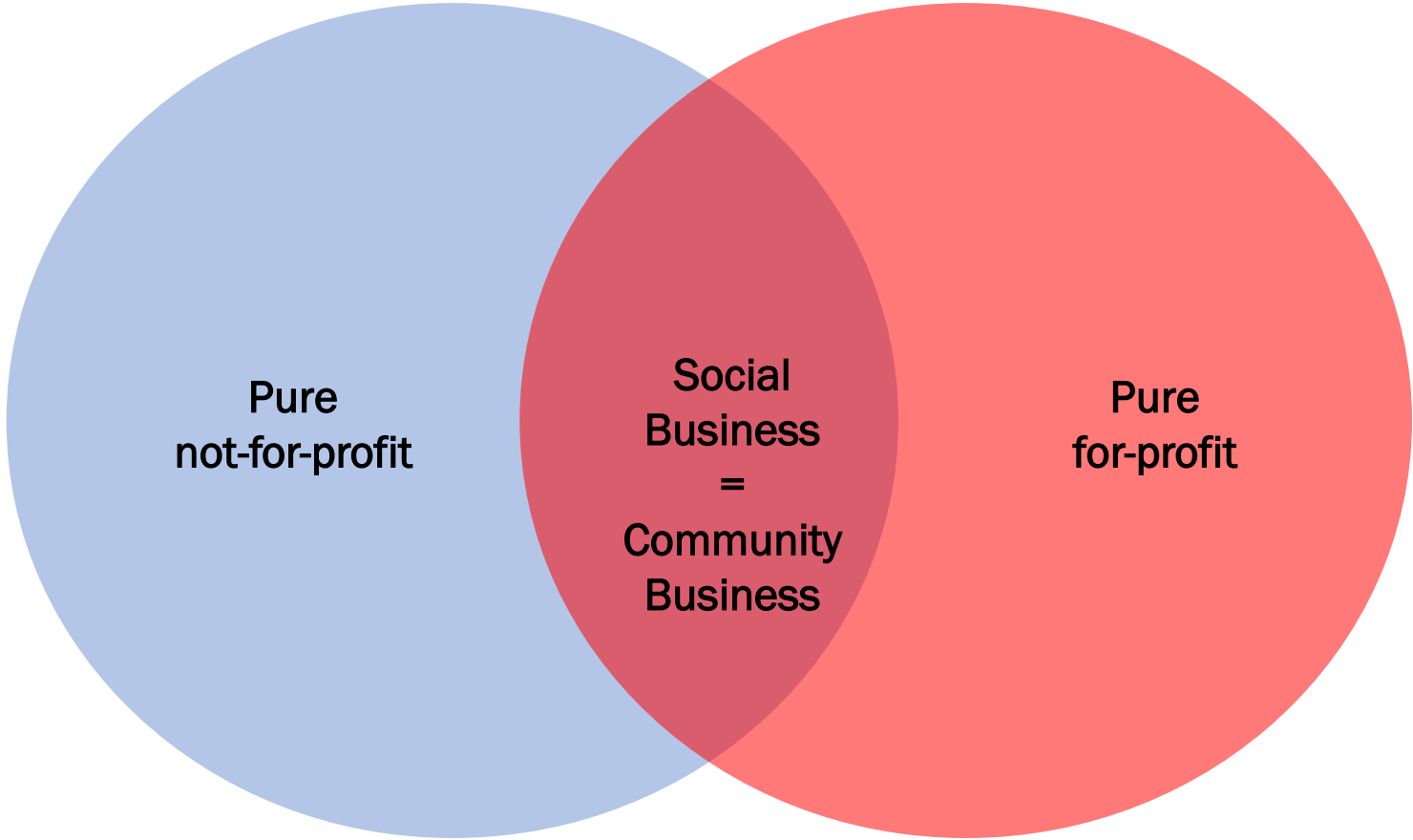
VISION

A global network of resilient and economically empowered, place-specific communities



shorefast





Pure
not-for-profit

Social
Business
=
Community
Business

Pure
for-profit



Cauliflower Thinking



Enabling the Local

ABCD = Asset Based Community Development



What do we know?

What do we have?

What do we miss?

What do we love?

What can we do about it?





**Identifying and harnessing intrinsic value;
leveraging assets to bolster community economies and community wealth**







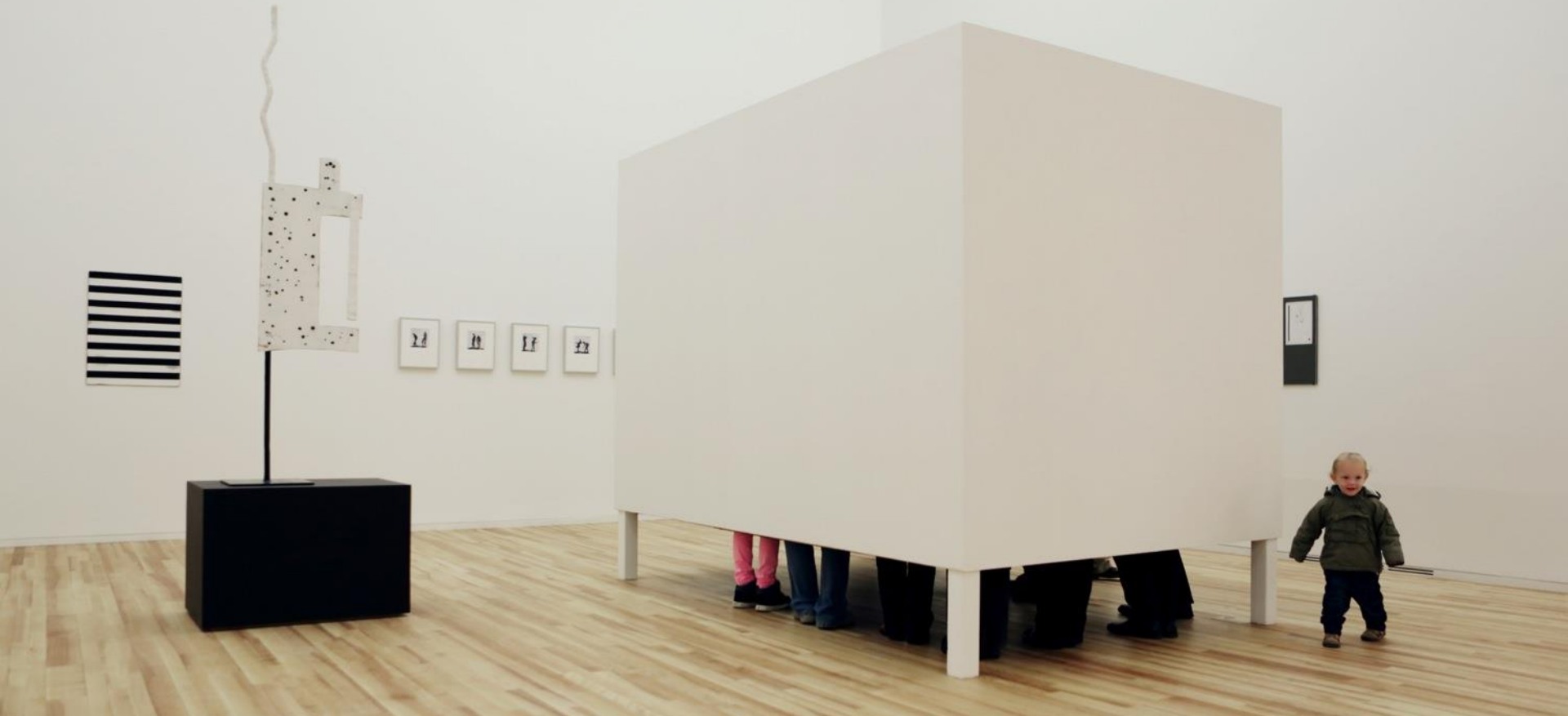












Art is thinking. It helps with sense making. It's a way of knowing.

FOGO ISLAND ARTS PROGRAMS

- Studios
- Exhibitions
- Publications
- Design Initiatives
- Artists in Residence
- Dialogues

49° 37' N, 54° 12' W

















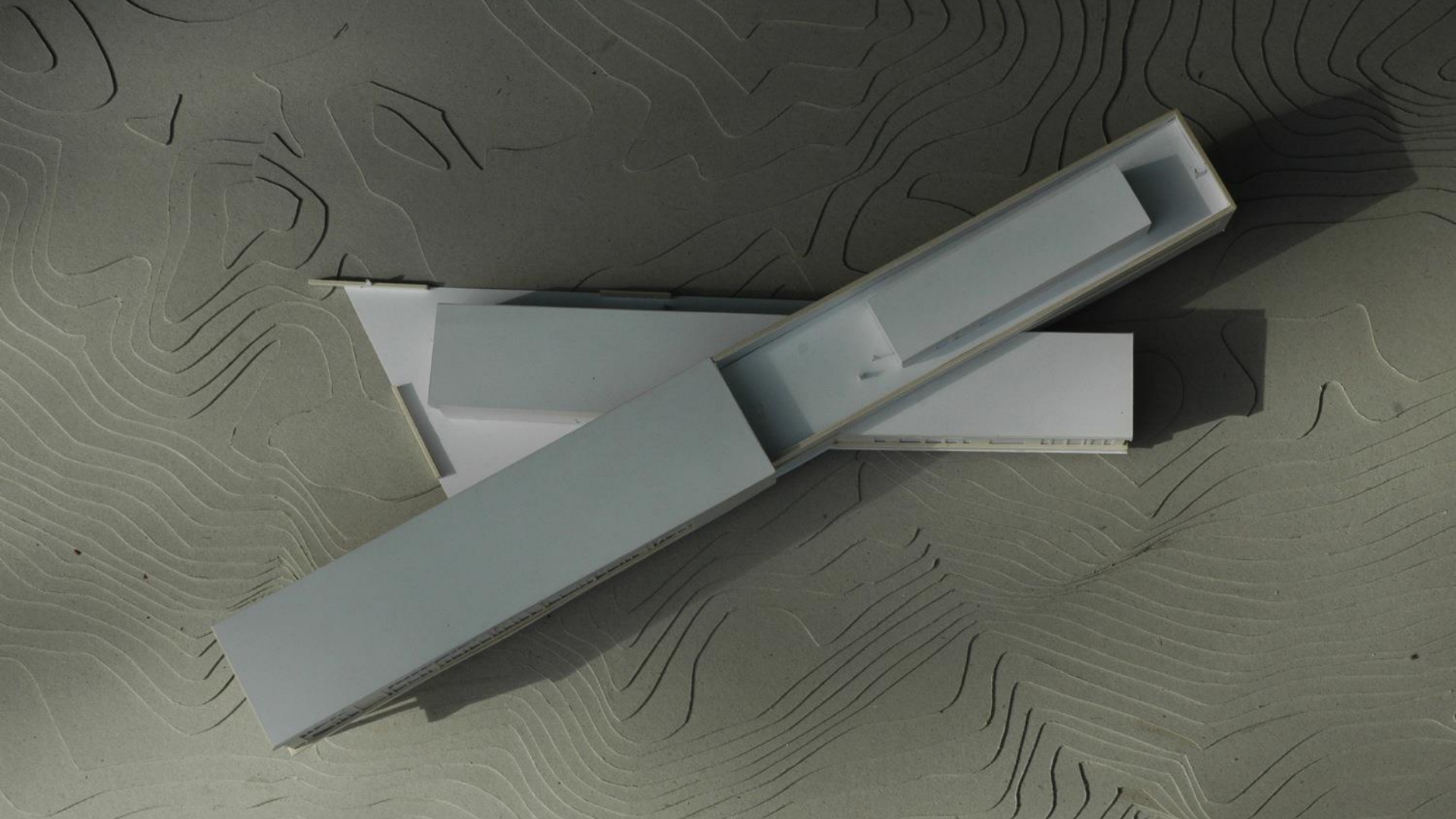


Fogo Island Inn: *“Not normal, practical, reasonable, or rational”*

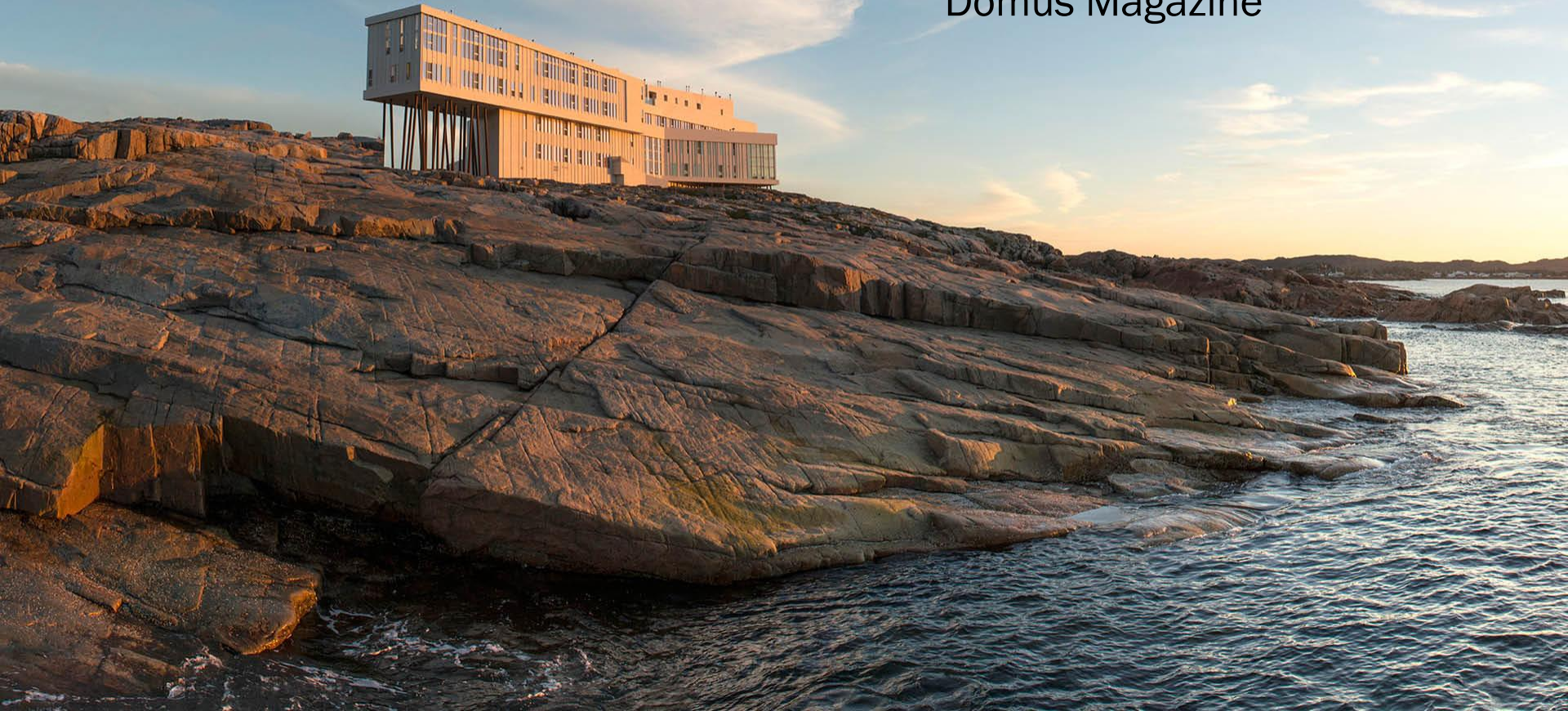








“An act of human culture”
Domus Magazine



The world is suffering from a
plague of sameness





FOR
LEASE

430-1177

FOR
LEASE

430-1177

FOR
LEASE

FOR
LEASE

FOR
LEASE

TOP GUN

**Humanistic Globalization:
“Creating a global network of intensely local places.”**

- Dr. Gill Chin Lim









The Art of Walking Upright

“The art of walking upright
is the art of using both feet.
One is for holding on and
One is for reaching out.”

Glenn Colquhoun











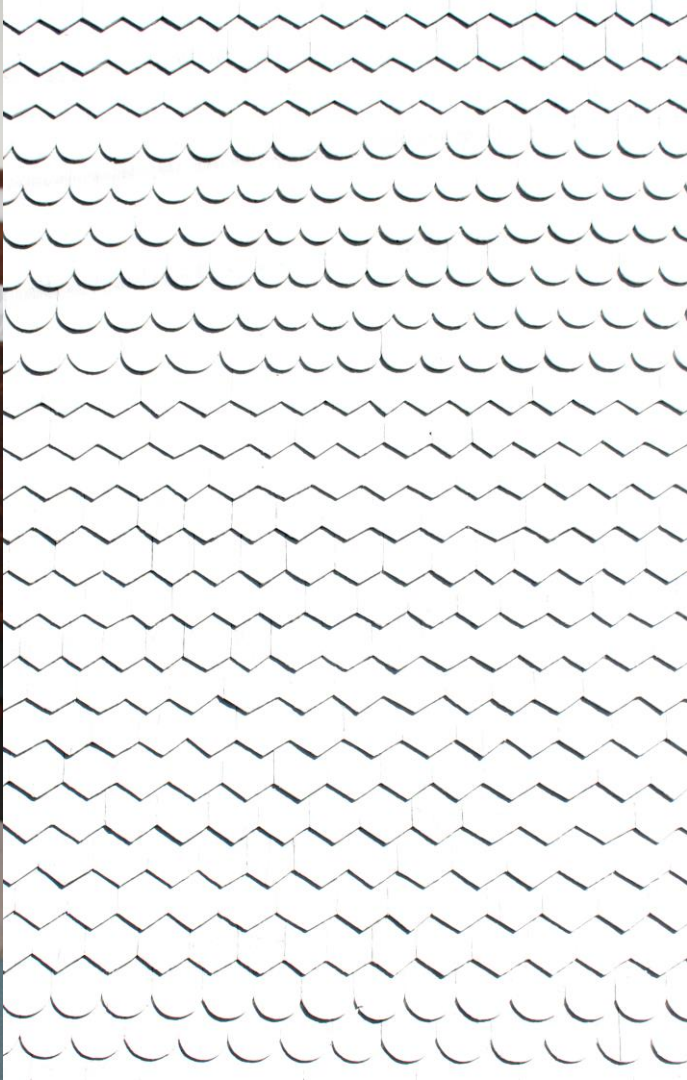




We should expect a lot from a chair.





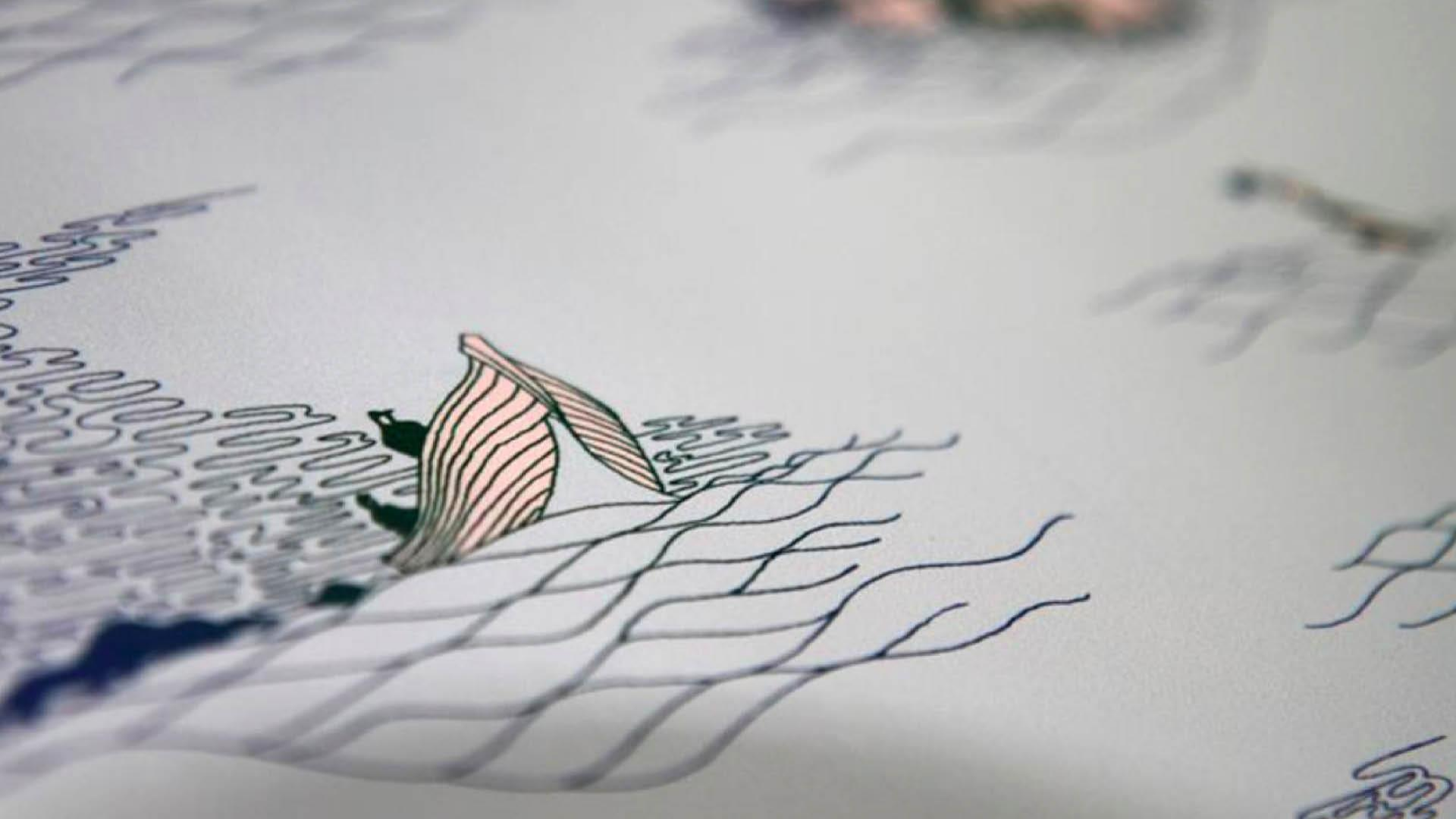
































Economic Nutrition: giving transparency to where the money goes

The quality of results produced by any system depends on the quality of awareness from which people in the system operate



Nutrition Facts Valeur nutritive

Per 175 mL / par 175 mL

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 0	
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 5 mg	1 %
Carbohydrate / Glucides 1 g	0 %
Fibre / Fibres 0 g	0 %
Sugars / Sucres 0 g	
Protein / Protéines 0.1 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %
Calcium / Calcium	0 %
Iron / Fer	0 %

INGREDIENT:
BLACK (ORANGE PEKOE) TEA.
INGRÉDIENT :
THÉ NOIR (ORANGE PEKOE).

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BEVERAGES CANADA INC.
ETOBICOKE, CANADA M9W 6L2

www.tetley.ca



Nutrition Facts	
Valeur nutritive	
Per 175 mL / par 175 mL	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 0	
Fat / Lipides 0 g	0 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 5 mg	1 %
Carbohydrate / Glucides 1 g	0 %
Fibre / Fibres 0 g	0 %
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www.tetley.ca

ECONOMIC NUTRITION ^{CM}			
fogo island inn			
NIGHTLY STAY (Actual 2018) Where the money goes			
Labour	49%		
Food, Room Supplies	12%		
Commissions, Fees	5%		
Operations, Admin	18%		
Sales, Marketing	4%		
Surplus	12%		
Reinvested in the community of Fogo Island			
Economic Benefit Distribution			
Fogo Island	65%	Canada	19%
Newfoundland	13%	Rest of World	3%
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Everything passes except the past.









ECONOMIC NUTRITION ^{CM}

Fogo Island Workshops

PUNT CHAIR Where the Money Goes

Labour	51%
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Production	36%
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Other Labour	15%
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Direct Materials	9%
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Design, Production Overhead	10%
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Sales, Marketing, Other	15%
--------------------------------	------------

Surplus	15%
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Reinvested in the community of Fogo Island

Economic Benefit Distribution

Fogo Island	71%	Canada	24%
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Newfoundland	2%	Rest of World	3%
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**New Ocean Ethic
Major
Initiatives**

**Cultural Initiatives:
Songs &
Stories of the Sea**

**Fogo Island
Fisheries
Pilot Project**

**Surveys and
Research:
Seabirds and
Eider Ducks**

**Ocean Literacy &
World Oceans Day**

**Sustainable
Fishing: Cod
Potting & Fogo
Island Fish**

**Citizen
Science**

**Fogo Island
Ocean Atlas**

**Canada Ocean
Lecture Series**

**Ocean
Education
Centre
& Ocean
Research**

**Environmental
Stewardship:
Oil Spill Training &
Plastic Bag Ban**



fogo island fish





fogo island fish

Economic Nutrition©

Fogo Island Fish Inc.

Pro Forma - 2015 Catch

Ingredients	% Financial Value
-------------	-------------------

Product cost	49%
---------------------	------------

<i>Fishing, Cutting, Packaging & Freezing</i>	36%
---	-----

<i>Storage & Delivery</i>	13%
-------------------------------	-----

Marketing	11%
------------------	------------

Administration	8%
-----------------------	-----------

Debt repayment @ 3% interest rate & Corporate Income Tax	11%
---	------------

Surplus	6%
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Reinvested in operations

Donation - Shorefast	15%
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Reinvested in the community

Economic Benefit Distribution

Fogo Island	69%	Canada	29%
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Newfoundland	1%	World	1%
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Turning money into fish



The Big Art Space





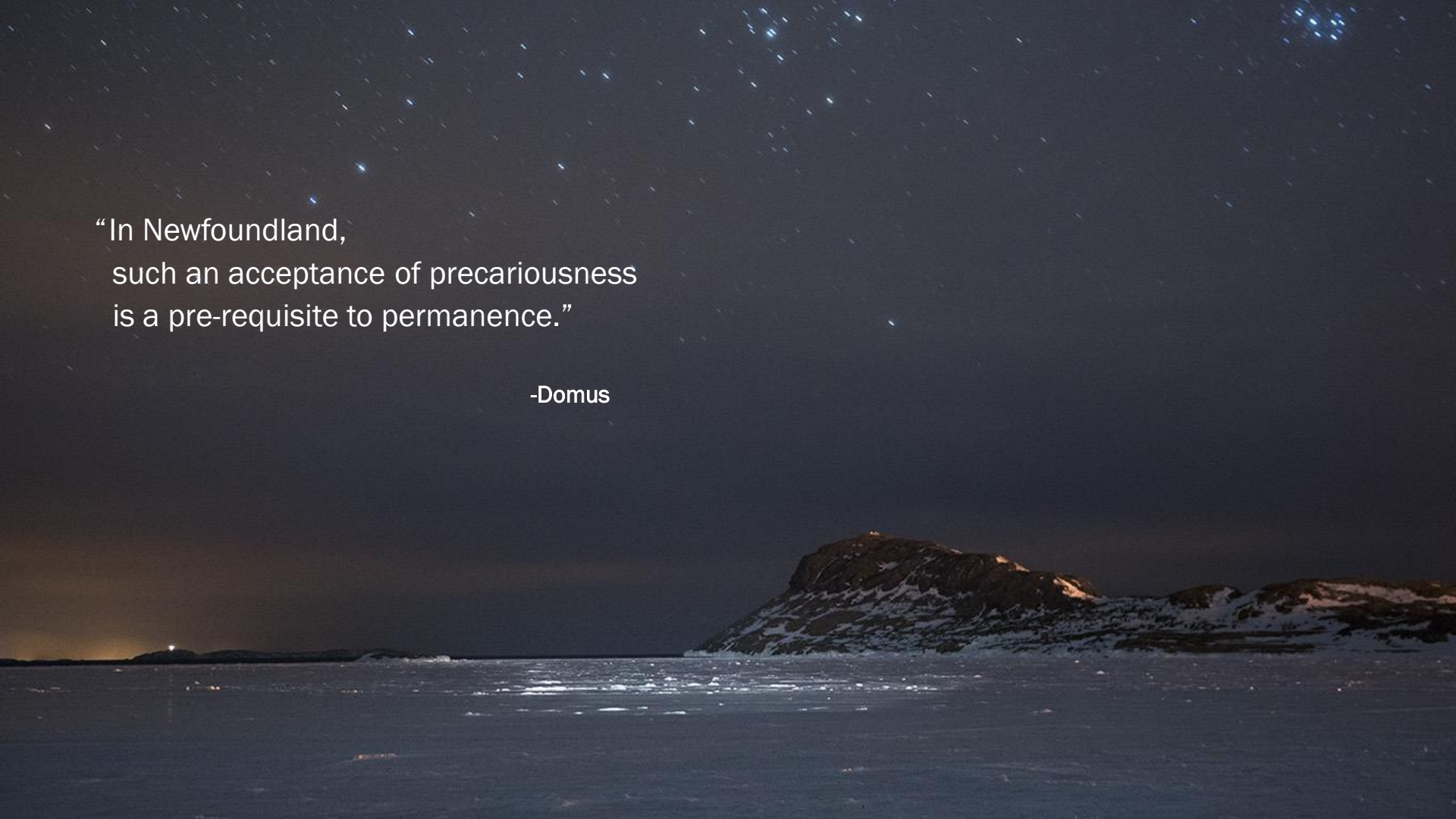


The Food Centre



Smaller Furnished Houses



A night landscape featuring a dark, starry sky above a snow-covered mountain range. The foreground shows a body of water with some ice or snow patches. The overall scene is serene and atmospheric.

“In Newfoundland,
such an acceptance of precariousness
is a pre-requisite to permanence.”

-Domus

The unit of change is Community
Business is tool of Community

Communities are:

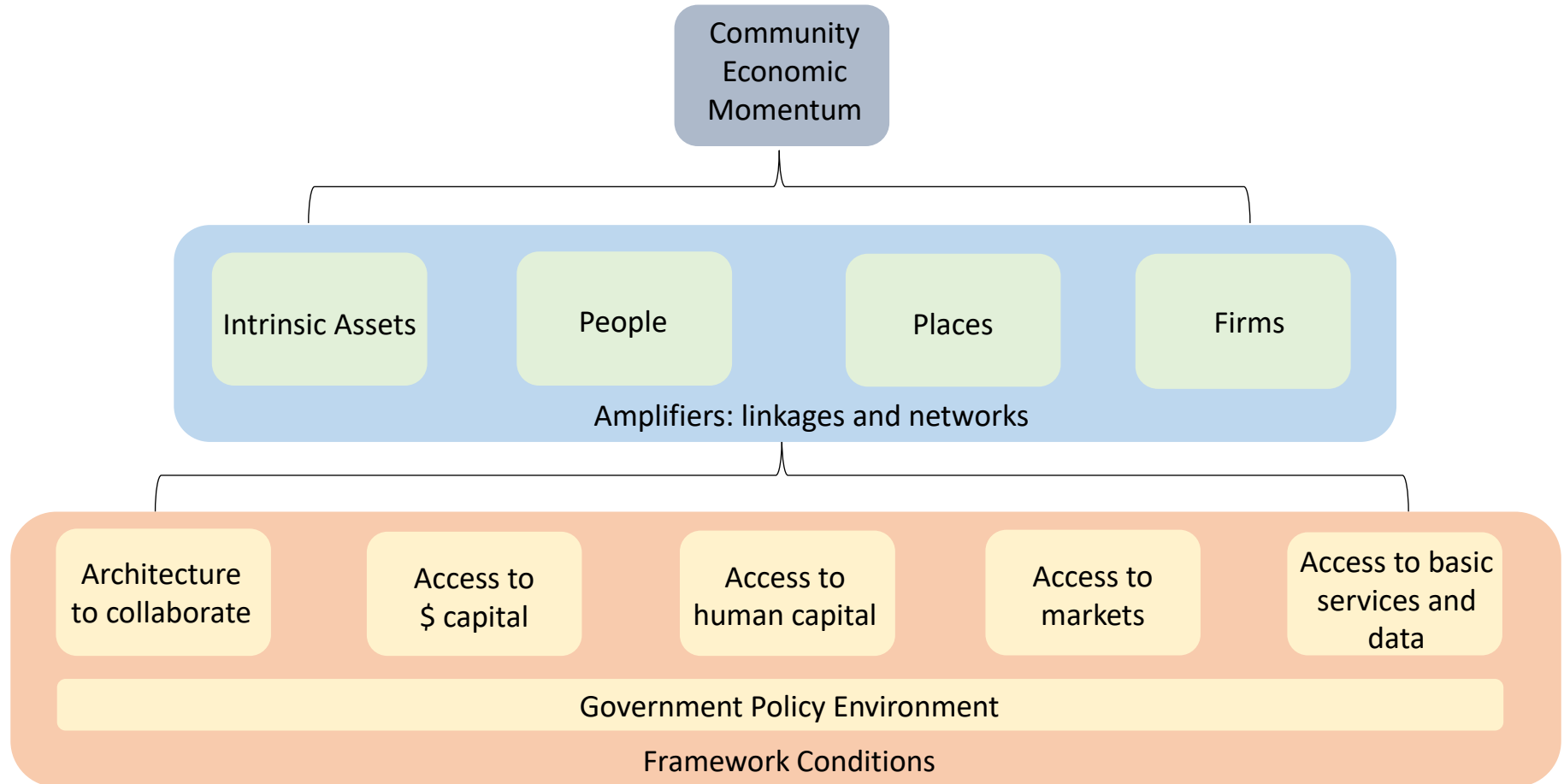
- Physical places where people live in close enough proximity to one another to form embodied relationships
- Urban, suburban, or rural
- Complex organisms comprised of residents, businesses, institutions, associations, charities & other non-profit enterprises, and local governments
- Different but not separate from networks or “communities of practice”

PLACE model: Memorial University of
Newfoundland Centre for Social Enterprise.

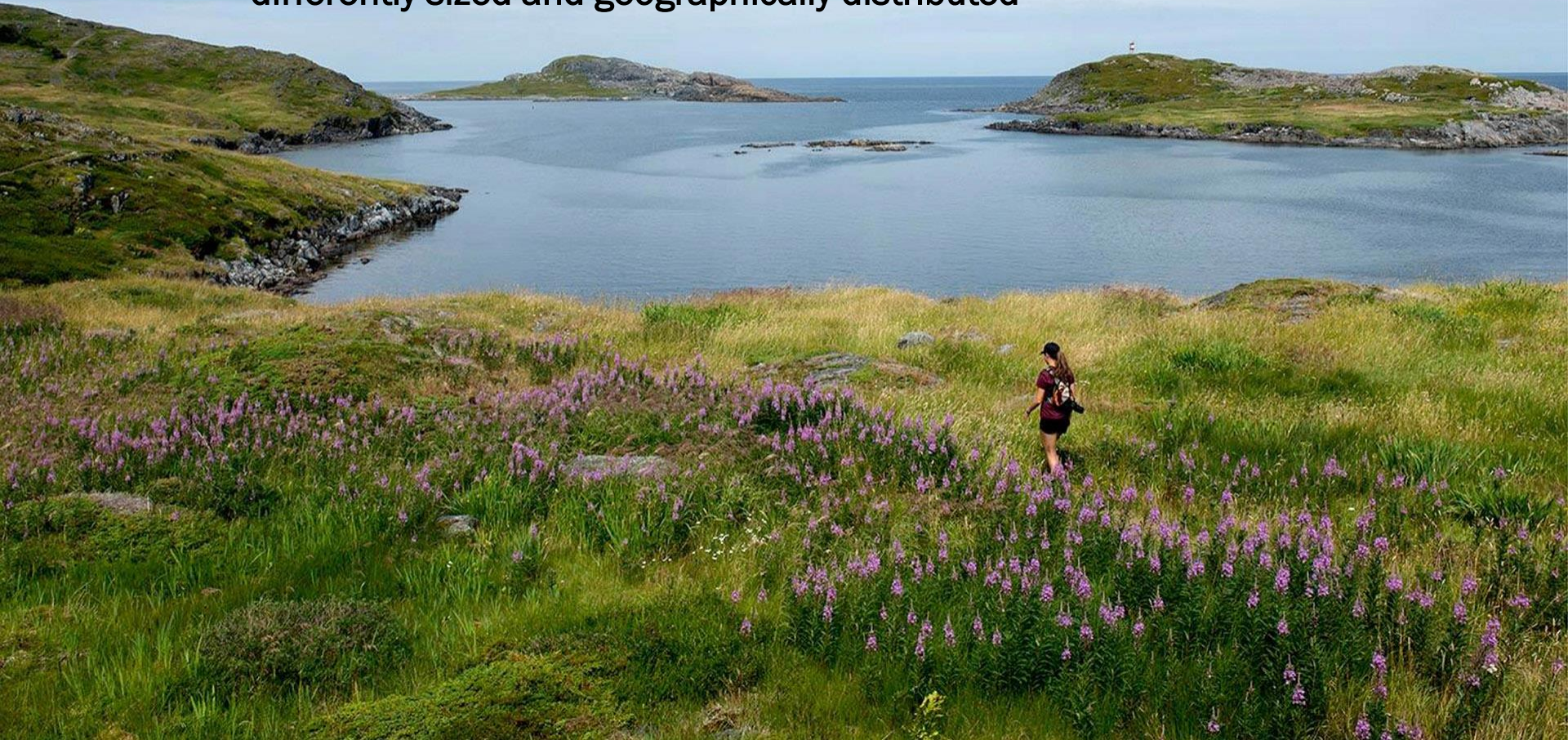
Shorefast + PLACE model were recently the
subject of a Harvard Business School case
study.



A Framework for Community Economic Momentum



We must create an economy comprised of a network of nodes – companies, governments, institutions and communities – that are differently sized and geographically distributed



A systemic tilt is required to integrate communities into the economy





The Challenge of Communities...

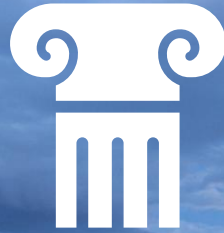
An aerial photograph of a coastal village. The foreground shows a rocky shoreline with a small pier and a few buildings. The middle ground features a cluster of houses and a harbor area with several boats. The background consists of a vast, flat, green landscape extending to the horizon under a clear sky. The text is overlaid on the left side of the image.

Shorefast Community Economies Pilot:
How do we strengthen community economies?

The Three Pillars of Society
- Prof. R. Rajan, The Third Pillar



Community




Government



Business



A close-up photograph of several stacks of light-colored wooden planks, likely pine or spruce, arranged in a slightly overlapping manner. The wood grain is clearly visible on the top and side surfaces. The lighting is warm, highlighting the natural texture of the wood.

Shorefast's partners in the
Community Economies Pilot

Community Foundations of Canada

Coady International Institute

Canadian Urban Institute

Prototype Communities

South
Island, BC

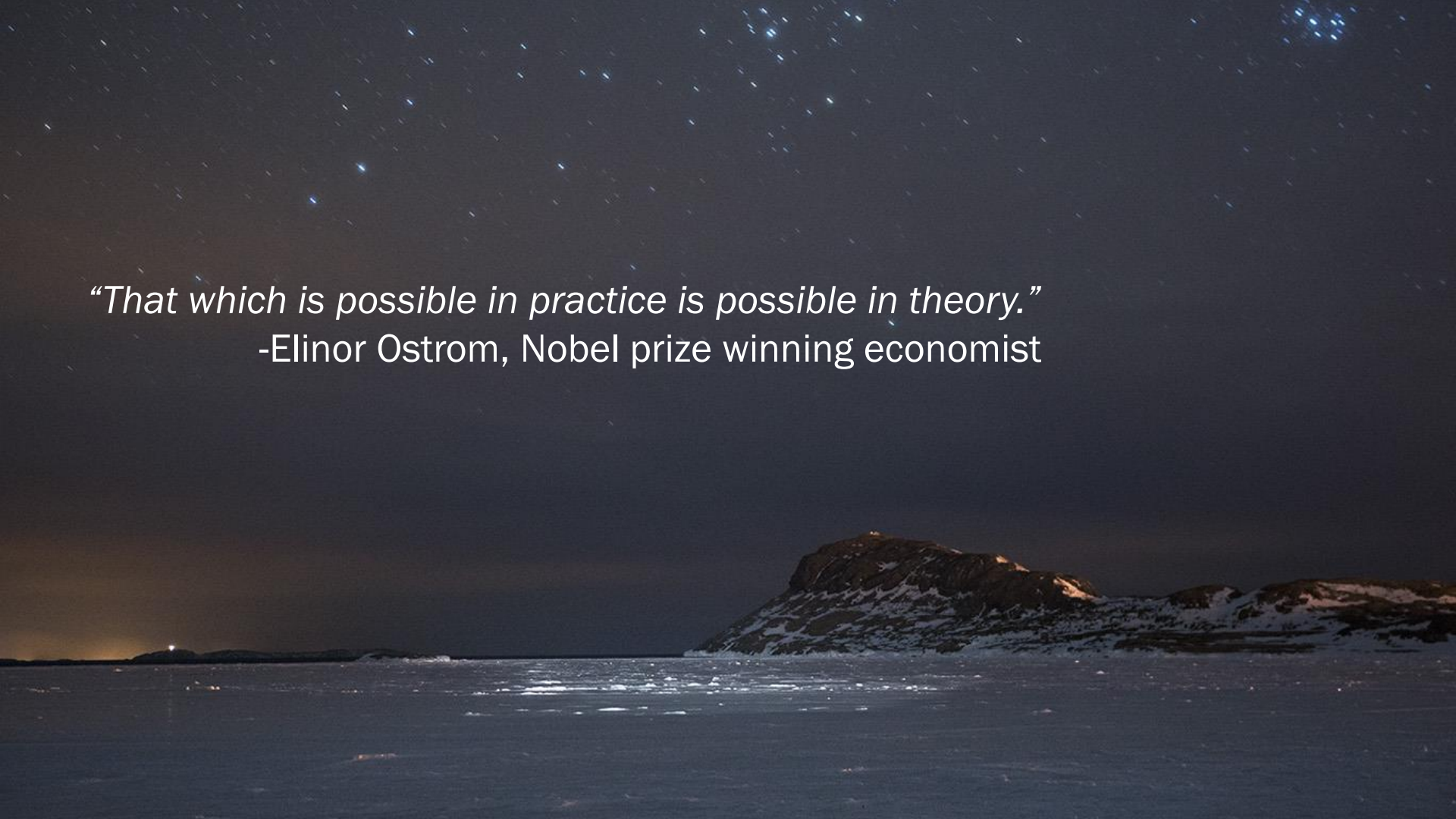
Hamilton,
ON

Fogo
Island, NL

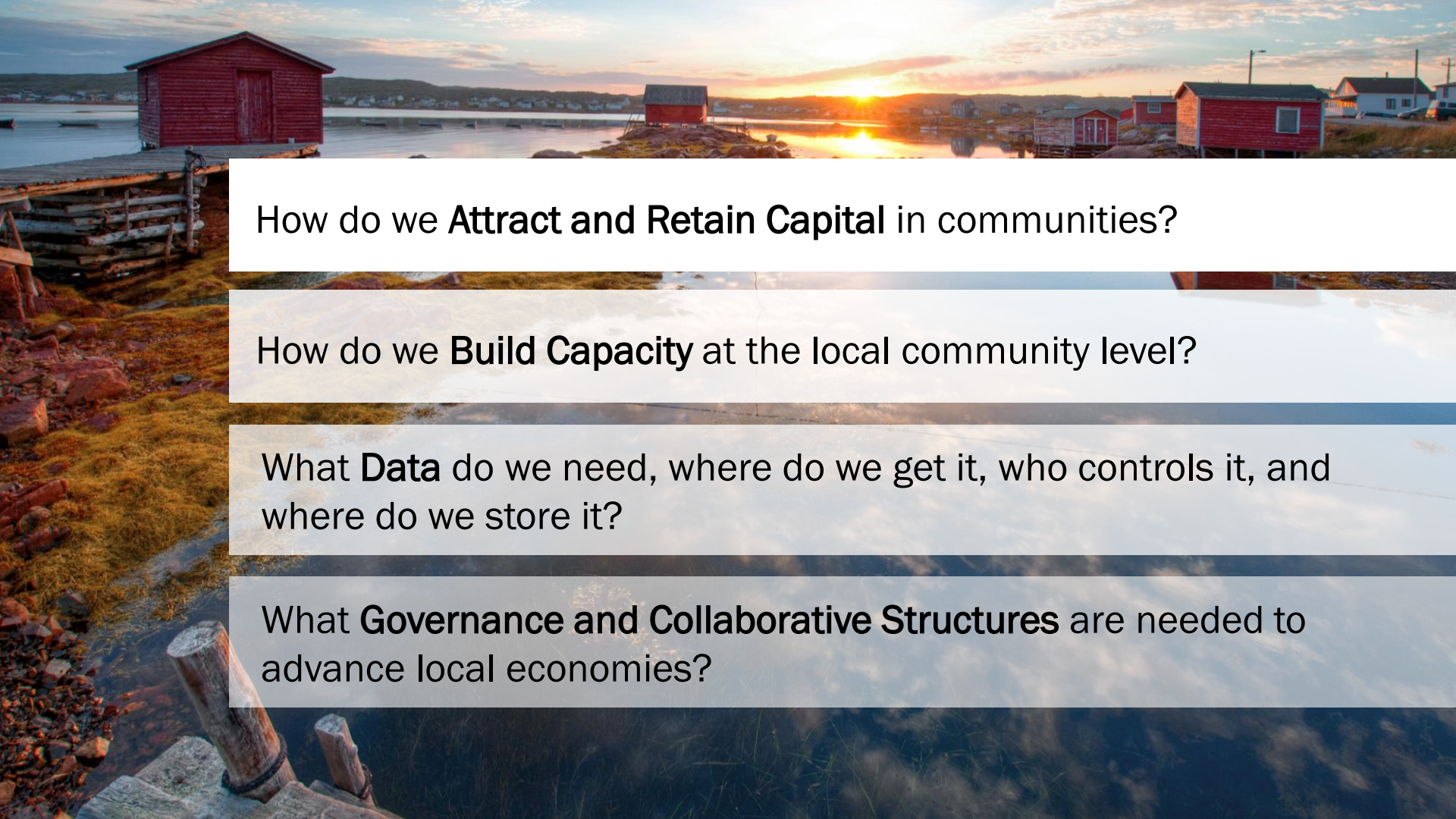
London,
ON

Prince
Edward
County,
ON



A night landscape featuring a dark, starry sky with numerous bright stars. In the foreground, a body of water reflects the light from the stars. In the middle ground, a large, snow-capped mountain or island is visible, illuminated by a warm light source, possibly the moon or a low sun. The overall scene is serene and evocative.

“That which is possible in practice is possible in theory.”
-Elinor Ostrom, Nobel prize winning economist



How do we **Attract and Retain Capital** in communities?

How do we **Build Capacity** at the local community level?

What **Data** do we need, where do we get it, who controls it, and where do we store it?

What **Governance and Collaborative Structures** are needed to advance local economies?

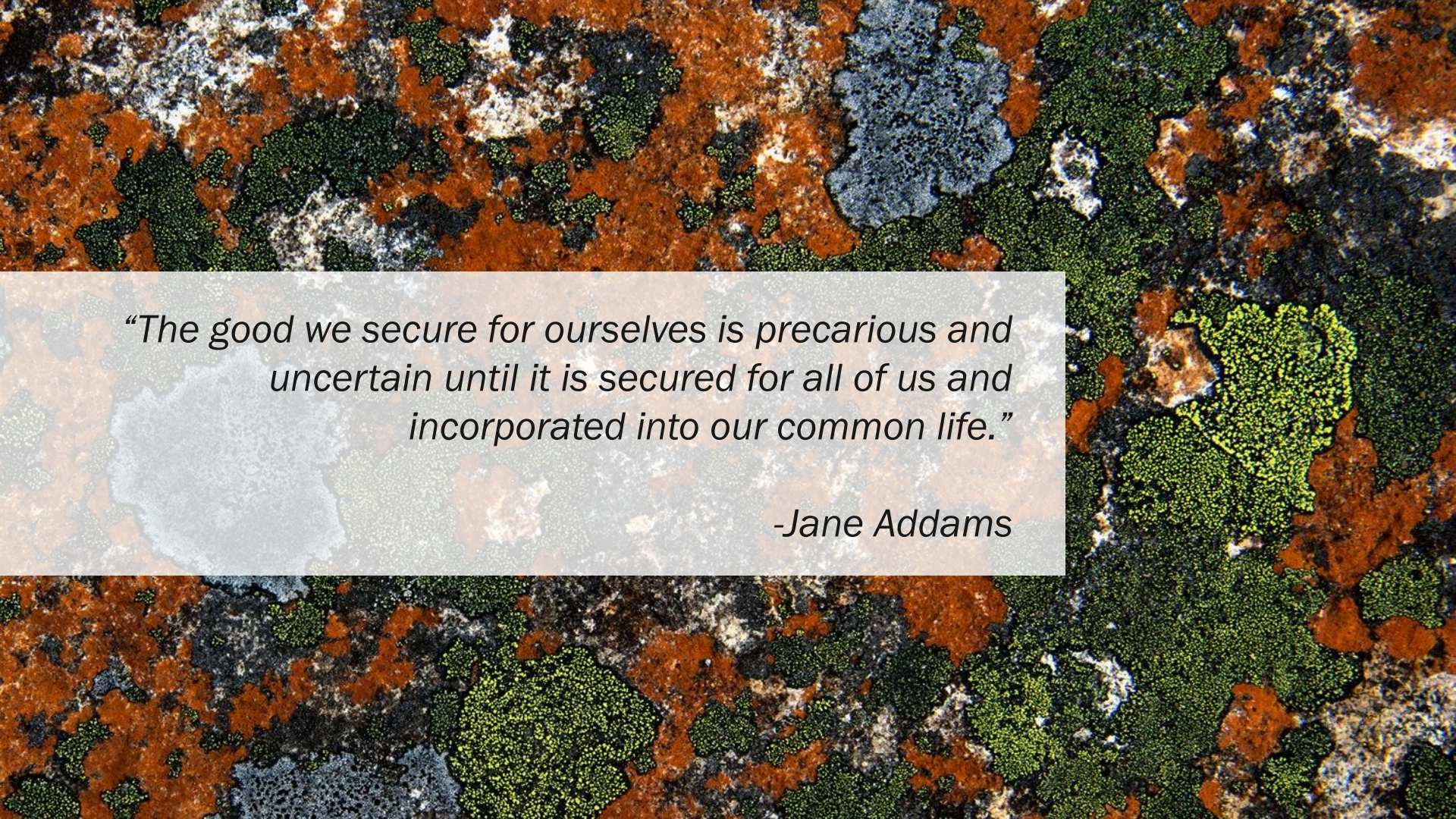


A white t-shirt is hanging on a wooden hanger against a plain, light-colored background. The t-shirt has a simple crew neck and short sleeves. In the center of the chest, the words "It matters" are printed in a bold, black, sans-serif font.

It matters

A white t-shirt is hanging on a wooden hanger against a plain grey background. The t-shirt has a simple crew neck and short sleeves. In the center of the back of the t-shirt, the text "It matters who owns what" is printed in a bold, black, sans-serif font. The text is arranged in two lines: "It matters" on the top line and "who owns what" on the bottom line.

**It matters
who owns what**



“The good we secure for ourselves is precarious and uncertain until it is secured for all of us and incorporated into our common life.”

-Jane Addams

Thank You

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