A Amplify Local Capacities and Assets

A social enterprise becomes a place-based social enterprise when it incorporates assets unique to its community. Place-based social enterprises can never be fully replicated outside of their place, because they are so deeply intertwined with the communities that they were created for. To ground an enterprise in place, local assets should be recognized, nurtured, and promoted. The people best poised to do this are community leaders.

PLACE in action!

The Placentia West Development Association (PWDA) was founded at a time when the area's small outport communities were at risk of extinction. The PWDA recognized the region's unique assets, such as a strong salmon fishery and talented craftspeople. They amplified these assets with businesses such as tourist lodging and a crafting committee, bringing jobs and economic potential to the area. Learn more.

Short Activity

1. **In the three boxes to the left, write down three local assets of your community.**
   Note: Local assets can be anything that has potential value in the community! *Natural features, unique flora and fauna, human structures, geographic position, historic elements, local talents, local knowledge, etc…*

2. **Fill the bars to show how much the community currently appreciates each asset.**

3. **For each asset, come up with an enterprise that could positively impact your community (socially, economically and/or culturally).**

Asset	1 5	Potential Enterprise

Food for Thought

Think about who these enterprises will benefit. Are there any downsides?

Look back at the bars from Step 2. Will these enterprises make local residents and/or visitors appreciate your community's local assets more?