

Social Investment for Social Purposes.(or, What is Your Ten-Point Transition Plan to Utopia?)

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Many activists support one cause or another. However, their efforts are disparate and futile because of what is known as "the Tragedy of the Commons": if you want to do something "collectively intelligent" (save the "commons", whatever that is) but nobody else does, then your "individually intelligent" behaviour is to join them and keep destroying it. To succeed, you need a way to influence everyone else, including people who do not care.

Specifically, people condemn companies for their corporate greed - thinking of the shareholders' financial benefit only. But, who are these shareholders? Your average Australian activist has half a million in a superannuation fund, and as much owing to a bank as a home loan. In short, you have a million dollars' invested (through a fund or bank), much of which in companies you disagree with.

So, what if... you could actually use these investments and exert the influence you are due as a shareholder on these companies?

We are building a platform that facilitates social investment for social purposes. You define your values, interests and goals, find other people that share them and invest together in companies that work towards your ideals; or, as shareholders, you push companies that don't to start doing it. The platform provides research and analysis and alerts you to upcoming shareholders' votes on projects. If you are passionate about something but other members are not - they will amplify your voting power by delegating their votes to you.

In the longer term, this passive platform can become active. It will not just allow people to purchase shares in existing companies but will also group them by their interests and enable starting new businesses to work towards members' goals.

The discussion will focus on feasibility as well as some social and legal aspects of the proposal.

Conference Themes: Care, Money, Exchange

Bio:

Pavel Kalinov has a PhD from Griffith University in Data Mining and is a developer of an online trading platform as his day job. Organiser of multiple online communities since 1998, founding member of Organic Farm Share in Brisbane (a community-owned farming enterprise) and interested in taking the model several steps further.

Toby Chambers is a social entrepreneur valuing supporting those with learning impairments of autism, dyslexia, dyscalculia and other difficulties. Community activist seeking to eventually complete a PhD researching a new economic system based on equality of resource distribution, earning and education capacity, environmental and ecosystem retention.

Mario Bojilov holds a Master of Engineering Science Degree from the University of Queensland and a Graduate Diploma of Applied Finance and Investment from FINSIA. In 2005 he founded Meta Business Systems (MBS) of which he is the current Chief Data Scientist. The company is focused on performance monitoring and business intelligence solutions using Big Data and advanced Data Mining. At present Mario Bojilov is also a sessional lecturer in Accounting Information Systems at Griffith University and Griffith College. Mario is currently the Topic Leader for "Big Data" in ISACA's Knowledge Center.