

## Starting a Social Trade Booster project in your economy?

Before you start, please ensure you have read [Making Money Virtuous](#) and especially chapter 11.

In certain situations, STRO can offer advice to Booster projects. Due to our limited resources, we must critically evaluate requests for support. The aspects outlined below can serve as a guide. Many of these elements are discussed in greater detail in the book.

If you would like to request advice, please send an email to [info@socialtrade.org](mailto:info@socialtrade.org) providing answers to the questions below and any other information you believe important.

### Analysis of the Current Economic Situation in the Target Area:

- What is the level of unemployment and/or underutilization of (potential) production capacity? If businesses have spare capacity, the potential for marginal profit may encourage companies to take risks and try something new making it crucial to attract clients.
- How many times does money circulate within the target area before it is spent elsewhere?  
If a significant amount of money earned locally is spent outside the target area, the Booster can have a substantial impact. Conversely, if retailers are the only businesses remaining in a region and there is no local production, it will require more effort to rebuild the local economy.

### Available Resources:

1. How many people are part of the group that wants to start a Booster?
  - a. What are the experiences and roles of the project initiators?
  - b. How much (unpaid) time can each of the initiators invest in preparing the project?
2. Which resources are available to invest in starting the project, both human and financial?
3. What support can be expected from other potential stakeholders?
4. Who can manage the IT and administration of the Booster? Is there a capable institution, such as a bank, that could handle the administration of the local accounts?

### Implementation of the Booster:

- Are local entrepreneurs involved? If so, what types of businesses are they?  
Ideally, this should include a variety of producers, manufacturers, service providers, in addition to retailers.
- Who might be willing to direct part of their expenditures to local companies using local accounts? (For example, the local government, major donors, local hospitals, universities, and large companies)