



MEMORIAL UNIVERSITY & SHOREFAST PRESENT

THE PLACE DIALOGUES

*Building Economic Momentum for
Resilient Communities*

**OCTOBER 24 - 26, 2024
FOGO ISLAND
NEWFOUNDLAND & LABRADOR**

FOGO ISLAND, 2024



On October 24-26, 2024, 47 community champions, ecosystem partners, and researchers gathered at Orange Lodge, Shorefast's Community + Business Hub, to discuss the way forward to build economic momentum for resilient community economies.

THE PARTICIPANTS



Amy Rowsell, Shorefast

Astrid Arumae, Tamarack Institute

Carla Combden, Grenfell Campus, Memorial University

Carolyn Wakeham, NLOWE

Cathy Newhook, Harris Centre, Memorial University

Chelsey MacNeil, The Purposeful Group

Chris Tuck, Department of Industry, Energy and Technology

Colin Corcoran, CSCNL

David Ellis, Two Whales Coffee Shop

Edith M Samson, Sir William Ford Coaker Heritage Foundation Inc

Elizabeth Murphy, Placentia West Development Association

Gillian Morrissey, Centre for Social Enterprise, Memorial University

Glen Best, Shorefast

Gwen Patrick, Shorefast

Harold Murphy, Placentia West Dev Assoc/Town of Parker's Cove

Hillary King, Reclaim Community CDO

Israt Lipa, Memorial University

Jennifer Charles, Seven Seasons Farms

Jill White, Two Whales Coffee Shop

Joan Cranston, Bonne Bay Cottage Hospital Heritage Corporation

Joan Penney, Penney's Vacation Homes

Jon Butler, Government of Newfoundland and Labrador (Dept. Children, Seniors, and Social Development)

Jon Dalton, Fogo Island Chapter of the Gander and Area Chamber of Commerce

Josh Smee, Food First NL

Kacia Tolsma, 4VI Group

Kristen Murray, Newfoundland & Labrador Federation of Co-operatives

Kristen Needham, Sea Cider Farm & Ciderhouse

Leila Beaudoin, Cliff and Anchor Studios

Liam Duggan, Fishing for Success

Lucas Fowler, Memorial University

M.Lisa Colbert, Shorefast

MacKenzie Young, Ocean Frontier Institute, Memorial University

THE PARTICIPANTS



Marilyn Coles-Hayley, Tourism Elliston

Nancy Leung, Centre for Social Enterprise, Memorial University

Natalie Slawinski, University of Victoria and Memorial University

Olivia White, Two Whales Coffee Shop

Rachel Atkins, Atkins Group Consulting

Renee Pilgrim, GNP Health & Wellness

Rob Nolan, Municipalities Newfoundland and Labrador

Roland Wells, Shorefast

Sampson Wassallo, Twisted Tuckamore Arts and Land-Based Education

Susan Cull, Shorefast

Tara Twilo, Twisted Tuckamore Arts and Land-Based Education

Toni Kearney, Moratorium Tours & Retreats

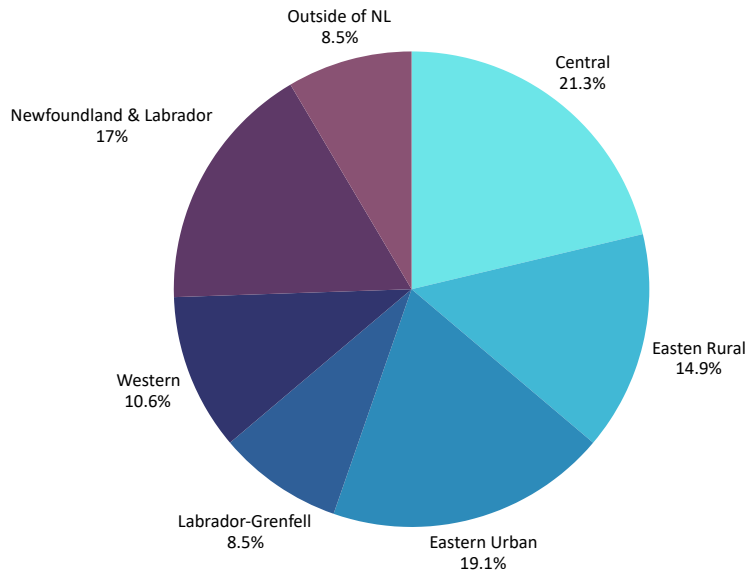
Zita Cobb, Shorefast

THE PARTICIPANTS



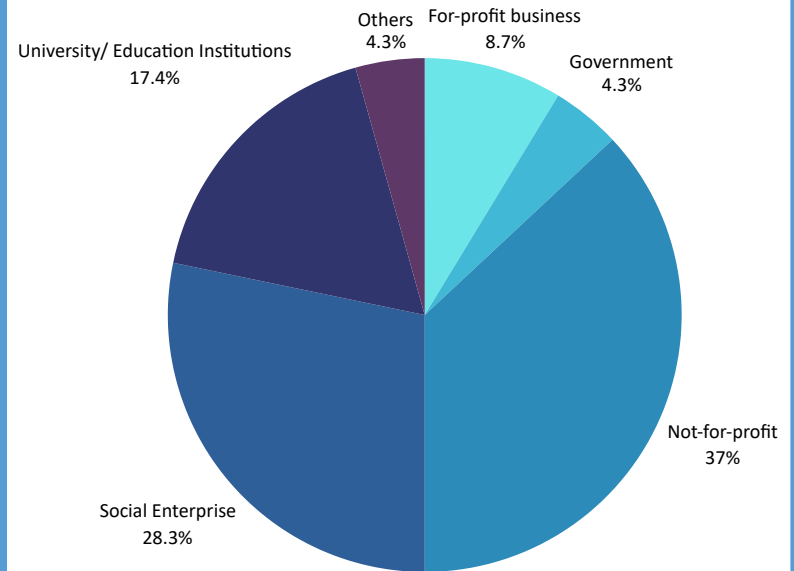
We had participants from across the province, representing different sectors.

Regions that the participants represent



Eastern Rural, 7
Eastern Urban, 9
Central, 10
Western, 5
Labrador-Grenfell, 4
Newfoundland and Labrador, 8
Outside of NL, 4

Sectors that the participants represent



For-profit business, 4
Government, 2
Not-for-profit, 17
social enterprise, 13
university/ education institutions, 8
others, 2

ETUAPTMUMK



At the Dialogues we aim to practice Etuaptmumk, which means “two-eyed seeing” in Mi’kmaw.

Etuaptmumk is knowledge coexistence for the benefit of all people.

To practice it, we have to see that our knowledge can overlap but remains distinct. We do not throw away or relinquish if we can find good, we keep all the good for the mutual benefit of all.

Etuaptmumk is a philosophical concept, not a research method, that guides Indigenous and non-Indigenous people working together to ask if their **respect for other perspectives is stronger than their reliance on their own viewpoint.**

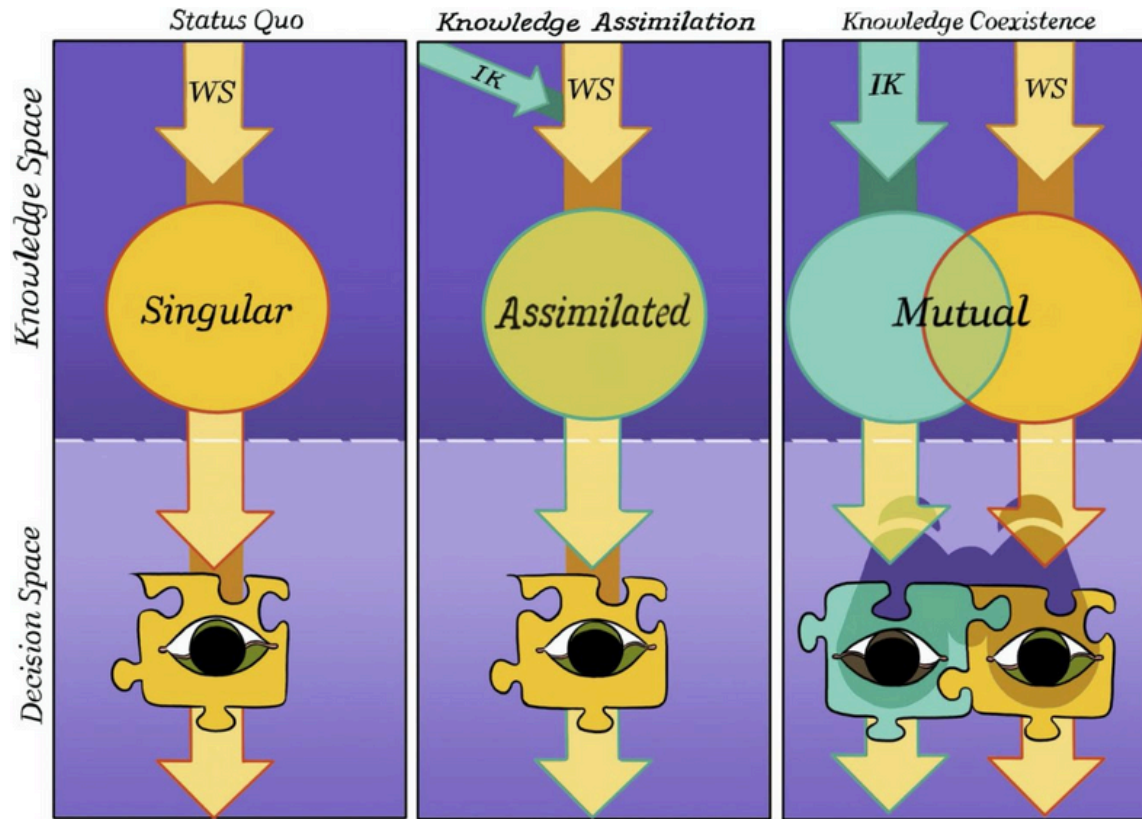


Image Source: Reid, AJ, Eckert, LE, Lane, J-F, et al. “Two-Eyed Seeing”: An Indigenous framework to transform fisheries research and management. *Fish Fish*. 2021; 22: 243–261.

<https://doi.org/10.1111/faf.12516> Text: Ivan J White, with full and respectful credit to Elder Albert Marshall for conceptualizing and honoring us with the gift of Etuaptmumk. Learn: <https://maw-lukutinej.buzzsprout.com/>

DIALOGUES EXPERIENCE



ATTRACTING AND RETAINING FINANCIAL CAPITAL



Panellists (L to R):

Carolyn Wakeham, NLOWE

Jennifer Charles, Seven Seasons Farms

David Ellis, Two Whales Coffee Shop

Moderator: Natalie Slawinski, University of Victoria and Memorial University

Key Takeaways:

- Local ownership of the organization is important to retain capital in the community. Engage local community, understand their needs and empower other local businesses by sourcing as close to home as possible.
- Start small and scale thoughtfully. Focus on manageable and specific goals, and use them as a foundation to secure funding and grow incrementally.
- Consider all financial options with open-mindedness. Consider pulling from different buckets of funding.
- Don't chase shiny quarters. The landscape for public funding can change and it creates uncertainty to organization sustainability.

BUILDING LOCAL ENTREPRENEURIAL CAPACITY



Panellists (L to R):

Toni Kearney, Moratorium Tours & Retreats

Joan Penney, Penney's Vacation Homes

Chris Mitchelmore, SABRI

Tara Twilo, Twisted Tuckamore Arts and Land-Based Education

Moderator: Amy Rowsell, Shorefast

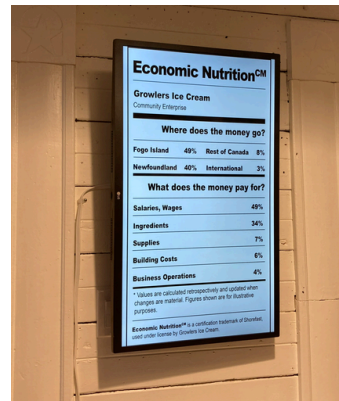
Key Takeaways:

- Mentorship is vital. To cultivate a thriving entrepreneurial ecosystem, it is crucial to develop more accessible and well-communicated mentorship opportunities to all.
- Cross-sectoral collaboration drives sustainable growth. Fostering collaboration across sectors supports the long-term development of organizations and enables them to navigate challenges more effectively.
- Entrepreneurial success is grounded in community and place. Social purpose organizations shall preserve the values and needs of the community they serve, and create opportunities based on the place-based assets.
- Entrepreneurs should not be relegated to only holding influence in the business pillar. Entrepreneurs are valuable contributors to the pillars of local government and the community sector.

CONVERSATIONS LEAD TO INSPIRATIONS



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Be water.

Place holds us
all together.

Don't chase shiny
quarters.

What should we keep, and
what should be dispense for
revitalization project? There is
no absolute answer. It is a
continuous and collective
discussion.

"Not for
nothing"

It matters
who owns
what.

If financial stability is
important, keep it in
your mission statement.

FEEDBACK



“Great discussions on how to leverage the uniqueness of place to build economic resilience in our communities with people from across our province.”

Rob Nolan, MNL

“It reminded me the distinctive, enveloping warmth which can only come from a wood stove tended with care.”

Colin Corcoran, CSCNL

“What an awesome couple of days on Fogo Island to take part in the 7th PLACE Dialogues. It felt warm and authentic despite the gale force winds and rain.”

Astrid Arumae, Tamarack Institute

“It was a pleasure and a privilege to attend and learn from this amazing group of people. You could feel the optimism!”

Roland Wells, Shorefast

“It was a great experience for me . I enjoyed interacting with the group and learning from them. Thank you for having me.”

Joan Penney, Penney’s Vacation Homes

“I am forever grateful for that initial invitation in 2018 and to meet and work with so many community builders and entrepreneurs in this province.

Carolyn Wakeham, NLOWE

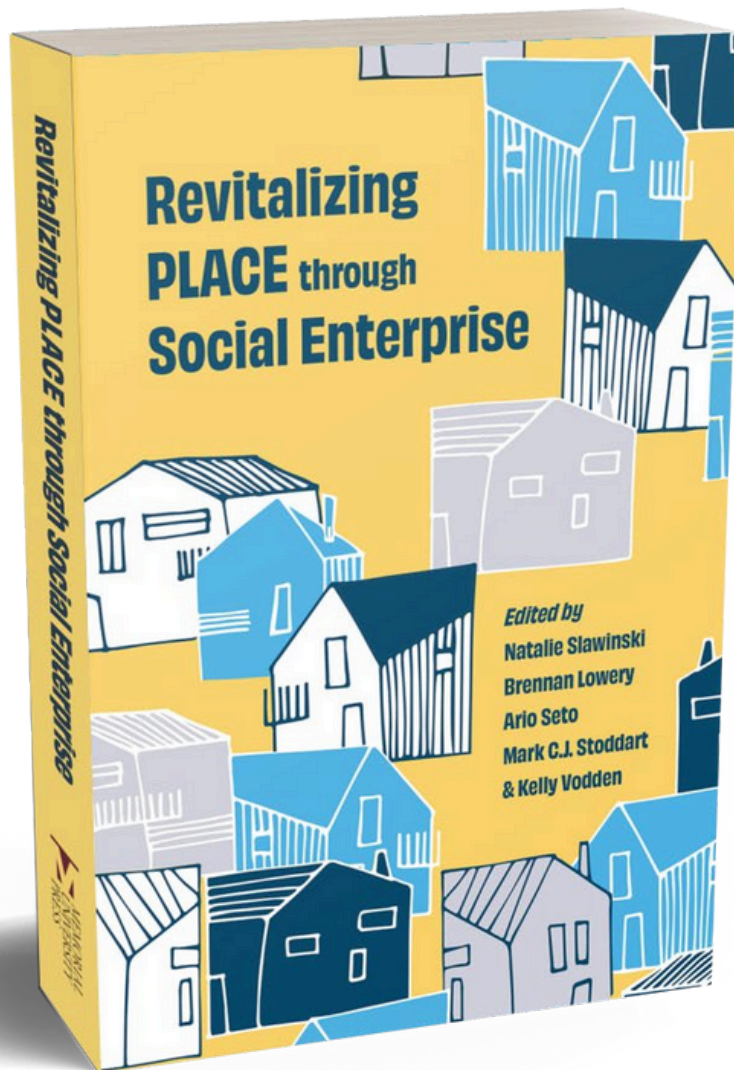
2024 VIDEO



Don't forget to check out the 2024 PLACE Dialogues video on [Youtube](#) or on the [PLACE Dialogues Website](#).



MORE CASE STUDIES



Revitalizing PLACE through Social Enterprise

Collaboratively written by academics and practitioners, this volume offers case studies of place-based social enterprises in Canada, the United States, the United Kingdom, and Ireland, drawing on the lived experience of social entrepreneurs and community leaders to show the diverse ways the PLACE Framework can be applied to help create more sustainable futures.

You can order the book through [Memorial University Press](#) or download its Open Access version for free.

NEWS RELEASE



Check out the [news release](#) published by Shorefast and share it with your network:

The screenshot shows a web browser window with the URL shorefast.org/news-stories/place-dialogues/. The page header includes "Shorefast News & Stories" and a "Menu" button. The main content area features a large group photograph of approximately 40 people, mostly women, standing in a room with white walls and arched windows. In the foreground, several rows of light-colored wooden chairs are arranged. Below the photo, the title "PLACE DIALOGUES 2024: Building Economic Momentum for Resilient Communities" is displayed in a large, bold, dark font. Underneath the title, a short paragraph of text begins: "A flourishing society is built upon prosperous communities, and prosperous communities are only possible when they are supported by strong and resilient community economies. So, how do we strengthen community economies? How do we build economic momentum for resilient communities?". A "Donate Today" button is visible in the bottom right corner of the page.

PLACE DIALOGUES 2024: Building Economic Momentum for Resilient Communities

A flourishing society is built upon prosperous communities, and prosperous communities are only possible when they are supported by strong and resilient community economies. So, how do we strengthen community economies? How do we build economic momentum for resilient communities?

[Donate Today](#)

OUR PRINCIPLES



We believe that the PLACE Dialogues are so much more than just a conference. Some of our guiding principles are:

1. We welcome, listen, and learn from everyone
2. We create a safe space for honest conversation and authenticity
3. We embrace vulnerability
4. We aim to practice Etuaptmumk
5. We push the boundaries & welcome innovation
6. We support one another
7. We foster connection and collaboration



STAY CONNECTED



As always, you can visit our page to see more updates on social entrepreneurship in Newfoundland and Labrador.

[PLACE Dialogues](#)
[Website](#)



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SEE YOU IN 2025!