



The Bank of I.D.E.A.S. (Initiatives for the Development of Enterprising Action and Strategies) is motivated by two passions:

- the development of healthy, inclusive, sustainable and enterprising communities and local economies; and
- the active participation and leadership by young men and women in the creation of such communities and economies.

The Bank of I.D.E.A.S. operates from the basic assumption that communities do not develop from the 'top down' or from 'the outside in'. It believes that communities need to build from 'the inside out', and for their residents to invest themselves, ideas, assets, capabilities and resources in the process.

This philosophical basis incorporates the following seven key operational beliefs:

- Meaningful and lasting community change always originates from within, and local residents in that community are the best experts on how to activate that change.
- Building and nourishing relationships is at the core of building healthy and inclusive communities.
- Communities have never been built by dwelling on their deficiencies. Focus on the resources, capacities, strengths and aspirations of a community and its residents, instead of dwelling on the needs, deficiencies and problems.
- Every single person has capacities, abilities, gifts and ideas, and living a good life depends on whether those capacities can be used, abilities expressed, gifts given and ideas shared.
- The strength of a community is directly proportional to the level that the diversity of its residents desire, and are able to contribute their abilities and assets to the well being of their community.
- In every community something works. Change can be achieved best by identifying what works and focusing on doing more of what works.
- Creating positive change begins simply with conversation.

Consequently the Bank of I.D.E.A.S. avoids the use of traditional problem solving, 'let's talk down' approaches like SWOT Analysis, and emphasis the use 'Appreciative Inquiry' and other asset mapping methodologies.

Project work by the Bank of I.D.E.A.S. currently involves the following -

- Healthy community development
- Community asset mapping, visioning and planning
- Rural community revitalization
- Youth participation and empowerment
- Community and economic development
- National youth strategy facilitation; and
- Youth enterprise promotion.

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