Section F

Expand Seeds of Human Energy
Going to Scale: Expand Seeds of Human Energy

- A seed of human energy grows

- It expands in number
  - Change spreads across a region

- It grows in quality
  - More aspects of life improve

- A feedback loop builds where:
  - Expanding quality of life prompts more people to participate
  - This opens opportunities, which causes more people to join
Going to Scale Is a Journey

- Communities are “always developing”
  - Not “developed” or “underdeveloped”

- As objectives are achieved, goals tackle more ambitious objectives

- The process engages forces of globalization as communities take ownership of their direction
Going to Scale Has Three Aspects

1. **Scale One**: growth in size, numbers

2. **Scale Squared**: improving quality by action learning and experimentation

3. **Scale Cubed**: financing, policies, knowledge to promote Scale One and Scale Squared
Scale One: Expanding in Size

- Change grows from one site to many
  - Typically, SEED-SCALE expansion might go 1, 2, 4, 8, ... 32, 64, 128, 256 ...

- Change starts and expands across a region

- Scale One is an acronym
  - **Stimulating** Community **Awareness**, **Learning**, and **Energy**
  - Emphasis is on stimulating communities to adopt a new practice
The character of the community changes; there is qualitative improvement
  - Contrasted with Scale One, where one form of change is adopted

Communities adopt ideas, to do so they adapt them adeptly

Scale Squared is an acronym
  - Self-help Center for Action Learning and Experimentation
  - Emphasis is on learning and on-going experimentation
Change that expands across a region, with rising quality of life, requires:
- The top-down (government, media, religion, business) providing financing and polices
- The outside-in (NGOs, schools, moving people) provide the stimulus of learning and innovation

Scale Cubed is an acronym
- Synthesis of Collaboration, Adaptive Learning and Experimentation
- Emphasis is on the enabling context for social change