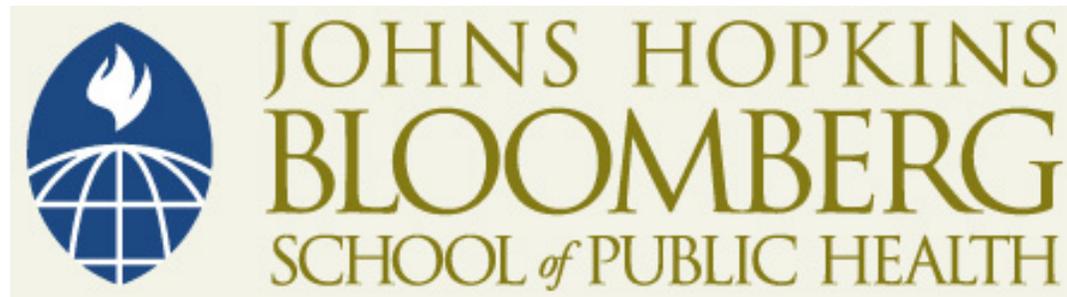


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Section F

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 **C**ommunity **A**wareness, **L**earning, and **E**nergy
 - Emphasis is on stimulating communities to adopt a new practice

Scale Squared: Improving Quality

- 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 **C**enter for **A**ction **L**earning and **E**xperimentation
 - Emphasis is on learning and on-going experimentation

Scale Cubed: The Enabling Environment

- Change that expands across a region, with rising quality of life, requires:
 - The top-down (government, media, religion, business) providing financing and policies
 - The outside-in (NGOs, schools, moving people) provide the stimulus of learning and innovation
- Scale Cubed is an acronym
 - Synthesis of **C**ollaboration, **A**daptive **L**earning and **E**xperimentation
 - Emphasis is on the enabling context for social change