

Making Social Movements Viable* (Pastor/Ortiz)		How the EASE Change Suite™ makes this possible
1	A vision and a frame	<p>EASE Collaboration™: a unique facilitation process and online dialogue environment that rapidly brings groups into consensus to achieve a vision, including a framework for articulating the group's purpose and core goals</p> <p>EASE Performance™: online scorecards define the transition including strategic goals and their elements and are the basis of ongoing performance tracking and progress accountability</p>
2	An authentic base in key constituencies	<p>EASE systems enable each organization to participate authentically by meeting its own purposes and engaging its key target participants while it also works with other organizations. Any group can engage with others without having to compromise its autonomy, culture or expertise. Groups can come together across boundaries to share goals, projects and indicators. EASE encourages both inclusivity and individuality. Networks can act like a unified organization engaged in implementing an overall vision.</p>
3	A commitment to the long-haul	<p>The EASE Change Suite's technical infrastructure and change model enable multiple organizations to easily co-commit to a shared goal in both short and long term ways. The purpose can generate on-going funding via the EASE Marketplace.</p>
4	An underlying and viable economic model	<p>People can financially support a group or a purpose through their routine purchasing in the EASE Marketplace™. The EASE Marketplace offer can be set up to revenue-share or to include fund pools. Fund pool spending stimulates economic flows and engagement. The purchasing and the ability to 'direct' EASE donations at the time of purchase reinforce each other, generating continuous system-wide financial flows. Every EASE participant (company, association, civic group, individual) can use this Marketplace as an efficient means to attract buyers and earn revenues, with no limit on profits.</p>

5	A vision of government and governance	Via <i>Collaboration</i> people can align on their vision. Via <i>Performance</i> , scorecards help every participant within EASE to track its commitments in light of its actions, both for internal governance and also for wider more public transparency and accountability. EASE Fund Pools are governed by community councils which define goals and strategy and make all financial distribution decisions. EASE, not the fund pool council, manages and publicly tracks every EASE fund pool financial collection and distribution activity.
6	A scaffold of solid research	Any type of research is easy to conduct, track, compare/contrast and evaluate within EASE. The SynchroSearch™ capability helps people find and use knowledge; scorecards report the success of the application of knowledge. Dialogues based upon substantial credibility and facts make collaboration and debate easy to manage.
7	A pragmatic policy package	In the EASE system, policy development is matched with monitoring and public feedback so that policy becomes a living, practical tool for engagement. Complex issues can be reviewed, planned, acted upon, tracked and made public in ways that reshape a community and its commerce.
8	A recognition of the need for scale	All activities within EASE fuel both local and general system-wide value by delivering resources such as knowledge, best practices and project funding where they are needed. Peer communities can leverage each other's change experiences. Scaling can be achieved by the system-wide fund pool initiating and funding local deployments of new programs and can also match local fund pool requests when they seek additional help. This two-tier model of system-wide and local funding supports innovation and enables success to speed throughout the system to create rapid change, thus scale.

9	A strategy for scaling up	EASE enables easy depth and breadth of scaling. The system accommodates any numbers of participants and groups across many boundaries and without limit. Scorecarded programs can be shared, adapted and deployed using the experiences of one to quick-start the success of others. Project coordination and funding mechanisms enable local action to fuel system advancement. Likewise, system action can spread ideas that fuel local advancement.
10	A willingness to network with other movements	EASE is, in part, a network of networks that ties together any (and all) purposes. People and groups can network with others when they wish, without boundaries. EASE's single underlying technical infrastructure and information exchange capabilities create an ever-enriched context for opportunity, knowledge, engagement and collaboration to flow among people, purposes, locations and stages of development.

* Reference: Pastor, M; & Ortiz, R. 2009. "Making Change: How Social Movements Work and How to Support Them." The Program for Environmental and Regional Equity (PERE) at the University of Southern California.