

## THE 5 MARKETS OF CHANGE I MODEL

	<b>Needs</b>	<b>Markets</b>	<b>Exchanges</b>
<b>1</b>	Meaning and self-realisation	Conscious labour markets	Work <--> engagement and fulfilment
<b>2</b>	Social interaction and sharing	Hybrid markets	Products and services <--> enthusiasm and skills
<b>3</b>	Involvement and participation	Collective intelligence markets	Problems <--> feedback, ideas
<b>4</b>	Transparency and fairness	Activism markets	Information <--> Actions
<b>5</b>	Ethics and responsibility	Ethical consumption markets	Values <--> money

Tania Ellis, The New Pioneers, Wiley 2010

