

Figure 1: The C-series of the Ora coupons



### The Ora as facilitator of sustainable local economic development in Orania Layout



- Introduction and background to the research
- SLED explained in the Orania context
- The historical development of Orania and the Ora
  - ✓ Development of the Ora
- The Ora as facilitator of SLED
  - ✓ The turnover, growth and promotion of the Ora
  - ✓ Contributions to Orania because of the Ora
- Main findings and conclusions

### SLED explained in the Orania context



- Well-functioning small town - classified as farm
- 10 point plan for SLED in Orania
  - ✓ Lead by example to live sustainably
  - ✓ Ecological friends
  - ✓ More self-sustainability and unique development
- Leaders in finding solutions for challenges
- Examples of SLED in Orania

### The historical development of Orania and the Ora



- Numerous enterprises, institutions, societies and organizations
- Orania Movement - construction camp 1990
- Population of 700 and 100 enterprises
- Orania Savings and Credit Cooperative + Ora
- Well-established community and sustainable structure

### Development of the Ora



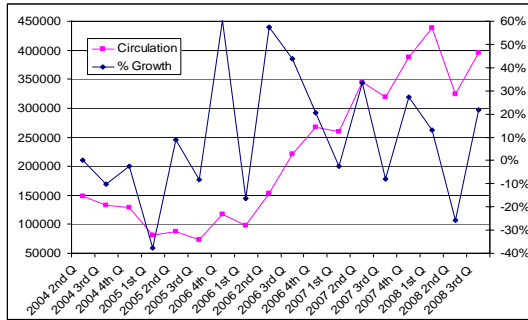
- Control over local resources and finances
- OSK established in 2002, and Ora 2004
- Internal coupon system coupled to the Rand
- Advantages of local currency for a community
- National currency does not serve the poor as well as the rich

### The Ora as facilitator of SLED



- Discounts on payments made in Oras
- Turnover, growth and promotion of the Ora
- The OSK does not keep separate accounts for Ø or R
- Significant fluctuations in quarterly figures
- Figure 2: Ora coupons in circulation

**Figure 2: Average Ora coupons in circulation for the period Q2 of 2004 to Q3 of 2008**



**Table 2: Ora Coupons taken up by collectors in the A-C series during the period April 2004 to September 2008**

Series	Date of first Issue	Expiry date	Amount collected
A-Series	29/04/2004	01/05/2006	Ø93530
B-Series	13/04/2006	01/05/2008	Ø96170
C-Series	12/04/2008	01/05/2011	Ø25200
<b>Total</b>			<b>Ø214900</b>

### Contributions to Orania because of the Ora



- R215 000 donated to Orania by collectors
- Ø25 000 interest free loan to Orania Internet Services
- Advertising boards for 22 members of Chamber of Commerce
- Banners, hats, lights and infrastructure for Friday markets
- Estimated payments in Ora and salaries in Ora
- Ora is part of the general marketing of Orania

### Main findings and conclusions



- Orania Movement and community made SLED work
- Developed in unique way independent of government
- Examples of SLED proves success and commitment
- 14 percent of population are entrepreneurs
- At least R215 000 was donated between 2004 and 2008
- Advantages of local bank and currency

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