

# Country Ambassador's Manual

*A Guide to Transforming Your Country's Towns*



## **One Small Town IS CHANGING THE WORLD**

*A comprehensive manual for One Small Town Country Ambassadors, outlining responsibilities, and initial steps to support the Towns in your Country. Dealing with local and national projects and business developments, Country financial management, impact measurement, and collaborative networking within the Contributionism framework.*

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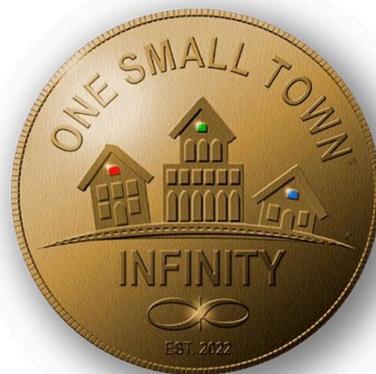
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# Introduction

## 1.1. Purpose of the Manual

Welcome to the Country Ambassador's Manual, a comprehensive guide for Country Ambassadors within the One Small Town Initiative. This manual equips you with the knowledge and strategies required to lead the initiative at a national level.

**Many of the principles and processes a Country Ambassador needs to follow are outlined in the Town Ambassador's manual. It is highly recommended that you read that first.**

## 1.2. About the One Small Town Initiative

The One Small Town Initiative is a global movement aimed at transforming towns and communities into self-sustainable, thriving, and harmonious environments.

It promotes the principles of Contributionism, derived from the Ubuntu Philosophy. Where individuals and businesses collaborate for the betterment of the whole community.

The movement is the brainchild of Michael Tellingier, and It is **strongly recommended** that you read the founding book by Michael Tellingier "*Ubuntu Contributionism - a Blueprint for Human Prosperity*".

While some concepts and details have evolved since writing, the fundamental philosophy remains the same.

Based on that philosophy, our ultimate goal is to create "One Small Town" as a blueprint of what is possible when people work together and to take this forward to more and more towns.

## 1.3. The Role of a Country Ambassador

As a Country Ambassador, your role is pivotal in driving change at the country level.

You are tasked with coordinating and supporting all the Town Ambassadors in your designated Country or Territory, overseeing projects, fostering business development, and promoting the values of Contributionism across the nation.



# Becoming a Country Ambassador

## 2.1. Qualifications and Characteristics

To become a Country Ambassador, you should possess the following qualifications and characteristics:

- A profound commitment to community development and Contributionism principles.
- Exceptional leadership and communication skills.
- An ability to collaborate and coordinate at a national and international scale.
- A deep understanding of the unique needs and opportunities within your country.
- A good knowledge of written and spoken English.
- Able to work under pressure.
- Ability to deal with objections and media handling.
- Sufficient familiarity with the use of Social Media and online IT tools.
- Be prepared to sign a License Agreement and create a Legal Entity (OST Country Office).

## 2.2. Application Process

The application process typically includes submitting an application, participating in an informal interview/discussion, and signing an NDA [Non-disclosure agreement] and developing a 12-month strategic plan.

Selection is based on qualifications, commitment, and alignment with the One Small Town values.

Successful candidates will be temporarily approved **pending approval of the 12-month strategic plan**.

### Pre-Application Process:

- From the Home page navigate to MY PROFILE and apply for the Ambassador role
- Read and absorb the Role Description
- Fill in the CV form
- Fill in a Questionnaire
- Submit Application
- From the Home page navigate to MANAGE MY SKILLS & TALENTS and add your Role Player Qualification filling in a form for each expertise

**NOTE:** Applications will be reviewed only when all information will be uploaded.

### **Application Consideration:**

- Attend scheduled interview
- If successful, you will receive temporary approval
- Sign NDA (Non-Disclosure Agreement)
- Read both the Town and Country Ambassadors Manuals
- Follow the steps outlined in the Country Ambassador Manual
- Develop and submit your 12-month Country Plan

### **Final Application Review**

- Upon approval of the 12-month plan, you will be given permanent approval on condition of pursuing the 12-month plan.

## 2.3. Training and Onboarding

Once selected, you will be required to read and absorb this manual, the Town Ambassadors manual, and other important documentation.

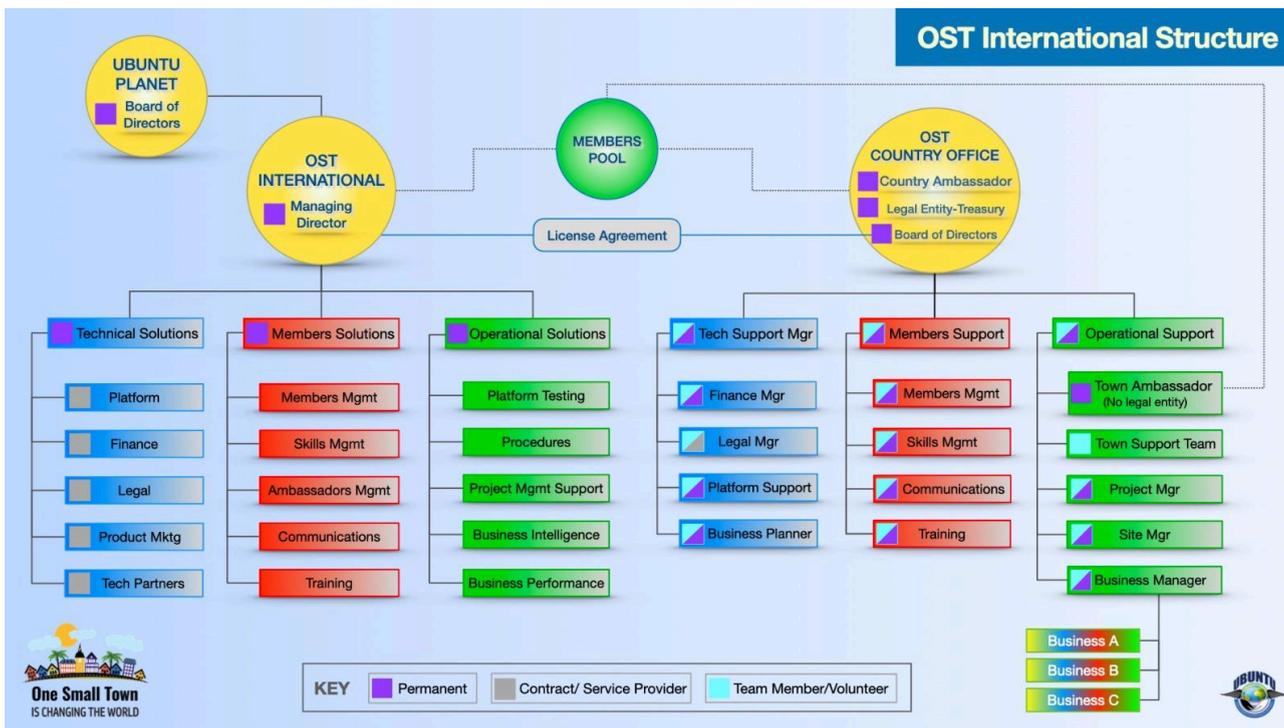
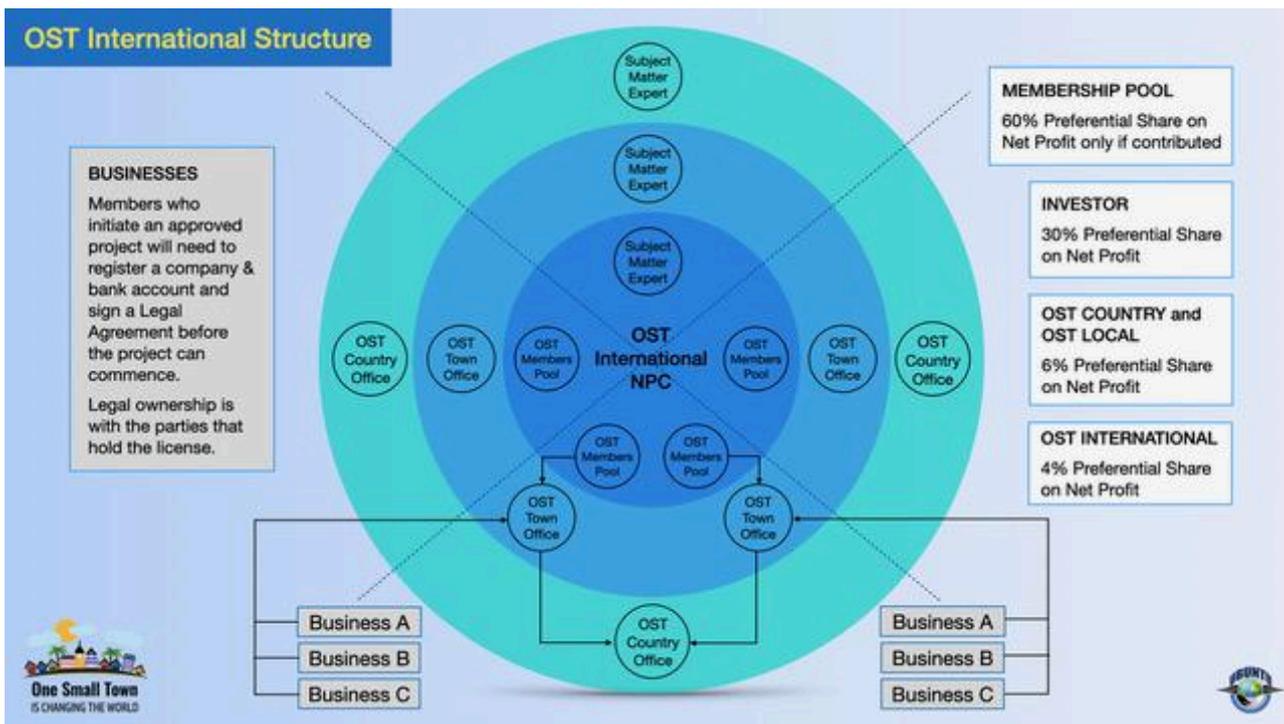
You will also receive comprehensive training from an experienced team to help prepare and guide you on your journey as a Country Ambassador.

This training includes principles of Contributionism, project management, Town Ambassador communications, time management within a growing number of towns and responsibilities, developing a Country Support Team, fundraising, and collaboration with other Country Ambassadors.

## Organizational Structure

An organizational structure *does* exist in the One Small Town model and a detailed version will be made available to you.

The reporting and responsibility structure will follow the summary diagram below.



# Responsibilities and Tasks

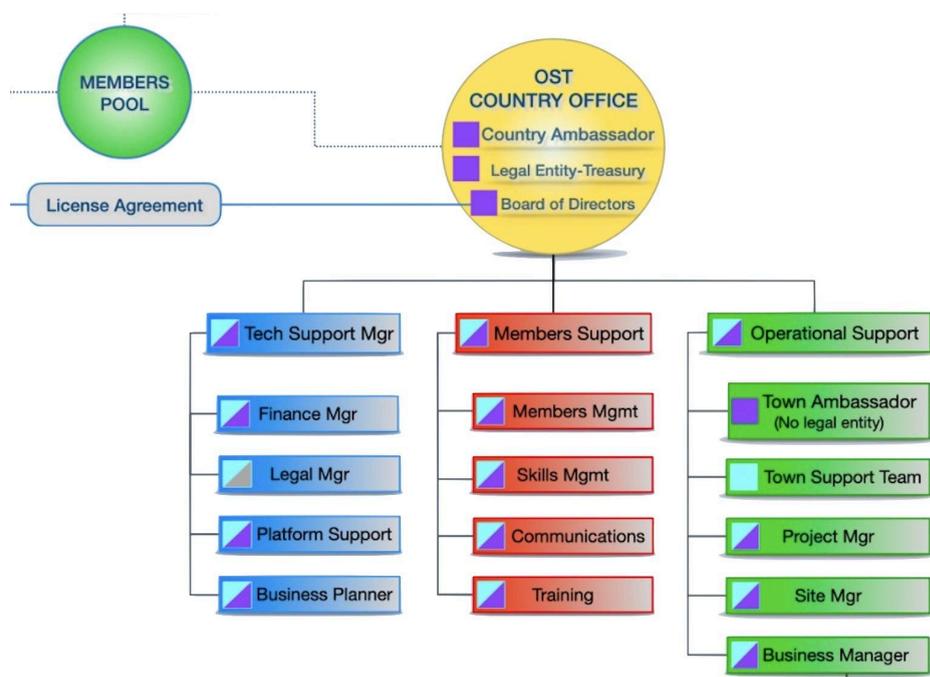
As a Country Ambassador, your responsibilities are diverse and encompass a broad spectrum of tasks which are outlined below as a starting point:

## 3.1. Country-Level Strategy

Develop a 12-month national-level strategy for implementing Contributionism principles on a rolling basis. Set overarching goals and objectives for the initiative across the country.

Define strategies based on the resources, geography, demographics and the cultural outlook of your country's regions.

Use this strategic plan as your focused set of goals. Embark on accomplishing what you have laid out in the 12-month plan. Be flexible, yet unwavering in your pursuit of these aims.



**Note:** Final approval of the Ambassador role will be given when your 12-month plan is approved.

## 3.2. Regional Coordination

Coordinate with Town Ambassadors in different regions within your country. Facilitate collaboration and the sharing of best practices.

**Regional Initiatives:** Encourage Town Ambassadors in the same region to collaborate on regional projects and share resources efficiently. Regional initiatives can have a broader impact and strengthen the sense of community across neighbouring towns.

**Cross-Town Collaboration:** Encourage Town Ambassadors to collaborate on projects and initiatives that have regional or national relevance. Foster a spirit of mutual support and resource sharing.

### 3.3 Creating a Network of Town Ambassadors

A critical and ongoing step is to build a cohesive network of Town Ambassadors.

This network is instrumental in fostering collaboration, sharing best practices, and ensuring a unified approach to the initiative.

With the support of the OST International office and OST platform database, here's how you can build and maintain this network effectively:

**Communication Platforms:** Establish communication channels for Town Ambassadors, such as online forums, discussion groups, or a dedicated network on the One Small Town Platform. Use these platforms for regular updates, idea sharing, and collaboration.

**Best Practices Exchange:** Create opportunities for Town Ambassadors to share their success stories, strategies, and lessons learned with their peers. Recognize and celebrate achievements within the network.

**Regular Meetings and Conferences:** Organize regular meetings or conferences, either in person or virtually, where Town Ambassadors can come together to discuss progress and challenges. These gatherings also provide a platform for networking with experts and resource providers.

Building a network of Town Ambassadors not only enhances the success of individual towns but also contributes to the broader goals of the One Small Town Initiative. This extends to helping recruit Community Coordinators and Project Managers.

Through collaboration, knowledge exchange, and mutual support, the network becomes a powerful force for positive change at the local and national levels.

### 3.4. Project and Initiative Oversight

Oversee the progress and impact of town-level and national-level projects and initiatives. This includes studying financial reporting, business initiation, business growth and diversification opportunities.

Provide guidance and support to Town Ambassadors for effective project management. Help steer projects where there is experience already gained and refer to blueprints where projects have already been operated and proven to work.

### 3.5. Business Ideation and Support

While you will not be directly running any OST businesses, you will be required to support in assessing and discussing business initiatives on a National level as well as on a Town level with Town Ambassadors.

This may include assisting with recruiting expert-level staff, marketing, collaboration and ongoing support.

As with the Town's 12-month plan, community improvement projects and especially business plans need to be thorough and provide a high level of detail, viability, quantifiable results and obvious benefits to the community.

### 3.6 Country-Level Financial Management

To support all the above tasks, create a national legal entity to maintain legal and financial management.

Develop financial management strategies for maintaining country-level accounts, accounting practices, resource allocation and project funding. Include a means of transparency within the structure.

To achieve this, you will need to create legal financial entities at a Country level. These bodies may vary from country to country. However, they need to be sufficient entities to manage both the finances and business activities that occur at a country level.

Some examples of legal entities to consider are Cooperatives, Trusts, and OST-Country-Company creation.

There will also be a need to sign a Country-level license agreement that sets out how one OST country contracts with another. The OST International office will provide the documents for this purpose as and when they are needed - and the process that you will need to follow.

### 3.7. Fundraising and Resource Allocation

Secure funding and resources at the local and national level. Support Town Ambassadors in pursuing funding locally through local member token investing, mainstream crowdfunding routes, or by providing access to national resources or national/international investment opportunities.

Allocate resources to support town-level initiatives. This includes bringing your experience from other initiatives to bear on aspects such as member allocation, budget requirements and necessary resources.

Where funding is available via the OST national office, assess applications to obtain this funding.

#### Investor Token Funding

It is important to consider an Investor Token as an investment opportunity. Projects and businesses may be funded first by a local community, which then becomes part of the 30% investor's ownership group - based on the revenue profit split outlined later in this section.

To initiate this, firstly ensure there is a comprehensive plan regarding the community business. Ensure it covers important areas required in a business plan regarding staff, responsibilities, aims, legalities, markets, costs and other aspects.

Community members then have the option to purchase specialist Investor tokens for this community business. The funds raised from this will be used to start the business. The 30% business ownership part of the model will be retained by those members who invested, and dividends will be paid out according to the amounts invested.

The revenue split for this model has been added to the section below on Profit Splits with One Small Town.

Other levels of investment to consider beyond this are single larger investors (30% ownership), or wholly community-owned (90% community ownership), using funds from other community businesses.

## 3.8. Documentation and Reporting

Report on the impact and progress of initiatives at the country level. Use suitable mediums to communicate progress to the Town Ambassadors and official routes to report to the OST International office.

### Track the following:

**Maintain project records:** With the aid of your team, keep comprehensive records of project plans, budgets, expenditures, and timelines to track progress and maintain transparency.

**Financial transparency:** Ensure clear financial documentation to account for funding sources, allocation, and project expenses.

**Impact assessment:** Document and analyze the impact of initiatives, including improvements in the community's well-being, economic growth, and sustainability.

**Timely reporting:** Regularly communicate project updates and achievements to partners, community members, and the One Small Town international team.

**Data-driven decisions:** Use documented data to inform strategic decisions and make necessary adjustments for ongoing success and growth.



# Launching and Supporting One Small Towns

## 4.1. Identifying Suitable Towns

Identify towns and communities suitable for implementing the One Small Town model. Conduct a thorough review and ask questions of the community members to ascertain viability.

Consider the following factors:

- Community engagement
- Town size
- Population size
- Towns or areas in need of development and suffering from a lack of infrastructure and job opportunities
- Existing membership pool and talents
- Demographics
- Readiness
- Alignment with Contributionism principles.

## 4.2. Appointing and Training Town Ambassadors

Seek out suitable candidates to appoint and train as Town Ambassadors, those with the skills to lead initiatives within selected towns.

Choose Town Ambassadors that can work largely autonomously as you will be required to provide ongoing support and mentorship to Town Ambassadors. Ambassadors that are largely self-driven will make this task easier.

**Orientation and Training:** Organize orientation sessions and training programs for Town Ambassadors to familiarize them with the One Small Town principles, goals, and strategies. Encourage an open dialogue among Town Ambassadors to share their insights and concerns.

**Central Support and Resources:** Ensure that Town Ambassadors have access to central One Small Town resources and expertise to address specific challenges or complex issues. Facilitate cooperation with the OST International team for problem-solving and guidance.



90% Community Members (Monthly via dividend payment)

Be open to exploring other agreements where feasible. Always secure agreements using written contractual documentation, and always ensure the community retains 60% of the net profits of any business.

Explore national-level funding sources and partnerships. Seek out and meet with potential funding partners and explore opportunities for funding projects and businesses nationally.

## 4.5. Monitoring and Evaluation

Continuously monitor the progress and impact of One Small Towns across the country/territory. Use milestones gained from each town's 12-month plan, and evaluate the success of each town in achieving projects and businesses in line with their plan and Contributionism goals.

From this evaluation, create and maintain a "national report" highlighting notable progress that can then be fed back to the OST International team.



# Cross-Country Collaboration

## 5.1. Joining a Network of Country Ambassadors

Connecting with and collaborating with Country Ambassadors from other nations will enhance your experience and ideas.

Your skill will be required in filtering any shared ideas that might work within your country/territory, based on aspects such as the needs, the culture, and regulations/laws. Also consider available expertise, finance allocation and alignment with your 12-month vision.

In some instances, ideas may need some adjustment in order that they can be implemented in your country/territory.

Share insights, strategies, and best practices on a global scale. Maintain respectful and cordial communications at all times.

## 5.2. Sharing Best Practices and Strategies

Use appropriate mediums for sharing successful strategies and lessons learned. Learning about progress from other Countries/territories creates positive energy, and inspiration, and maintains momentum.

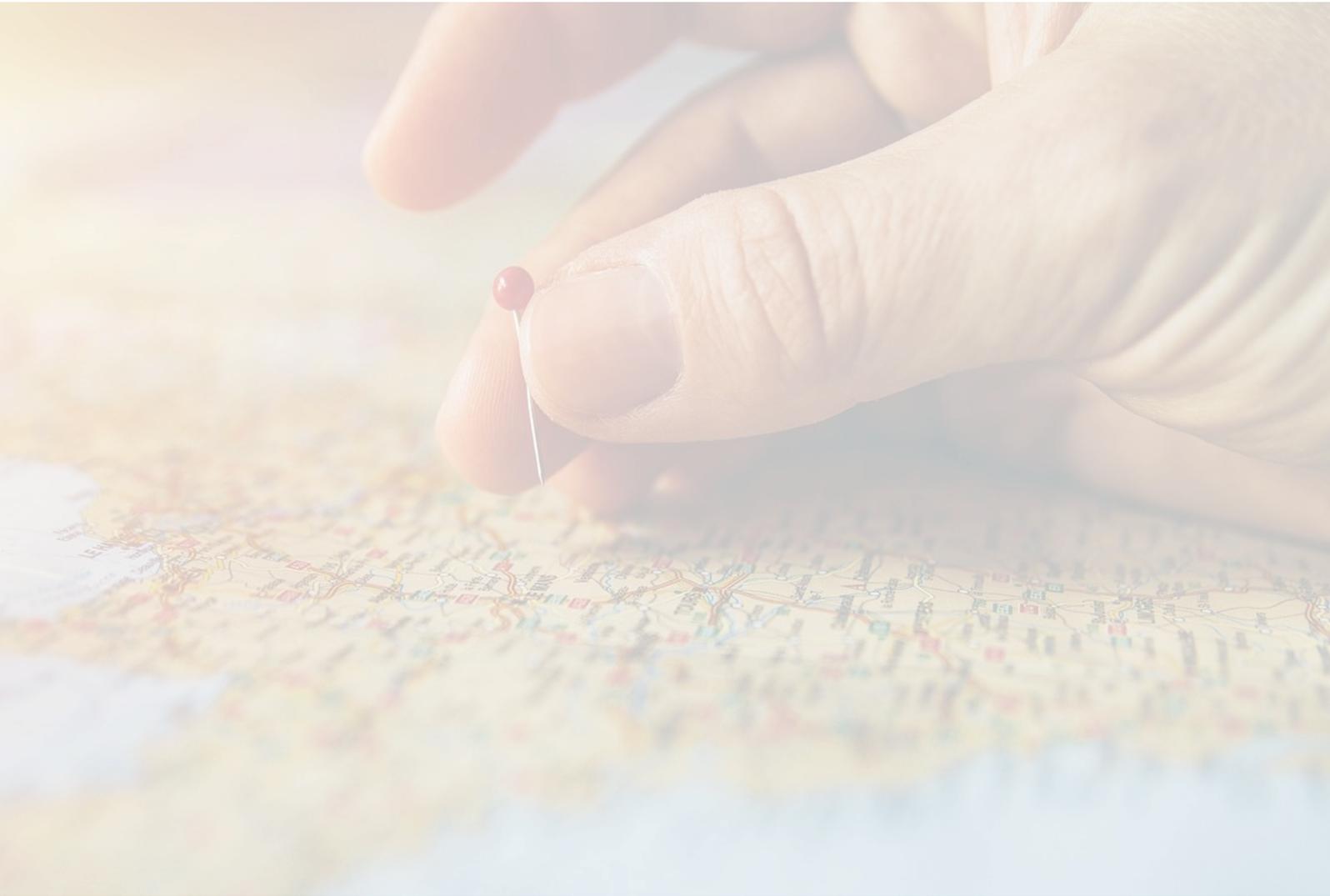
Foster international knowledge exchange to benefit all participating countries. Share non-sensitive information with your Town Ambassadors to encourage and inspire them.

Where procedures need to be followed, share in educating new Country Ambassadors in the organisational structure shown previously, relevant international contacts and methods of reporting should always be routed through this process.

## 5.3. Coordinated Initiatives and Support

Explore opportunities for international collaborative initiatives. These can lead to imported goods and services as well as shared contacts and investment opportunities for your country/territory.

Provide support and assistance to other countries facing common challenges.



# Challenges and Solutions

## 6.1. Common Challenges at the Country Level

Identify and anticipate common challenges in implementing Contributionism at a national scale, such as bureaucratic hurdles, resource constraints, and resistance to change.

Your team and your network of Town Ambassadors should feel empowered to make sensible decisions around their own towns and their community challenges, deferring to you for guidance on the more complex issues.

To address these common challenges at the country level, Country Ambassadors can employ the problem-solving strategies added below each challenge:

### **Common challenges and solutions include:**

**Resource Constraints:** Limited financial resources and access to funding can hinder the implementation of projects and initiatives at the national level.

**Resource Mobilization:** Explore a variety of funding sources, including grants, member-level token investment, crowdfunding routes, corporate partnerships, and international organizations. Develop fundraising campaigns that engage community members in financial support.

**Bureaucratic Hurdles:** Dealing with government regulations and red tape can slow down the process of project approval and implementation.

**Government Collaboration:** Build relationships with government authorities where it is feasible and without conflict. Advocate for the One Small Town Initiative's alignment with government goals, such as community development, sustainability, and economic growth. Make full use of legislative frameworks that permit projects.

**Cultural and Socioeconomic Diversity:** Countries often comprise diverse communities with varying cultural backgrounds and socioeconomic conditions, making it challenging to design a one-size-fits-all approach.

**Cultural Sensitivity:** Develop a culturally sensitive approach that acknowledges and respects the diversity of communities within the country. Tailor initiatives to suit the unique characteristics of each town and work with the Town Ambassador to find solutions.

**Resistance to Change:** Community members, local leaders, or businesses may be resistant to the idea of Contributionism or sceptical about its benefits.

**Community Education:** Launch awareness and educational campaigns to inform community members, local leaders, and businesses about the benefits of Contributionism and the One Small Town Initiative. Address misconceptions and scepticism through clear communication and success stories.

**Scalability:** Adapting the One Small Town model to suit the unique characteristics and needs of different towns and regions within a country can be complex.

**Adaptive Models:** Create adaptive models of the One Small Town Initiative that can be tailored to suit the specific needs and conditions of different towns and regions within the country. Flexibility is key.

**Scaling Solutions:** Seek solutions that allow for the scalability of the One Small Town model. Encourage the sharing of best practices among Town Ambassadors and leverage the experience of other Country Ambassadors.

**Data Management:** Handling the data and contributions of a large number of community members can be overwhelming and may raise privacy and security concerns.

**Data Management Systems:** Maintain secure and efficient data management through the OST Platform which handles all contributions and personal information of community members. Ensure compliance with data privacy regulations and maintain transparency about data usage.

**Funding Gaps:** Bridging the funding gap between town-level projects and national-level initiatives can be a significant challenge.

**Filling Funding Gaps:** Develop national-level initiatives and campaigns that can help fill funding gaps for town-level projects. Explore cross-sector partnerships and sponsorship opportunities.

Problem-solving in the One Small Town Initiative is an ongoing process. Country Ambassadors must remain adaptable, collaborative, and innovative in addressing these challenges, keeping the overarching goal of creating thriving, self-sustainable communities at the forefront of their efforts.

Success often involves finding creative solutions to complex problems and maintaining a strong commitment to the principles of Contributionism.

Anticipate potential hurdles you may face before embarking on any national project. For projects that encounter an issue, weigh up the challenges as they occur and make decisions.

Be open to suggestions from your core team on how to tackle any issues and, where possible, locate expertise that can assist and discuss with the OST International Office and other Country Ambassadors.

## 6.2. Seeking Central Support and Guidance

Don't hesitate to reach out to the central OST International office for valuable resources, expertise, and assistance in overcoming challenges at the country level.

Use the organisational structure from the earlier section to communicate issues and questions to the relevant routes or departments.

# Conclusion & Next Steps

## 7.1. Celebrating Achievements

Recognize, celebrate and share the achievements and milestones reached across the country.

Appreciate the dedication and hard work of Town Ambassadors and community members.

## 7.2. The Ongoing Commitment

Remember that the journey of implementing Contributionism is ongoing. Patience is key and every small win is a step towards larger successes. With the right team in place and the support of the International team and other Country Ambassadors, you will make progress.

Continue working toward the national and global vision of thriving, self-sustainable communities.

## 7.3. Inspiring Change on a National Scale

As a Country Ambassador, you have the power to inspire transformative change on a national scale. For this reason, you will need to employ your best leadership skills, remain positive in the face of every challenge, recognise and applaud successes, and encourage every member you encounter.

Your dedication to the principles of Contributionism and your commitment to the betterment of communities across your country is crucial for creating a better future for all.

A Blueprint For Human Prosperity



# Start Your Next Steps...

Now that you have a comprehensive understanding of your role as a Country Ambassador and the responsibilities involved, let's outline the initial steps to get started:

**Assemble Your Core Team:** Surround yourself with a dedicated and passionate core team of individuals based on the positions outlined in the Organisational structure chart. Those who share the vision of Contributionism and have expertise in various areas that balance with your own skills, such as project management, fundraising, and community engagement.

**Formulate Your National Strategy:** Develop a comprehensive national strategy that outlines the goals, objectives, and key initiatives you plan to implement across the country for the next 12 months. Ensure that this strategy aligns with the principles of Contributionism and the overarching vision of the One Small Town Initiative. Be sure to follow One Small Town processes and consultations where needed.

**Identify Suitable Towns:** Identify towns and communities within your country that are receptive to the One Small Town model. Consider factors such as community readiness, town and population size, demographics, engagement levels, and alignment with Contributionism principles.

**Recruit and Appoint Town Ambassadors:** Reach out to potential Town Ambassadors in the selected towns and communities. Invite them to take on leadership roles in driving the One Small Town Initiative at the local level. Provide guidance and support in the selection process and on the ground in their town where possible.

**Project and Initiative Oversight:** Work closely with Town Ambassadors to define a clear 12-month vision and strategic plan for each town. Assist in project planning, finance sourcing, resource allocation, and the execution of initiatives that align with your country's Contributionism goals.

**Resource Mobilization and Funding:** Begin securing funding and resources at the national level to support town-level projects. Explore partnerships with businesses, local governments, and international organizations. Develop fundraising campaigns and initiatives.

**Network with Other Country Ambassadors:** Establish connections with Country Ambassadors from other nations participating in the One Small Town Initiative. Share experiences, strategies, and best practices to learn from one another and create a global network for support and collaboration.

**Community Member Onboarding:** Help community members register on the One Small Town Platform. Encourage them to actively participate in community activities and contribute their skills and time to local projects.

**Location Mapping and Skillset Database:** Collect location information from community members to understand their geographical distribution. Utilize the OST database that holds their skills and interests, helping match them to relevant projects and initiatives.

**Member Level Assignment:** Implement a member-level system based on engagement, contributions, and expertise. Recognize and reward members based on their level of involvement, and encourage them to take on leadership roles within the community.

**Data Privacy and Security:** Ensure that member data is securely stored and protected. Develop clear policies and practices for data privacy and security, adhering to relevant regulations.

**Communication and Networking:** Facilitate communication and networking opportunities among members with similar skills or interests. Encourage collaboration, knowledge sharing, and a sense of community.

**Progress Tracking:** Continually assess the engagement and contributions of community members. Recognize and promote those who make significant contributions, and support their efforts to inspire others.

**Documentation and Reporting:** Maintain detailed records of project and financial transactions at both the country and town levels. Develop a system for comprehensive documentation and regular reporting to contributors and participants and the OST International team.

**Cross-Country Collaboration:** Continue to engage with other Country Ambassadors to coordinate initiatives and share knowledge. Collaborate on international projects and leverage support from the global network.

By following these steps, you'll be well on your way to driving the One Small Town Initiative within your country, fostering community development, and contributing to the global vision of creating thriving, self-sustainable communities worldwide.

## Unity within Community...

The role of a Country Ambassador is a major undertaking, with a variety of duties and responsibilities and while it is hard work, it is very rewarding on many levels.

This is just the beginning of your journey as a Country Ambassador. Remain committed, adapt to change, and be open to feedback from your Town Ambassadors, your core team and the International team.

Your dedication and efforts will pave the way for positive change nationally, and contribute to the ultimate goal of creating a One Small Town that serves as an inspiring model for others and transforms your country.

In Unity!

## Resources & Further Reading

Website - <http://onesmalltown.org>

Website FAQ [Video Library](#)

Facebook - <https://www.facebook.com/onesmalltowninternational>

Email - [contact@onesmalltown.org](mailto:contact@onesmalltown.org)

Platform Support email - [supportplatform@onesmalltown.org](mailto:supportplatform@onesmalltown.org)

Country Ambassadors - [country@onesmalltown.org](mailto:country@onesmalltown.org) (eg [england@onesmalltown.org](mailto:england@onesmalltown.org))

Telegram - [One Small Town \(Global\)](#)

LinkedIn - [One Small Town International](#)

Infinity Token: [White Paper](#)

Book - *“Ubuntu Contributionism – A Blueprint For Human Prosperity”* [Available on Amazon](#) in different languages.



**One Small Town**  
IS CHANGING THE WORLD

**Version Changelog:**

- V 2.1 - Amended some words where appropriate to *shareholders, participants* and *contributors*
- V 2.0 - First publicly available version of One Small Town Country Ambassadors Manual
- V 1.0 - Initial Draft not available.