



Positive - FAQ

→ What is Positive?

Positive is a movement (with our own kitemark) for the very best and most innovative change-maker companies around the world.

We realised that in an Earth Overshoot world where we are using 1.75x earth's ability to regenerate we can no longer afford to be merely sustainable, and so we needed to create a forum/movement of companies at the cutting edge of change, building the economy of the future in order to reclaim the language around business as a force for good, and positive social and environmental impact.

So we are essentially building out Positive around **4 core values**;

- Right Relationship to Nature
- Elevating Human Potential
- Value for All
- Community Impact

We're asking our members to commit to **positive carbon impact (net zero)**, **circularity** and **positive social and environmental impact** by 2030.

→ What is the difference with Sustainability movements?

We have identified three groups in the Sustainability Movement.

- a) Those at the cutting edge who would give their lives for sustainable change and are fully committed
- b) Companies in the middle tinkering around the edges trying to improve products and systems but not prepared to embrace transformational change
- c) Companies i.e. fossil fuel companies and investment banks that may have hundreds of millions of dollars to spend on CSR but are actually just greenwashing and use CSR as a figleaf

The thing is that sustainability is about doing less bad, and tinkering around the edges, we realized that we don't have time for that and we need to focus on an **economy of restoration and regeneration**.

→ How are we different to existing movements?

We are structured similarly to B Corps type of movements- our main difference is that our companies have a mission at the core. Existing movements are usually composed of companies that bolt on sustainability. Compared to other movements that have a quantitative approach, we have a qualitative approach that puts our relationship to Nature (and people)



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at the centre (though using quantitative tools to support our companies on their journey). We are also more inclusive and accessible considering the membership fees as well as the bureaucracy. We lift boundaries for all Small and Medium Companies to be able to join, participate, and benefit from the Positive Movement.

We have higher standards - focused on Right Relationship -all our companies commit to being net zero by 2030, as well as circularity/zero waste by the same date.

→ What are the benefits for Founding Members joining the movement?

1. Recognition for their work and commitment leading the **solutions economy** and delivering **regenerative/positive impact**

2. **Tools and benchmarking** helping them to get access to jargon-free and hands-on tools supporting their transition and improvements i.e. we're currently developing a carbon tracker tool

3. Being part of a **community** of other cutting edge innovators and companies leading by example and pioneering their own solutions and best practices - lifting up and linking up

4. **Exclusive content** with the latest research (info from experts & academics), exclusive webinars, online brainstorming sessions and hackathons

5. More to come!

→ How much time and flexibility does it require to be a Positive Member?

Members are all busy and we are conscious about their time constraints. We always insist on the importance we give to companies to lead their amazing work. We also insist on our availability for them to reach out in case they need support or have questions they want to ask the community about. We are interested in them precisely because they are busy people. How much they want to get involved is up to them. We are offering all our members with the resources they need.

→ What are the commitments of Founding Members?

Be a mentor to others in the community - we want to create a community of mutual support and learning - again this isn't an ironclad time commitment it depends on your own availability. May be 1 hr a month, 30 mins every so often....there's flexibility

Be an Ambassador - promote the regenerative economy when you can!



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Introduce Positive to 3 peers by October 2020 - so that we can grow the movement and everyone is vested

Include our logo on your website/materials

Participate in group learning and the shaping of materials such as the handbook, and other tools where you have specific knowledge i.e. Carbon tracker, circularity, human potential, social environmental impact so we can link up and lift up.

→ **What are the fees for Founding Members?**

We do not charge any fees at any time for founding members. Nevertheless, if companies are willing to make voluntary contribution(s), we will obviously be grateful and receive it as a sign of encouragement.

→ **What are the fees for future members to join?**

As we are developing the initiative, we do not have the fee amount defined yet. When companies are asking about the fees we will request from the members they invite, we always share the entry point that will be around 10 pounds per month for most SMEs. We insist on being a social business and reinvesting all the fees in the development of the community. We want this to be inclusive.

→ **What agreement do we have between Positive and Members?**

As we are promoting solutions companies leading in the space of innovative practices, we are building relationships with these founding members based on **trust**. For this reason, we only request the signature of an MoU summarizing our duties and the expectations we have from FM. The MoU is available [here](#).

Do you have more questions?

Email us at niels@postv.net