INSPIRE & BE INSPIRED

THE MOVEMENT FOR REGENERATIVE BUSINESS
**TRADITIONAL BUSINESS**

Views the Earth as a resource. Regards people as industrial inputs. Focused on growth at all costs with destructive consequences.

**POSITIVE BUSINESS**

Understands we must respect planetary boundaries and value human wellbeing. Business as a force for good - embracing responsibility and supporting life.
Regeneration goes beyond resilience or sustainability.
POSITIVE ECOSYSTEM

The Positive Hub
Members can access an online peer to peer community to share tools and know-how.

Business Innovation Lab
Developing latest thinking on regenerative business and the promotion of a new business culture.

Toolkits & Benchmarking
Members can understand where they are in relation to their peers and goalposts, measure progress and get supported.

Certification
Showing the very highest standards of environmental and social impact. The community is involved in the process.
As we grapple with a number of unfolding crises, we are called upon to accelerate our just transition and go beyond current notions of sustainability, knowing that how we show up in the next ten years will shape the next 10,000. As we do so, we assume a more positive regenerative role, serving - and in right relationship to - the interconnected web of life, and lifting up all of Humanity.

Stephen Vasconcellos
A SUBTLE BUT POWERFUL SHIFT: WHY REGENERATION?

To make life on this planet sustainable is a noble disguise for the maintenance of the status quo.

Medard Gabel

We are in Earth Overshoot, using 1.75 earths every year

SUSTAINABILITY is about making things less bad, REGENERATION about making things more good.
A SOLUTIONS REVOLUTION IS UNDERWAY

“Where tough societal problems persist, citizens, social enterprises and businesses, are relying less and less on government-only solutions. More likely, they are crowd funding, ride-sharing, app-developing or impact-investing to design lightweight solutions for seemingly intractable problems.”

The collective force of these new problem solvers is creating dynamic and rapidly evolving markets for social good.
WHY CREATE A POSITIVE (REGENERATIVE) BUSINESS?

Going all in makes a business more resilient to future shocks.

We can't afford to continue with business as usual, the scale of our challenges calls for a fundamental change in our business culture. This is an opportunity.

90% believe brands should have a social and environmental responsibility.

80% of companies with purposeful brands outperform the market.
An Opportunity for People & Planet

While Positive is aligned with the Global Goals we also believe our network can inspire others to go even further, and deliver systemic change.
USD$12 TRILLION
BUSINESS VALUE OF THE GLOBAL GOALS
A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has.

Margaret Mead
Positive businesses are purpose driven.

**Right Relationship**
Being in harmony with and respecting our place in the interconnected web of life.

**Empowering Communities**
We empower communities, & honour each place in its own special way.

**Value for All**
Lifting others up so everyone can make their unique contribution to a healthier system, & we rise together.

**Elevating Human Potential**
Nurturing wellbeing, encouraging participation & creating the conditions for people to grow within an inclusive space.
100 Founding Members

Leading by example. Inspiring others to reach the highest standards of social and environmental impact.

Mentors

Founder members commit to supporting the growth and development of younger members, nurturing them to become leaders in their own regard.

Ambassadors

Founding members are also evangelists for the Regenerative business movement - and commit to introducing at least three new members.
**PARTICIPATION**

**Shared Values**
We're on a journey together built on shared values and change is in our DNA. All our founding members commit to being the best they can be: improving their impact and reducing footprints by 2030.

**Connect with your Cluster**
Every two months, we invite you with your cluster to connect, brainstorm and build the movement.

**Be an Ambassador**
Promote the concept of the regenerative business movement so that together we can change the dialogue of business as a force for good.

**Promote to your Peers**
We are counting on your participation to help us grow the regenerative economy - that's why we ask each founding member to invite peers to the network, and ask you where possible to mentor others.
BENEFITS

Recognition
Benefit from a unique recognition of your leadership role within the regenerative business community. Be acknowledged for your participation in shaping a global movement.

Benchmarking & Tools
Access the Positive toolkit to help you attain a regenerative impact. Share and consult regenerative best practices and get inspiration for your business.

Community
Connect with the world's leading companies at the cutting edge of impact and regenerative business.

Exclusive Content
Benefit from exclusive online events, the latest research, information, and change maker content.

We understand you are busy and respect members' time is precious and commitments may differ from company to company.
IN THE COMPANY OF LEADERS

Just a few of the 50+ businesses already working with us.

(S) WEAR
Responsible Branding

IN’BO
Bamboo Sport Equipment

DENDROPOLIS
Creative & Innovation Agency

ECOFLEET
Leading Telematics Provider

TULA
Conference Software

N’GO SHOES
Ethical Shoes

FILMS FOR THE PLANET
Films for Change

GROOTS
Urban Farming

NEWCY
Reusable Cups

PEOPLE’S ENERGY COMPANY
Green Energy Led by Community

SCHOOL OF THE WILD
Team and Leadership Development

DATTHAPPY
Data for Good
If you want to go fast, go alone. If you want to go far, go together.

African Proverb
THE POSITIVE KITEMARK

A unifying symbol for regenerative business with change in their DNA

5 tier rating - the Michelin Rating for Positive Impact
2030 MEMBER COMMITMENTS

Goal: 10,000 positive businesses over a decade.

**Carbon Neutral**

**Healthy Supply Chains**

**Good Citizens & Employers**
Carbon Positive by 2030, by switching to green suppliers and offsetting.

**Positive Impact**
Net positive social & environmental impact.
THE TEAM

STEPHEN VASCONCELLOS
Author
Change Agent
Charity Founder
Ecopreneur

NIELS DE FRAGUIER
Activist
Change Agent
Advocate
Social Entrepreneur

SOLA THOMSON
Communication
Marketing
Partnerships
Advocacy

LAURIE BARAT
Innovation & Collaboration
Facilitator
Anthropologist
Artist

MATHIAS BARAT
Innovation & Collaboration
Facilitator
Systemic Designer
Engineer
When a system is far from equilibrium, small islands of coherence in a sea of chaos have the capacity to lift the entire system to a higher order.

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