

FREQUENTLY ASKED QUESTIONS

THE MOVEMENT FOR REGENERATIVE BUSINESS

makeapositiveimpact.co



Positive

The Positive Movement

Frequently Asked Questions (FAQ)

Join Positive

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What is Positive?

Positive is a movement of changemaker businesses empowering a Regenerative economy. The members of our community are committed to making a positive impact. We are a community of people who have love for our earth, its nature and its people at our heart.

We understood that in an Earth Overshoot world, where we are using 1.75x earth's capacity to regenerate, we can no longer afford to be merely sustainable. That's why we created a forum/movement of companies at the cutting edge of change. Our goal is to shape the economy of the future and reclaim the language around business as a force for good - as well as delivering positive social and environmental impact at a systemic level.

Positive members adhere to **4 core values**;

1. Right Relationship to Nature
2. Elevating Human Potential
3. Value for All
4. Empowering Communities and Places

What are the four Positive Commitments?

All members agree to implement the four Positive Commitments by 2030.

1. PEOPLE

Right relationship to Nature (carbon net zero/positive, circular, biodiversity...).

2. PLANET

Elevating human potential (employee wellbeing, learning, diversity, good governance).

3. PARTNERS

Value for all (shared value, healthy supply chains).

4. PLACES

Empowering communities and places (localisation, fair tax, net positive impact).



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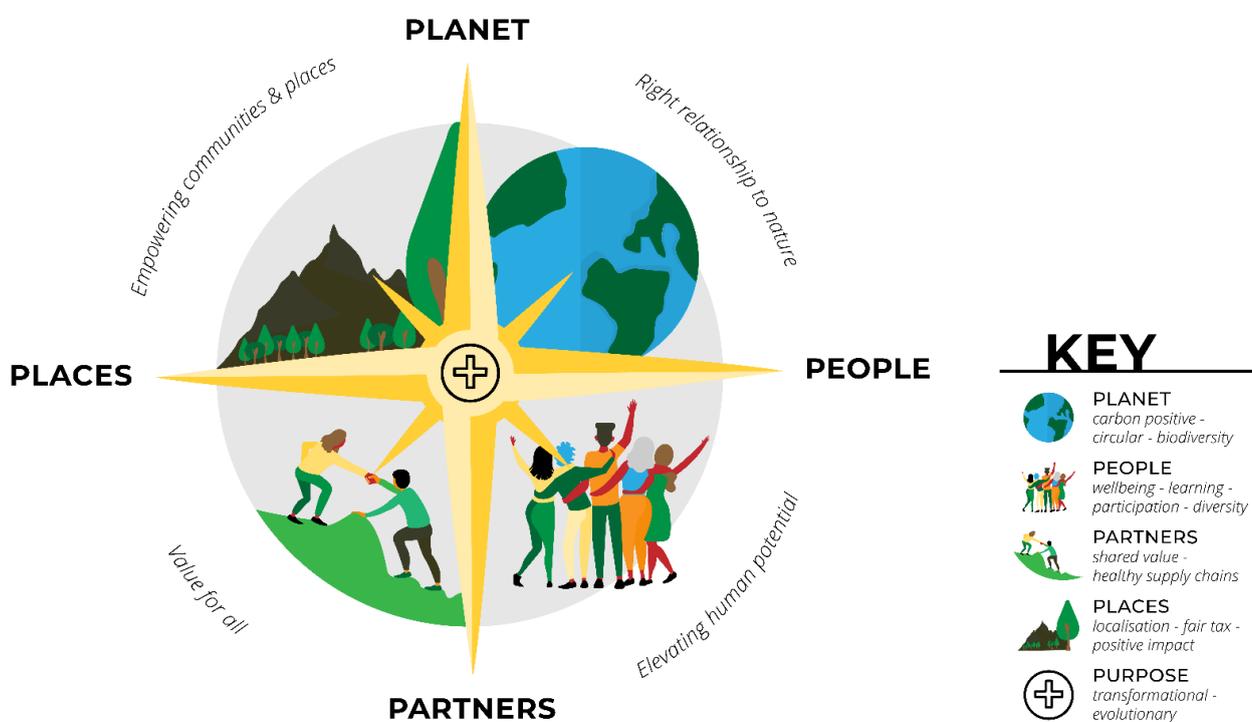
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What is the Positive Compass?

The Positive Compass provides companies and leaders with a transformational set of values to guide your Regenerative business journey. Anchored with Purpose at the centre, companies using this tool have a 360 degree vision of their impacts in the world.

The Positive Compass has four directions, each of which represents a transformational value, with purpose sitting at the centre. The circle symbolises the wellbeing of the whole. Adopting the Positive Compass and its values means respecting the safe operating environment for humanity highlighted by the work of the Stockholm Resilience Centre and the 9 Planetary Boundaries. The Positive Compass is also consistent with Kate Raworth's "Doughnut Economics" and the work of the Wellbeing Economy Alliance.

THE POSITIVE COMPASS®





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What is the difference with other Sustainability movements?

We have identified three groups in the Sustainability Movement.

1. Those at the cutting edge of Sustainability thinking who are fully committed (minority) yet believe Sustainability will deliver systemic change.
2. Companies in the middle tinkering around the edges and working to improve products and systems but not prepared to embrace transformational change (majority) . Generally this middle group are not prepared to have the necessary challenging conversations with their shareholders or to disrupt their models. Current ESG frameworks tend to reward these businesses for business as usual with adjustments.
3. Companies (i.e. fossil fuel companies and a number of leading 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 for exploitative and extractive practices which damage the wellbeing of the whole system and enrich a select few.

At Positive we recognize that Sustainability is merely the first step away from the extractive exploitative system of late capitalism. Sustainability is about doing less bad, and small incremental change, whereas we need an economy predicated on doing good, not less bad. Positive is empowering an **economy of restoration and regeneration**. Accordingly, Positive offers an alternative to traditional change narratives through the promotion of a solutions economy and by sharing its own inspirational vision.



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How are we different to existing movements?

We are sometimes compared to B Corps and similar movements, though our main difference is that all our members have a strong mission at the core. New members must either have a strong clearly defined purpose or create one. While existing movements host many good players they also support companies that merely bolt on sustainability to bad activities (i.e. companies producing water in plastic bottles). The leading movements in this space rely heavily on their certifications and a quantitative first approach. Positive has a qualitative first approach that puts our values first, prioritizing for example, relationship to Nature and a people and planet approach. Positive does however support quantitative tools and frameworks to assist members on their impact journey. Our standards are therefore higher. Our compass also places an emphasis on continual improvement.

We are also committed to being more inclusive and accessible. This is reflected in our membership fees - as well as reduced bureaucracy. We zero price for firms that struggle.

Positive's focus are SMEs and Mid-Size companies.

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.

MAKE A POSITIVE IMPACT

JOIN THE MOVEMENT FOR REGENERATIVE BUSINESS



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The Positive Membership

What does Positive Membership involve?

The Positive Movement provides businesses, individuals, and organisations with the opportunity to become members. Becoming a Positive Member gives you the opportunity to gain access to the Positive benefits including the community, activities, network, and recognition (see next question). Whether you are an individual, an organisation, or a changemaker company - you have a place with us.

We propose three types of membership;

1. Core Member (SMEs, Mid-size Companies, Mission-led companies)

By joining the Positive Movement as a Core Member, you encourage your company and the Positive community to grow and be equipped with better tools and opportunities for Positive Impact. As a Corporate member, you commit to the four Positive Commitments and to participate in Positive's community of changemakers.

2. Ambassador (experts, academics, and leaders)

By joining the Positive Movement as an Ambassador, you will access a unique network of companies and leaders willing to share their knowledge and passion for Positive Impact. You get access to the community, its activities, network, and recognition. As an Ambassador, you commit to share your expertise and contribute to the development of the community, by raising awareness of the movement and the Regenerative economy.

3. Ally (Cheerleading companies, movements, universities, and other organisations)

By becoming an Ally, you align your organisation with the Positive community's values and messaging so that we can combine our resources to grow our impact together in the spirit of radical collaboration. Allies may wish to collaborate across a shared vision for change around a key pillar for change i.e. Net Zero by 2030, or the delivery of a Circular Economy, or align fully with our global vision for a Regenerative economy.



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What are the benefits for Members to join?

The Positive Movement offers a unique platform for companies, individuals, and organisations willing to make a positive impact. Gathering business leaders, academics, and experts, the movement is a hub for stakeholders to share expertise, network, and co-create Regenerative solutions.

- Community

The **Positive BaseCamp** is the place for positive enthusiasts to share their expertise and join a global community of changemakers. Joining the community will allow you to access unique frameworks, activities, and opportunities to foster your positive impact.

- Navigation Tools & Frameworks

By joining Positive you commit to adopt the four values of the Positive Compass. Positive is launching frameworks for Planet, People, Partners and Places during Q2 2021 in order to support companies reduce their footprints, build resilience, reach Net Zero by 2030 and carbon positive beyond, go fully circular, and make a positive impact. You will also have access to already existing frameworks and tools via the BaseCamp, and webinars & events.

- Activities

The **Alchemy Lab** is a safe space for companies and individuals to participate in interactive webinars and workshops supporting their impact journey. Through Regenerative design thinking, the A-Lab provide you with workshops and other opportunities to transform challenges and pain points into Regenerative opportunities.

- Network

Joining the Positive movement is also being part of a global network of changemakers. As a hub for Positive Impact, Positive invites all parties to join forces and combine expertise for a positive impact. Whether you are an individual or a changemaker company - you have a place with us.

- Recognition

As a Positive member you are recognised for your commitment to the highest standards of



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impact, and transformational values (Purpose, Planet, People, Partners, Places). We take every opportunity to celebrate members for their leadership and the work they do in order to build a Regenerative economy.

What are the different offers to become a Positive Member?

We have different offers for our three types of Membership. Being inclusive and accessible is our priority in order to have a broad diversity of stakeholders joining forces. Because making a positive impact is our priority, we have an offer for you.

Core Members are invited to contribute with an inclusive annual fee covering the costs of the movement ensuring the development of the BaseCamp, its activities, and frameworks.

Ambassadors are invited to join for free to share expertise and knowledge. Consultants are also welcome. They are asked either to provide Positive members with a 15% discount on their regular services, or to contribute to the growth of the Positive community, by sharing 10% of services sold to members in lieu.

Allies are invited to contribute based on their resources and the capacity they have to contribute to the goals of the Positive Movement i.e. Net Zero by 2030. If you are interested to become an Ally, please apply here and we will get back to you to define your membership contribution.



CORE MEMBER



AMBASSADOR



ALLY



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What agreement do we have between Positive and Members?

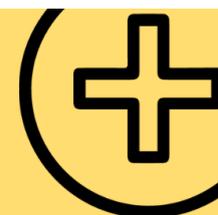
As we are promoting solutions companies leading in the space of innovative practices, we are building relationships with these founding members based on trust. For this reason, we request the signature of an MoU summarizing our duties and the Members' commitments.

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

Members are all very active and we are conscious about time constraints. Membership is a flexible commitment. It depends on you and we fully support our members to focus on their amazing work. We also insist on our availability and that our members may reach out when they need support or have questions.

We like to say we are interested in our members precisely because they are busy people. How much you may want to get involved is up to you. We are here to offer our support with the resources you need.

We ask our members to mentor others in the community and to be supportive of others. We encourage learning from, and alongside other peers and changemakers. We also ask all our members to be ambassadors for positive change, and we count on our members to promote our core values, share the positive narrative for positive impact, as well as the vision we have for a Regenerative economy.



GET IN TOUCH

If you have more questions,
please email us at

contact@makeapositiveimpact.co