

THE POSITIVE MANIFESTO



“ Sustainability is like teenage sex, everyone says they’re doing it, but in reality, they’re not, and for those that are, they’re certainly not doing it right. ”

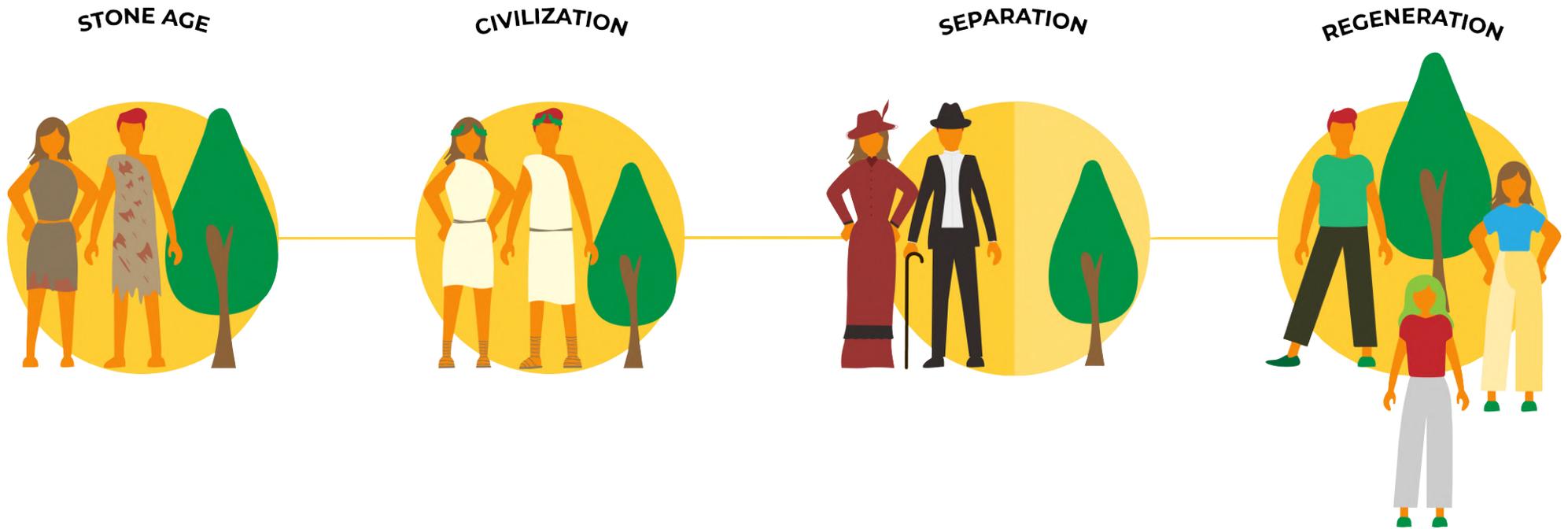
Lawrence Woodward

UNLOCKING A REGENERATIVE FUTURE —

100 of the world’s most innovative changemaker companies and a number of academics from several top global universities have come together to set out their vision of change for a Regenerative economy.



Positive



» WE NEED A MOONSHOT

Every day, up to 150 species are lost forever because of human activity and the relentless onward march of late stage capitalism. Humanity is using nature 1.7 times faster than our planet can Regenerate. The only way we can solve these crises and heal our planet is if we come together in a spirit of radical collaboration.

In doing so, we can create an economy that respects the Earth, restores, regenerates, and protects the fragile balance of life on Earth for future generations.

“ It’s time to forge a new ‘moonshot’ reframing the role of business as a driver of social and environmental justice. ”

THE TIME IS OVERDUE.

Now, we must forge a new “moonshot”, shaping the role of businesses as a driver of social and environmental justice.

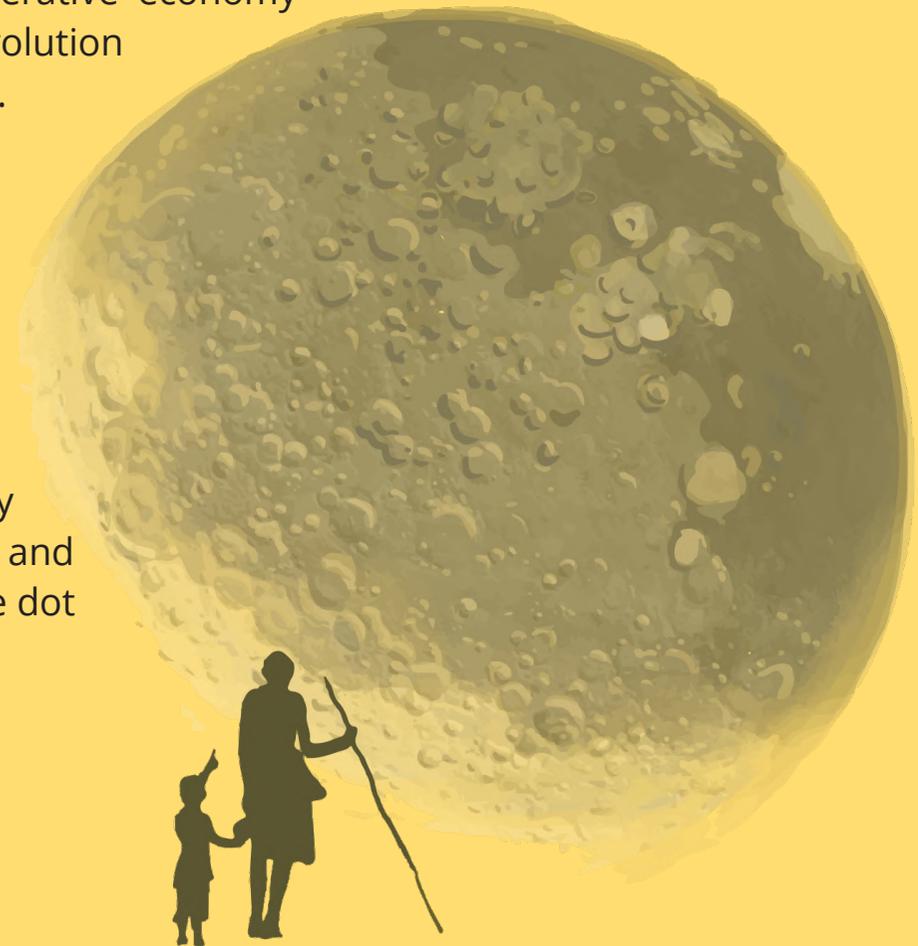
Sustainability is a broad church, and while there are many wonderful players, it can often be an exercise in lip service - too many players use multi-million CSR programs to distract from the damage they perpetuate. Cutting corners for a quick profit, without necessarily doing the right thing.

The core principles of sustainability are about doing less bad, whereas we need to do a whole lot better. It is too late for tinkering around the edges.

We must transform our exploitation mindset and shift from over-consumption to Regeneration and restoration. Only by operating from the principle of doing no harm, can a Regenerative economy unlock the solutions revolution we so desperately need.

A major shift from consumption to caretaking.

Our goal is to encourage thousands of businesses, to shape a Regenerative economy worthy of our humanity and this wonderful pale blue dot we call home.



» A NEW ECONOMIC VISION

For more than 500 years we have been building a global economy on an extractive model that exploits people and resources - with clear winners and losers. By tackling the mainstream narrative about endless growth on a finite planet, we now have the perfect opportunity to shift from the exploitative grip of late stage capitalism to an economy that works for all, operating within the planet's limits.

Only by prioritizing balance and respecting "wholeness" can we create the necessary foundations for an economy that can thrive within the safe space for humanity. By adopting a systemic lens, and understanding the notion of "wholeness", we see

that the economy is yet another nested system operating alongside Earth's other living systems, not separate from them. By prioritizing balance, we choose a biomimetic approach that mirrors nature's own operating principles, paving the way for innovative solutions to our complex, interconnected challenges.

Positive is building a movement of businesses committed to a Net-Positive impact. By creating a community of changemaker businesses, and providing them with a North Star, we can hack the challenges of the 21st century.



Radical collaboration is the only way to deliver systemic change, and a truly Regenerative economy.

“ The economy is yet another nested system operating alongside Earth's other living systems. ”

» THE SOLUTIONS ECONOMY IS GROWING

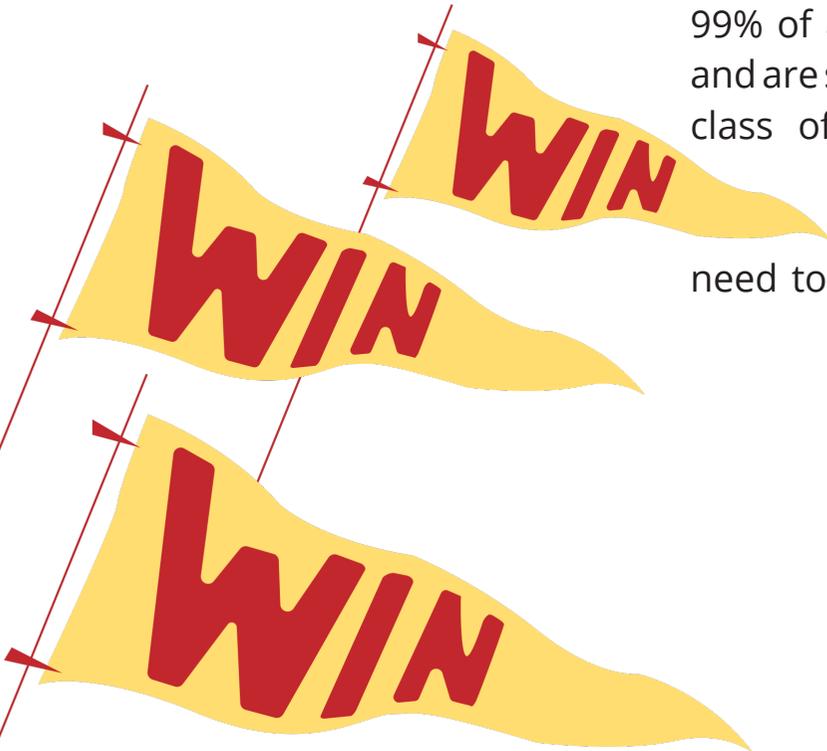
At a time of economic uncertainty, and crisis, the solutions economy is growing at an unprecedented rate. More companies are choosing to be

mission-led or have an audacious planetary purpose, and that number is only growing.

At the same time, small and medium size businesses (SMEs) represent 99% of all business in the EU alone and are still a very much underserved class of business. Although often committed, most lack the support and tools they need to become fully Regenerative,

even though SMEs are usually a much greater driver of change and innovation than their better-known Fortune 500 counterparts. But by linking up and lifting up, and building a community to share the very best tools, frameworks, and hard-won insights, we can speed up, scale up, and expand our Regenerative impacts together - and amplify our message with network effects.

“ Positive is the movement of changemaker businesses making a Net-Positive impact. ”



WHY

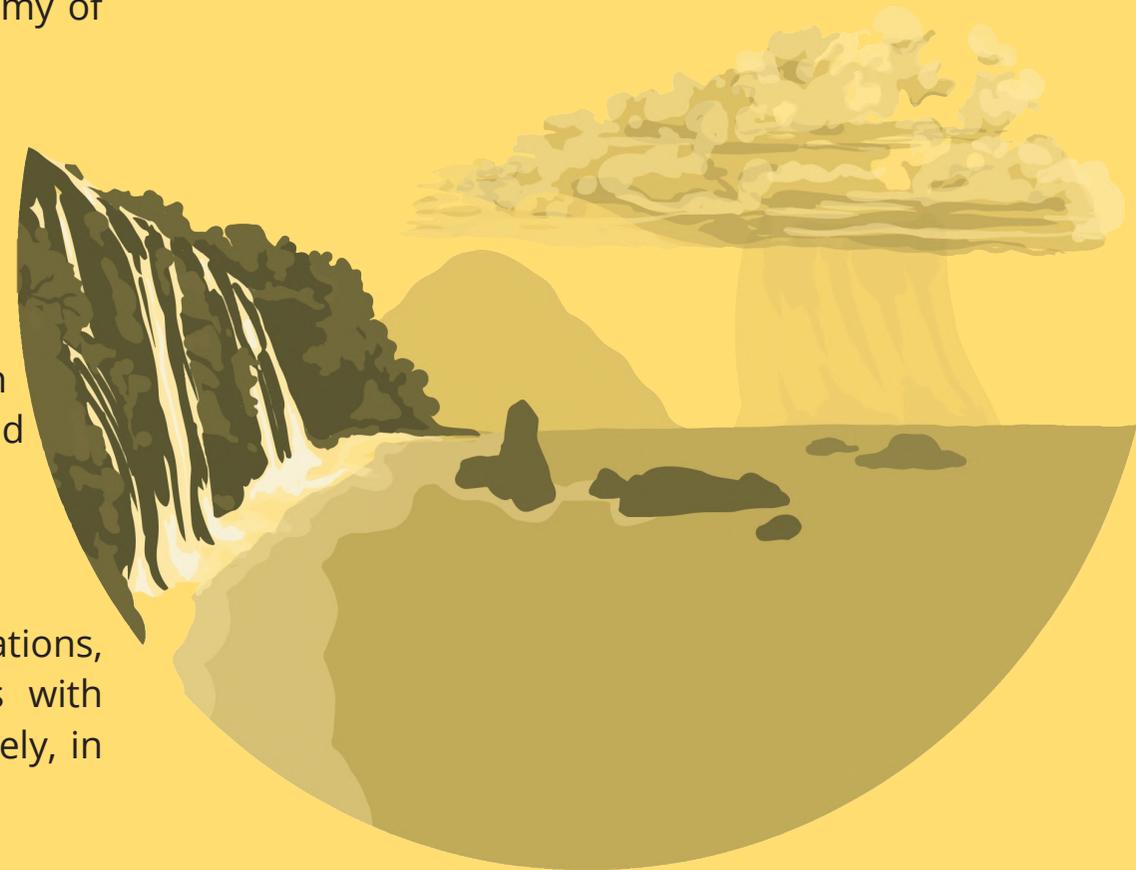
In an era of Earth overshoot and climate breakdown, we need to build a new economy that works for people and planet, operating within planetary boundaries and the safe space for humanity. Because sustainability has not delivered, we need to go beyond the current paradigm to foster an economy of restorers and regenerators.

HOW

We are fostering network-effects for mission-led changemaker companies. As we enable a solutions marketplace powered by collective intelligence and radical collaboration, we can empower a new generation of positive impact companies guided by the Compass and its values.

WHAT

We are convening a community of pioneering organisations, sharing insights, know-how, and hard-won learnings with access to tools and experts, scaling up impact collectively, in order to deliver systemic change.

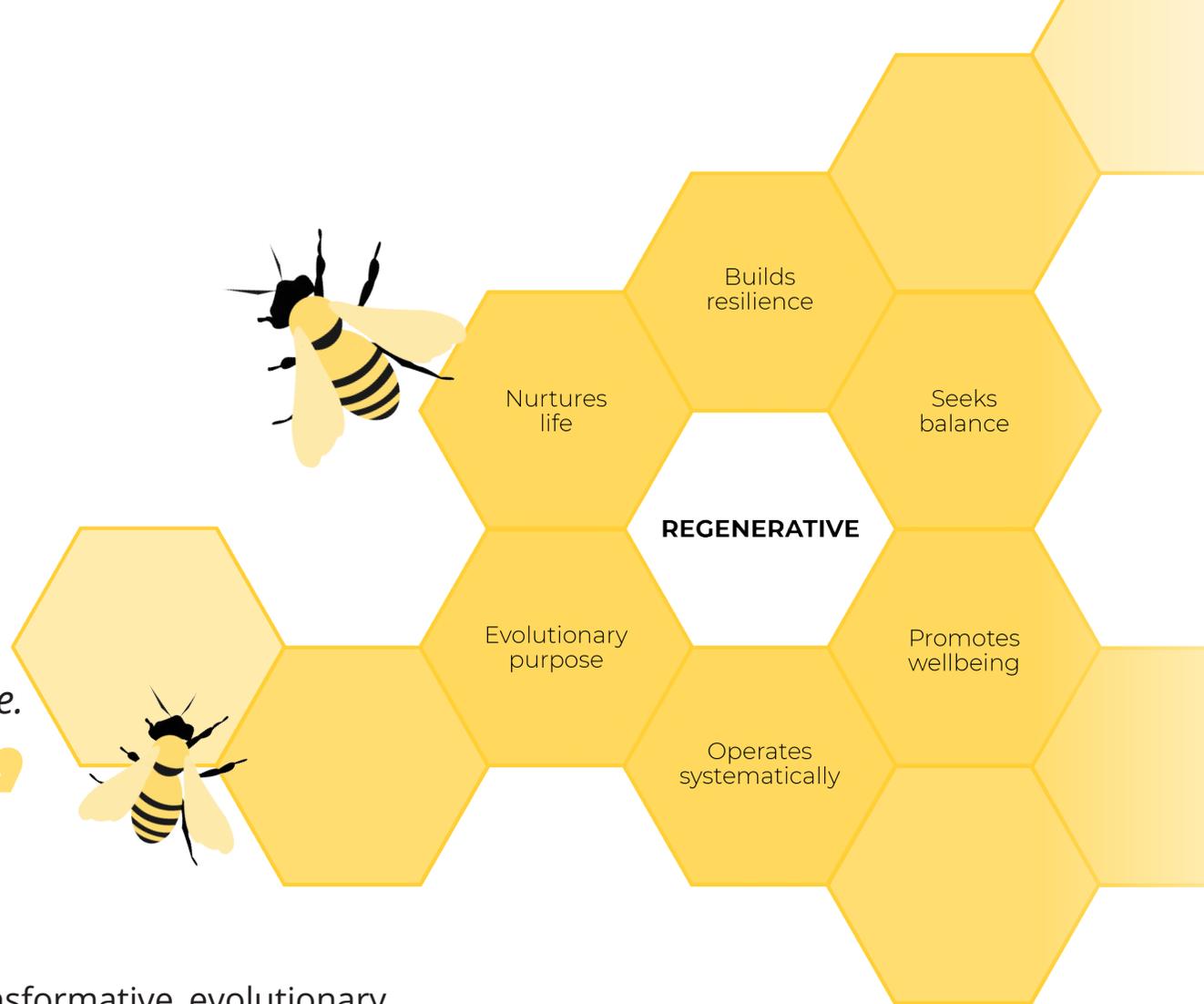


» REGENERATIVE IS RESILIENT

“ Resilience is about being able to overcome the unexpected. Sustainability is about trying to survive. The goal of Resilience is to thrive. ”

Jamais Cascio.

Regenerative businesses are guided by a transformative evolutionary purpose which serves the wellbeing of both people and planet, doing no harm, and making a net positive impact. Their systemic approach makes them more resilient than other companies.



» REGENERATIVE BUSINESSES ARE FOUNDED ON THREE PILLARS:

EMPOWERED PARTICIPATION

Regenerative organisations address the fundamental human aspiration for co-creation and participation as contrasted with more traditional static power structures. Leaders adapt to their teams and provide staff with opportunities for dialogue and participation. They encourage distributed decision-making with their teams, consciously implementing decisions they have participated in, with full ownership. These cultures are inherently more resilient and adaptive to crises, with greater levels of innovation.

EVOLUTIONARY PURPOSE

By being both purpose-led and mission driven, they have a more expansionary view anchored by a deep-seated multi-stakeholder perspective and strong ethics. They use their purpose as a goalpost in decision-making. Instead of attempting to predict and control the direction of the organisation, members strive to listen and understand where the organisation is naturally drawn to lead them. At a basic level, purpose can simply express what an organisation aspires to be and do. But at a more advanced level, it becomes a conscious expression of how an organisation intends to evolve and transform itself.

WHOLENESS

Regenerative organisations build a consistent set of practices that empower their people to bring their whole selves to work. This includes emotional, intuitive and other aspects of ourselves, hence the term “wholeness”. Creating an inclusive culture fosters healthy human relationships and by extension a deeper connection to life and nature.

» MORE RESILIENT

A Regenerative economy and ecosystem are more resilient because they work within the planetary boundaries, ensuring that organisations not merely survive over the long term, but also flourish - passing the test of time. Resiliency is the part of the Regenerative business' DNA. It empowers the company to

anticipate, prepare for, respond and adapt to all manner of disruption. Regenerative companies adapt easily to changes in customer buying preferences or aggressive competitors, or issues with suppliers, growing environmental challenges, and even pandemics.



» A NEW WAY FORWARD

The journey to becoming Regenerative is unlimited and full of potential. It is at the same time contained and connected to humanity's collective history and origin story. At Positive,

we look to indigenous communities as they have much to teach us about living in harmony and in balance with Nature. Their profound know-how and low impact way of life make them the most ancient and successful civilisations on Earth. Yet the same indigenous peoples, and the biodiverse lands they protect, are now threatened by extractive capitalism.

The Positive Movement is guided by indigenous principles; wholeness; stewardship; future generations; treading gently on the Earth; wellbeing for all; human connectedness and honouring place and community. The notion of "wholeness" is foundational. These indigenous principles have inspired the creation of the Positive Compass. The Compass is a 360 degree tool to guide companies and to help teams have different conversations about their choices and ways to do business.

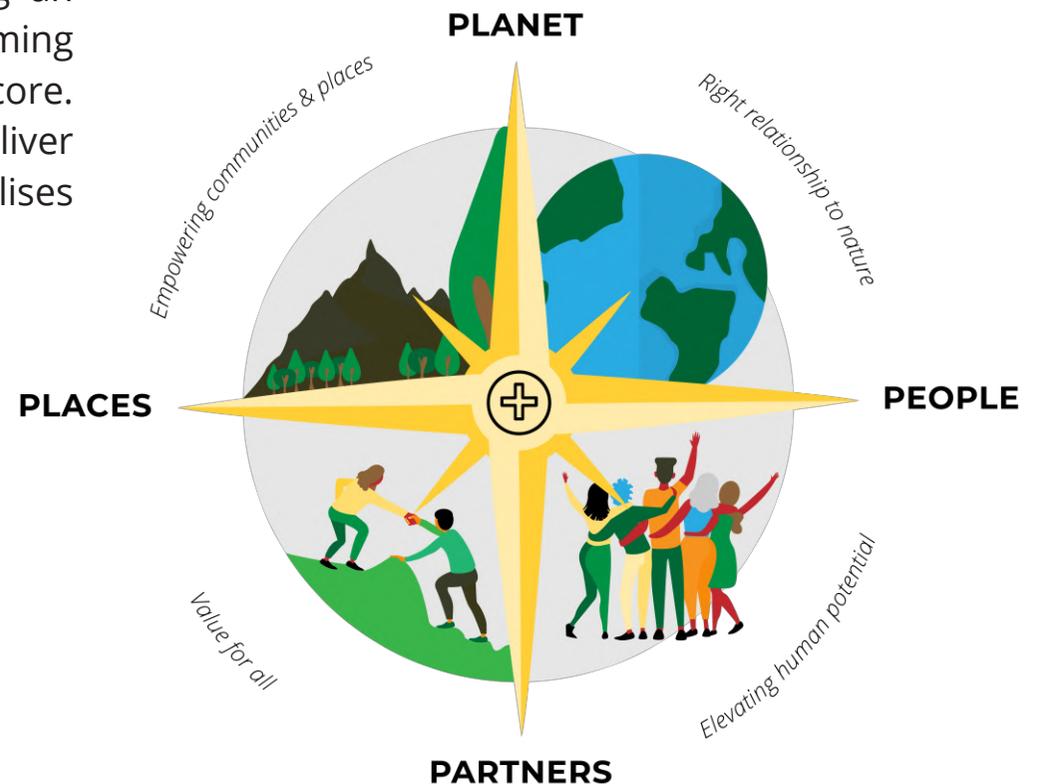


» AS WE BUILD THIS ECONOMY OF THE FUTURE, THERE ARE 4 CORE VALUES EMBEDDED WITHIN OUR POSITIVE COMPASS.

The Positive Compass has 4 directions, each representing an opportunity to explore how businesses can shift to becoming Regenerative yet holding their evolutionary purpose at the core. A 360 degree approach to help leaders and their teams deliver real change - with purpose front and center. The circle symbolises the wellbeing of the whole.

- I) RIGHT RELATIONSHIP WITH NATURE (PLANET)**
- II) ELEVATING HUMAN POTENTIAL (PEOPLE)**
- III) HONOURING COMMUNITIES (PLACES)**
- IV) VALUE FOR ALL (PARTNERS)**

THE POSITIVE COMPASS®



» OUR MISSION

Positive's mission is to build on the fantastic work of other pioneers in this movement and help take sustainability to the next dimension. Equipping those who care about our planet and humanity to make their individual contribution to caretaking for our planet and each other. To change the dominant narrative of winner-takes-all business so that we can create an economy that works for all, operating within the safe operating space of the planet.

» OUR VISION

A world where the values of the Positive Compass have become the new normal inspiring and guiding businesses, policy-makers, education & changemakers.



» AT POSITIVE, WE:

HOST a community space to bring together the collective to link up and lift up

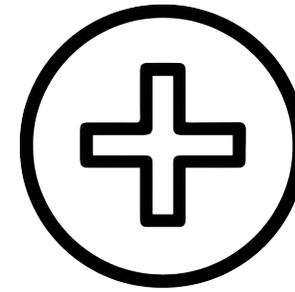
HARNESS the power of the community to provide access to academics, experts, and innovators

EMPOWER businesses with tools, frameworks, the latest know-how and practical solutions

CHANGE the narrative and amplify our inspirational collective message

UNLEASH the power of collective intelligence, radical collaboration and eco-design thinking to convert challenges into opportunities

ENABLE a solutions-marketplace with the latest innovations from around the world



Positive

» GET INVOLVED

Our success depends on our ability to collaborate with like-minded changemakers. By joining forces to share expertise, insights, and breakthroughs, you have a role to play. We are here to support you.

JOIN US

*Interested in supporting Positive?
Register for updates and share our Manifesto.*