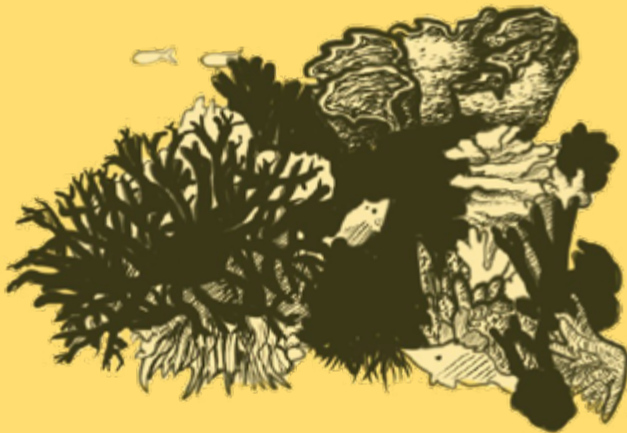


# THE POSITIVE MANIFESTO



“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

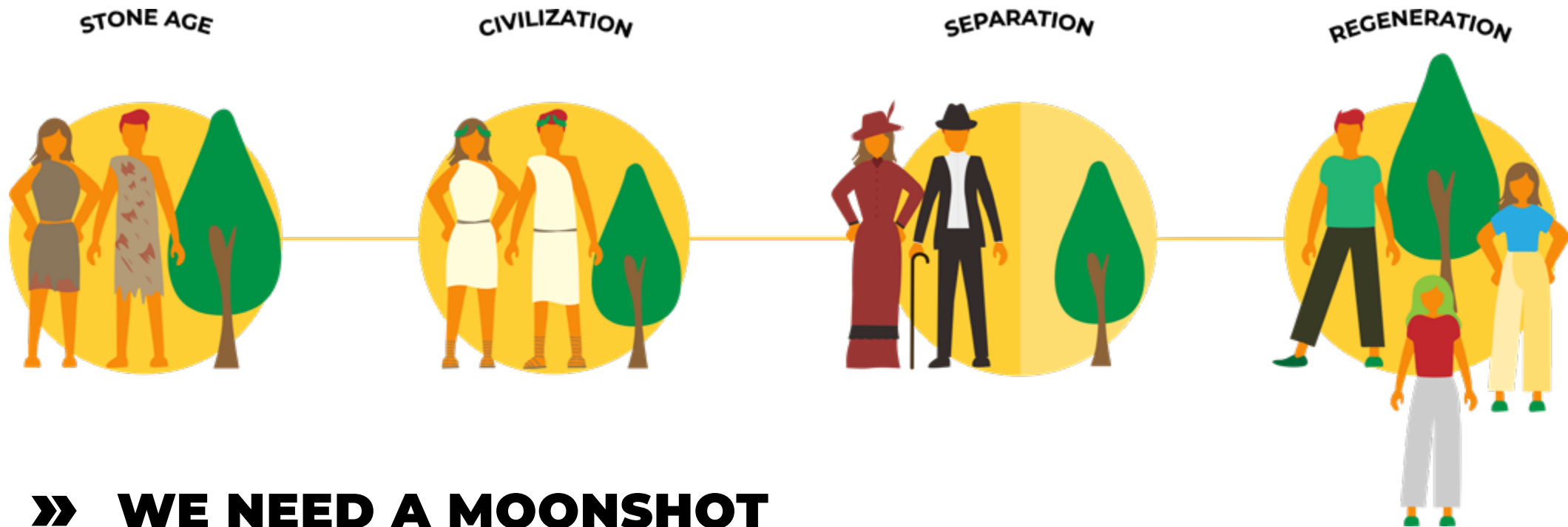


UNLOCKING A REGENERATIVE FUTURE —

*100 of the most innovative changemaker companies and academics from around the world 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.



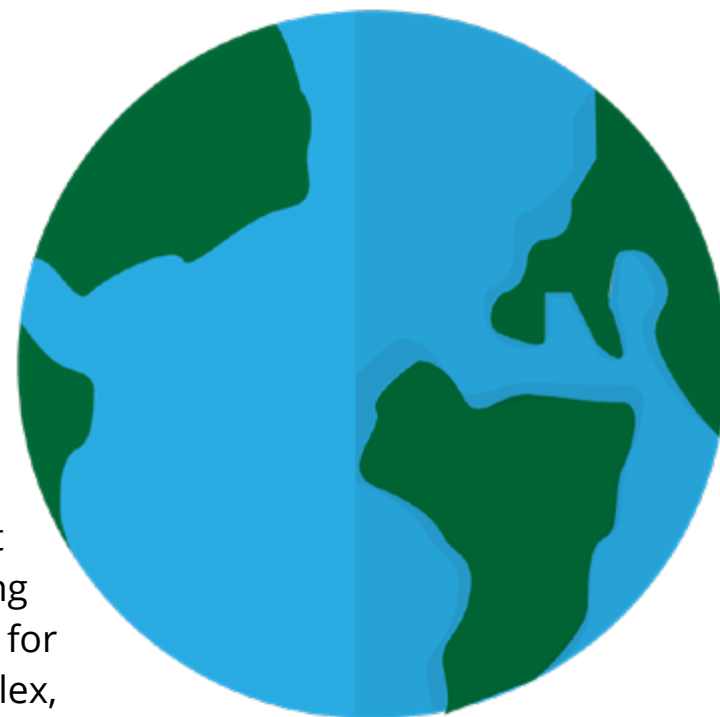
## » A NEW ECONOMIC VISION

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.

That’s why Positive is building a movement of businesses committed to a Net-Positive impact. We combine the strengths of a purpose-driven community, sharing tools



and insights, alongside a Michelin type 5-star framework, a symbol for the very highest standards. Our uniqueness comes from our focus on systemic change and our vision of a truly Regenerative economy.

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

## » THE SOLUTIONS ECONOMY IS GROWING

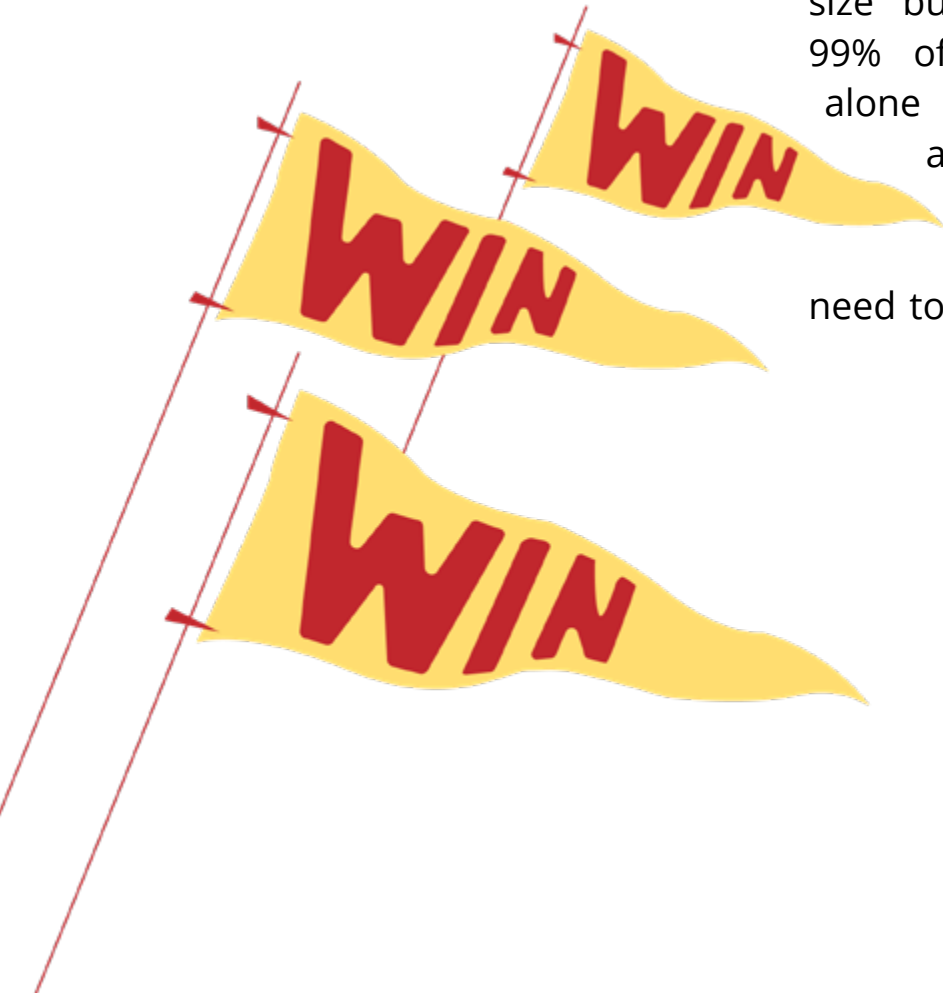
At a time of economic uncertainty, and crisis, the solutions economy is growing at an unprecedented rate. More companies are choosing to be

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 underserved as a group. 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

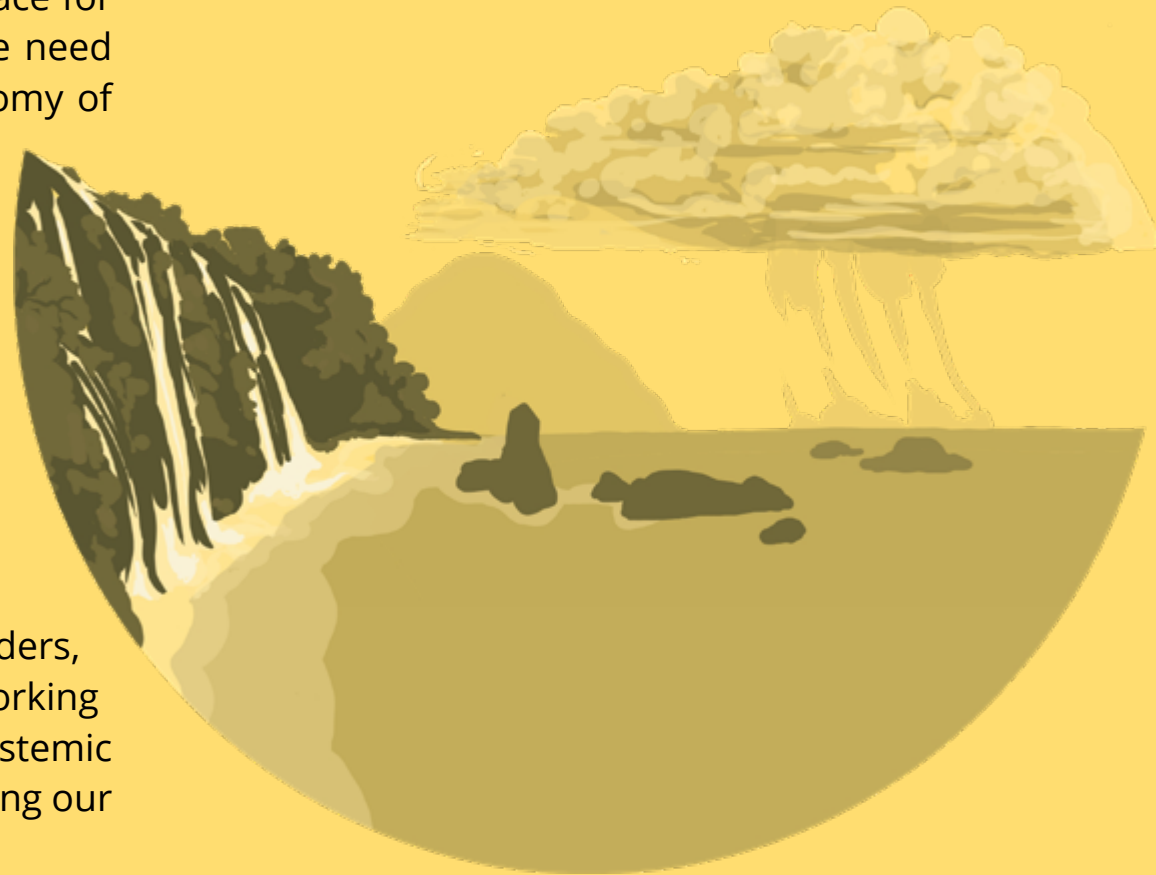
In an era of Earth overshoot and climate breakdown, we need to build a new economy that works for people and planet, operating within planetary boundaries and the safe space for humanity. Because sustainability has not delivered, we need to go beyond the current paradigm to foster an economy of restorers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

## HOW

Convening a community of pioneer organisations driven by the transformational values of the Positive Compass. Awarding the Positive Impact of companies through a Michelin type 5-star framework.

## WHAT

A community with network effects for mission-led leaders, sharing insights, tools and hard-won learnings; working together to scale up impact collectively to deliver systemic change; support for businesses to grow their impact using our 5 Ps Model: Purpose, Planet, People, Partners, Places.



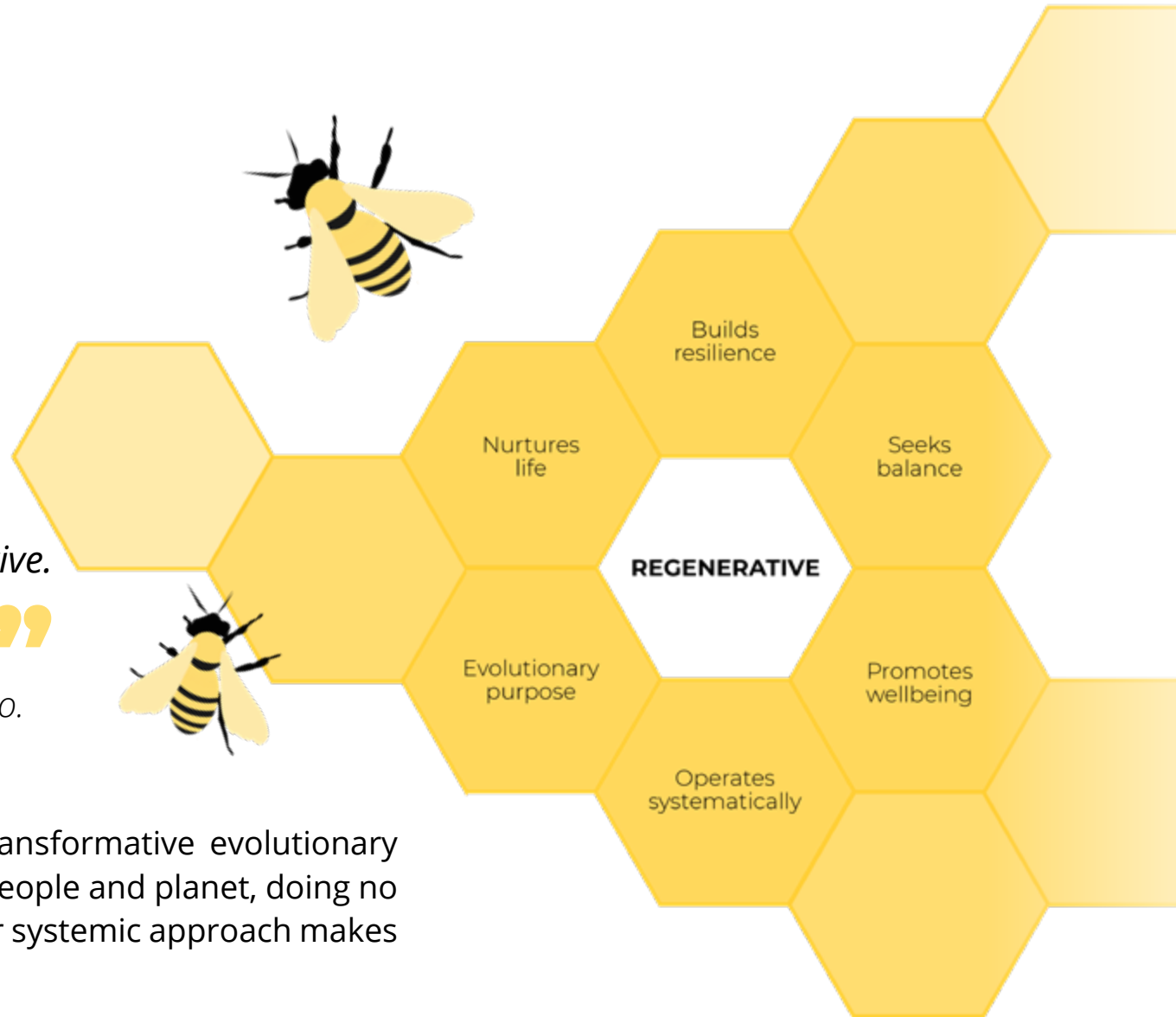


## » REGENERATIVE IS RESILIENT

“ 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:**

## **SELF-MANAGEMENT**

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. 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®

*Purpose is at the centre*



## » 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.

## » OUR GOAL

To change the dominant narrative of winner-takes-all business so that we can create an economy that works for all, within the safe operating space of the planet.



## » AT POSITIVE, WE:

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

**PROVIDE** a pioneering Michelin 5-star framework to rally those committed to this mission

**CHANGE THE CONVERSATION** by amplifying our collective message

**BRING TOGETHER** connected movements- i.e. carbon net zero, circular economy, organic, systems thinking, Regenerative economy, and wellbeing economy- in a central hub

**EMPOWER AND EQUIP** businesses to act and understand how they can transition their business to Regenerative with tools, frameworks, and best practices

**PROVIDE COLLECTIVE ACCESS** through the power of our community for academics, experts, and innovators to support the network



**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.*