

THE REGENERATIVE BUSINESS SUMMIT

AN INVITATION-ONLY WORKING EVENT FOR BUSINESS LEADERS
WHO WANT TO DISRUPT THEIR INDUSTRY AND BUSINESS.

*This is a working Summit, October 18-20, 2016 in Seattle for business owners and business unit leaders.
Includes broadcast platforms for publications and joint ventures.*

The Regenerative Business Summit will bring together a highly curated, invitation-only set of business owners and leaders with a stake in six essential value-adding business streams: fooding, sheltering, transacting, adorning, recreating and communing. Summit participants will build lasting alliances and ventures in and across these six streams, ultimately pushing the edge of social and planetary change.

Through our blog, publications, webinars, workshops, and an annual summit held each fall, we invite established and emerging business leaders from the six essential value-adding business streams to identify product, service and process innovations that can be tested and evolved by individual business or across sectors.

WHY IS IT BEING HELD? AND WHY NOW?

- Business is a primary door to major change on a societal and planetary scale.
- Regeneration in business is a disruptive paradigm that can scale.
- Working with leaders who are movers and shakers, it is possible to shift industries, make waves and intentionally launch a movement.

WHY IS THE SUMMIT STRUCTURED THE WAY IT IS?

This summit is invitation-only because we want active, co-creative engagement of people who have authority to act now across their business.

Disruption happens when you engage in a rigorous dialogue about your own industry and businesses, coupled with new frameworks for developing thinking and action.

HOW DOES REGENERATION DIFFER FROM OTHER APPROACHES?

Regeneration is the focus of working with any entity to develop its capacity and capability to express its own essence in the world. A regenerative entity takes into account its own singular way of working in a place, organization, or as a person.

MOVE AWAY FROM	MOVE TOWARDS
Parts	Wholes
Problems	Potential
Competition	Reciprocity
Commonality	Singularity
Fragmentation	Nested
Simplifying	Essentializing
Manipulation	Development

EXAMPLE: A watershed is distinctive to its place. It may lose its capacity to do its work in a place either from natural causes or human intervention. Through regeneration, we can reconnect the watershed to its work, how it plays a keystone role and then develops the capacity to do that work uniquely. The same is true for a child, a business, or a neighborhood. To see the child in terms of who they are, then work to develop their capacity and capability to express that essence and make their distinctive contribution, is the work of regeneration.

WHO IS INVITED?

1. Persons who own businesses or have fiduciary and strategic responsibility;
2. Business unit leaders in larger businesses who have that responsibility;
3. Startups with at least three years of revenue-positive progress.

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WHO IS PRODUCING THE SUMMIT?

The Regenerative Business Alliance sponsors and produces the event. We are 200 individuals who have worked with the principles, concepts and methods of regeneration for a collective six decades on three continents. We meet at least quarterly to develop ourselves as human beings and our capacity to lead change. We work primarily in, for or with businesses, growing the capability to foster large-scale regenerative systems change. [The Regenerative Business Alliance is supported and sponsored by Carol Sanford Institute.](#)

WHY YOU SHOULD CONSIDER BEING A SPONSOR?

Leaders in six value-adding business streams are attending. They are looking for offerings that break the mold—and business people who are curious, open and courageous about change. Your sponsorship includes tickets to the event, a disruptive conversation focused on furthering your company's regenerative business development, and exposure of your business' offerings for a very low price. Explore sponsorship by downloading the [benefits of sponsorship](#), also available on our website.



THE REGENERATIVE BUSINESS PRIZE

WHY THE REGENERATIVE BUSINESS PRIZE?

This is a prize in the same sense as the Pulitzer is a prize. It will be awarded to a business that is working to make advances that matter to humanity and Earth. They are not “winners” in that they are not heroes or even exemplars. They have a commitment to thinking at the edge or focused on advancing a field (or fields) in ways that matter. The Prize acknowledges the path they are on and thereby notifying them that we will be watching, cheering and supporting their further work. The Alliance will promote the prizewinner's work for the foreseeable future, not just this year. Each year's winner becomes a member of an enlightened disruption club.

NOMINATION INFORMATION

Nominate your business or that of someone else who is clearly on the path of the [7 First Principles of Regeneration](#). They may have expressed intention toward them, demonstrated progress on regenerative endeavors, or even produced effects that benefit larger stakeholder systems.

We have an [accomplished jury](#) that will select the prizewinner. Jeffrey Hollender, SustainNatural, Lauren Yarmuth, Portfolio Director at IDEO, Pam Hinds, Stanford Management Science & Engineering, John Fullerton, Capital Institute, Pamela Mang, Regeneration Group, Manoj Fenelon, Former Pepsico innovation Director, Koann Skrzyniarz, Founder, Sustainable Brands Sarah Slaughter, Co-Founder MIT Sustainability Initiative. Check out the [nomination and judging guidelines](#), also available on our website.

Visit www.theregenerativebusinesssummit.com for more information