



THE PRIZE

The Regenerative Business Prize

2017 Request for Nominations

Pre-proposals (optional) Due: April 15

Full Nominations Due: May 19



REGENERATIVE BUSINESS ALLIANCE

ABOUT THE REGENERATIVE BUSINESS PRIZE

The Regenerative Business Prize is awarded annually to a business in pursuit of a Regenerative Business Paradigm, as articulated in the seven “First Principles” of Regeneration. The Prize is intended to elevate businesses that are working to make advances that matter to humanity and Earth and who demonstrate a commitment to thinking at the edge and advancing a field (or fields).

The Regenerative Business Prize acknowledges the path of the Honoree, and serves to notify the recipients 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 honorees become members of an enlightened disruption club.***

2016 Regenerative Business Prize Honorees

2016 GLOBAL HONOREE:

[Rincon-Vitova Insectaries](#) — *Ventura, CA*

2016 FINALISTS & BUSINESS STREAMS HONOREES:

2016 Regenerative Business Prize for Fooding:

[Rincon-Vitova Insectaries](#) — *Ventura, CA*

2016 Regenerative Business Prize for Sheltering:

[Manens-Tifs](#) — *Verona, Italy*

2016 Regenerative Business Prize for Transacting:

[SolarCity](#) — *San Mateo, CA*

2016 Regenerative Business Prize for Adorning:

[Lush Cosmetics](#) — *United Kingdom* & [W. S. Badger Company](#) — *Gilsum, NH*

2016 Regenerative Business Prize for Recreating:

[Bureo](#) — *Santiago, Chile* & [Herban Feast](#) — *Seattle, WA*

2016 Regenerative Business Prize for Communing:

[Playa Viva](#) — *Zihuatanejo, Mexico*

2016 Regenerative Business Prize for a Not-for-Profit:

[Phipps Conservatory and Botanical Gardens](#) — *Pittsburgh, PA*

2017 NOMINATION TIMELINE

1. Pre-proposal Submissions (Optional) March 1 – April 15

Smaller concept pre-proposal papers are requested using the [pre-proposal form](#). This step is new in 2017 and is highly recommended.

2. Pre-proposal Review April 15-30

Pre-proposal papers are reviewed and returned with written comments to help on the next round. Reviews will fall into three categories: strongly encouraged to submit, encouraged to submit, or needs work.

3. Application Process Webinar May 5

Nominators are invited to attend a webinar on the application process. Advice will be given on how to increase scores on the [Rubric](#). The webinar will be recorded and posted for later viewing or review.

4. Full Nomination Due May 19

Companies are nominated using the [nomination form](#), describing how the nominee uses principles of regeneration. Self-nomination is highly encouraged. An interview with the business' founder is highly recommended to inform the nomination content. [Click here for a rubric](#) to help guide this interview and further outline the prize criteria. [Click here for a sample](#) nomination form, submitted by the Global Honoree of the 2016 Regenerative Business Prize.

5. Semi-finalists announced June 5

Semi-finalists for the Regenerative Business Prize will be announced across each of the six core value streams of fooding, sheltering, transacting, adorning, recreating, and communing. [Check this page](#) for the list of our twenty one semi-finalists for the 2016 Regenerative Business Prize.

6. Finalists announced August 18

Six finalists are announced—one in each of the six value-adding business streams – through a press release.

7. Global Honoree announced September 25 – Seattle, WA

The Global Honoree of the Regenerative Business Prize is announced at the celebration dinner and launch of the [Regenerative Business Summit](#) in Seattle, Washington.

Regeneration is found only in the world of living systems. It offers us a paradigm for understanding life. It 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. Regenerative work challenges us to evolve our thinking beyond a machine-view of the world toward a paradigm in which people, businesses, and communities are seen as living systems.

MOVE AWAY FROM	MOVE TOWARDS
Parts/Fragments	Living Wholes
Commonality/Averages	Essence
Problems/Ideals	Potential
Directing	Development
Quid Pro Quo	Systemic Reciprocity
Flatland	Nested
Visioning/Prioritizing	Nodal

Living Systems offer us a set of First Principles that allow us to understand the world as alive and “at work”. A regenerative approach can be accessed through these seven foundational First Principles:

- **Wholes:** Engage others developmentally (persons, systems, businesses, industries) as alive, connecting with their lives as a whole. Keep all individuals focused on their effect on the whole. [Read more.](#)
- **Essence:** Exhibiting singularity, working as “one of one” by increasingly bringing forth essence and non-displaceable uniqueness. [Read more.](#)
- **Potential:** Initiating with potential, the intention and effect to be achieved, rather than existing problems and issues. Avoiding generic ideals, focusing on specific individuals, entities, to realize more of that Essence potential. [Read more.](#)
- **Development:** Seeking to grow and develop capacity and capability in each and all entities to realize their essence. Development of critical thinking skills and personal self-determination of function, being and will. [Read more.](#)
- **Reciprocity:** Operating within living dynamic processes, making “fitting” contributions that benefit system health with care for contributions and outcomes for all. [Read more.](#)
- **Nestedness:** Embedded within greater and lesser systems, each playing a core role in the success of the whole and other nested wholes. [Read more.](#)
- **Nodal:** Seeking points for intervention that evoke systemic beneficial effects that have significance to the system. Similar to acupuncture, where a single point or set of points are recognized as most effective for systemic regeneration. [Read more.](#)

Selection and Recognition of Regenerative Business Prize Recipients

Open Solicitation

Entries for the Regenerative Business Prize are solicited openly and accepted through an online submission form. Some companies self-nominate, while some companies are nominated by others who respect their effort and effects.

Nominations

All entries are reviewed to ensure they are responsive to eligibility requirements and also for inclusion of sufficient information to be evaluated. The final set of nominations represents companies that are clearly making visible efforts towards regenerative work.

Semi-Finalists

Nominations are reviewed initially by a committee made up of members of the Regenerative Business Alliance, based on the scoring rubric. The top three scores in each business stream are forwarded to judges.

Finalists

A panel of accomplished business professionals and leaders in regenerative thinking review and evaluate the semi-finalists, using the scoring rubric. The top scoring businesses in each stream are named as Stream Award Honorees and Finalists for the Regenerative Business Prize. The highest overall scoring business is awarded the Regenerative Business Prize.

Prize Finalists and Global Honorees receive:

- Special recognition at the annual Regenerative Business Summit (Sept, 25-26, 2017 Seattle, WA)
- A permanent video feature linked on the Carol Sanford Institute Vimeo Channel and highlighted on our website and accessible directly
- Social media promotion for two months on multiple platforms including Facebook, LinkedIn and Twitter
- A featured blog on the Carol Sanford Institute website that goes to all our subscribers and is also syndicated on Sustainable Brands' list of 450k subscribers
- A digital badge for your website denoting your award
- A podcast interview we promote and post on our Vimeo channel and link to our website
- A featured spotlight in our Annual Regeneration Summit Report
- Inscribed award for display

Eligible Business Streams: The Regenerative Business Prize recognizes leading businesses across six value-adding business streams

Material Value-Adding Business Streams



FOODING

Businesses that nourish life, e.g. agriculture, restaurants, food service, food innovation, nutrition.



SHELTERING

Businesses that enable transitions across space and time, e.g. planners, designers, builders, ecologists, forest products, remediation, restoration, hotels, workspaces.



TRANSACTIONING

Businesses that enable boundary crossing through systemizing partnering and exchanges, e.g. investing, energy, crowd sourcing.

Spirit-Lifting Value Adding Streams



ADORNING

Businesses that signify belonging and identity, e.g. art, jewelry, decorating, body as art, cosmetics, garden design, match-making.



RECREATING

Businesses that promote wellness and reconnection to personal meaning, e.g. Health, yoga, eco-tourism.



COMMUNING

Businesses that connect and harmonize humans and evoke spirit, e.g. sacred ecology experiences, spiritual tourism, regenerative schools

Eligibility Requirements: To be considered for the Regenerative Business Prize, nominees must be:

- A for-profit business
- A Not-For-Profit with 70% of revenue from fees for service
- Profitable for 3 or more years

Process Consulting firms or individuals are not eligible.

Self-nominations are encouraged. Nominators are to work with the nominee to speak with their own voice, and from their own experience. There are no size, revenue or other requirements beyond those stated above.

Evaluation Criteria: Three dynamics are considered in the selection of recipients of the Regenerative Business Prize

FIRST DYNAMIC: The Rubric offers a comparison of three paradigms which businesses use. Listen to the [opening talk](#) of the 2016 Summit to learn more about these three paradigms and how the Regenerative Paradigm is differentiated from Conventional and Progressive paradigms of work. Practices in the conventional and progressive paradigms tend to undermine and distract from seeing the regenerative way of working. Nominations submitted that confuse which paradigm is being used may lose points during the judging process. However, nominators will be allowed to redo nominations in the early stages, as our hope is to increase capacity for discernment between the different paradigms.

SECOND DYNAMIC: No business or person decides to move toward working from a regenerative paradigm and is there immediately. It is a journey. We have attempted to replicate that journey by giving points for being on the journey in order to encourage uplifting of aspirations and capability to stay on a path. Each phase moves the measures and actions to take a greater and greater system into account.

The path is represented by four phases:

1. **Intention** (represented broadly in business published statements and planning documents). This may be strongly held internally but also needs to be externally announced.
2. **Endeavors/ Efforts** (represented by projects, budget expenditures and cessation of efforts that are conventional and progressive with replacements). This phase is apparent to employees and suppliers, as well as industry observers and customers.
3. **Results** (the business experiences a return and shift in their market position or customers' relationship as a result of endeavors and efforts from the new paradigm.) This includes financial effectiveness but also significant progress on aims and goals of the endeavor. This phase is apparent to stakeholders of the business, including investors.
4. **Effects** - when a business has systemic beneficial effects on social and planetary imperatives (e.g. they help evolve a working democracy, improve social systems like criminal justice or that provide guidance to societal impacts, ecological changes and evolution in their industry's way of working). This fourth phase is apparent in a very public way, including to institutional watchers. It is recognized by those promoting progress on global imperatives (social and planetary).

THIRD DYNAMIC: Use of the First Principles of Regeneration as planning, design and assessment instruments, increasingly working with them as a system. [Read More](#).

See a video about the [first principles](#).

Scoring – The First Principles are seven distinct perspectives, but also work as an interactive system. We score the points for them separately. On each principle, the four phases are considered. It is also possible to lose points when the practices from the other two paradigms (traditional and progressive) distort or diminish.