



# **REGENERATIVE BUSINESS PRIZE**

## **2017 REQUEST FOR NOMINATIONS**

### **IMPORTANT DATES:**

Pre-proposals (optional) Due: April 15 Full  
Nominations Due: May 19



## WHAT IS THE REGENERATIVE BUSINESS PRIZE?

### 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

### Global Honoree:

2016 Regenerative  
Business Prize Honoree  
Rincon-Vitova  
Insectaries – Ventura,  
CA ([podcast](#))  
[Read their nomination.](#)



## 2017 NOMINATION PROCESS

Seven Phases to increase depth and preparation

### 1. Pre-proposal Submissions: 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. This is also new and is highly recommended.

### 4. Nomination Period: May 1 - 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.

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## 2017 NOMINATION PROCESS

Seven Phases to increase depth and preparation

### 5. Semi-finalists & Jury Panel 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. Members of the Regenerative Business Prize Jury will also be announced. [Learn more about the 2016 jurists](#).

### 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.



Fabio Viero said that “even applying for the prize” had a positive effect on the business. Listen to [his comments](#).



## THE WORLD OF LIVING SYSTEMS

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.



### HOW DOES REGENERATION DIFFER FROM OTHER APPROACHES?

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

## FIRST PRINCIPLES OF REGENERATION

These First Principles of regeneration are sourced from and contribute to:

- Wholes:** Engage others developmental (persons, systems, businesses, industries) as alive, connecting with their lives as a whole, Keeps 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.](#)

Jan Dietrick, Global Honoree of the Responsible Business Prize, shares how [Regenerative First Principles](#) have shaped her thinking.

[Learn more.](#)



## SELECTION AND RECOGNITION OF 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.

## SIX ESSENTIAL VALUE-ADDING PROCESSES OF LIFE

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

### Material Value-Adding Streams



**1. FOODING** – Businesses that nourish life, e.g. agriculture, restaurants, food service, food innovation, nutrition.



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



**3. TRANSACTING** – Businesses that enable boundary crossing through systemizing partnering and exchange platforms, e.g. investing, energy, crowd sourcing.)

### Spirit Lifting Value-Adding Streams



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



**5. RECREATING** – Businesses that promote wellness and reconnection to personal meaning and expression, e.g. health, yoga, eco-tourism.



**6. COMMUNING** – Businesses that connect and harmonize humans with higher energies thereby evoking 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 ([link](#)) 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.

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**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 internally held but 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 experience 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](#).



## HOW ARE NOMINEES SCORED?

### 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.

