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The Regenerative Business Alliance

*A subsidiary of the Carol Sanford Institute*

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[theregenerativebusinesssummit.com](http://theregenerativebusinesssummit.com)

### 2017 Regenerative Business Prize Honorees Announced

*These Seven Businesses Draw Inspiration from Living Systems*

**Seattle, Washington:** The Regenerative Business Alliance has just announced the recipients of the 2017 Regenerative Business Prize:

2017 Regenerative Business Prize for Fooding:

**Natural Habitats**, Boulder, CO

**New Chapter**, Brattleboro, VT

2017 Regenerative Business Prize for Sheltering:

**Lake | Flato Architects**, San Antonio, TX

**Permaculture Artisans**, Sebastopol, CA

2017 Regenerative Business Prize for Transacting:

**HowGood**, Brooklyn, NY

**New Hope Network**, Boulder, CO

2017 Regenerative Business Prize for Adorning:

**The Bark House**, Spruce Pine, NC

The 2017 Regenerative Business Prize Global Honoree will be announced on September 25<sup>th</sup> at an awards dinner in Seattle. All honorees listed, above, will be recognized. This dinner will open the second annual Regenerative Business Summit, an invitation-only event for business leaders and owners working to advance a field or set of industries through regenerative philosophy and practice.

For more info about the Prize and how businesses can qualify for a Summit invitation, visit

[theregenerativebusinesssummit.com](http://theregenerativebusinesssummit.com).

#### About the Honorees:

**Natural Habitats** is dedicated to improving our food systems through responsible ingredient sourcing and regenerative agriculture practices. We believe that organic, regenerative farming is the solution to preserving and improving the ecosystems, soil, and biodiversity. Through practices such as intercropping, water preservation, waste management, and land use that works in harmony with nature, we will help reverse climate change and improve our agricultural system at large.

**New Chapter** delivers the wisdom of nature to relieve suffering and promote optimal health through the sourcing, production, and distribution of whole foods supplements. Through these processes, we advance the organic mission, nurture and sustain Mother Earth, and honor and reward personal growth. We believe that enlightened teamwork depends on the vitality of every member of the New Chapter family—local and global.

**Lake | Flato Architects**'s intention is to create environments that enrich communities and nurture life. We believe in a strong relationship between human and ecological health. We have many programs and initiatives in place to ensure that we are serving the well-being of our employees, external team members, and clients. Lake | Flato's vision is to be a dynamic firm that enhances communities through design innovation and thought leadership. The firm's business model is not just about designing buildings, but about influencing others through built work, lectures, and teaching to make better places.

**Permaculture Artisans** is an award-winning regenerative design and contracting firm dedicated to restoring watersheds, landscapes, and communities. With a commitment to both social and environmental regeneration, Permaculture Artisans partners with cities, schools, non-profits, and other businesses--to not only design and build ecological landscapes, but to educate, train, and mentor a new generation of ecological designers and practitioners.

**HowGood** fundamentally disrupts the nature of how people make purchasing decisions. When a retailer implements the HowGood "Good, Great, Best" ratings, they immediately affect thousands of individual decisions. But the disruption doesn't stop there. As consumers and retailers begin to see what their purchases support, they demand more. Over time, this effectively regenerates the entire process of transacting from money-driven opacity to transparent interaction towards positive ecological and social benefits.

**New Hope Network** provides education and business resources for the entire value chain in the natural and organic products industry. They see possibility in community interaction and collaboration, excitement for business development, and hope in the changes driven by natural and organic products consumers. By supporting consumer, media, manufacturing, supply, government, non-profit and retail partnerships, they strive to help create and operate within a more just, collaborative and regenerative food system.

**The Bark House** demonstrates qualitatively and quantitatively that which has been envisioned metaphorically—a factory can be like a forest. Air, water and soil are improved in the life-shed impacted by company manufacturing processes. Like a forest, the Bark House enhances more than its place of origin. Its products connect the local community and worldwide clients to nature in a way they state matters. The Bark House demonstrates how the triple bottom line of people, planet and prosperity is a regenerative circle.

Many thanks to the distinguished jury that selected our 2017 honorees:

- Jeffrey Hollender—*Founder of Seventh Generation, B Lab, and Sustain Natural; 2017 Regenerative Business Prize sponsor;*
- Lauren Yarmuth—*Portfolio Director, Design for Change Studio at IDEO; 2017 Regenerative Business Prize jury chair;*
- Manoj Fenelon—*Faculty, Pratt Institute and School of Visual Arts' Design for Social Innovation Program, former Director of Innovation at Pepsico;*
- Kala Fleming, Ph.D—*USA Strategic Innovation Leader at IBM; Water & Civil Engineer at IBM Kenya;*
- Pam Hinds—*Professor at Stanford University, Department of Engineering and Managing Science;*
- Pamela Mang—*Founder of Regenesys Group, author of Regenerative Design and Development;*
- Tom Newmark—*Co-owner of Finca Luna Nueva Lodge;*
- Ricardo Peon Gonzales—*Venture Investor and President Emeritus of the Mexico Conservancy Fund;*
- Richard Piacentini—*Executive Director of Phipps Conservatory, 2016 Regenerative Business Prize Honoree;*
- Dr. Sarah Slaughter—*Co-founder of MIT Sustainability Institute, CEO of the Built Environment Coalition, Founder of MOCA Systems;*

About the organizers: The Regenerative Business Alliance is comprised of 200 individuals who have worked with the principles, concepts and methods of regeneration for a collective six decades on three continents. Alliance members 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 the Carol Sanford Institute.

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