REGENERATIVE BUSINESS SUMMIT & PRIZE REPORT
2017

Special thanks to this year’s Summit champion:
Through a series of conversations, we examined the commitments of co-creators, markets, and investors to catalyze work that has greater, deeper and longer-lasting impact. Watch Carol Sanford’s opening talk this year here.

We used the “fishbowl” engagement process to uncover stories and observations to help us learn from the experiences of others and our own. In the “fishbowl”, one business sits at the center of a circle with Carol Sanford as a thinking partner. Everyone in the circle holds their own business, project, or product in mind as Carol poses questions and helps you discover systemic ways of thinking through an authentic Socratic process.

Fishbowl #1: Invested Co-creators
In this conversation with Steve Green and Bryan Ungard from Decurion Corporation, Carol Sanford explored how to foster all individuals and organizations to take on stewardship, caring and even ownership for the outcomes of the business and everyone it impacts. Co-creators include employees, suppliers, contractors, and others in the process of creating value for customers and other stakeholders.

Fishbowl #2: Strategic Investments
Businesses have scarce resources to grow their business and have a marketplace effect. It is hard to know which initiatives are the most likely to succeed. In this conversation with Frank Golbeck of Golden Coast Mead, Carol explored how understanding the company’s essence could help guide discernment about how to invest resources for maximum impact. Watch the conversation here.

Fishbowl #3: Engaged Investors
Business growth requires many kinds of investments, including financial. In this conversation, Carol explores the three critical success factors that give investors confidence to invest with Laura Ortiz Montemayor of Social Venture Exchange Mexico. Watch the conversation here.
WHAT IS THE REGENERATIVE BUSINESS PRIZE?

The regenerative business prize is awarded to a business in pursuit of a Regenerative Business Paradigm, as articulated in the seven “First Principles” of Regeneration.

Regeneration is found only in the world of living systems. It offers us a paradigm for understanding life. Machine and other non-living metaphors cause us to conceive inaccurately. 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.

Deep gratitude to the 2017 Regenerative Business Prize sponsor, Jeffrey Hollender, co-founder and former CEO of Seventh Generation, founder and CEO of Sustain Natural.

WHO QUALIFIES FOR NOMINATION?

Recipients of the Regenerative Business Prize will be businesses with a deep and extended scope of aspiration to pursue and achieve shifts in one or more industries, show transformation in a social system, work to unravel and evolve cultural paradigms, and leverage governing agreements to give them new life and meaning.

Nominees must be for-profit business in one of six streams: Fooding, Sheltering, Transacting, Adorning, Recreating, Communing. Learn more about the six streams here. Consultants are not eligible for nomination.

Nominators are to work with the nominee to speak with their own voice, and from their own experience. Self-nominations are encouraged.

The nomination process itself is designed to be a developmental experience for nominators and nominees, alike. We heard over and over again about how much growth the participants received from this process.

“This is a completely different language...it’s just a jumping off point, in terms of potential. Our company is so supportive of this, and they’re so excited to learn about it, too, because it’s a new way of thinking.”

Lauren Yarmuth
Jury Chair, Portfolio Director, Design for Change Studio at IDEO

Manoj Fenelon
Faculty, Pratt Institute and School of Visual Arts’ Design for Social Innovation Program, former Director of Innovation, Pepsico

Dr. Sarah Slaughter
CEO, Built Environment Coalition, Co-Founder of MIT Sustainability Initiative, founder of MOCA Systems

Kala Fleming Ph.D
IBM, USA Strategic Innovation Leader; Water & Civil Engineer in IBM Kenya

Tom Newmark
Co-owner of Finca Luna Nueva Lodge

Pamela Mang
Founder of Regenesis Group, author of Regenerative Design and Development

Ricardo Peon Gonzales
Mexico Conservancy Fund, Past President; Venture Investor

Pam Hinds
Professor at Stanford University, Department of Engineering and Managing Science

Jeffrey Hollender
2017 Prize Sponsor Founder of Seventh Generation, B Lab, and Sustain Natural

Richard Piacentini
Executive Director, Phipps Conservatory, 2016 Prize Honoree, Not-For-Profit Recreating Stream

Learn more here about each distinguished member of the 2017 Regenerative Business Jury.
CONGRATULATIONS TO THE 2017 HONOREES:

2017 Regenerative Business Global Honoree: Lake | Flato Architects, San Antonio, TX

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 Adorning: The Bark House, Spruce Pine, NC

Gregory Papay & Robert Hoang of Lake | Flato Architects, 2017 Global Honoree, accept one of their two prizes at the Summit.

Listen to an interview with them here.

FIRST PRINCIPLES OF REGENERATION

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

- **Wholes**: Engage others (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.

- **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.

- **Systemic Reciprocity**: Operating within living, dynamic processes, making “fitting” contributions that benefit system health with care for contributions and outcomes for all. Read more.
THE RUBRIC: A MATRIX OF REGENERATIVE DYNAMICS

The Rubric is an instrument for any business or organization to assess and design their own evolution towards working from a Regenerative Paradigm. The jury used this rubric to determine the 2017 Regenerative Business Prize Honorees, and Summit participants used it to assess their own businesses. This instrument has three dimensions that work in a systemic way.

FIRST DYNAMIC: The Rubric offers a comparison of three paradigms which businesses use: Conventional, Progressive, and Regenerative. 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 upgrade their 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 shifts immediately. It is a journey. We have attempted to replicate that journey with a points system to encourage uplifting of aspirations and capability to stay on a path. This path includes four phases: Intention, Endeavors, Results, and Effects. Each phase moves the measurements and actions to take a greater and greater system into account.

THIRD DYNAMIC: Use of the First Principles of Regeneration as planning, design and assessment instruments, increasingly working with them as a system. Learn more about the First Principles of Regeneration here. The First Principles are seven distinct perspectives, but also work as an interactive system. We score the points for them separately on the rubric, taking the four phases (Intention, Endeavors, Results, and Effects) into account for each.
STAY CONNECTED! BUILD CAPACITY!

Join the Regenerative Business Development Community
In January 2018, we are launching an Internet-based, live learning and development community. It’s designed for growth-stage businesses and business units that aspire to gain the benefits and make the contribution to history that regenerative business practice offers. Participants experience how a diversity of businesses translate and apply a decades-old, proven system that produces 3X to 10X growth and simultaneously contributes to social and ecosystem vitality. Learn more and sign up here.

Subscribe to the Second Opinion Podcast
Subscribe in iTunes, audioBoom, or Stitcher or Google Play to the new podcast from Carol Sanford & Zac Swartout, Second Opinion. Each week, we discuss a peer-reviewed business article. We examine where business ideas come from and the effects they are likely to produce. Read between the lines with us every Thursday. Learn more, suggest an article for review, and subscribe here.

Rigorously Examining Sources & Effects of Practices. Learn to read between the lines and peep behind the curtain on where business ideas come from and what their effects are likely to produce as a result. Predict effects before you buy! Question before you adopt! Business Second Opinion makes it easy.

Listen * Learn * Lead

A BIG THANKS TO ALL OF OUR 2017 REGENERATIVE BUSINESS CHAMPIONS FOR MAKING THE SUMMIT POSSIBLE.
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Abeego Designs
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Biggerstaff Construction
City of Portland
CocoTaps
Community Sourced Capital
Conservation Development
Cycleffect
Decurion Corporation
DirectHarvest
Dr. Bronner’s
Earthseed
Ejido Verde
Epicycled
Evnnu
Evnnu, SPC
Ewing Marion Kauffman Foundation
Food Ethnographer
FoodState
Golden Coast Mead
Goodyl Brand Foods
Google
GreeNexus Consulting
High End Market Place
Highfalutin Brands
Hollybrook Senior Living
HowGood
Inmobiliaria Las Salinas Ltda

International Living Futures Institute
KaosPilots
La Rousse Boutique Salon
Lake Flato Architects
LINC Foods
LoaTree
Natural Habitats
Naturefy
New Hope Network
Nuu-Muu
Orchard Supply Hardware
Penn State University
Presidio Graduate School
RASA
REBBL
Regenerative Capital
Regenesis Group
Rincon-Vitova Insectaries
Robertson Properties Group
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