



# REGENERATIVE BUSINESS PRIZE

## 2020 REQUEST FOR NOMINATIONS

### IMPORTANT DATES:

Pre-proposals Due: March 16, 2020

Nominations Due: April 20, 2020



## 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.

### 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 Transacting:  
**HowGood**, Brooklyn, NY  
**New Hope Network**, Boulder, CO

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.](#)



## 2020 NOMINATION PROCESS

Seven Phases to increase depth and preparation

### 1. Pre-proposal Submissions: Jan 1 – March 16

Smaller concept pre-proposal papers are required using the [pre-proposal form](#).

### 2. Pre-proposal Review: March 16 - 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 not accepted this year.



### 3. Application Process Webinar: April 6

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 highly recommended.

### 4. Nomination Period: March 31 – April 20

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. You can see sample nomination forms submitted by the [2016 Global Honoree](#) and the [2017 Global Honoree](#) of the Regenerative Business Prize.

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## 2020 NOMINATION PROCESS

Seven Phases to increase depth and preparation

### 5. Semi-finalists & Jury Panel announced: May 18

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. [Click here](#) for the list of our quarter-finalists for the 2017 Regenerative Business Prize. Members of the Regenerative Business Prize Jury will also be announced. [Learn more about the 2020 jurists](#).

### 6. Finalists announced: August 3

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

### 7. Global Honoree announced: September 30



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
Action for Impact	Fields

## 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.](#)
  - Fields:** reawakening patterns of energies, which, when regenerated, enable all of the players to understand, contribute and be nourished [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.](#)
  - 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.](#)
- 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 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.



**GLOBAL HONOREE** - One of the six recognized businesses will be selected and named **Global Honoree**.

### 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, 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. 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 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](#).

# 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.

