

METHODOLOGY



THE POSITIVE COMPASS

*Empowering businesses on their
journey towards sustainability and
regeneration*



Positive

THE POSITIVE COMPASS

A dynamic and holistic tool designed to engage your thinking by giving you a new perspective on regenerative business, which creates the freedom to make change happen.

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Positive - www.makeapositiveimpact.co - @PositiveRegen

Acknowledgments

The Positive Compass methodology was developed over several years by the core team of Positive and the appreciated and valuable support of external contributors experts, academics and reviewers. This methodology is an original piece of work that also draws inspiration from existing frameworks and organisations committed to empower systemic change.

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THE POSITIVE COMPASS

Welcome to the Positive Compass Methodology. This methodology is intended as a guiderail empowering changemakers to shift our economy from extraction and exploitation to equity and regeneration. Unlock new possibilities for your business with the compass enabling you to gain new perspectives and access new opportunities.

The Compass provides changemakers with a transformational set of principles - supported by tools and resources to guide and embed Impact. The methodology brings to life these five life-affirming principles (5Ps); People, Planet, Partners and Places with Purpose at the core. This is the future of business'. Future proof your business now and be ahead of the curve by adopting this compass.

This tool is designed to support your company and its ecosystem, and to build an economy in service of life that operates within the planetary boundaries work of Johan Rockström (Stockholm Resilience Centre).

To that end, we favor a qualitative-first approach. This is a key difference when comparing with the current generation of ESG (Environmental and Social Governance) and certification methodologies that have a focus on quantitative metrics first with a view of doing less harm.

Our intention is for the Compass to support businesses to contribute to a thriving planet and enable a life-affirming regenerative and equitable economy.

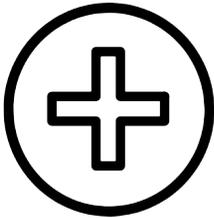


**THE POSITIVE COMPASS®
FOR REGENERATIVE BUSINESS**

KEY

-  **PURPOSE**
Mission at the Core
Engagement
Culture
Governance
-  **PLANET**
Zero Waste
Net Zero & Beyond
Good Materials
Circular Models
-  **PEOPLE**
Team Wellbeing
Fair Pay & Executive Pay
Empowerment
Diverse Teams
-  **PARTNERS**
Slavery Free
Good tech
Fair Value
Healthy Supply Webs
-  **PLACES**
Community Impact
Marketplace Ethics
Biodiversity
Fair Tax

THE FIVE PRINCIPLES



PURPOSE: Purpose at the core

Embedding purpose is foundational. Companies need a clear social and environmental purpose in place before they can build resilient and innovative cultures.

Action Areas: Culture, Engagement, Governance.



PLANET: Right Relationship with Nature

Being in harmony and balance with Nature. Companies give back more than they take so that we can restore ecosystems and build a regenerative economy.

Action Areas: Net Zero, Zero Waste, Good Materials, Good Products & Services.



PEOPLE: Elevating Human Potential

Placing your team's wellbeing front and centre, creating an inclusive workspace, and empowering your team whenever possible.

Action Areas: Diversity & Inclusion, Wellbeing, Fair Pay, Empowerment.



PARTNERS: Value for All

Recognizing 'shared value' is key. This involves creating healthy supply chains, supporting human rights, conditions and living standards.

Action Areas: Fair Value, Modern Slavery, Healthy Supply Webs, Ethical Technology.



PLACES: Empowering Places & Communities

Engaging with the communities companies are part of, and recognizing each place in its own unique way.

Action Areas: Marketplace Ethics, Community Impacts, Fair Tax, Local Biodiversity.

“



I'm constantly asked, not just what better business looks like, but also how to make it happen. The Compass is a fantastic, practical approach to understanding the role your business should be playing in bringing about a healthy economy.

Tom Rippin, Founder and CEO of On Purpose

“



The Positive Compass is the antidote to our current predicament, and a path to a healthier, more hopeful, just and Regenerative future. The vision it sets out is systemic and provides a roadmap for companies - and institutions - that are willing to take sustainability to the next level, and interested in delivering transformational change.

Tracey Osborne, Founder of the Centre for Climate Justice and Academic at University of California



PATHWAYS TO REGENERATIVE BUSINESS

Businesses pass through three main developmental stages on the path to a Regenerative and Equitable economy. These phases can be classified as: “Do Less Harm”, “Do No Harm”, “Restorative” and “Regenerative and Equitable”. The fourth developmental field of “Regenerative and Equitable” is where Regenerative businesses exist, at the cutting edge. This field represents a critical shift in mindset away from previous models of business which were designed to extract resources and exploit humans.

Do less Harm (CSR)

Do less harm approaches are about mitigating risk. Most companies engaging “do less harm” approaches usually do so by bolting on social and environmental initiatives without addressing the wider impacts, footprints, and behaviours of the organisation as a whole. Companies operating in the “do less harm” paradigm often use CSR as a communications tool to mitigate the perception of negative externalities.

Do No Harm (Sustainability)

Do no harm approaches are the most common sustainability practises today. These mostly involve making incremental improvements over time with a view to neutralizing negative externalities. A sustainable mindset can represent a meaningful stepping stone on the journey for companies to move to the next level truly understanding and acting upon their systemic impact.



Do Good

Restorative (Advanced Sustainability)

The first level of “doing good” involves businesses working to be “net positive” and putting back more to the world than they take by replenishing and repairing systems. Companies operating in this paradigm are generally very committed to improving processes and making a positive impact. This field is often led by adherents of stakeholder capitalism. These businesses tend to embrace purpose and culture. However, companies are also curtailed from tackling the root causes of environmental or social issues they may be engaging with, in a systemic way. i.e. tackling over-consumption in the marketplace or shareholder ownership models which may entrench traditional power and inequalities.

Regenerative and Equitable

A regenerative and equitable approach is the highest level of “doing good” and involves a shift in mindset towards living system thinking and a climate justice lens. Businesses operating in this category are actively regenerating and restoring ecosystems and are creating shared value and equity with their ecosystem partners. This approach is predicated on whole systems health and fairness and favours a transfer of power so that the inequalities in the system can be addressed.



HOW TO USE THE COMPASS?

The Compass is intended as a guiderail, not an anchor. Our historic moment presents enormous overlapping challenges for businesses that now face unprecedented levels of technological change whilst navigating unimagined social and environmental crises. Yet, we believe that this moment is also pregnant with possibility.

The Compass and the supporting toolkits we have co-designed are offered as resources to help changemaker businesses make sense of these challenges - and turn them into opportunities - so that they can lead a new era of regenerative change.

At Positive, we reject tick boxing and greenwashing. We ask that you use this resource in good faith and a wholehearted commitment to being part of the solution. We encourage you to invite different members of your company to work on these questions making it a collaborative and intersectional exercise.

We recognise that regenerative changemaking is a dynamic space and we don't have all the answers. Every day, innovators across the world are discovering new and exciting ways to express their missions, whether that be in terms of pushing against the limits of existing legal frameworks to embed the rights of people and nature, or by designing new regenerative solutions, and finding innovative ways of empowering their teams to lead.

The authors intend the Compass to be a dynamic tool and a living document: this is why we invite you to help us make this tool the best it can be by suggesting ways that we can improve it together.



LIVE THE QUESTIONS

Each of the 5 sections of the Compass opens with a key question which we invite you to sit quietly with, and live.

Take a step back and spend as much time as you can embracing what these larger questions mean for you and your business.

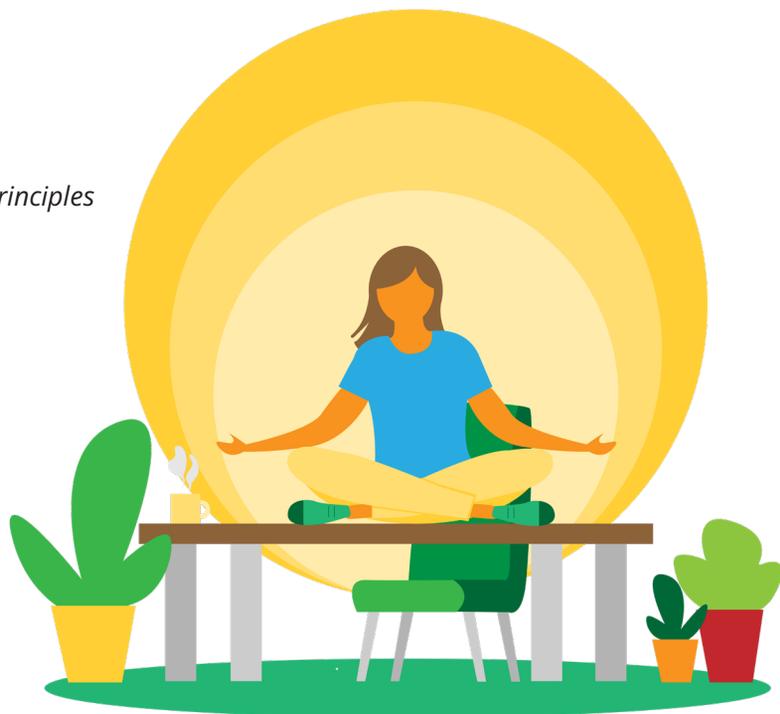
You may find it useful to reflect on whether the actions of your organisation correspond to a “Do Less Harm,” “Do No Harm” or “Do Good” (restorative or regenerative and equitable) approach.

Please resist the urge to move straight to the answers.

Allow the questions to ignite your curiosity about what is possible. What if...?

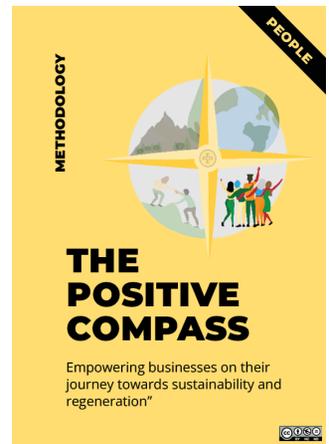
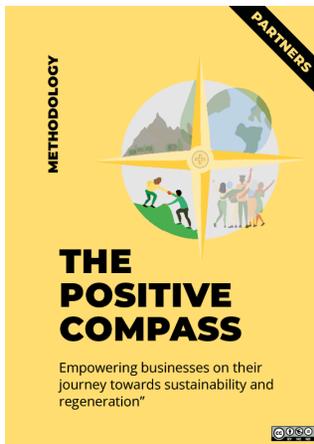
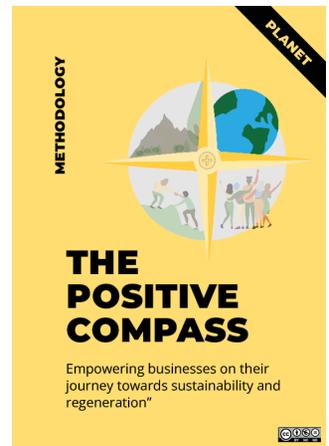
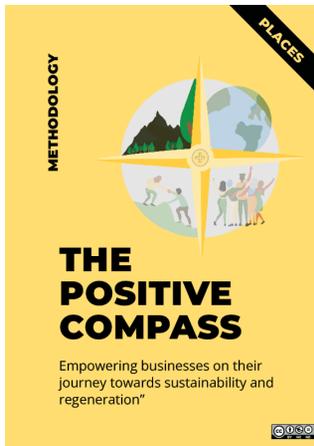
Be the change!

If you are a small business with less than 10 employees, please go through the 5 principles with objectivity, and be mindful of your organisation's capacity.



GET STARTED

Zoom into each area of the Compass to unlock new possibilities for your business. Gain new perspectives and access new possibilities with each of our 5 toolkits (Purpose, Planet, People, Partners, Places).



MOVING FORWARD

Contribute to improving the Compass methodology

The Compass is a dynamic methodology. If you have any insight on how we might be able to improve it, please get in touch. All of us have a stake in co-creating a regenerative future. You can get in touch at contact@makeapositiveimpact.co

Receive support and guidance to apply the Compass methodology

If you would like any support to review your business' impact and receive guidance on how to transform your business, please reach out using the email below contact@makeapositiveimpact.co

Discover our toolkits and roadmaps to foster your impact

The navigation tools are developed over several months within the Regen Futures Lab in collaboration with by experts, academics, business leaders, and reviewers. All the toolkits are aligned with the five principles of the Positive Compass empowering you to move towards Regeneration. Download them for free on our website: <https://www.makeapositiveimpact.co/changemaker-resources>





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