

TAKING THE LEAD



PLANET

ACTIONABLE STEPS

Unleash your impact potential
towards sustainability and
regeneration

NET-ZERO & BEYOND

1. Map out your emissions

Map out your greenhouse gas emissions as well as the ones of your supply chains. Include main sources or “hot spots” so you can address these when you have capacity. Have the goal of covering 95% of your value chain, so no more than 5% of emissions are omitted. Apply the same base year as for your own company’s emissions (Level 1, scopes 1 & 2).

2. Set up responsibilities

Appoint a team lead to be accountable for emissions and reporting. Share info on reduction measures to encourage best practices with peers and team members. Encourage consultations with stakeholders wherever possible to co-design solutions.

3. Set yearly targets and milestones

Decide which emissions to eliminate first and break down the targets into manageable goals. Take tough decisions early on & commit all in. Actions fall broadly across four headings;

- a. Set up procurement guidelines and a code of conduct for your suppliers
- b. Rethink product design
- c. Explore collaborations with suppliers and customers for Net Zero
- d. Reorient your business strategy, and investment portfolio

4. Start with “low-hanging fruit”

It usually comes with cost savings and other benefits. Low-hanging fruit often includes greater energy efficiency, transitioning to cleaner renewable energy, and retrofitting buildings. Then systematically reduce energy, resources and waste across your business.

5. Disclose your company’s plans for Net Zero & Beyond

Include your plans and emissions reductions into your yearly reporting. Disclose value chain emissions and reduction plans as part of your annual public reporting. Be transparent about challenges. Evaluate, course-correct and update your plan every year.

6. Review and update your company's vision and mission to reflect your climate ambition

Assess the extent to which your business model and value proposition are aligned with Net Zero ambition. Ask whether your competitive advantage is compatible with your climate ambition and viable in a Net Zero world. If there is a tension between current competitive strengths and Net Zero ambition you must evolve your competitive advantage by rethinking your model - and mitigating climate-related risks. As you do so you should choose to address societal needs over simply electing to upgrade existing products.

7. Embrace circular solutions

Shift to a more resource-efficient circular model that reduces, reuses and recycles good materials. Choose sharing models over throw-away consumptive models. Collaborate with suppliers, partners, and your customers, to create circular emission-free value chains. Mobilize the value chains and larger ecosystem (e.g., investors, regulators, etc.) to align with your climate ambition.

8. Put climate at the core

Place the climate at the heart of your financial and investment strategy. Reject investments that are harmful. If you have the capability, embed carbon accounting into your financials.

9. Avoid carbon offsetting

Do not use carbon offsetting until all your emissions are reduced to their minimum. Offsetting should only be used for Scope 3 emissions as a final stage.

10. Adopt a Net Zero & Beyond byline in your messaging

Use your market presence to influence consumer, market, investors, and business decision-making. Educate and empower your leadership and team about your company's Net Zero & Beyond climate ambitions and action plans. Inspire everyone in your team to be a climate leader by empowering and supporting them. Join movements and coalitions to support industry-wide action.

ZERO WASTE

1. Get the support of your colleagues

Identify the right people, and collaborate to ensure a successful roll-out. Win over your team, and get the buy-in of senior managers. Depending on the size of your organisation, these may include facilities managers, procurement teams, operations supervisors, catering and cleaning teams, etc. Be mindful of the language you use, to get the buy-in you need, your Zero Waste goals should be communicated in ways that inspire your colleagues to action. Do your best to align your narrative with your global vision of meeting targets and maintaining a smooth roll out and update your messaging as you shift gears.

2. Audit your waste

A waste audit will give you a detailed understanding of your waste streams, where it is being generated, how often, how much, where it ends up, and how effectively your waste and recycling programs are working (or not). Guesswork should be avoided as it is a very poor substitute. Analysing the composition and makeup of your waste and measuring the volume and weight (food, paper, plastic, metals, etc.) allows you to see where you can intervene to have the greatest impact. As with carbon, Net Zero audits, set a baseline year and work from there.

3. Set goals

You will need a coherent waste strategy to tackle the most significant waste streams and maximise your early results. Ensure that your strategy reflects the waste hierarchy, prioritising reduction first, then reuse and recycle. Set yourself targets to help focus your organisation and colleagues on the action and empower team members to find solutions. It may be helpful to set modest goals for the short term, testing along the way and exploring what's possible, increasing the level of ambition afterwards.

4. Test and trial

If you operate a larger, more complex operation, you may prefer to launch a trial first in one part of your business, working closely with employees to understand their challenges, if any, and how easily they embrace and adapt to the changes. Host a session with your team to explore possibilities and ideas. Survey your employees. Live trials can inform how best to roll-out new initiatives at scale. Trialling can also provide you with better information about volumes of waste streams and provide useful insights which can be helpful as you plan your solutions and strategies.

5. Look for upstream and downstream opportunities

By studying 'upstream' sources you can identify whether you can reduce the quantity of the original product in quantity, weight and size, or switch to a more durable product. A 'downstream' analysis will reveal opportunities to extract maximum value from your waste.

You may find that you are able to open up a new revenue stream, whilst simultaneously reducing waste, and reducing waste disposal costs. Many companies have found that they can already make a significant dent in their waste strategy by setting up a process to compost food waste and organic materials. That's because organics don't decompose properly in landfills because they aren't properly aerated - 20% of all methane emissions are from landfills. This is why one of the best things you can do for the environment is to compost your food scraps. By composting wasted food and other organics, methane emissions are significantly reduced. Compost reduces and in some cases eliminates the need for chemical fertilizers. Food waste also makes up around 30% of all waste.

6. Design with zero waste in mind

Designing your food products, packaging, and services with Zero Waste in mind - all the way through the production process with the end-user and end of life - cycle in mind - is key.

7. Work with suppliers

Work with suppliers to take-back or redesign products and reduce packaging i.e. from polystyrene to recyclable cardboard. Some companies get crafty: one hotel now asks suppliers to remove pineapple heads before taking delivery. B2B suppliers are responding to green demand.

8. Align with networks

Plug into local recycling or environmental business networks. It's important to remember you are part of a wider movement, and others are working to address similar challenges. Drawing on the hard-won insights and experience of others in your area or sector can be very enriching. Getting involved in community initiatives will help you raise awareness and deepen engagement for your in-house recycling and Zero Waste program. There may also be local business networks and social enterprises focusing on specific items such as furniture, equipment or food waste. If your organisation's waste is too small on its own to warrant a waste-to-wealth solution, a more viable opportunity could present itself in peer to peer collective actions.

9. Create wealth from waste

A new generation of companies is turning its waste into wealth. Businesses are even building brands out of waste. Your trash may be someone else's treasure!

10. Promote a zero-waste mindset

Create a Zero Waste culture shift in your workplace. Encourage everyone in the business to rethink the idea of waste. Engage the whole team in finding solutions and alternatives to legacy materials, inputs and systems that can't be recycled or reused. Embrace best practice. Even the very best program can fail without awareness. Engaging stakeholders in your Zero Waste ambitions and program is key. Stakeholders need to know what can be recycled, where to place those materials, and how to avoid contamination and spillage which can recyclables being sent to landfill.

- › Encourage employees to opt for circular products
- › Involve your whole team in finding innovative ways to reduce waste.
- › Create a new policy for suppliers, and work with them to achieve your goals
- › Make sure your whole team, and suppliers align with your goals
- › Promote your leadership in the Zero Waste arena
- › Be transparent, showcase successes and wins with facts and figures, and key targets.
- › Nominate 'recycling champions'
- › Involve employees in design, communication & implementation of zero waste strategies.

GOOD MATERIALS

1. Design your products and services in alignment with social and environmental impact

Make sure whatever you create contributes to society and the environment. Ensure fair, ethical, transparent sourcing of raw materials. Review your production to ensure that all your practices contribute to making a positive impact.

2. Prioritise home-compostable, biodegradable

It's not fair to pass the issue of disposing of our waste to future generations. So always choose home-compostable, biodegradable first. As a second option, choose packaging options which have a minimal footprint and are supported by waste management facilities i.e. glass and aluminium with high rates of recyclability. Celestial Tea's home compostable packaging does not use strings, staples or individual wrappers for its tea bags, avoiding 3.5 million pounds of landfill a year. Love the Wild released a compostable tray for ready-to-cook sustainable seafood meals, with trays made from plant-based plastic.

3. Give single use the heave-ho!

Single use plastic is the scourge of our polluted planet, and at this stage, there's simply no excuse. Plastic straws, carrier bags or sweetie wrappers can seem harmless but these single use plastics come with a high environmental price—one that we'll be paying off for millennia, as well as devastating impacts on our ocean, wildlife, and health. Check out Single Use Alternatives and Vegware in the UK, and Green Packaging in the US for great alternatives.

4. Design with mono-materials

Packaging composed of several materials is always harder to recycle e.g. boxes with plastic 'windows' to show the product inside. Always opt for packaging consisting of a single material, ensuring the material is recyclable and is indeed recycled.

5. Reduce size and weight

The fewer materials used to create packaging, the fewer resources were used to manufacture these materials and the less waste there will be at the end of the life of packaging. The same goes for weight and transportation emissions.

6. Use realistically recyclable materials (and choose recycled first)

It is important to pay attention to the recycling capacities of individual geographical regions or cities. Other things being equal, it is better to use packaging materials that can be realistically treated by local waste management capacity. Guayaki is a yerba mate company. A large portion of its cans come from half previously recycled aluminium and use 95 percent less energy than conventional aluminium cans.

7. Design for reuse

Follow the 3Rs rule: Reduce, Reuse, Recycle, in that order. At Positive we encourage brands who go the extra mile and think creatively about other ways their packaging can be used afterwards. RISE, from Sweden, prototyped a cellulose-based container that can be filled with freeze-dried vegetables and flavourings, which, after adding hot water, opens up into a fully compostable bowl. Rerooted has revived the milkman - with electric floats and returnable glass bottles - for its plant-based alternative milk.

8. Introduce take return or circular schemes

To make your packaging even more reusable, why not reuse it yourself? To do so, you could introduce take return schemes, through which consumers could give packaging back to you. For example, Wee Isle Dairy, a small farm on the island of Gigha, reuses their milk bottles - you can bring your bottle back to the store, from where it will be sent back to the farm. Oat milk brand Untitled Oats follow a similar scheme but goes a step further by returning a 'deposit' to their customers for every returned glass bottle.

9. Use nature-friendly print colouring

Printing materials can be toxic and leech into the environment, poisoning soils and entering the groundwater. No Evil Foods' meat alternatives come in compostable packaging made by Kraftpak which is printed with plant-based ink.

10. Avoid over-packaging across the business

Optimize how materials move across the chain so you can cut the waste that comes with them. Work with suppliers and vendors to optimize your supply chain. Three areas to look at better managing demand properly to ensure that you don't overproduce/over-order, consolidating shipments to use less packaging, and working with supply chain partners to use better packaging.

CIRCULAR MODELS

1. Review your practices using the 7Rs model

Prevention plays an important role in shifting mindsets and leading change. Therefore, the 7 R's ladder is an important model to keep in mind. Review all your practices in relation to the 7Rs ensuring that recycling is the very last option you choose.

- › Rethink
- › Refuse
- › Reduce
- › Reuse
- › Repurpose
- › Recover
- › Recycle

2. Move towards a circular and closed-loop model

Start by redefining how business growth is created as well as the way you deliver value to consumers by transforming the relationship you have with your market. Create brand value by opening up new revenue streams aligned with closed-loop models and driving a systemic shift from linear to circular design of processes and products. Improve resource efficiency to reduce costs, risk and exposure to price fluctuations.

3. Design out waste and pollution

Do more with fewer resources by designing products and services in a new way. This opportunity gives you the chance to improve efficiency while contributing to making a positive impact.

- › Design for Durability, so products last the longest possible time
- › Design with Optimal Resources, reduce waste, use minimal construction & good materials
- › Design for Disassembly (DfD), so products can be easily taken apart, quickly
- › Design for Repair, so products can be easily repaired
- › Design for Upgrade, so products can be used over longer periods
- › Design for Remanufacturing, so old components can be reused in new products
- › Design for Multifunctional use, so products are more efficient
- › Design for Recycling, so that the product's different components be recycled easily

4. Adopt a circular business model

Improve your company's business model by adopting a circular approach moving away from linear practices. Rethink your approach to reduce costs, create new income streams, and build value for customers. Explore the following circular business models. They do not exist in isolation and may be combined for best effects.

› **Circular Supplies (Narrow)**

The circular supplies business model involves the use of renewable, bio-based or fully recyclable materials to replace single-lifecycle inputs. This approach works well when dealing with scarce commodities. Products and processes are redesigned with optimum material use in mind.

› **Resource Recovery (Regenerate)**

The resource recovery business model uses technological innovations to recover and reuse resources, eliminating material leakage and maximizing economic value. The resource recovery business model includes closed-loop recycling, industrial symbiosis and Cradle-to-Cradle designs, whereby waste materials may be collected and re-processed into new resources. This model is often accompanied by Incentivised Return programs whereby incentives are exchanged for 'used' products which may then be refurbished and re-sold. Products can be designed with end-of-life reverse logistics in mind, so that their components and by-products are recovered and repurposed, saving resources and energy. Data and tracking technologies may also be deployed with the resource recovery model. This approach is about finding alternative value in the parts that make a product whole. It can involve closing the life-cycle loop by creating products that can be upcycled, repurposed, and re-sold.

› **Product Life Extension (Slow)**

The product life extension model is about extending the lifecycle of products and assets. Material that could be wasted is maintained or even improved via remanufacturing, repairing, upgrading or re-marketing. The product life extension business model helps companies to keep material out of landfills and can open up new sources of income. Maximising product lifetime can also be supported by minimising new purchases through tracking an organisation's assets (asset management), and planning what can be reused, repaired or redeployed at different sites. Products designed for long life can also be supported by guarantees and trusted repair services.

› **Sharing Platforms (Close)**

The sharing platform model usually involves the sharing of products and assets that have low ownership or use rate. Facilitating shared access to many can maximize the use of a company's products, enhancing productivity and unlocking value creation. The sharing economy has taken off over the last decade with many examples ranging from Airbnb to Taskrabbit, Lyft and Uber. Customers can rent or share products via peer to peer or B2B networks.

› **Product as a Service (Slow)**

The product as a service business model allows customers to use products through a lease or pay-for-use arrangement instead of buying to own. This model can benefit companies with high operational costs, and those that have the ability to manage maintenance, and are well placed to recapture residual value at the end of life. The company delivers the performance outputs of a product whilst retaining ownership. The manufacturer, therefore, has greater control over the production of a product, and a vested interest in designing a product with a longer life cycle.

5. Leverage your potential using circular boosters

Boosters are not strictly circular but can enhance the five circular business models' circularity.

› **Downcycling**

Turning materials from used products into a new product with lower quality/ value.

› **Upcycling**

Turning materials from used products into a new product with a greater value.

› **Local Loops & Networks**

Sharing services, utilities & by-products with partners to save resources in your area.

› **Collection Services**

Providing a service to collect used products.

› **Data**

Providing data management, product personalisation and virtualisation.

MEASURE YOUR IMPACT

The Compass includes more than 100 data points that will help you assess your practices and move closer to regenerative impact. Explore your impact with the compass: <https://www.makeapositiveimpact.co/positive-compass>



THE POSITIVE COMPASS[®]
Planet, People, Partners, Places, Purpose

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*

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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