

METHODOLOGY

PLANET



THE POSITIVE COMPASS

Empowering businesses on their journey towards sustainability and regeneration



Positive

THE POSITIVE COMPASS - PLANET TOOLKIT

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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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*

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

The Purpose section 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.

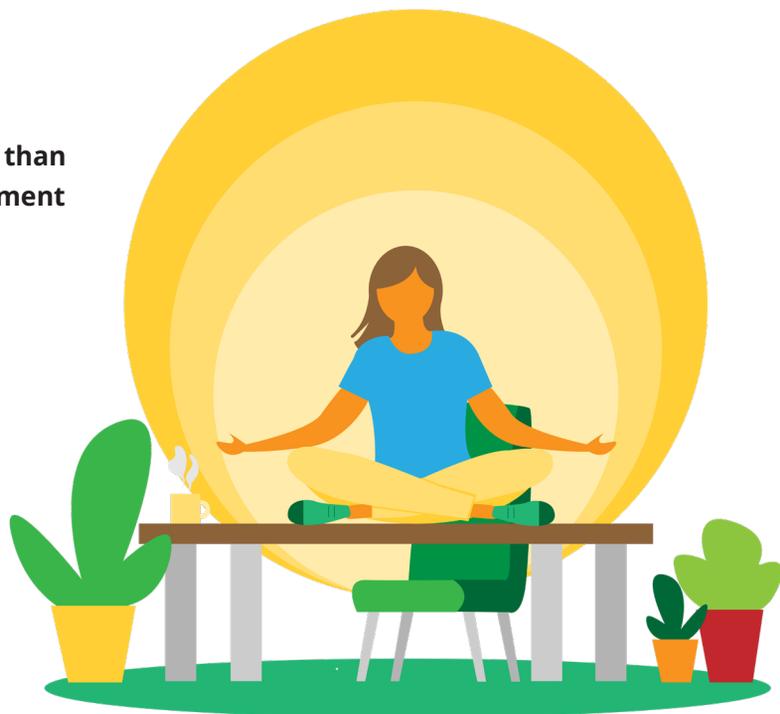
You may find it useful to reflect on whether the actions of your organisation correspond to a “Do Less Harm,” “Do No Harm” or “Do Good” (restorative or regenerative and equitable) approach.

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 read the document with objectivity, and be mindful of your organisation’s capacity.





PLANET

Right Relationship with Nature

HOW ARE YOU ALIGNED WITH LIVING SYSTEMS AND CONTRIBUTING TO LIFE ON EARTH?

Action Areas; Net Zero and Beyond, Zero Waste, Circular Models, Good Materials



NET ZERO AND BEYOND

1. We are committed to being a Net-Zero¹ or Climate Positive² company

- » Yes
 - › We are already Climate Positive (Net-Zero and Beyond)
 - › We are already Net-Zero

 - › We are committed to being Climate Positive by 2030
 - › and actively taking measures to achieve that
 - › but not taking measures to achieve that yet

 - › We are committed to being Net-Zero by 2030
 - › and actively taking measures to achieve that
 - › but not taking measures to achieve that yet

 - › We are committed to reaching Climate Positive by 2050
 - › and actively taking measures to achieve that
 - › but not taking measures to achieve that yet

 - › We are committed to reaching Net-Zero by 2050
 - › and actively taking measures to achieve that
 - › but not taking measures to achieve that yet
- » No, not yet

2. We measure, report, monitor and act upon to eliminate emissions

» *Office Commuting*

We provide support and incentives to our employees to promote...

- › Biking incentives
- › Carpooling
- › Rail & public transport discounts
- › Remote working incentives
- › Other, please specify

- › None of the above

1 Pursuing a 1.5°C aligned science-based target for all value-chain emissions. Any remaining hard-to-decarbonize emissions must be compensated using certified greenhouse gas removal as the latest option.

2 Your company is taking or causing action beyond carbon neutrality by removing GHGs from the atmosphere or reducing emissions to the atmosphere such that the aggregated reductions and removals exceed the unabated emissions from the subject.

» *Long-Distance Travel*

- › We avoid air travel altogether
- › We offer our employees some benefits (ie. an extra day off) if they use zero or low emissions transportation (e.g. train)
- › We use virtual meeting technology whenever possible instead of physical meetings to avoid heavy emissions
- › Other, please specify

- › None of the above

» *Buildings & Plant*

- › Our buildings were constructed with sustainable materials (e.g. reclaimed, low impact materials)
- › We consider environmental impact when locating to new sites
- › Our buildings are LEED-certified (or equivalent)¹
- › We ensure the energy efficiency of all our offices/plant, using renewable energy sources
- › We ensure the energy efficiency of all our offices/plant, monitoring our usage
- › We ensure the energy efficiency of all our offices/plant, having set reduction targets
- › We use systems to monitor and improve water and energy efficiency
- › We use systems to monitor and improve air quality
- › Our buildings are Living Buildings, integrated with and mimicking natural processes, obtaining all resources for operation from the natural environment (e.g.rainwater, wind, sunlight)
- › Our buildings produce all their energy, capture and treat all water, and are designed for a net-positive impact on the environment
- › Other, please specify

- › None of the above

3. We have undertaken Life Cycle Assessments² (including carbon measurement)

» Yes

- › We have assessed our supply chain/web
- › We have assessed one part of value chain/web
- › We have conducted our own life cycle assessments
- › Life cycle assessments conducted/verified/certified by an independent third party
- › Other

» No, not yet

1 LEED (Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world.

2 Life cycle assessment or LCA (also known as life cycle analysis) is a methodology for assessing environmental impacts associated with all the stages of the life cycle of a commercial product, process, or service.

4. We have taken steps to reduce emissions across transport & logistics in our supply chain

- » Yes
 - › We give priority to local suppliers and markets (from a 350-kilometre radius)
 - › We use logistics tools and/or software to increase transport efficiency and minimize fuel usage
 - › We use low-impact options (e.g. rail, or sea freight) in our supply chain and distribution
 - › We avoid air travel and air flight altogether for shipments
 - › We use renewable energy across our whole supply chain and distribution
 - › We are introducing renewable energy across our supply chain and distribution
 - › We use energy-efficient vehicles across our whole supply chain and distribution
 - › hybrid
 - › biofuels
 - › electric
 - › hydrogen
 - › We work with our suppliers to eliminate/reduce emissions at source
 - › We provide suppliers and partners with clearly worded policies setting out our environmental standards and criteria on Net Zero and Beyond
 - › Our suppliers are carbon neutral
 - › Our suppliers are climate positive

- » No, not yet

5. We monitor and record greenhouse gas emissions and have set reduction targets

- » Yes
 - › We monitor and record greenhouse gases emissions
 - › We have set clear reduction targets

- » No, not yet

ZERO WASTE

1. We are committed to being a Zero Waste¹ and plastic-free² company (i.e. using home compostable³ and biodegradable options⁴ only)

- » Yes
 - › We are already Zero Waste and plastic-free
 - › We are committed to being Zero Waste and plastic-free by 2030
 - › and actively taking measures to achieve that
 - › but not taking measures to achieve that yet
 - › We are committed to being Zero Waste and plastic-free by a later date than 2030
 - › and actively taking measures to achieve that
 - › but not taking measures to achieve that yet
- » No, not yet

2. We measure, report, monitor, and act upon to eliminate our waste

- › We have reduction targets so that we eliminate avoidable waste, repurposing the remaining waste wherever possible
 - › We have processes in place so that waste materials, machinery, stock and other inventory can be repaired or processed for future reuse wherever possible
 - › We are working to reduce our waste by 90%* from the start of our initial reporting period onwards
 - › We work with our suppliers towards reducing our waste at source by 75% or above
 - › We recycle all our waste into new inputs that can be re-used by the company or by third parties
 - › We recycle some of our waste into new inputs that can be re-used by the company or by third parties
 - › We provide suppliers and partners with clearly worded policies setting out our environmental standards and criteria on Zero Waste
- » None of the above

1 The conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health.

2 Overall or cumulative product that is being sold to the end consumer does not contain any plastic. Hence, both content and sales packaging have to be free of plastics.

3 Home compostable packaging means that any component or material used in the packaging including the printing ink, and the adhesives decompose into organic soil. The end customer simply can place the packaging in the home compost bin along with fruit and vegetable.

4 A material has to be able to disintegrate after 12 weeks and completely degrade after 6 months. Importantly, a compostable material will not remain in the environment in a harmful form but rather turn into water, biomass and CO₂. It can be composted either through home or industrial composting.

3. We measure, report and monitor our water usage for better resource management

» Yes

- › We have reduction targets set from an initial recording period
- › We are committed to conserving water wherever possible
 - › and actively taking measures to achieve this
 - › but not taking measures to achieve this yet
- › We publicly report and disclose our use of water

In areas of water scarcity¹,

- › We analyse our organisation's impact
- › We actively take measures to reduce our negative impact
- › We shift the source of water consumption to a non-water-stressed location
- › We shift the source of water consumption to a non-water-stressed period
- › We ensure that all our effluent, discharges and wastewater are safely treated and processed before being returned to nature
- › We are actively restoring and regenerating water systems in such a way as to have a net positive impact on the watershed
- › Other, please specify

» No, not yet

CIRCULAR MODELS (products)

1. Our business model supports the 7 principles of the circular economy² purposefully designing waste out of the system³

» Yes

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

» No, not yet

1 Water scarcity can mean scarcity in availability due to physical shortage, or scarcity in access due to the failure of institutions to ensure a regular supply or a lack of adequate infrastructure. Water scarcity already affects every continent. An increasing number of regions are reaching the limit at which water services can be sustainably delivered, especially in arid regions. (United Nations Water)

2 The circular economy is a systems solution framework that tackles global challenges like climate change, biodiversity loss, waste, and pollution. We must transform every element of our take-make-waste system: how we manage resources, how we make and use products, and what we do with the materials afterwards. (Ellen Mac Arthur Foundation)

3 Designing waste out of the system is about ensuring the most efficient use of resources to minimize waste.

2. We have a sharing economy or circular (closed loop) business model

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

- » No, not yet

GOOD MATERIALS

1. Our products and services are aligned with the planetary boundaries

- » Yes
 - › Our products and services are designed to contribute to society and the environment
 - › Our products and services come from renewable and regenerative sources

- » No, not yet

2. We design our packaging to eliminate negative environmental impacts (i.e., recyclable or biodegradable materials) (products)

- » Yes
 - › Biodegradable
 - › Home Compostable
 - › Compostable in Industrial Facilities
 - › Recyclable in special facilities¹ (i.e. Tetra Pak)
 - › Recyclable in standard facilities²
 - › Other, please specify

- » No, not yet

1 Recycling materials needs to be done with special machinery in specific facilities. This causes the recycling process to be much more complex and energy demanding. I.e/ TetraPak materials require special facilities due to the numerous layers of components of their packaging.

2 Recycling materials can be done in any basic facility and does not require specific machinery.

3. We have strategies in place to mitigate environmental impacts caused by the use and disposal of our products at end of life (products)

- » Yes
 - › We have a policy to mitigate environmental impact of our products at end of life
 - › We avoid selling to parts of the world that don't have the capacity to recycle our products and packaging at the end of life
 - › Our products or materials do not leak into the environment at the end of life
- » No, not yet

4. We disclose where all our materials, products or ingredients are sourced from and have processes to ensure traceability (products)

- » Yes
 - › We publicly disclose sourcing information
 - › We only disclose the final production location
 - › We publicly disclose the source location of all ingredients and materials
 - › We publicly disclose the names of suppliers
 - › We publicly disclose suppliers' social and environmental practices
 - › Other, please specify
- » No, not yet

5. Our products or services enhance human life and/or the natural world

- » Our products or services are not harmful
 - › We do not use conflict materials (gold, diamonds, tin, tungsten or coltan)
 - › We do not use genetically modified ingredients
 - › We do not use synthetic nanoparticles
 - › We do not use toxic materials
 - › We do not use materials that do not break down naturally in humans or the environment such as conventional plastics¹
- » No, some of our products may impact human life and/or the natural environment

¹ Conventional plastics are polyethylene, polypropylene, polystyrene, poly(vinyl chloride) and poly(ethylene terephthalate), which are non biodegradable;

REGENERATIVE ATTRIBUTES

Regenerative businesses give back more to nature than they take. Being in “right relationship with nature” regenerative companies recognise and respect the integrity of living systems. Regenerative businesses exhibit many of the following attributes (the list is non-exhaustive);

NET ZERO & BEYOND

- › Are Climate Positive - as a result of real transformative action - mitigating as a last resort
- › Advocate a new economy in right relationship to nature
- › Prioritise local suppliers, partners and markets so that the carbon footprint is the lowest
- › Opt for virtual meetings and encourage home-working wherever possible
- › Educate and engage the whole team in the environmental impact of the organisation

ZERO WASTE

- › Are Zero Waste and plastic-free
- › Conserve water and other resources

CIRCULAR MODELS

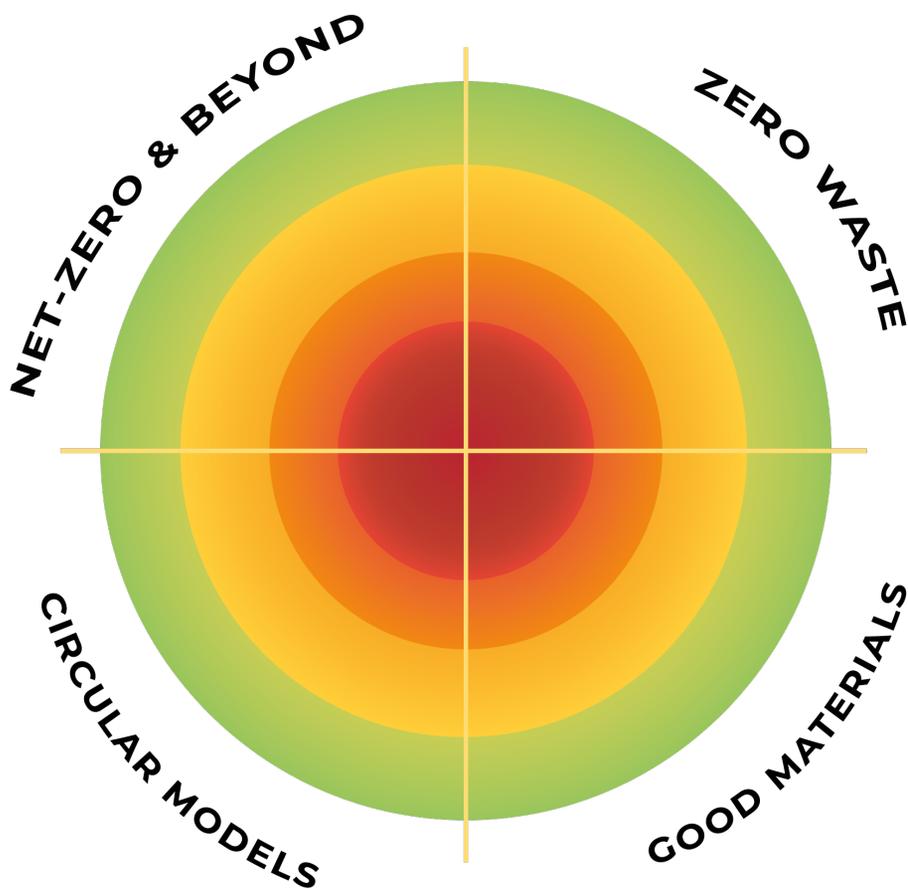
- › Adopt a business model that supports the 7 principles of the circular economy
- › Adopt a sharing economy or circular model if making products

GOOD MATERIALS

- › Only create products and services aligned with the planetary boundaries
- › Design packaging with biodegradable and home compostable materials
- › Ensure products or materials do not leak into the environment at the end of life
- › Transparently disclose sourcing information about ingredients, materials and suppliers

WHERE ARE YOU AT?

We invite you to fill this enneagram to visualise how well you are doing with your impact on planet. Reflecting on the questions you went through, assign a score to your company ranging from “do less harm”, “do no harm”, “restorative”, “regenerative and equitable”.



● Do less harm ● Do no harm ● Restorative ● Regenerative and Equitable

WHERE DO YOU WANT TO BE?

Well done for completing the enneagram! You now have a clear view on how advanced your impact on planet is.

As you look to the future, how could you leverage your environmental impact to transform the positive contribution of your organisation and its culture? What is the impact you want to create?

HOW DO YOU GET THERE?

Now is time to embrace the opportunity of improving your business. Let's look at the path ahead...

What is your timeline to reach the goals you have set up?

Who is responsible for the delivering of these goals?

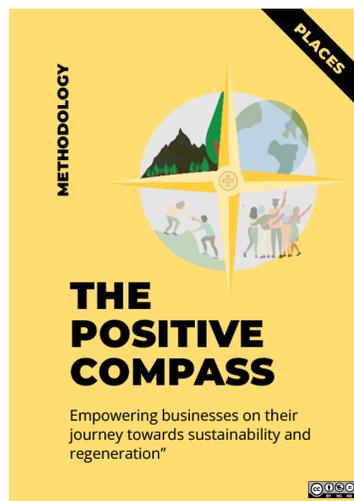
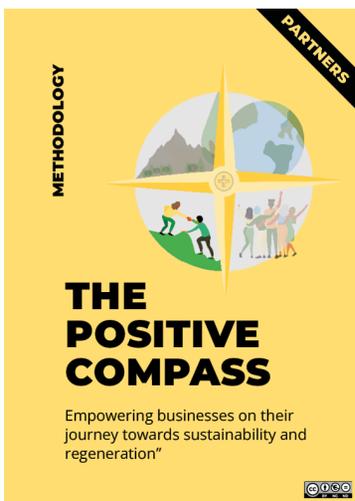
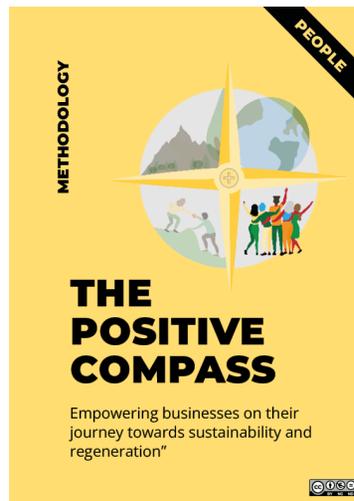
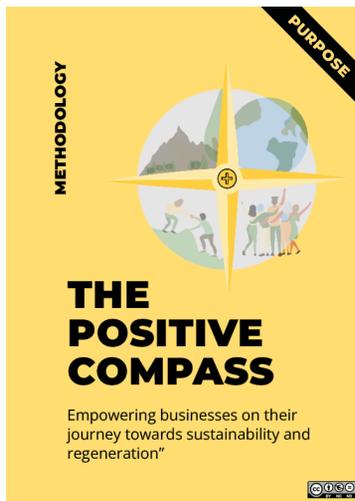
What are the risks and opportunity costs of inaction?

What resources are required?

What are the tasks you have identified to complete this work?

EXPLORE OTHER AREAS

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 4 other toolkits (Purpose, 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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