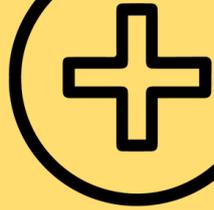


# **BUSINESS AS UNUSUAL**

*8 Concepts & Frameworks to solve  
the world's biggest problems*





# WHY WE WROTE THIS

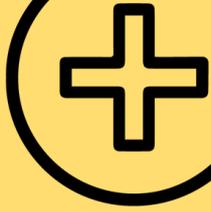
COP26 provides us with the **opportunity to reflect on the proliferation of climate disasters** - whilst thinking up real, tangible solutions. At Positive, we strongly believe this solution lies in evolving away from traditional models of capitalism. In pursuing new, **regenerative ways of doing business**.

To that end, we have **compiled a list of 8 groundbreaking concepts and frameworks to help us get there**. We hope this list **catalyzes new and regenerative mindsets for solving the world's biggest problems**.

In this report, you'll find a **brief summary of each concept or framework**; there is a much wider body of research behind every concept or framework listed. If you're interested, we encourage you to **explore the links included**. Following our curiosity, we can discover previously unimagined ways of living.

**Let's begin!**





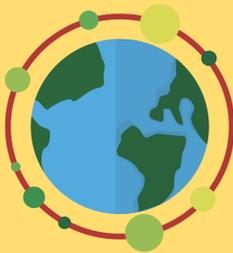
# 8 CONCEPTS & FRAMEWORKS



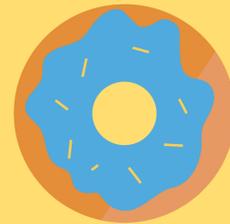
*Regenerative Economy*



*Circular Economy*



*Planetary Boundaries*



*Doughnut Economics*



*Wellbeing Economics*



*Post Growth*



*Localization*



*Positive Compass*

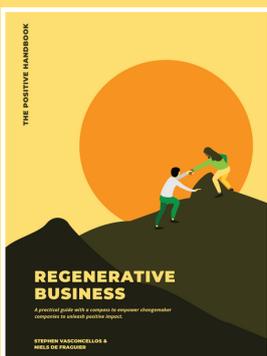




1st

# REGENERATIVE ECONOMY

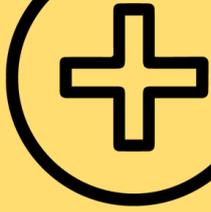
In practice, sustainability focuses on minimizing harm with the end goal of achieving a neutral impact on the planet. The regenerative economy goes further. Inspired by nature, the principle underpinning the regenerative economy is to give more than we take. Most people understand the regenerative economy as restoring nature's ecosystems, however, according to John Fullerton's 8 Regenerative Economy Principles, it is evolving to a more holistic view of how the economy should operate.



*Check out the Positive Handbook for more information on the Regenerative Economy*

**[Download the first 50 pages](#)**





1st

# REGENERATIVE ECONOMY



Source: Capital Institute





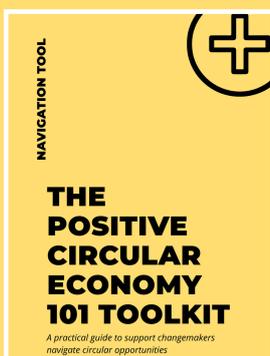
2nd

# CIRCULAR ECONOMY

Ever thought about how inefficient and wasteful our take-make-waste habit is? The circular economy offers a solution where we design waste out of the system by reusing, repairing, recycling or sharing products.

Championed by the Ellen MacArthur Foundation, the circular economy also encompasses how products are manufactured, transported, and used to “tackle climate change and biodiversity loss together, while addressing important social needs.”

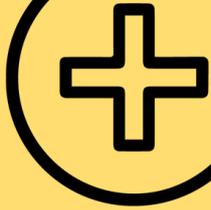
*Source: Ellen MacArthur Foundation*



*Check out our Circular Toolkit for more information on the Circular Economy*

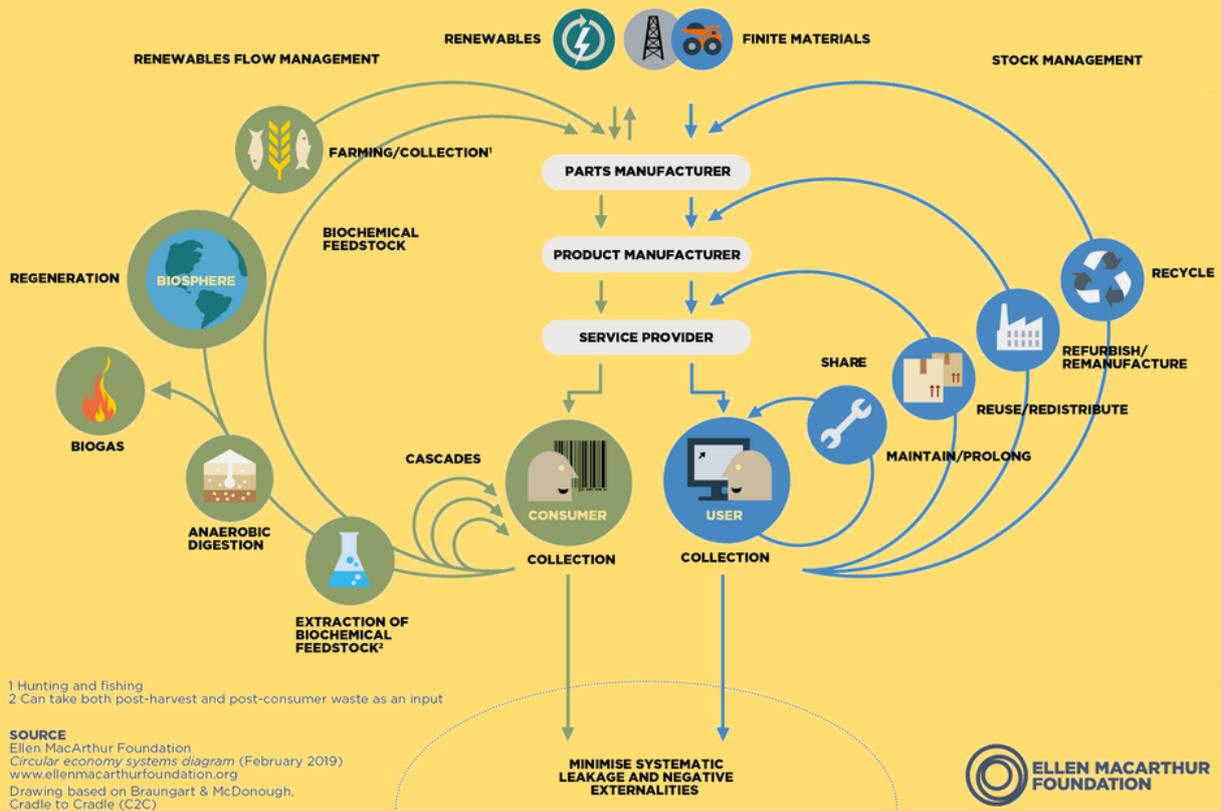
**Download your Toolkit**





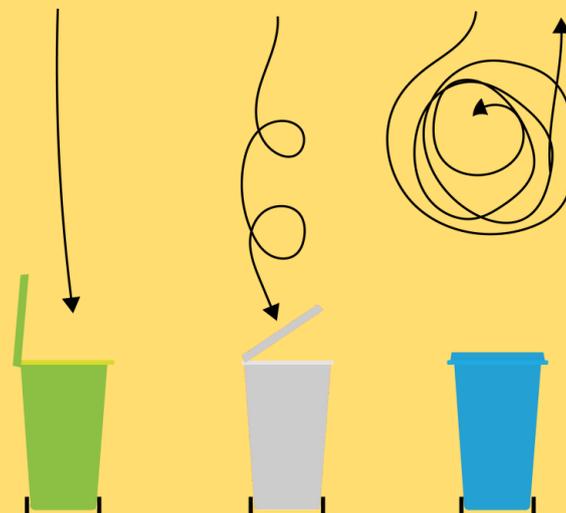
2nd

# CIRCULAR ECONOMY



Source: Ellen MacArthur Foundation

LINEAR      RECYCLING      CIRCULAR

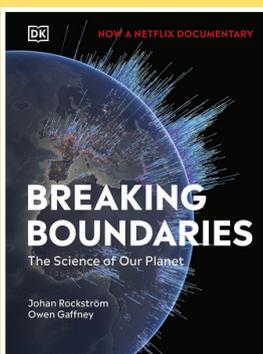
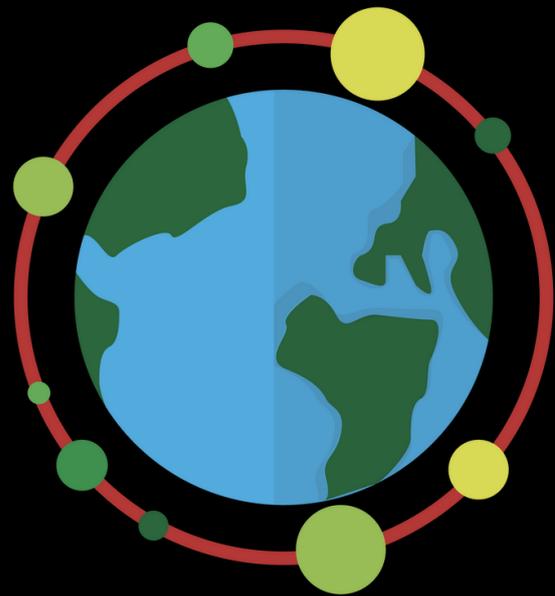




3rd

# PLANETARY BOUNDARIES

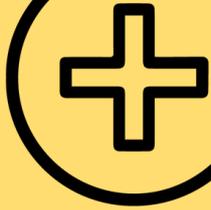
In 2009, environmental scientists at the Stockholm Resilience Centre created the planetary boundaries: a diagram and framework that shows how we are performing across nine metrics. It shows “a set of nine planetary boundaries within which humanity can continue to develop and thrive for generations to come”; unfortunately, we are already surpassing four of the nine boundaries.



*Discover the Breaking Boundaries book from Johan Rockstrom*

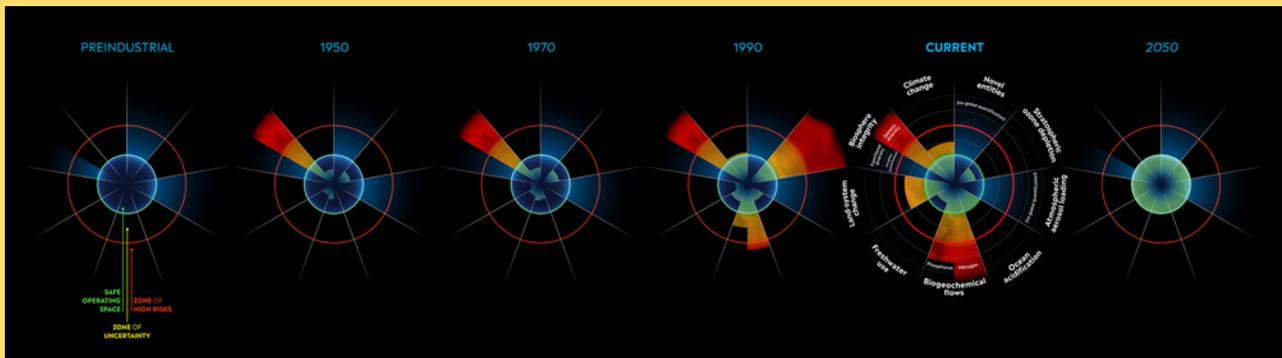
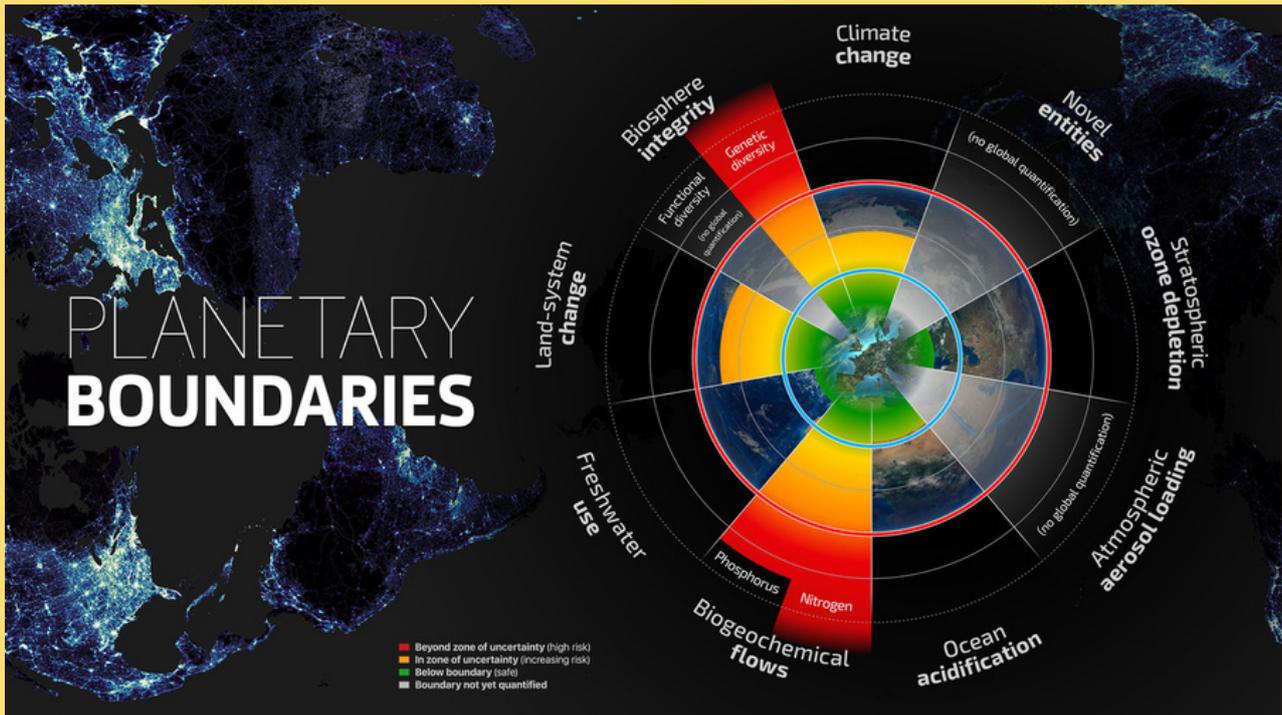
[Learn More](#)





3rd

# PLANETARY BOUNDARIES



Source: Stockholm Resilience Centre - Globalia



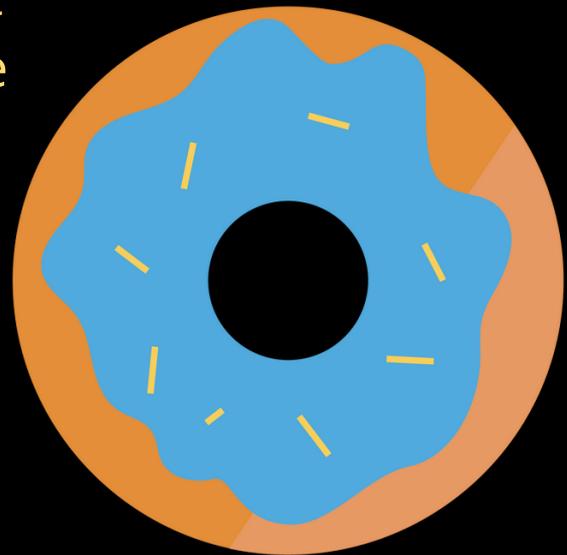


4th

# DOUGHNUT ECONOMICS

Inspired by the Planetary Boundaries, the Doughnut is an economic model that combines our Ecological Ceiling (the nine planetary boundaries) and our Social Foundation (twelve internationally agreed social standards) by which humanity needs to survive and thrive.

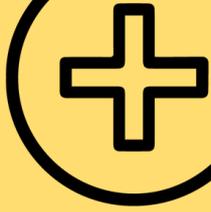
It is a practical model that has been put into practice by businesses and governments.



*Learn More about the Doughnut Economics with Kate Raworth's TED Talk*

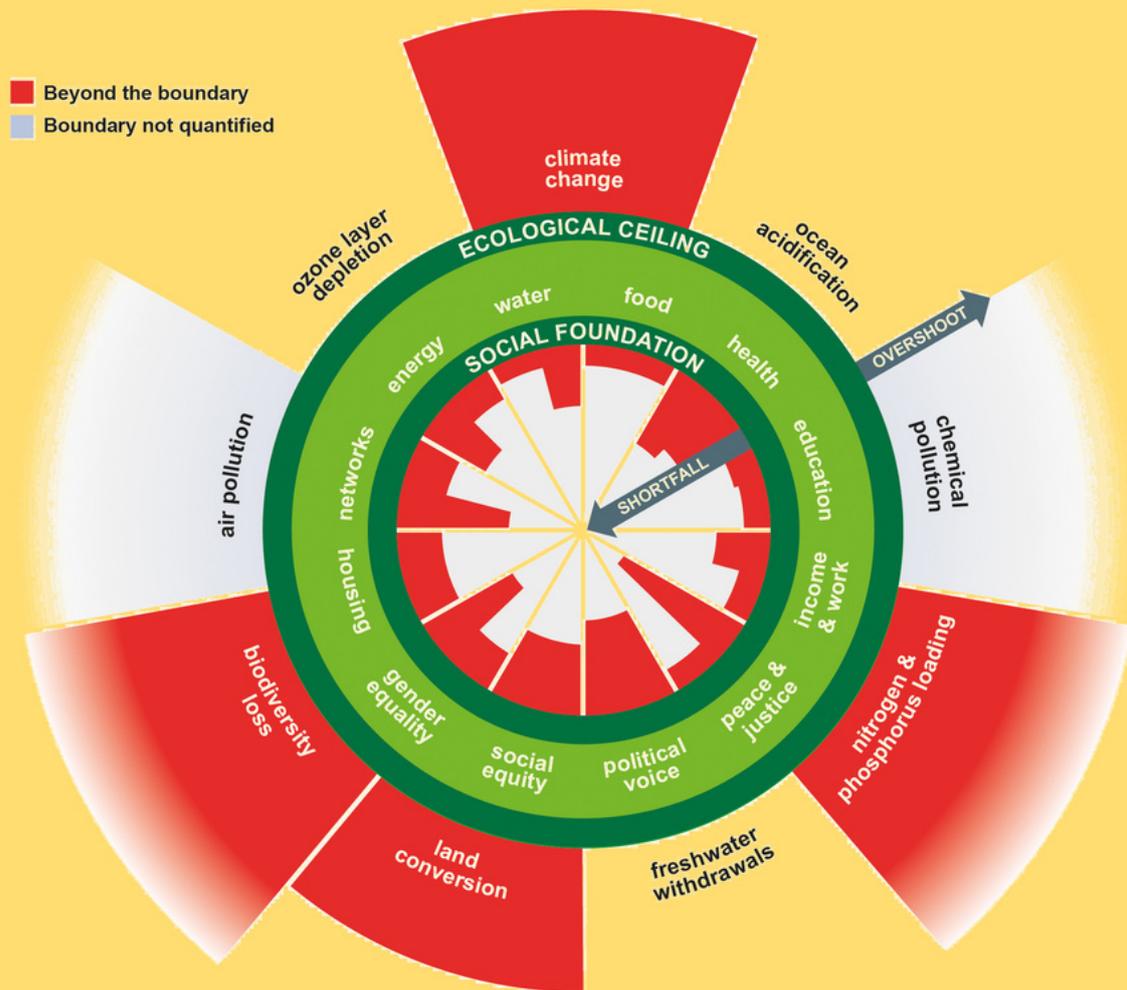
**Watch the TED Talk**





4th

# DOUGHNUT ECONOMICS



Source: Kate Raworth





5th

# WELLBEING ECONOMICS

The Wellbeing Economy has human wellbeing as its priority, rather than GDP maximization or capital accumulation. The movement is led by the Wellbeing Economy Alliance, a ten-year “global collaboration of organisations, alliances, movements, and individuals working together to transform the economic system into one that delivers social justice on a healthy planet”.

Research has been underway for decades to measure wellbeing, notably the UN’s Human Development Index.

Source: [weall.org](http://weall.org)



*To learn more about alternatives to GDP, read this Harvard Business Review article*

**[Read the Article](#)**

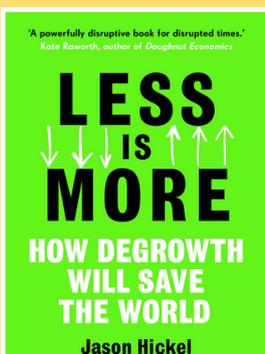




6th

# POST GROWTH

While GDP has increased, economic inequality widens and ecological breakdown accelerates. As with the concept of Wellbeing Economics, Post Growth (or similarly Degrowth or the Steady-State Economy) understands that we cannot continue operating in an economy that pursues growth for the sake of growth. We can live “better, but not bigger” by pursuing alternative metrics of success.



Discover the book *Less is More* by  
Jason Hickel

[Learn More](#)



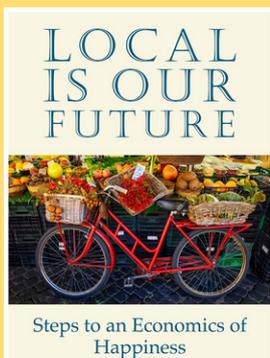


7th

# LOCALIZATION

Globalization has caused rampant ecological breakdown, and as a result, experts have been encouraging the rebirth of local economies for several reasons. It reduces our environmental impact from transportation, encourages tight-knit communities, narrows economic inequality, and enhances our appreciation for what we buy.

The benefits are abundant.



*Discover Local Futures and the work of  
Helena Norberg-Hodge*

**Learn More**





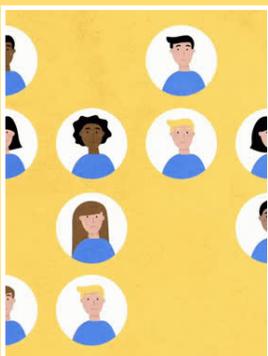
8th

# THE POSITIVE COMPASS

The Positive Compass is a 360-degree methodology that provides leaders and teams with a transformational set of principles. It is made of the 5 P's: People, Planet, Partners, and Places - with Purpose at the Core.

The Compass is a tool to foster an economy in service of life within the safe space of the planetary boundaries.

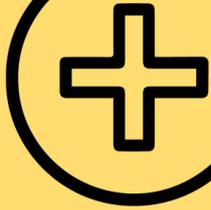
The Positive Compass is about doing NO harm, as well as doing MORE good. This is a life-affirming approach, embedding all aspects of a company's impact.



*Discover The Positive Compass and the Positive Impact Community*

**[Learn More](#)**





8th

# THE POSITIVE COMPASS



## THE POSITIVE COMPASS<sup>®</sup>

*Planet, People, Partners, Places, Purpose*

*Source: The Positive Impact Community*

## 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*



In many ways, our **climate crisis** can be traced back to a **crisis of ideas**.

What if we could **co-create a restorative, regenerative, and equitable economy aligned with Nature?**

So, let us **reimagine and regenerate our future**.

## **JOIN THE POSITIVE IMPACT COMMUNITY**



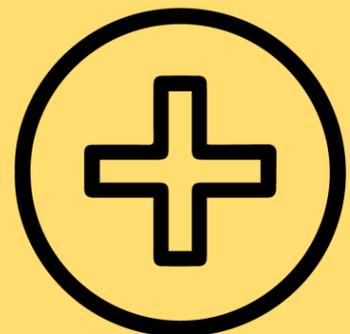
MAKEAPOSITIVEIMPACT.CO



THE POSITIVE IMPACT COMMUNITY



POSITIVE REGEN



**Positive**