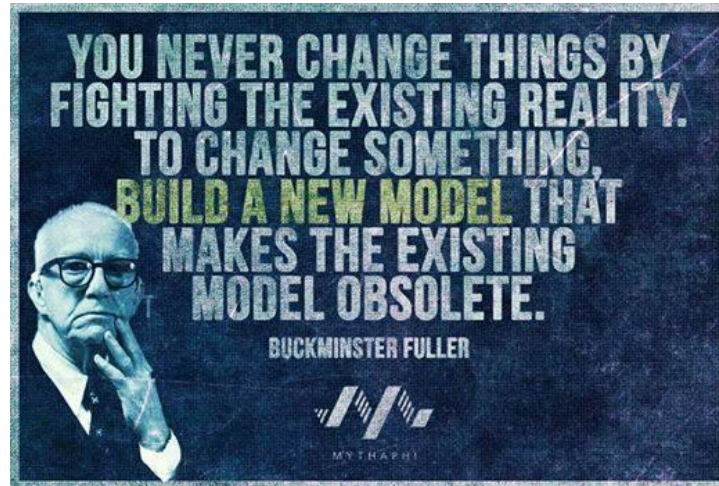


Introducing the Presentation



Description – The global economic system that we were born into, and that most of us support every day, is destroying our planet, our communities, and our health. The degenerative values fueling its growth have spread around the world, and have infected every facet of our lives.

We are now transitioning to a new Regenerative Economy that will revitalize, rejuvenate, and redefine every aspect of our existence. What can we learn from the successes and failures of the old economy? How are we going to leverage the resources of the old system to accelerate the co-creation of an integral, ecologically-balanced society?

Today we'll explore how we're designing the future of our economy; the core concepts, the biggest opportunities for growth, and the tools we're using to build the regenerative world our hearts know is possible.

Regenerative Business: Creating Upward Spirals of Personal, Community, and Ecological Regeneration



Introduce the session

I first want to thank everyone for coming to this session today. It's a wonderful opportunity to share perspectives on what I believe is literally the most important topic in human history.

The title of my talk today is Regenerative Business: Creating Upward Spirals of Personal, Community, and Ecological Regeneration. Before getting into how we're building a regenerative economy, I'll start by sharing my background and why I am so passionate about this subject, then we'll explore some definitions to get on the same page. If we have time we'll close the session with some Q&A.

Questions to better know audience level

(Has anyone heard me, or anybody else really, talk about regenerative business before?)

(Anyone here run or work at a business that is completely sustainable? Close?)

(Anyone worked for a nonprofit or other social enterprise before? Which?)

(Lived in an intentional community?)

(Anyone recycle? ;-)

Introducing my expertise

Now I'd like to share a little about why I'm so passionate about building a Regenerative Economy.

In college I studied first psychology and biology, later switching to economics and finance.

I then entered the corporate world as Knowledge Manager and CFO for a Strategic Consulting Company.

My job as Knowledge Manager was to maximize the value of our knowledge assets. I primarily did this through designing how information moved through our company, and optimizing our business processes to be as efficient as possible. Our main program was creating "Learning Expeditions"; strategic planning trips for executives of the largest companies in Europe. We would bring them to the U.S., mostly to Silicon Valley, to learn from the world's most innovative technology and knowledge organizations. I supported the team by using

thoughtfully applied technology to make our small group competitive with the largest consulting companies in the world.

My role as CFO was focused primarily on designing and maintaining sophisticated financial models our company used to maximize profits. This ranged from creating cash flow forecasts that factored in a range of macro economic factors, to optimizing budgets to improve the profitability of our programs, to strategizing the optimal investment of our financial and human resources.

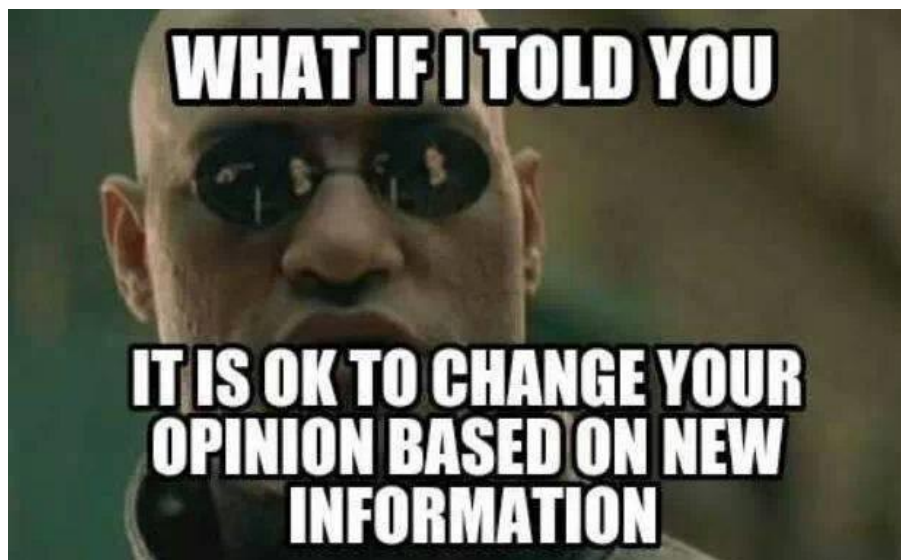
It was during my time researching the most cutting edge trends affecting business that I learned about society's environmental and social sustainability challenges, an awakening that permanently transformed my understanding of the world, and made me fundamentally question the training I had spent so many years to acquire.



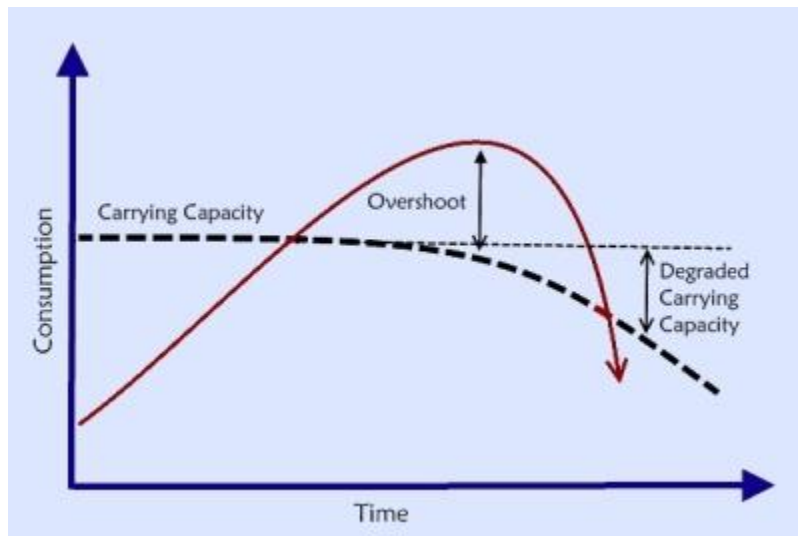
After some time working closely with top corporate '*leadership*', I realized that in most industries, sustainability actually referred to maintaining profits and using these vital concepts as marketing tools to increase sales. And what's worse, if these corporate agendas I was supporting were successful, it would likely actually hinder society's smooth transition to sustainability.

It was while I was visiting the meeting rooms of the most powerful companies in the world that I learned something my economics professors had for whatever reason not known, or chosen not to explain. I saw clearly that modern capitalism is efficiently and rapidly converting the things that matter most in our lives - living capital, social and cultural capital, spiritual and experiential capital – into stores of financial, intellectual, and material capital.

Simultaneously, I was coming to believe that my own personal ecological footprint was too high, and I faced an ethical responsibility to address the discrepancy if I was to have integrity with my deep reverence for nature.



I believe that the current global economy is based on imbalanced values and agreements that are corrosive to communities and the environment, and thus highly detrimental to those using it. A variety of factors indicate the old degenerative economy is in its final stages of decline, failing to serve the majority of the people using it, and devastating personal health, communities, and nature as unsustainable resource consumption patterns precipitate large systemic changes to society and the environment.



We need to build new regenerative, locally based, economies to replace the ones through which most people are primarily meeting their needs. This is the most important and effective solution possible towards creating a regenerative society and restoring balance with nature.

After deep introspection I realized that my ongoing participation in that corrosive economy was impossible, and if I was to honor my values, and my deep love for

people and nature, I needed to re-design my life. It took years to leave my job, my house, my sports car, my wife. But I knew I had to, and though my family, friends and colleagues thought I was going crazy, I had never felt more happy.

At first I rejected everything I had learned and really commerce in general. I recycled my diploma - a symbolic, if ineffective, expression of the pain I was feeling.

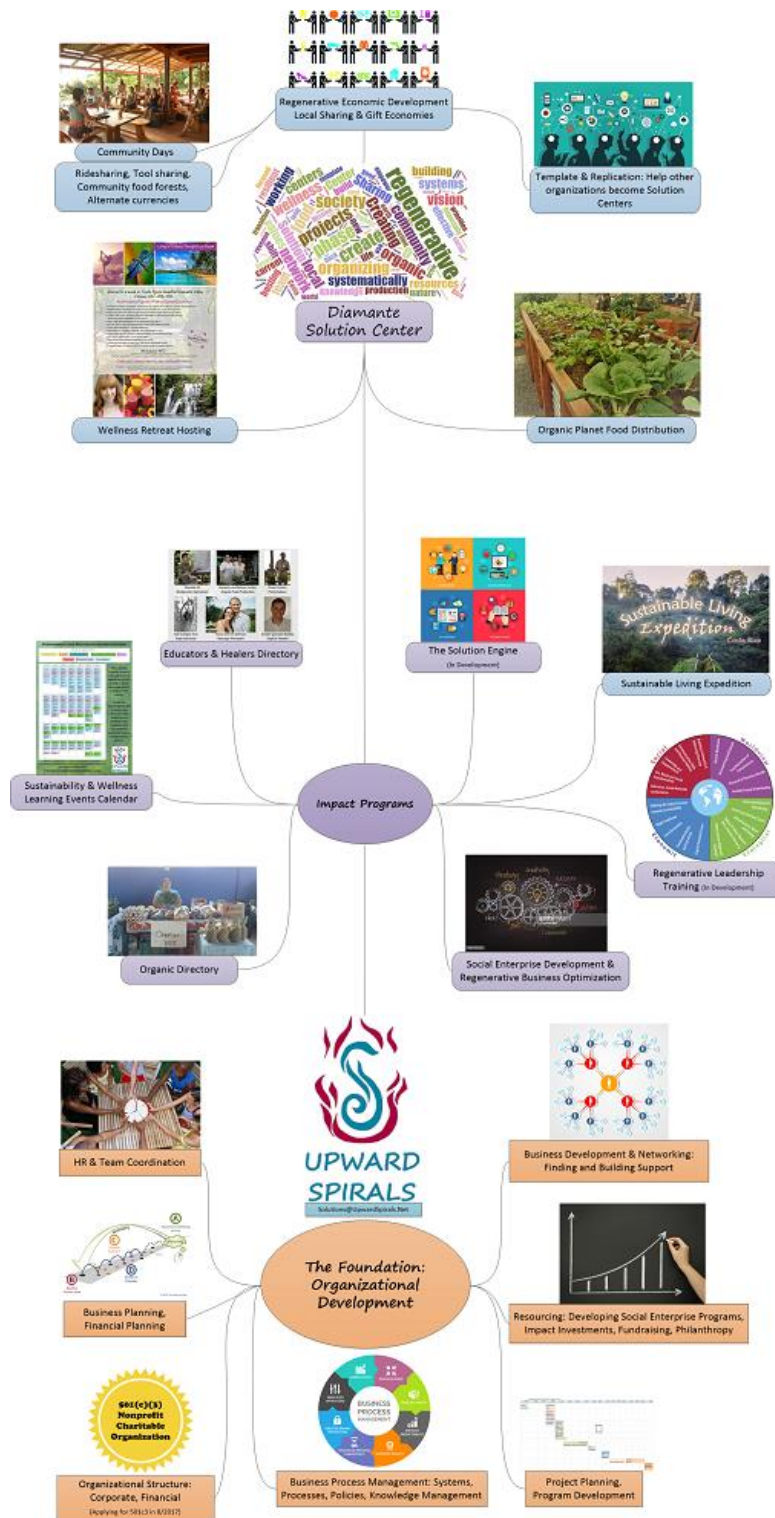
In beautiful cosmic perfection, following many years of reflection, I have finally come to recognize that the tools I learned are actually very powerful and useful, and in fact the fault was in *how* we were applying them.

Since then I have learned everything I could about sustainability, strategic planning, consciousness and culture, and effective resource use.

In 2014 I switched from mostly researching and consulting about sustainable solutions, to primarily designing and implementing them, and since then have been developing the most innovative and regenerative plans HappE Roberts and I can imagine, and putting them into action through Upward Spirals and Diamante Solution Center projects.

Our systemic, regenerative projects to date include: The [Learning Calendar](#), the [Organic Directory](#), the [Diamante Solution Center](#), [Community Days](#), [Social Enterprise Development](#) and [Regenerative Business Optimization](#), and most recently the [Sustainable Living Expedition](#).

(Click image below to see full-screen pdf with links)



<https://upwardspirals.net/wp-content/uploads/2017/06/Upward-Spirals-Organization-and-Programs-Impact-June-2017-pdf.pdf>

Introducing the topics

What we're going to talk about today will best be understood through aligning on some shared definitions before we continue. I invite you to ask for clarity about any word or concept that doesn't make sense.

Who here knows what 'Regenerative' means?

'Regenerative' is closely related to sustainability, but it sets a higher goal. Where sustainability refers to maintaining something (independent of whether or not it is worth sustaining), regenerative essentially means to make things better.

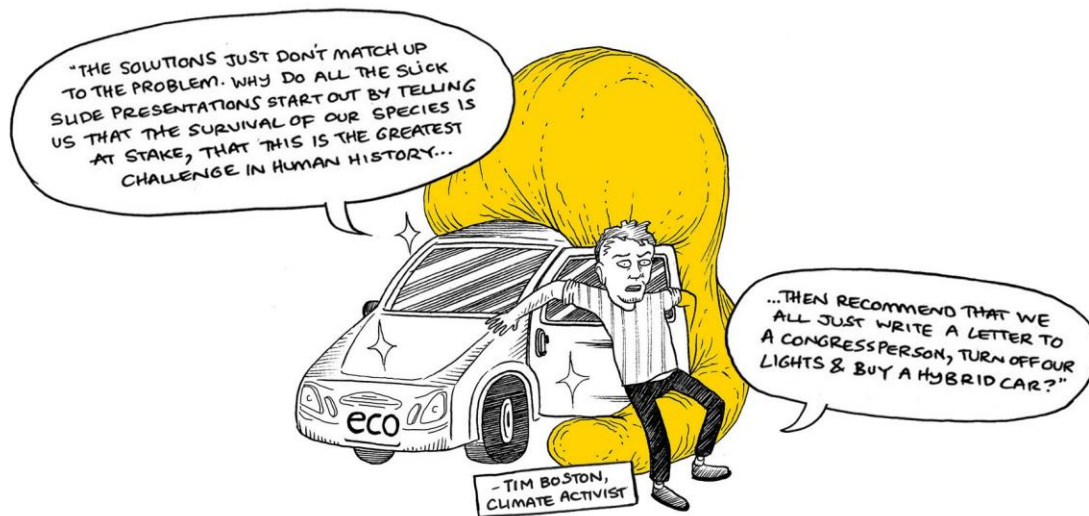
This concept was first applied to reviving degraded lands and reforestation, then grew to be used by wellness practitioners referring to rejuvenating and revitalizing our bodies.

Recently the sustainability movement adopted the word, elevating our goal from simply maintaining society, to building something more healthful, thriving and integral.

Now I want to explore another way we can apply regenerative principles, this time, to our businesses and our economy.

Today I'm going to share some observations about our economy, society and culture that are rarely heard through the mainstream media, for reasons that are

clear if you research the goals of the corporations that own most of our planet's resources. And though I rarely put focus on the faults I could find within the old system, at points it will be useful to explore what makes the old system degenerative, as a tool for clarifying what we're doing better.

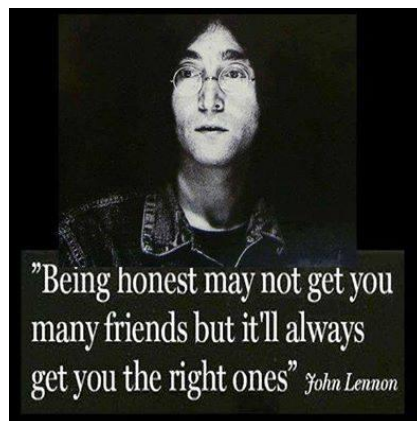


Q: Who here knows the difference between a For Profit, a Nonprofit, and a Social Enterprise?

Lots of people think nonprofits can't make a profit, and that mis-understanding is leading to a huge amount of mis-focused energy and poor results from otherwise well-meaning organizations. This is further compounded by many of the type of people who start nonprofits, also having a distaste for money because of their mis-applied understanding of how corrosive our economy is to the planet.

There are three main differences between For Profit, Nonprofit, Social Enterprise - (Mission (financial or impact), Intentions on how profits are used, Rules on how profits are used.)

I didn't see it as clearly at the time, but the reason I ultimately left the corporate world was the very for profit company I worked for was misaligned on all 3. My company's slogan was literally "in business to create a better world." I believed it at first, though as I started to awaken to the inevitable collapse of capitalism, I'd often find myself wondering 'How exactly are we going to create a better world by helping the biggest companies in the world become more effective at extracting natural resources, and helping millionaires become billionaires?'



Q: Who here knows, what is an Impact Model?

Essentially an Impact Model is a business model, where the goal is to maximize impact instead of finances. Generating sufficient finances is frequently still a part of the process of creating impact, simply it isn't the primary goal. Instead, a Regenerative Impact Model focuses on creating value by improving the quality of people's lives, connecting and empowering communities, and protecting and healing nature.

Q: Who here has heard of regenerative enterprise, or regenerative business? (How would you define it?)

Regenerative Enterprise is the only economic model I know that comes close to accurately valuing our environment, our communities, and our spirituality.

Regenerative business refers to a set of socially responsible, environmentally balanced business systems, processes and models. This is a subset of Social Enterprise, which can also include nonprofits and other community benefit organizations. Regenerative business focuses on creating value across a range of metrics, expanding far beyond the conventional focus on financial, material, and intellectual capital - choosing to include the other things we value in our world, like social capital, cultural capital, living capital, spiritual capital, and experiential capital.

Eight Forms of Currency

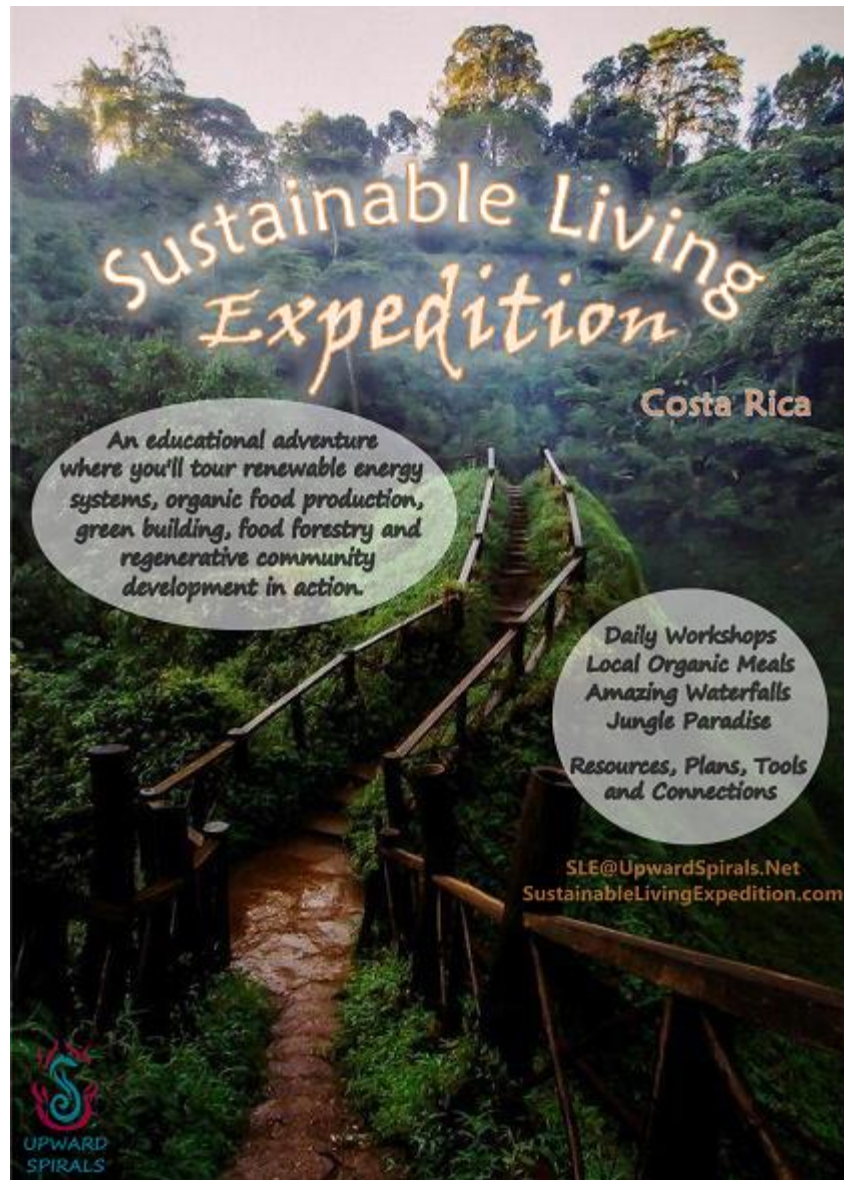
CAPITAL	CURRENCY	COMPLEXING TO...
Social Capital	Connections	Influence, relationships
Material Capital	Materials; "natural" resources	Tools, buildings, infrastructure
Financial Capital	Money	Financial instruments & securities
Living Capital	Carbon, Nitrogen, Water	Soil, living organisms, land, ecosystem services
Intellectual Capital	Ideas, Knowledge	Words, images, "intellectual property"
Experiential Capital	Action	Embodied experience, wisdom
Spiritual Capital	Prayer, Intention; Faith, Karma	Spiritual attainment
Cultural Capital	Song, Story, Ritual	Community

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A regenerative business goes beyond sustainability, acting as a beneficial force, improving and uplifting their community. As the ratio of organizations using regenerative practices increases, it accelerates a societal shift towards values that support healthfulness, collaboration and abundance, rather than degradation, competition and scarcity.

Regenerative business principles also extend that since ultimately any organization is the sum of the people whom it coordinates, to be a truly regenerative organization, all collaborators should be on a dedicated path of self-work and consciousness expansion to rise to the responsibility of Regenerative Leadership.

As I was considering how to best express how regenerative design principles can be applied to a business, I realized that sharing the business and impact model of our latest program, the Sustainable Living Expedition, is a great way to do that.



www.sustainablelivingexpedition.com

Some of the main ways the Expedition business model is regenerative:

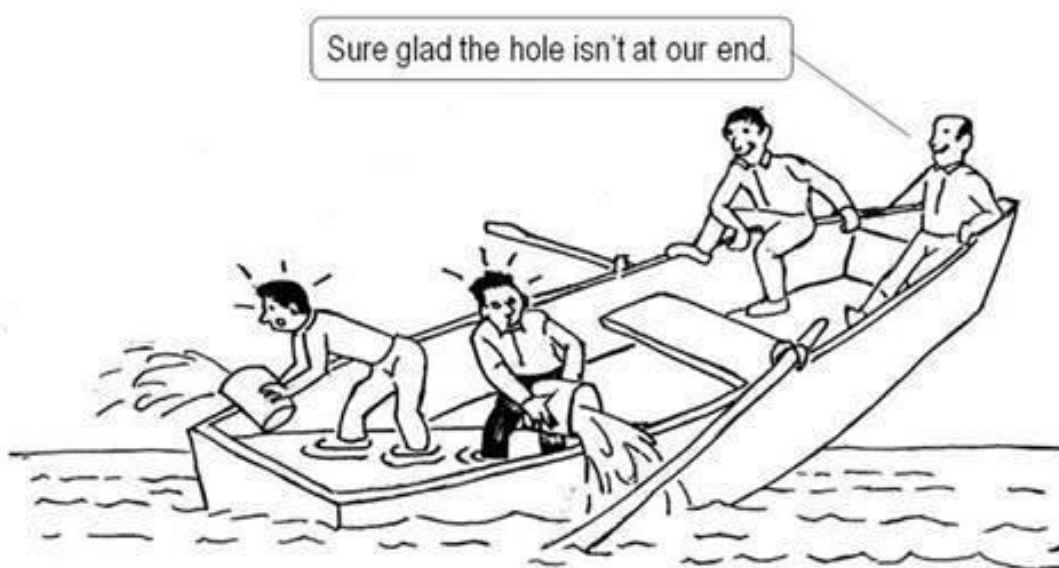
Community powered, community benefit

- Benefits to everyone, including society and nature
- Available to all (some people who can pay full price, sponsor full scholarships, some pay what you can, soon free online)
- The profits we generate are used to offer the expedition to more people, and to support other regenerative projects
- Educates through a diverse range of experts and cultural perspectives
- Transformative experience effects people on an emotional level, leading to profound changes (3 people moving to CR, one went vegan, 3 people called the event life-changing)
- Expands people's sense of self, to include their community and ecosystem. This aspect is one of the most important components of creating a regenerative culture
- Designed so that as the Expedition becomes more successful, it lifts up and brings more resources to the community and all the organizations that are part of the network.
- Increases the rate at which people interested in sustainable solutions and regenerative lifestyles come to the community, increasing the quality of life for people living here, and creating more opportunities for collaboration
- Helps convert the local economy to local, organic food
- Accelerates reforestation projects
- Helps intentional communities to grow and be more successful
- Supports regenerative pioneers, innovators, and leaders

Q: What is a Regenerative Enterprise Ecology?

In their crucial book 'Regenerative Enterprise: Optimizing for Multi-Capital Abundance' Ethan Roland and Gregory Landua elucidate an innovative and holistic economic model that goes far beyond the 3 forms of capital currently prioritized by our globalized, industrialized, degenerative economy. Modern capitalism is focused on systematically converting the things that matter most in our lives - living capital, social and cultural capital, spiritual and experiential capital - into accumulations of financial, intellectual, and material capital.

The delusion that people and the environment can indefinitely thrive despite this extractive system is one of the core reasons our economy is rapidly devastating the planet. When you look more closely at what each of these forms of capital represents, it is eye-opening to see that as a culture and an economy, we have come to value things that actually add very little to our lives. And worse, we're sacrificing the things that matter most in the process!



A quote from the book:

“In order to begin restorative development at any scale, regenerative enterprises must identify and reverse the currently predominant inter-capital flows that are degrading ecological, social, and cultural systems. At a macro-level there is one primary flow which, once reversed, will act as a leverage point to restore holistic health and the foundation of wealth for our global society.

The current flow in need of reversal is between living capital and financial capital: living capital is systematically damaged and destroyed in order to build financial capital. From mountain-top-removal coal mining, to rainforest clear-cutting, to chemical-based monoculture farming, to ocean over-fishing, to the entire fossil fuel extraction and combustion industry: Living capital decreases, financial capital increases.”

A regenerative enterprise ecology is a biomimetic model of how a group of organizations can create a synergistic collaboration. One that not only benefits them *personally*, but that also creates *Upward Spirals of community and ecological regeneration* as well.

Any small organization would likely become overwhelmed and ineffective if they tried alone to create all 8 forms of capital. By instead focusing on creating small collaborative networks, each focusing on creating just a few forms of capital, and consciously sharing resources to arrive at mutually beneficial results, an organization can participate in the creation of multi-capital abundance, benefiting themselves, their community, and the environment.

Q: What is a regenerative economy?

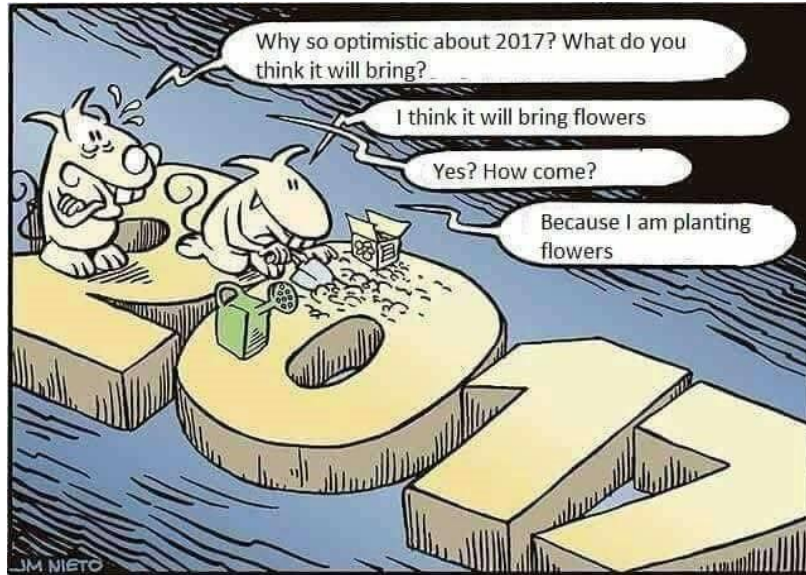
Useful first to explore what is an economy.



A system of trade and set of agreements that people use to guide how we exchange our time, money, materials, information, energy, and other resources to meet our wants and needs.

So then a Regenerative Economy is A system of trade and set of agreements that cultivates multi-capital abundance, leading to healthy people, collaborative communities, and thriving ecosystems.

We need to build new regenerative, locally based, economies to replace the ones through which most people are primarily meeting their needs. This is the most important and effective solution possible towards creating a regenerative society and restoring balance with nature.



How we will rapidly transition to a regenerative world

It's worth pausing for a moment here to mention there have been groups and movements working on these issues far before we were born. The vision we hold of a regenerative future is essentially the same as the so many other groups working towards or wishing for a better world. What makes our work different from most of what came before is HOW we believe we'll best create that vision.

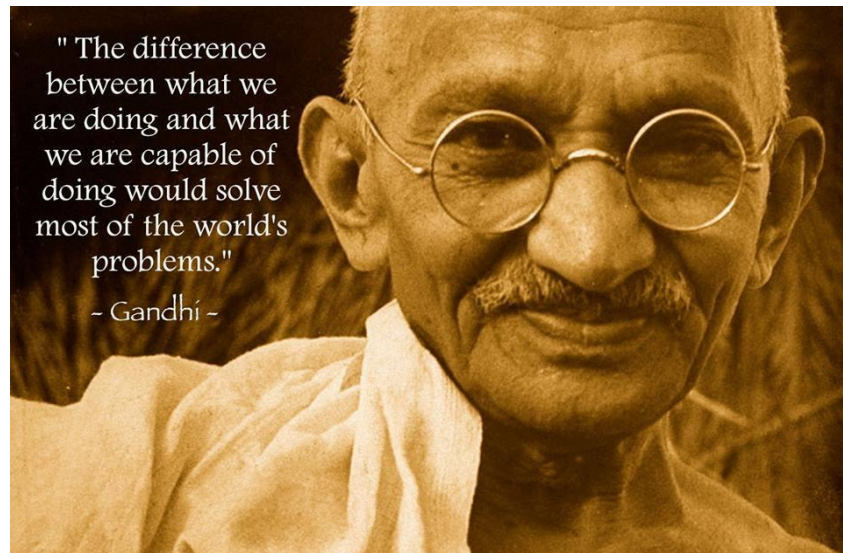
Our approach is to integrate holistic, conscious leadership, with powerful organizational systems and tools. We no longer reject the old systems that once caused us such heartache and frustration, now looking to the solutions within the challenges, knowing that we can use the shit that came yesterday as compost for the beautiful things we're growing for tomorrow.

We envision, and are developing, a global network of [holistic economic development centers](#) using regenerative models and tools to systematically co-create a healthy economy and communities.



We can efficiently accelerate the development of a regenerative economy through freely supplying Impact Centers with regenerative business models, innovative organizational operating systems, impactful community-benefit programs, and effective resource sharing networks. Through developing and sharing an effective regenerative 'operating system', we're making it easier and profitable for regenerative leaders to organize social benefit programs, and develop their local collaborative economy, benefiting themselves, their community, and the world.

We believe the social benefit organizations, community building programs, knowledge bases and tools we are creating, in the hands of a global network of regenerative economic development centers, is the greatest improvement to holistic, conscious leadership possible.



The mission of the Diamante Solution Center is to:

Co-create an ecologically harmonious world

Through hosting wellness and education events,

Supporting organic food systems,

Developing the local sharing economy,

And “systematically empowering all organizations involved in building a regenerative society.”

The Sharing Economy includes community organizing like ridesharing, tool sharing, community food forests, and other resource sharing networks.

The last objective of the Diamante Solution Center mission is perhaps the hardest to understand, but the most important.

So what do we mean when we say “systematically empowering all organizations involved in building a regenerative society”?

We’re integrating holistic, regenerative design principles into revenue models, business systems and processes, and knowledge management tools, and sharing them with other organizations working to build regenerative communities. Some examples of what we’re creating:

- Regenerative business models
- HR, sales, and relationship management systems
- Organizational development processes
- Financial management and profit sharing models
- Project management tools
- Event planning and coordination templates, guides and tools

These tools will make it easier for groups who don’t have business backgrounds or financial training to run effective social benefit programs, including developing sharing economies, supporting organic food systems, and hosting wellness and education events. By making it easier, profitable, and regenerative, we are massively increasing the number of organizations who can work together to create our better future.

'All organizations' literally means we're creating a model and a network that will support every organization involved in building a regenerative society. This means we have to do a great job locally, and do so in a way that can easily self-replicate and scale to create a global impact.

Since these organizations and programs are extremely efficient, leveraged, and networked, it doesn't take many resources to create this global vision. Once the first Solution Center becomes a network, we will have started an exponential growth of self-replicating regenerative community development centers that we believe will bring us back into balance with nature.



The planet and our species are crying out deeply for us to wake up to our interconnection with all life. Gaia has compelled us to show up to the vital work of transforming ourselves and our culture, and we are eager and honored to show what our love is capable of.

It is time for us to develop within ourselves a culture of regeneration. We must become an ecologically balanced species, consciously rejuvenating the health of our planet, our communities, and therefore, invariably ourselves. To cultivate within ourselves this expanded sense of self, one that extends our beliefs of where our boundaries are, to include our environment and all the life around, and within us, is the greatest opportunity of our lives.

And if we do this work now, we'll be giving this gift not just to ourselves, but to countless beings that will live beyond us if humans are ready to grow up, and grow into our responsibility as stewards of our beautiful home.



Eric Baudry
Co-Founder & Sustainability Strategist @ Upward Spirals
Executive Director @ The Diamante Solution Center
Solutions@UpwardSpirals.Net