Regenerative Enterprise
And the 8 Forms of Capital

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Purpose

• To initiate new relationships resonant with TGI’s Being Body (towards getting 3 new corporate clients)
• In a way that lifts up the level of thinking around ‘Regeneration’ and grows our value as thought leaders
• So that the permaculture community actualizes its potential as a systems-thinking world change movement through influencing corporate enterprise redesign & development.
Products

- Direct connections towards consulting with:
  - 1. Corporate managers or employees
  - 2. Permaculturists with corporate relationships
  - 3. Investors
  - 4. Permaculture business owners
- RE Book Sales
- Conference & convergence inoculated with 8Cap & Regenerative Framework
- Each participant has concrete next steps to evolve the enterprise they have the most influence with.
Process

- Intros / TGI
- Choose Enterprise
- Regenerative Continuum / Vision
- 8Cap Framework (Copyright)
  - Application to Enterprise
  - Example from our work: Lush, Multi-Capital investing
- From Enterprise to Ecosystem; System vs. Ecosystem
- Framework for seeing & moving the ecosystem
  - Application to Enterprise
  - Example from our work: Cholaca, Chain to Web
- Q & R
- Action Planning
- Conclusion
Welcome
Introductions

- Who's here?
TGI’s Goal

• In the next 10 years

• Work with 100 companies

• to shift $1 billion into regenerative sources
TGI’s Beliefs
TGI Focus

• Companies with global supply “chains”
  • 1 - 1,000 materials
  • Raw Ag materials from: Tropics, Cold Temperate, Mediterranean, and Desert climates
  • Mineral or Synthetic materials

• C-Level or Business Unit-level interest in Effectiveness
  • Not necessarily in “green” or “sustainability”
TGI Focus

• Selected Clients
  • Etsy.org
    • Foundation of international craft marketplace
  • Lush Cosmetics
    • Global handmade ethical cosmetic manufacturer & retailer; 500+ raw material supply web
  • Cholaca
    • Regenerative chocolate drink manufacturer
Why Enterprise
Choose an Enterprise

- Think of an enterprise that you are personally influential in.

- If several come to mind, choose the one that has the greatest influence in the world.
Regenerative Continuum

Degenerative

“Sustainable”

Regenerative

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Frameworks
EIGHT FORMS OF CAPITAL

- Financial Capital
- Material Capital
EIGHT FORMS OF CAPITAL

- Social Capital
- Material Capital
- Financial Capital
EIGHT FORMS OF CAPITAL

- Social Capital
- Material Capital
- Financial Capital
- Living Capital
EIGHT FORMS OF CAPITAL

- Intellectual Capital
- Experiential Capital
- Living Capital
- Financial Capital
- Social Capital
- Material Capital
EIGHT FORMS OF CAPITAL

- Intellectual Capital
- Spiritual Capital
- Social Capital
- Material Capital
- Financial Capital
- Living Capital
- Experiential Capital
- Financial Capital
Example: Lush Cosmetics

- SLUSH
  - The whole idea of the SLUSH Fund
  - Specific investments into 1, 2, 3, 4 across climate zones
  - SEED
Global Supply Chain: 500+ Raw Materials
• Sustainable Lush Fund
• % of Purchasing Budget
• Specific grants, loans, and investments into:
  • Environmental regeneration
  • Food security & sovereignty
  • Enterprise financial viability
  • Supply chain development
• Across 4 Climate Zones
# Climate Zones & Sample Ingredients

<table>
<thead>
<tr>
<th>Mediterranean</th>
<th>Desert</th>
<th>Temperate</th>
<th>Tropics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almonds</td>
<td>Jojoba</td>
<td>Honey</td>
<td>Cocoa Butter</td>
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<tr>
<td>Olive Oil</td>
<td>Gojiberry</td>
<td>Eggs</td>
<td>Sugar</td>
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<tr>
<td>Figs</td>
<td>Agave</td>
<td>Grapes</td>
<td>Banana</td>
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<tr>
<td>Apricots</td>
<td>Honey</td>
<td>Kiwis</td>
<td>Papaya</td>
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<tr>
<td>Rosemary</td>
<td></td>
<td>Asparagus</td>
<td>Coconut</td>
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<tr>
<td>Lavendar</td>
<td>*Mesquite</td>
<td>Apples</td>
<td>Pineapple</td>
</tr>
<tr>
<td>Sage</td>
<td>*Prickly Pear</td>
<td>Mint</td>
<td>Cinnamon</td>
</tr>
<tr>
<td>Thyme</td>
<td>* Chiles</td>
<td>Elder Flower</td>
<td>Ginger</td>
</tr>
<tr>
<td>Vinegar</td>
<td></td>
<td>Plum</td>
<td>Hibiscus</td>
</tr>
<tr>
<td>Licorice</td>
<td></td>
<td>Roses</td>
<td>Vanilla</td>
</tr>
</tbody>
</table>
Global Projects Map
LUSH FRESH HANDMADE COSMETICS

Sustainable Enterprise Ecology Development (SEED) Program

Version 2.0, November 24, 2014
(Incorporating changes from SLUSH Team)

SEED Grants
$5k
10 Projects
From Enterprise to Ecosystem
Systems vs. Ecosystems
A Framework for Seeing & Moving Enterprise Systems
What Is Cholaca?

**Cholaca is pure liquid cacao.**

Cacao is the mother of all chocolate and one of the most nutrient-rich superfoods on Earth.

Cholaca – the purest form of liquid cacao available – is both delicious and healthy. For a rich and smooth chocolate touch add Cholaca to your favorite drink, or enjoy Cholaca alone as a healthy, decadent treat.

We think it’s liquid perfection. You will, too.
From Chain to Web
Ecosystem Investing
Questions?

EIGHT FORMS OF CAPITAL

- Intellectual Capital
- Spiritual Capital
- Social Capital
- Material Capital
- Financial Capital
- Living Capital
- Cultural Capital
- Experiential Capital
Action Planning
Conclusion

• Resources
  • Regenerative Enterprise v1.0
  • regenterprise.com / @regenterprise
  • Carol Sanford Institute .com

• Speaking & Custom Education
  • Corporate Permaculture
  • Regenerative Supply
  • Regenerative Enterprise Ecosystems

• Join the 100
  • Initial engagements available November 2015
  • Europe, North & South America, Asia
  • terra-genesis.com / @terra_genesis
Appendices
Sustainable Lush Fund

Ingredient Pathway Development Process

Research & Interview

Scouting

Design

Monitor & Evaluate

Deliver Investment
2. Example: Almonds
1 pound almonds = 430 gallons of water
1 pound almonds = 430 gallons of water
But they keep planting more...
What if it could be done differently?
Permaculture Design
Keyline Water Management
Dry-farming - in the right place
100-year old Almonds!
Orchard Design

- Almond
- Pomegranate
- Olive
- Fig

Understory: Lavender, Thyme, Rosemary

• [Draft digital orchard sketch - I will create a better one]
Lush Investment Strategy

Transition-to-Organic Initiative

Dry-Farmed Almond Orchards
- Develop Regenerative Farmers
- Restore Existing
- Plant New

On-Site Research
- Water-Harvesting
- Multi-Species
- Soil-Restoring

Research Trials on Regenerative Practices