



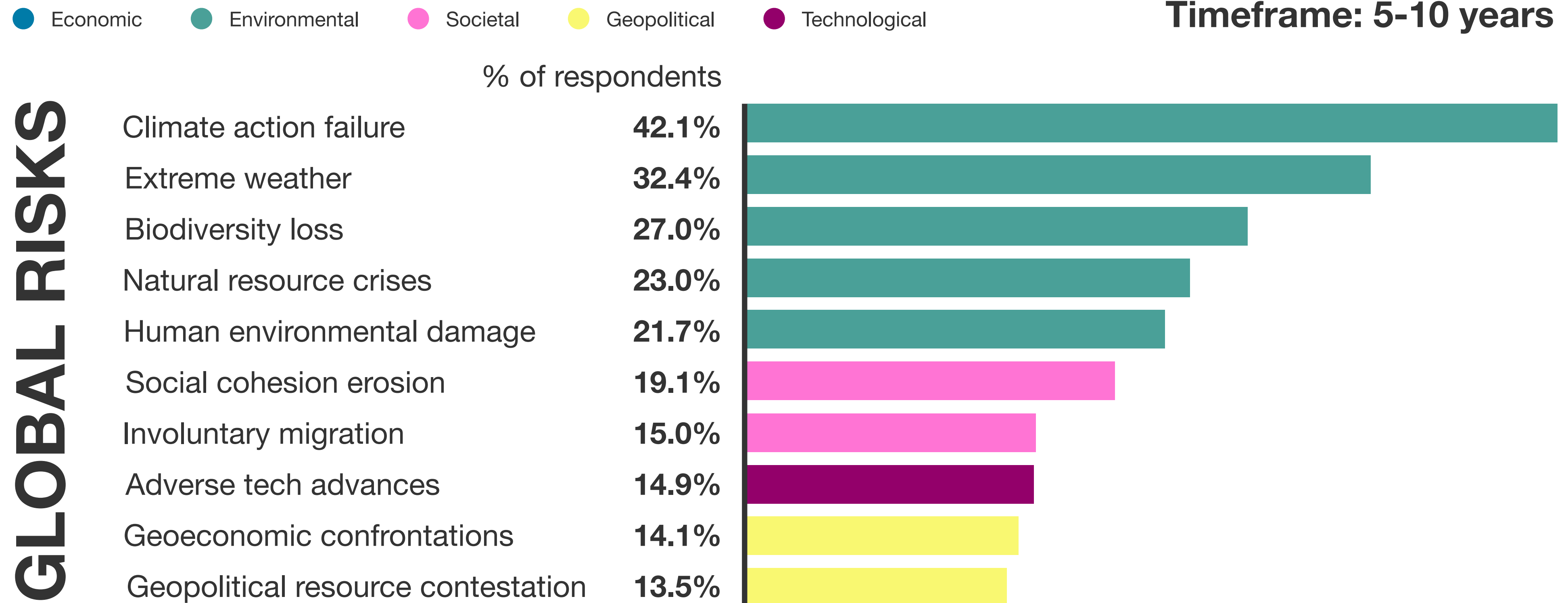
THE FUTURE OF BUSINESS MODELS

MOVING TOWARDS REGENERATIVE, SOCIAL, AND SUSTAINABLE BUSINESS
MODELS - A NECESSITY FOR THE FUTURE.

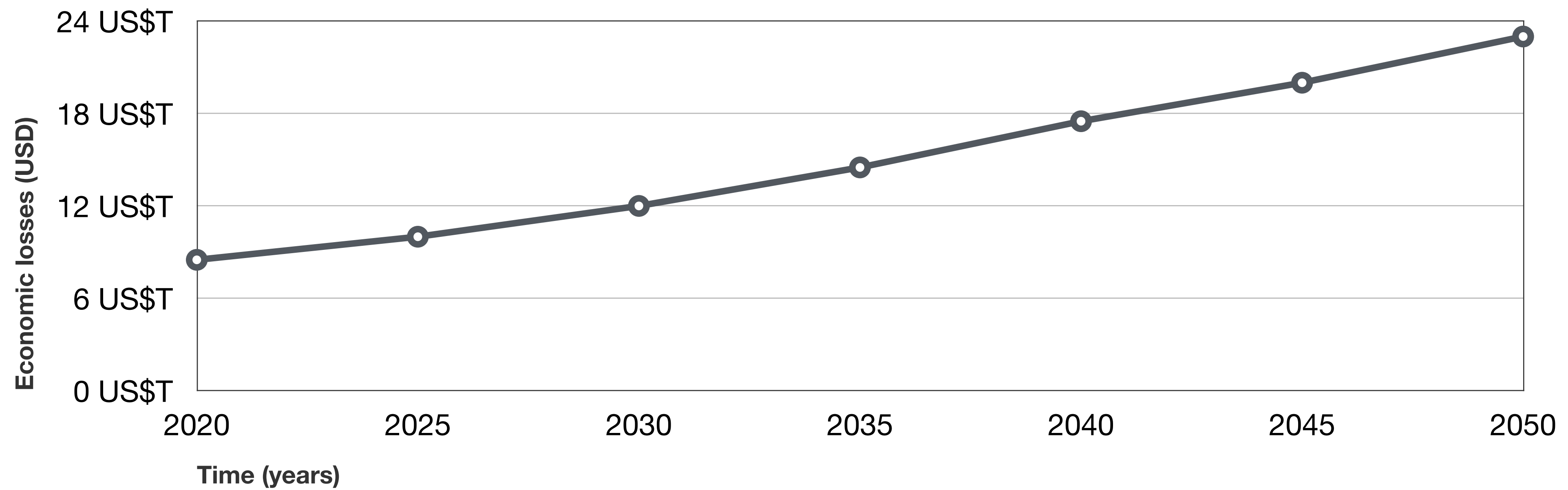
THE CHALLENGES FACING TRADITIONAL BUSINESS MODELS

Our world is changing, and traditional linear business models, with their "take-make-waste" mentality contribute to environmental degradation, resource depletion, and climate change. As concerns about sustainability, social responsibility, and climate change grow, businesses must adapt and innovate to stay competitive and resilient, addressing the triple bottom line of people, planet, and profit. According to research by Swiss Re, **the global economy could lose 10% of its total economic value by 2050 due to climate change.** This highlights the urgent need for businesses to shift towards more sustainable and regenerative practices to mitigate the negative impacts of climate change and contribute to a greener and more equitable future.

THE IMPENDING GLOBAL CRISIS



ESTIMATED GLOBAL ECONOMIC LOSS DUE TO CLIMATE CHANGE



EVIDENCE OF CHANGE



The staggering cost of climate change: By 2050, our global economy is expected to face **losses of up to \$23 trillion per year**



The power of consumer choice: A remarkable **66% of global consumers** are willing to pay more for sustainable products and services



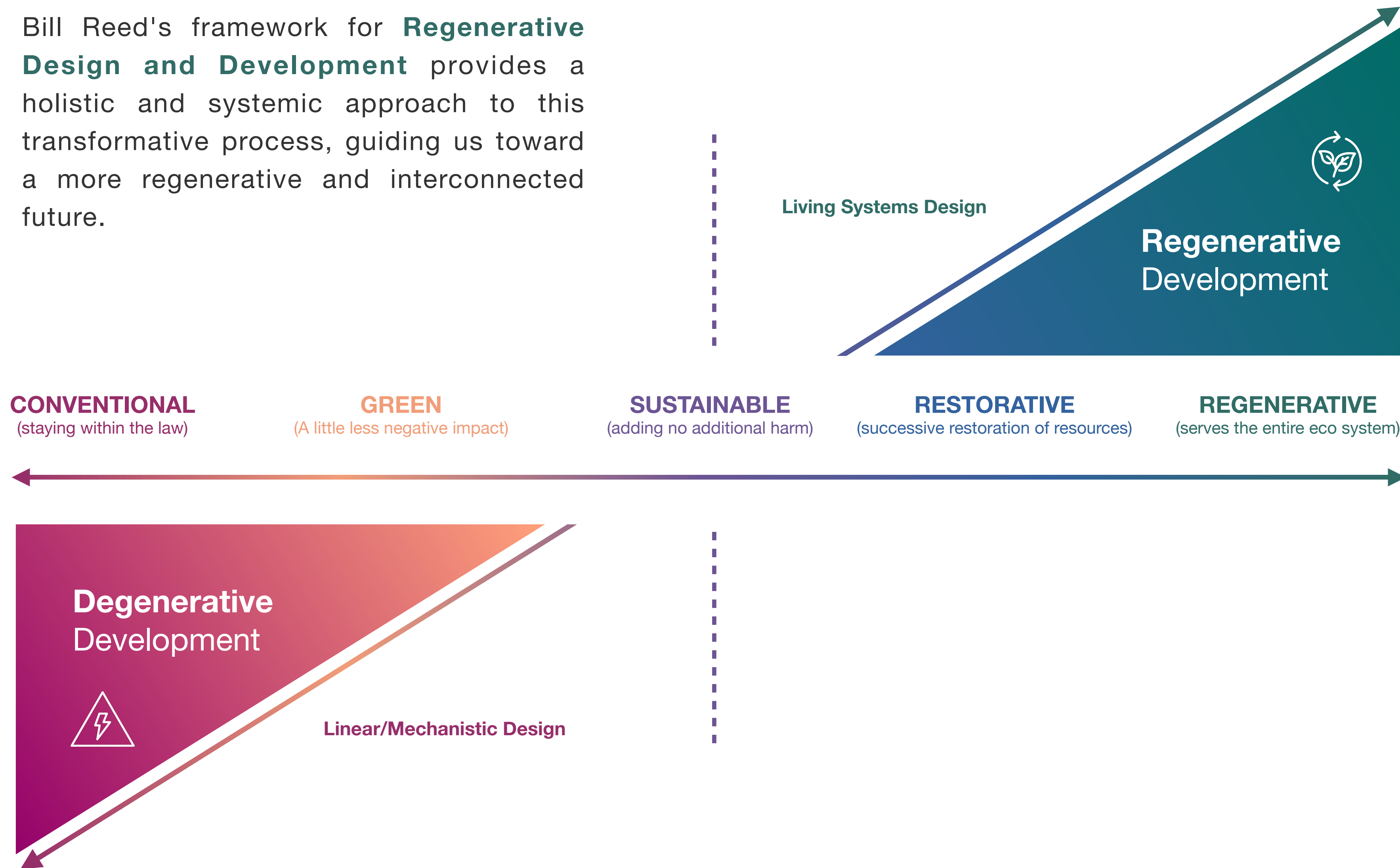
The rise of responsible investing: ESG funds reached a milestone in 2020, surpassing **\$1 trillion in assets** under management

HOW DO WE START TO INNOVATE?

THE FRAMEWORK FOR REGENERATIVE DESIGN AND DEVELOPMENT

As we strive to create a more sustainable and resilient future, understanding and embracing regenerative design and development becomes crucial. This approach goes beyond merely reducing harm; it aims to create positive impacts on the environment, society, and economy by restoring, renewing, and revitalizing the systems we operate within.

Bill Reed's framework for **Regenerative Design and Development** provides a holistic and systemic approach to this transformative process, guiding us toward a more regenerative and interconnected future.

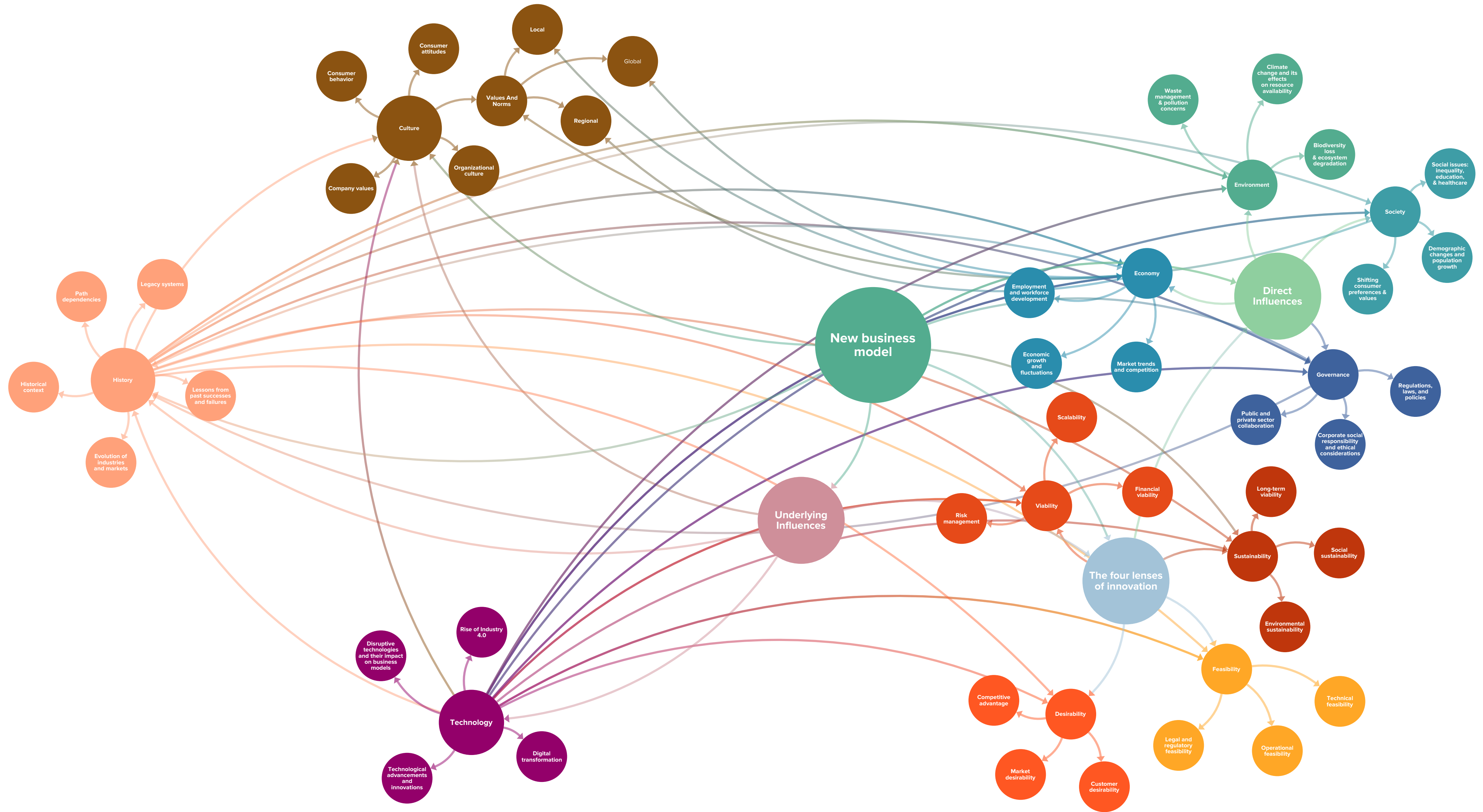


Daniel Christian Wahl's book, "**Designing Regenerative Cultures**," outlines key principles that can guide businesses in creating a more sustainable and resilient future. These principles include:

- **Health and resilience:** Focusing on the well-being and vitality of people, communities, and ecosystems, and promoting their ability to withstand and adapt to change.
- **Adaptation and transformation:** Embracing change and fostering the capacity to evolve and innovate in response to shifting circumstances.
- **Collaboration and co-creation:** Engaging stakeholders, forming partnerships, and working together to develop and implement solutions that benefit all.
- **Diversity and inclusion:** Valuing and integrating diverse perspectives, knowledge, and experiences, and fostering a culture of inclusivity and equity.

THE INNOVATION ECOSYSTEM MAP

The Innovation Ecosystem Map is a valuable tool for startups, corporations, entrepreneurs, and innovators seeking to drive change and navigate the complex interconnections between culture, history, environment, nature, society, technology, economy, and governance. By comprehending these connections and adopting a systems perspective, businesses can make better-informed decisions, foster collaboration, and unlock new opportunities for transformative change and sustainable growth.



TRANSFORMING TO NEW FRONTIERS

When expanding businesses to new countries or regions, adopting a regenerative approach is essential, as introduced before. Here are some vital steps to ensure a smooth and successful transformation, considering the interconnected layers of the local context:

STRATEGY

- Conduct thorough market research to gain a holistic understanding of the local business landscape, including culture, history, environment, society, technology, economy, and governance.
- Develop a tailored market entry strategy that aligns with the company's overall goals and the unique opportunities and challenges of the target market while promoting regenerative practices. Be open to adapting the original business model or creating a new one to fit the local context, moving beyond a linear approach.

PRODUCT & SERVICES

- Adapt products and services to meet the specific needs and preferences of the local market, taking into account cultural, economic, environmental, and demographic factors.
- Evaluate the local supply chain and distribution network, and establish partnerships with reliable suppliers and distributors that share a commitment to regenerative practices.
- Consider offering a limited product range or pilot services initially to test the market and gather customer feedback before expanding the offering, ensuring a sustainable approach to growth.

EXECUTION

- Build a local team with a deep understanding of the market, culture, language, and history, and provide them with the necessary resources and support to drive the expansion while fostering a regenerative mindset.
- Implement a comprehensive marketing and communications plan that emphasizes the company's commitment to regenerative practices, creating brand awareness and engaging potential customers.
- Monitor progress regularly and adjust the strategy as needed based on market feedback and performance metrics, ensuring agility, adaptability, and a continued focus on regenerative practices throughout the process.

THE ROLE OF AI AND EMERGING TECHNOLOGIES

Artificial intelligence and other emerging technologies have the potential to play a significant role in the transformation to regenerative business models. By optimizing resource allocation, predicting future impacts, enhancing customer engagement, and driving innovation, AI can empower businesses to make better-informed decisions and accelerate the shift towards regenerative practices.

- **Comprehensive Impact Assessment:** AI analyzes data, providing insights and supporting regenerative model shifts.
- **Predicting Future Impacts:** AI-powered models forecast impacts, enabling data-driven decisions and anticipating challenges.
- **Resource Efficiency & Waste Reduction:** AI optimizes resources, enhances energy efficiency, and supports circular economy.
- **Personalized Customer Engagement:** AI improves experience, strengthens eco-conscious consumer relationships, and communicates benefits.
- **Driving Innovation:** AI identifies trends, fosters innovation, adapts models, and accelerates regenerative practice transitions.
- **Digital Twins in Design:** Facilitates resource allocation, life cycle assessment, stakeholder engagement, and continuous improvement.

SUCCESS IN REGENERATIVE SUSTAINABLE & SOCIAL BUSINESS

Companies that have successfully implemented regenerative, social, and sustainable business models demonstrate the potential of innovative practices to make a positive impact on the environment and society while driving business success. By examining their experiences, we can gain valuable insights into transforming the business landscape towards a more sustainable and regenerative future.

patagonia®



As a leader in eco-conscious outdoor gear, Patagonia commits to environmental and social responsibility by using recycled materials, organic fabrics, and Fair Trade Certified products. The company also supports grassroots activism and advocacy for environmental protection, investing in renewable energy projects and promoting regenerative organic agriculture.

Interface[®]



\$1.1B

ESTIMATED
ANNUAL REVENUE



\$874.6M

CURRENT VALUATION
(2022)



3592

NUMBER OF
EMPLOYEES

Embracing its Mission Zero commitment, Interface aims to have zero environmental footprint by 2040. Carbon-neutral since 2019, the company focuses on the circular economy by utilizing recycled materials and bio-based alternatives in manufacturing processes. Interface's sustainability efforts extend to employee engagement and supply chain transparency.

THE PATH FORWARD

The future of business models lies in adopting regenerative, social, and sustainable practices that prioritize people, planet, and profit. By understanding the interconnected nature of our world and leveraging emerging technologies like AI, we can create innovative solutions that address global challenges and contribute to a greener, more equitable future. Businesses that successfully implement regenerative practices demonstrate the potential for positive impact while achieving economic success.

Together, we can transform the business landscape and create a future that benefits us all.

**LET'S DESIGN THE
FUTURE TOGETHER**

CONTACT

Please contact me or connect with me on LinkedIn.

