# REGENERATIVE BUSINESS

Regenerative businesses seek to achieve net positive impacts while focusing on the wider system within which they operate

### Restorative

Seeking profits while achieving issue-specific net positive impacts

## Sustainable

Seeking profits while minimizing negative impacts

#### **BAU**

Seeking profit only

#### Regenerative businesses are fundamentally different than previous approaches

Regenerative

Seeking profits while

positive transformation

achieving system-wide net

	BAU	Sustainable	Regenerative
Profitable	<b>//</b>	<b>///</b>	<b>///</b>
Resilient to shocks		<b>/ /</b>	<b>///</b>
Net positive impact on people and planet		<b>/ /</b>	<b>///</b>
Able to deliver system-wide change			<b>///</b>

Source The World Economic Forum defines it as a focus on "systems thinking to protect, restore, and replenish both human capital and natural resources."



Source: How-regenerative-business-practices-can-reshape-economies, Kearney, 2023