

# BEYOND SUSTAINABILITY: THE PATH TO A REGENERATIVE BUSINESS



Produced for Volans

# AGENDA



- 01** Introduction
- 02** Part One: Analysing the Characteristics of Regeneration
- 03** Part Two: Identifying Ugly Ducklings
- 04** Part Three: Creating an Ugly Duckling
- 05** Conclusion

# INTRODUCTION

## REGENERATION

The act of improving a place or system to establish conditions for all life to flourish resiliently and infinitely.

Challenges whether sustainability is sufficient to guide the world towards a better future.

Can be adopted by businesses to enable the movement from the profit-driven approach to an approach that acknowledges the importance of nature.



# MINDSET COMPARISON

<b>SUSTAINABLE</b>	<b>REGENERATIVE</b>
<b>DO LESS HARM</b>	<b>DO MORE GOOD</b>
<b>BALANCES PLANET, PEOPLE, AND PROFIT</b>	<b>CONSIDERS PLANET, PEOPLE, AND PROFIT AS MUTUALLY DEPENDENT</b>
<b>MAINTAIN</b>	<b>RESTORE AND IMPROVE</b>
<b>PASSIVE</b>	<b>ACTIVE</b>
<b>MAXIMISE VALUE FOR SOME STAKEHOLDERS</b>	<b>MAXIMISE VALUE FOR ALL STAKEHOLDERS</b>
<b>USER OF THE ENVIRONMENT</b>	<b>EMBEDDED IN THE ENVIRONMENT</b>
<b>EMPHASISES EFFICIENCY</b>	<b>EMPHASISES RESILIENCY</b>

# PART 1:

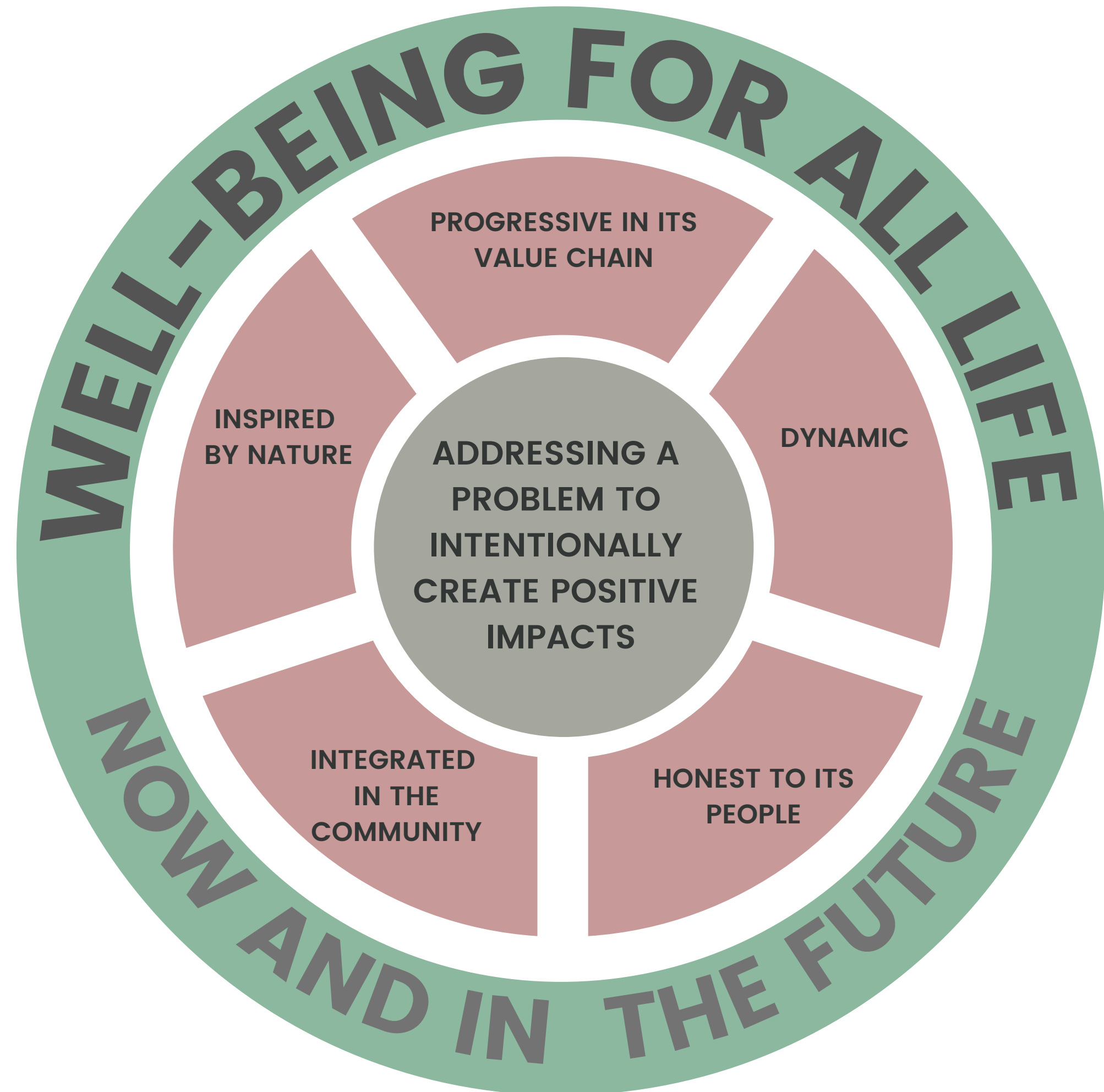
## ANALYSING THE CHARACTERISTICS OF REGENERATION

- 01** Research
  - Individual research conducted on original principles and new definitions proposed.
- 02** Adjusting the Regenerative Principles
  - New definitions were further developed and business application was explored.
- 03** Creating a Diagram of the Principles
  - Principles were organised into a framework, and overarching mission was determined.



# THE REGENERATIVE PRINCIPLES

A REGENERATIVE  
BUSINESS IS...



1

# ADDRESSING A PROBLEM TO INTENTIONALLY CREATE POSITIVE IMPACTS

A business should first and foremost address a problem and strive to create positive impacts.

## Guiding Questions

**Does this business address a problem?**

**If every business did what this company is doing, would it make a significant difference?**

# 2

# INSPIRED BY NATURE

**Original definition: Learning from nature**

**New definition**

Billions of years of evolution has enabled nature to develop highly resilient, self-sustaining processes to maintain a balanced ecosystem that regenerates over time. A regenerative business values this and not only minimises impact on the system, but actively strives to learn from these natural processes and where possible, enhance them.

Guiding Questions

**Is biomimicry at the core of the business' products or services?**

**Does the business empower nature to self-heal?**



# 3

## PROGRESSIVE IN ITS VALUE CHAIN

**Original definition: Interconnectivity and Circularity**

**New definition**

A business' impact extends beyond its primary product or service – it incorporates the entire supply chain, other businesses in the market, and the surrounding ecosystem and community. A regenerative business understands its interconnectedness with the wider system and aims to operate with a progressive value chain that generates spiralling or endlessly unfolding social, economic, and environmental benefits.

**Guiding Questions**

**Does the business act to form strong connections and partnerships?**

**Is there evidence of the creation of spiralling social, economic, or environmental value, rather than just the creation of more material?**



# 4

## HONEST TO ITS PEOPLE



**Original definition: Aligning Inner and Outer**

### **New definition**

A business that invests in its people and fosters a collective culture reflective of its wider purpose will be comprised of empowered employees who feel a sense of well-being and trust the business for its integrity. A regenerative business strives to do this, as it recognises that its employees are the greatest force for driving positive impact whilst standing the test of time.

### Guiding Questions

Does the business ensure it is building a just and equitable future?

Does the business recognise their colleagues as assets and invest in their personal development?

# 5

# INTEGRATED IN THE COMMUNITY

**Original definition: Rooted in Place/Context**

**New definition**

The impacts of business exceed its direct operations and encompass the surrounding ecosystem. A regenerative business does not view itself as isolated from the community. Instead, it recognises that it is embedded in the community and this co-beneficial relationship results in positive outcomes for all.

**Guiding Questions**

**Does the business acknowledge and engage with its local community?**

**Is the business actively investing both socially and financially in local community initiatives unrelated to business operations?**



Fogo Island Inn

# 6

# DYNAMIC



## Original definition: Dynamic

### New definition

Nature is dynamic: not only is it constantly changing but it is also capable of using these disturbances to its advantage, as a tool for improving its resilience. Likewise, a regenerative business should strive to be dynamic and capable of adapting to changing environments in order to create long-term positive impact.

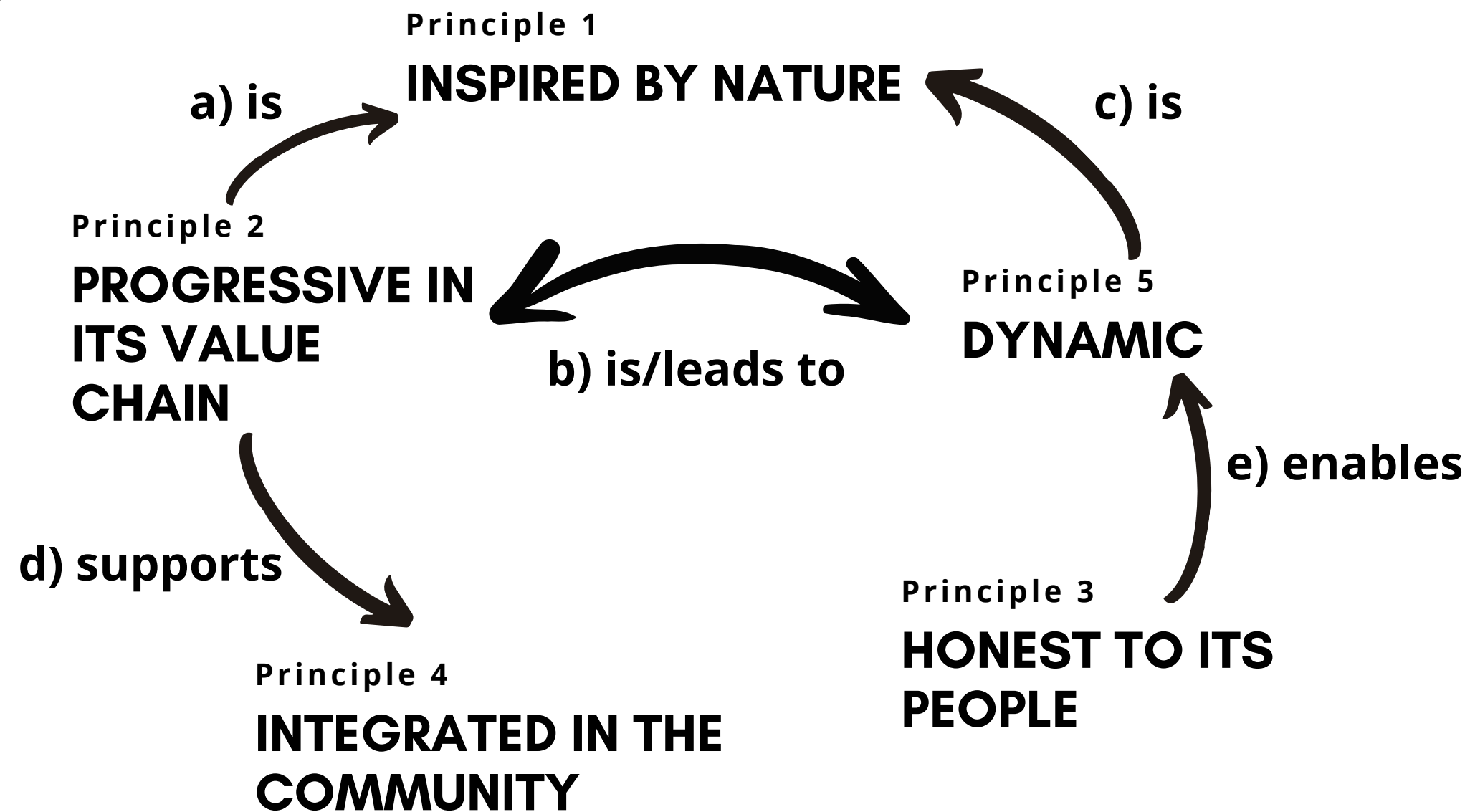
### Guiding Questions

Is the business re-thinking the status quo within their industry?

Does the business recognise that a strategy should be assessed frequently?

# CONNECTIONS BETWEEN THE PRINCIPLES

The connections indicated are not exhaustive, however they represent the most apparent relationships.



# PART 2:

## IDENTIFYING UGLY DUCKLINGS

- 01** Ugly Duckling Scoping and Selection
- Individual research to identify Ugly Ducklings.
  - Top 6 selected based on regenerative principle guiding questions (scored out of 4).

- 02** Evaluating the Impact Potential
- Application in business was explored based on impact potential questions.
  - Identified potential barriers to scale.

IMPACT POTENTIAL INDEX	ASSOCIATED QUESTIONS
Scalability	<ul style="list-style-type: none"> <li>• Does the business utilise existing knowledge, infrastructure and/or resources?</li> <li>• Is the business' product or service easily implemented with minimal cost (social, environmental, and economic)?</li> </ul>
Ecosystem Impact	<ul style="list-style-type: none"> <li>• Does business scale come with increased benefits to the user and the environment?</li> <li>• Does the business inspire competitors to improve their practice?</li> </ul>
Level of Engagement	<ul style="list-style-type: none"> <li>• Does the business have support from stakeholders who can increase awareness of the product or service?</li> <li>• Does the business value and encourage continuous improvement via feedback from all stakeholders?</li> </ul>

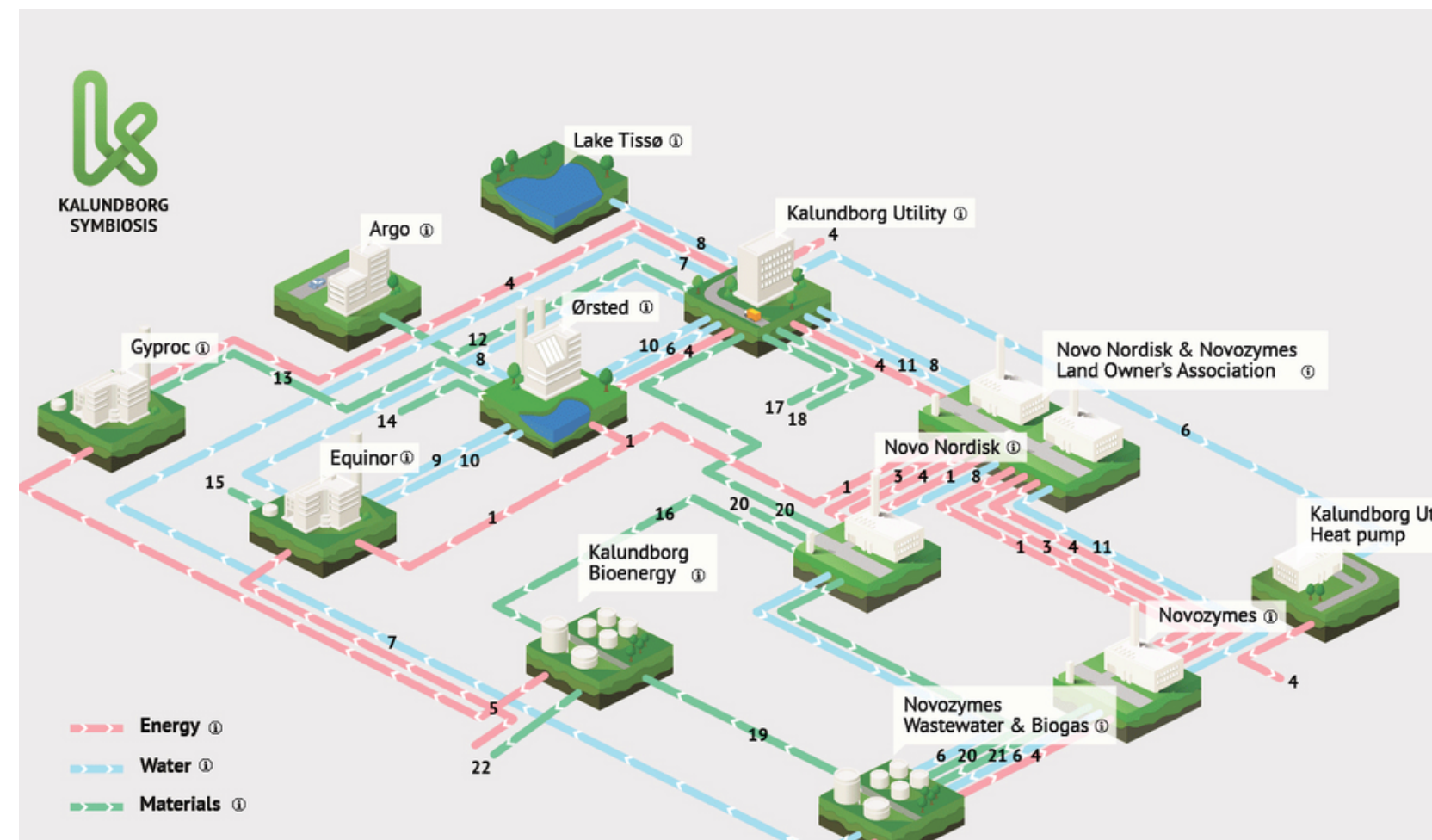
# UGLY DUCKLING BUSINESSES

1. Kalundborg Symbiosis
2. Made of Air
3. Notpla
4. Apeel Sciences
5. The Bioregional Learning Centre
6. Solar foods



# KALUNDBORG SYMBIOSIS

A network of 13 businesses that share inputs and outputs via over 30 resource streams that flow between the businesses whilst creating social opportunities.



## Regenerative principles

**INSPIRED BY NATURE**

**3 / 4**

**PROGRESSIVE IN ITS VALUE CHAIN**

**4 / 4**

**DYNAMIC**

**3 / 4**

## Impact potential

**SCALABILITY**

**3 / 4**

**ECOSYSTEM IMPACT**

**4 / 4**

**LEVEL OF ENGAGEMENT**

**3 / 4**

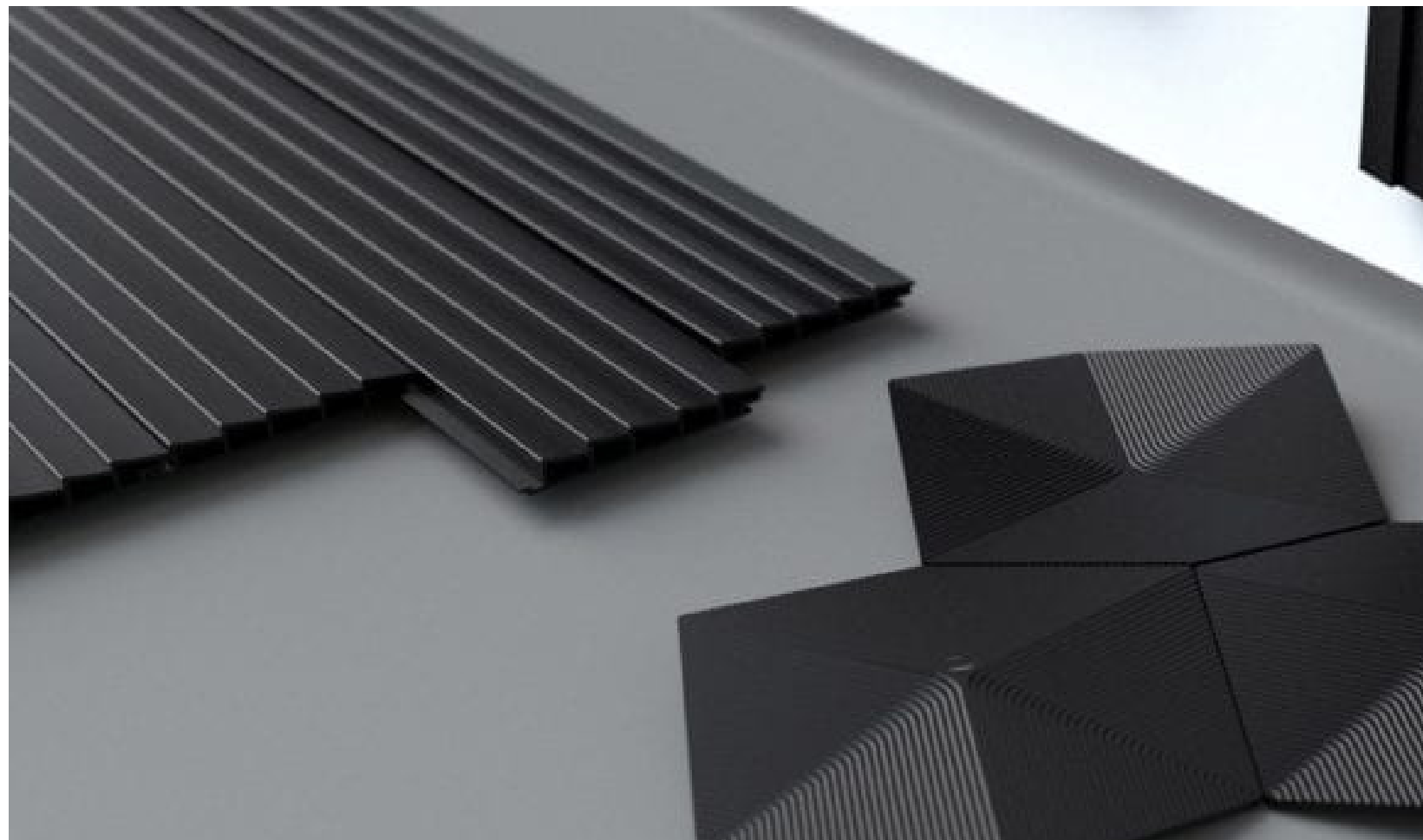
## Barriers

- **Adoption in novel regions.**
- **Requires supply chain transformation.**



# MADE OF AIR

A manufacturer of carbon negative thermoplastics that replace high emissions materials in automobiles, consumer goods, and the built environment.



## Regenerative principles

<b>ADDRESSING A PROBLEM TO INTENTIONALLY CREATE POSITIVE IMPACTS</b>	<b>4 /4</b>
<b>INSPIRED BY NATURE</b>	<b>3 /4</b>
<b>PROGRESSIVE IN ITS VALUE CHAIN</b>	<b>3 /4</b>

## Impact potential

<b>SCALABILITY</b>	<b>3 /4</b>
<b>ECOSYSTEM IMPACT</b>	<b>3 /4</b>
<b>LEVEL OF ENGAGEMENT</b>	<b>2 /4</b>

## Barriers

- **Technological gap - the thermoplastics currently produced are only for replacing long-term durable forms of plastics.**

# NOTPLA

A packaging start-up that produces packaging made from seaweed and other plants to provide an alternative to single-use plastic packaging.



## Regenerative principles

**ADDRESSING A PROBLEM TO INTENTIONALLY CREATE POSITIVE IMPACTS** 3 /4

**INSPIRED BY NATURE** 3 /4

**DYNAMIC** 3 /4

## Impact potential

**SCALABILITY** 3 /4

**ECOSYSTEM IMPACT** 3 /4

**LEVEL OF ENGAGEMENT** 2 /4

## Barriers

- **Dependence on brown seaweed as primary material.**

# APEEL SCIENCES

A food 'packaging' company that constructs an edible barrier for fruits and vegetables, delaying spoilage and reducing the amount of food waste.



## Regenerative principles

<b>ADDRESSING A PROBLEM TO INTENTIONALLY CREATE POSITIVE IMPACTS</b>	<b>3 / 4</b>
<b>INSPIRED BY NATURE</b>	<b>3 / 4</b>
<b>PROGRESSIVE IN ITS VALUE CHAIN</b>	<b>2 / 4</b>

## Impact potential

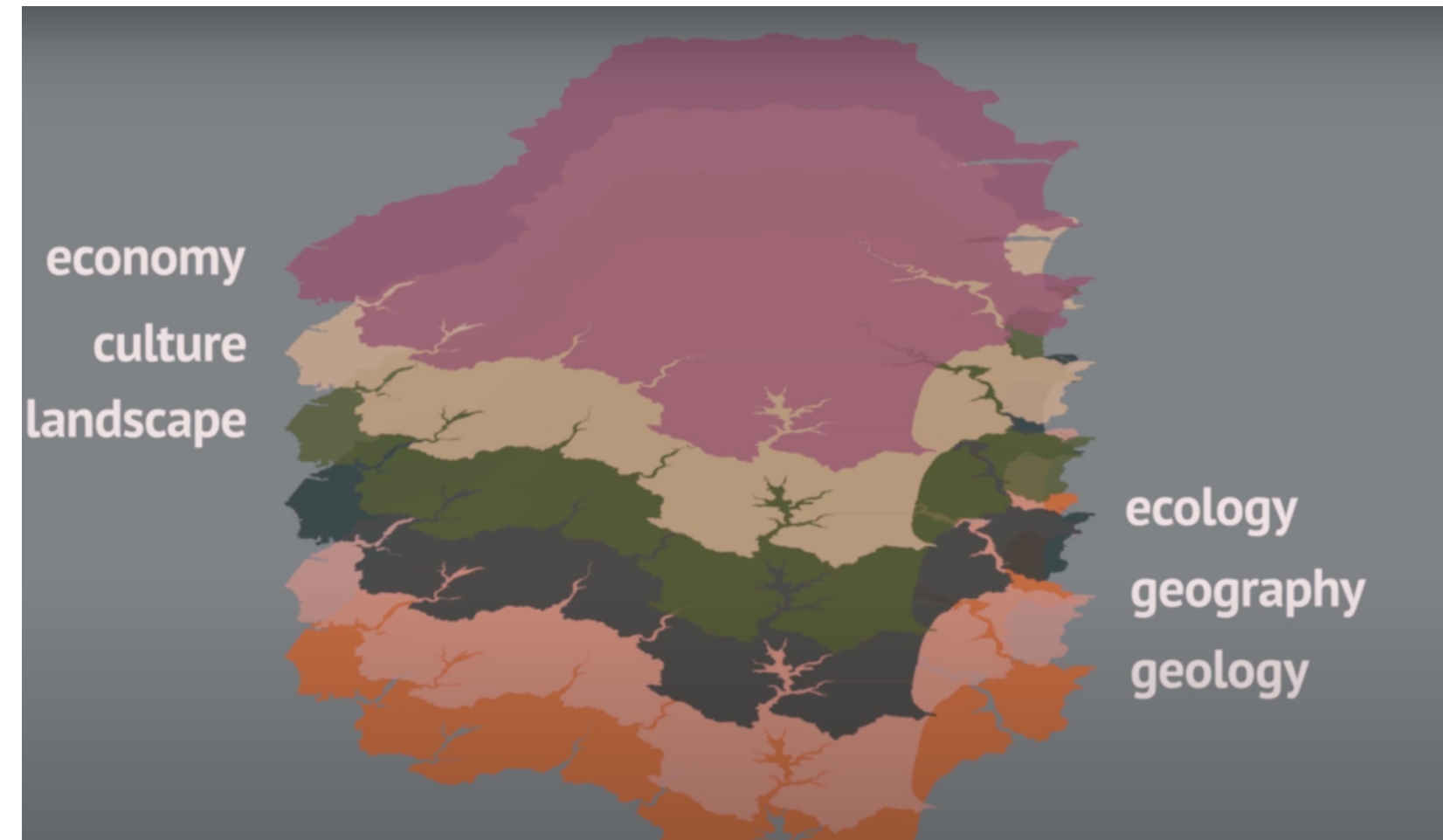
<b>SCALABILITY</b>	<b>3 / 4</b>
<b>ECOSYSTEM IMPACT</b>	<b>3 / 4</b>
<b>LEVEL OF ENGAGEMENT</b>	<b>2 / 4</b>

## Barriers

- **Smaller businesses lack the resources for implementation.**

# BIOREGIONAL LEARNING CENTRE

A community interest company that serves the people of South Devon, focusing on revitalising the region by integrating people with place.



## Regenerative principles

<b>ADDRESSING A PROBLEM TO INTENTIONALLY CREATE POSITIVE IMPACTS</b>	<b>3 /4</b>
<b>HONEST TO ITS PEOPLE</b>	<b>2 /4</b>
<b>INTEGRATED IN THE COMMUNITY</b>	<b>4 /4</b>

## Impact potential

<b>SCALABILITY</b>	<b>4 /4</b>
<b>ECOSYSTEM IMPACT</b>	<b>2 /4</b>
<b>LEVEL OF ENGAGEMENT</b>	<b>3 /4</b>

## Barriers

- **Indifference of individuals and/or community organisations.**

# SOLAR FOODS

A food production company that has created the protein Solein, from microbes, air, and electricity, replacing proteins requiring extensive land and water.



## Regenerative principles

<b>ADDRESSING A PROBLEM TO INTENTIONALLY CREATE POSITIVE IMPACTS</b>	<b>3 /4</b>
<b>INSPIRED BY NATURE</b>	<b>3 /4</b>
<b>DYNAMIC</b>	<b>2 /4</b>

## Impact potential

<b>SCALABILITY</b>	<b>3 /4</b>
<b>ECOSYSTEM IMPACT</b>	<b>2 /4</b>
<b>LEVEL OF ENGAGEMENT</b>	<b>2 /4</b>

## Barriers

- **Well-established livestock industry.**
- **Regulation.**

# PART 3:

## CREATING AN UGLY DUCKLING

- 01** Identifying a problem
  - Pollution contributes to 4,000 premature deaths in London each year.
- 02** Generating potential solutions
  - Lotus Blossom Technique.
- 03** Research
  - 80% of London's public space is comprised of streets.
  - The scarcity of key plant and animal species leads to a reduction in community connection and belonging.
  - 28% of Londoners doing less than 30 minutes of physical activity a week.



# THE VALUE OF STREETS

<b>TRADITIONAL STREETS</b>	<b>STREETS AS A SERVICE</b>
<b>THOROUGHFARES FOR TRANSPORT</b>	<b>PLACES TO MEET AND SOCIALISE</b>
<b>PLACES FOR PEOPLE TO LIVE AND WORK</b>	<b>HABITATS FOR PEOPLE, PLANTS, AND ANIMALS</b>
<b>PLACES TO PARK VEHICLES, ACCESS BUILDINGS, AND POST LETTERS</b>	<b>PLACES TO EXERCISE, LEARN AND GROW FOOD</b>
<b>SITES FOR WASTE DISPOSAL AND COLLECTION</b>	<b>SITES FOR WASTE RECOVERY</b>
<b>AREAS OF HIGH POLLUTION</b>	<b>AREAS OF CLEAN, HEALTHY AIR</b>
<b>PLACES WHERE YOU CAN SOMETIMES FEEL UNSAFE</b>	<b>PLACES WHERE YOU FEEL A SENSE OF SECURITY</b>

# STREETS AS A SERVICE (SaaS)

## WHAT & HOW

- Redefining what a street is
- Through a partnership of five businesses
- Creating bespoke solutions
- Meeting communities needs
- Helping councils fulfil their mandate





# GLOWEE

1

- Natural light
- Improving urban biodiversity
- Reducing energy demand
- Maintain sense of security



# CITYTREE

- Biofilter bench hybrid
- Improving air quality
- Improving mental and physical health

2



# ENERGYME

# 3

- Street light powered by kinetic energy
- Encouraging exercise



# PARKLETS

- Urban green spaces
- Places to meet and socialise
- Improving well-being
- Increasing urban biodiversity

# 4

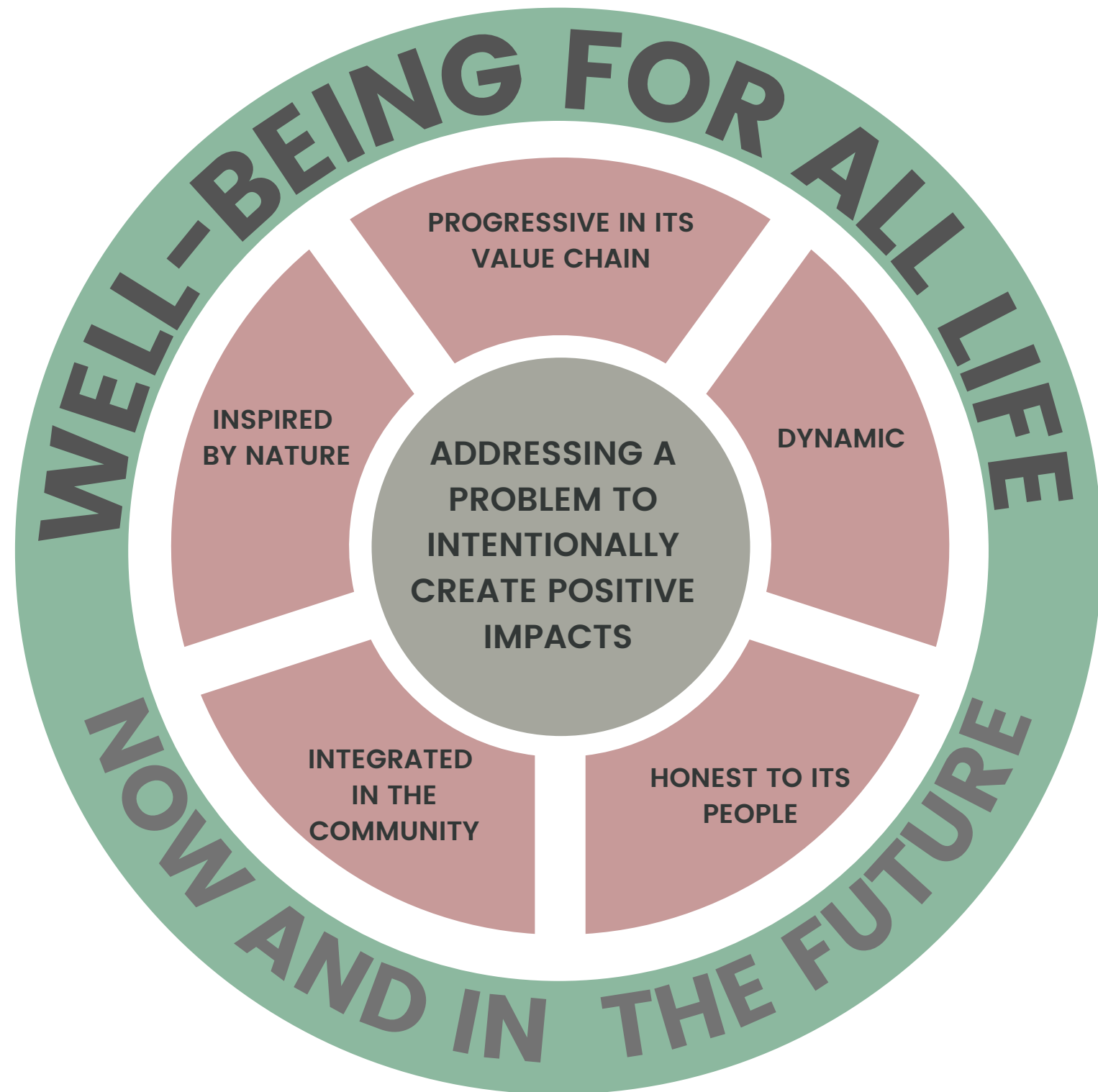
# COMMUNITY COMPOSTER

- Reducing food waste
- Re-building a sense of community
- Creating homes for plants and animals

5



# HOW DOES IT SCORE?



## Regenerative principles

<b>ADDRESSING A PROBLEM TO INTENTIONALLY CREATE POSITIVE IMPACTS</b>	<b>3 /4</b>
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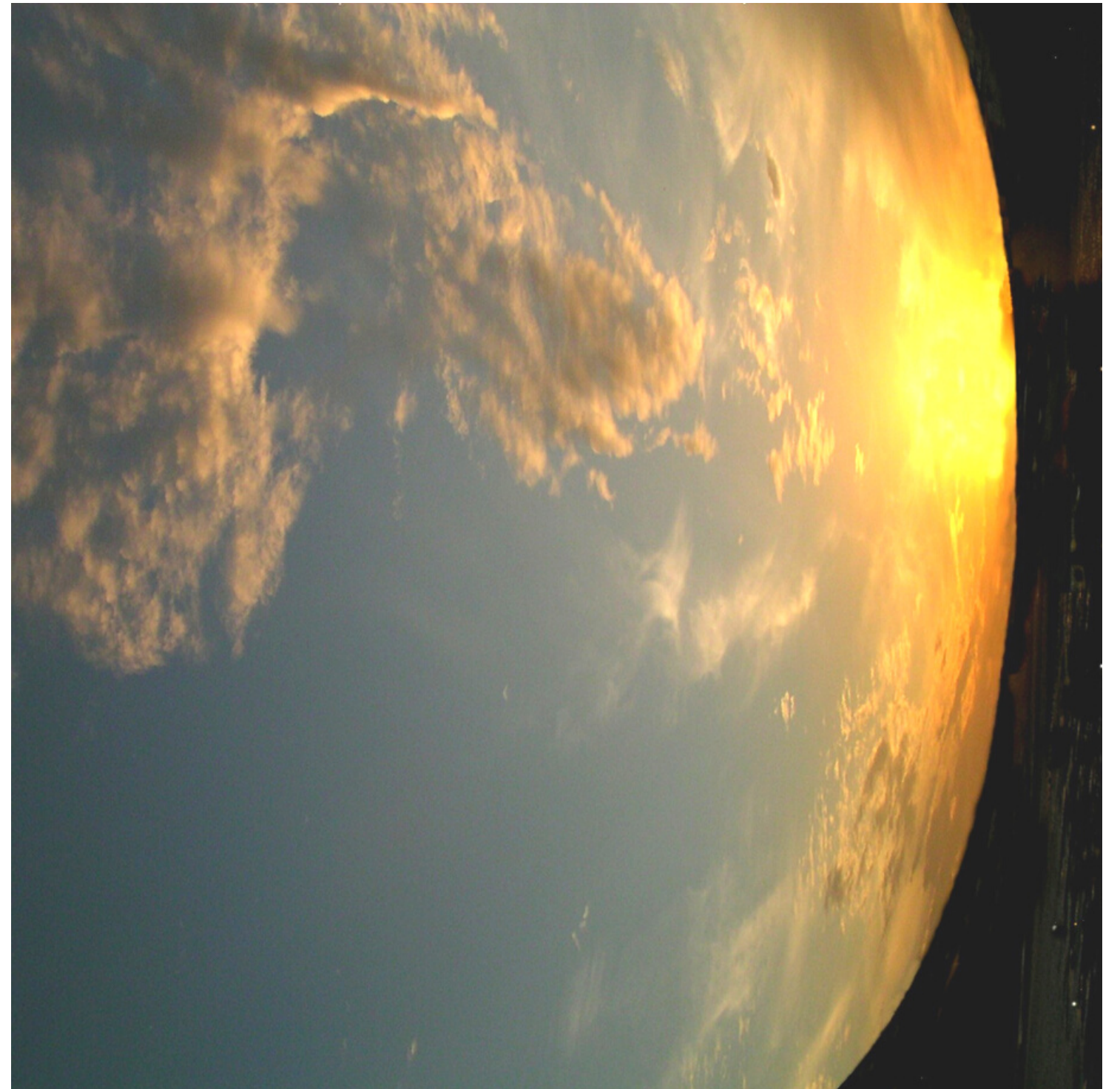
# FUTURE OF SaaS

- SaaS plans to continue grow the partnership, adding new technologies and innovations to its network.
- Influence regulatory frameworks.
- By 2027, SaaS hopes to be working with all councils in the UK.
- SaaS hopes to be a model for systemic change on how urban planners can rethink their streets.



# CONCLUSION

The framework presented can aid Volans in identifying and guiding Ugly Ducklings in their transformation to regenerative businesses, contributing to their main aspiration of enabling the well-being of all life, now and in the future.



# THANK YOU

## ANY QUESTIONS?

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