

# Regenerative Enterprise

And the 8 Forms of Capital



*Ethan Roland Soloviev  
Terra Genesis International  
@terra\_genesis*

# 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 • 0:05 / 5
- Choose Enterprise • 0:10 / 2
- Regenerative Continuum / Vision • 0:12 / 3
- 8Cap Framework (Copyright)
  - Application to Enterprise • 0:25 / 10
  - Example from our work: Lush, Multi-Capital investing • 0:35 / 10
- From Enterprise to Ecosystem; System vs. Ecosystem • 0:45 / 5
- Framework for seeing & moving the ecosystem
  - Application to Enterprise • 0:55 / 10
  - Example from our work: Cholaca, Chain to Web • 1:05 / 5
- Q & R • 1:10 / 10
- Action Planning • 1:20 / 5
- Conclusion • 1:25 / 5

# Welcome



# Introductions

- Who's here?



# TGI - CSI - REI



# 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



# Frameworks



# EIGHT FORMS OF CAPITAL



*Copyright 2015 Ethan Roland & Gregory Landua*

# EIGHT FORMS OF CAPITAL

Financial  
Capital



*Copyright 2015 Ethan Roland & Gregory Landua*

# EIGHT FORMS OF CAPITAL

Material  
Capital

Financial  
Capital

# EIGHT FORMS OF CAPITAL

Social  
Capital

Material  
Capital

Financial  
Capital

# EIGHT FORMS OF CAPITAL

Social  
Capital

Living  
Capital

Material  
Capital

Financial  
Capital

# EIGHT FORMS OF CAPITAL

Experiential Capital

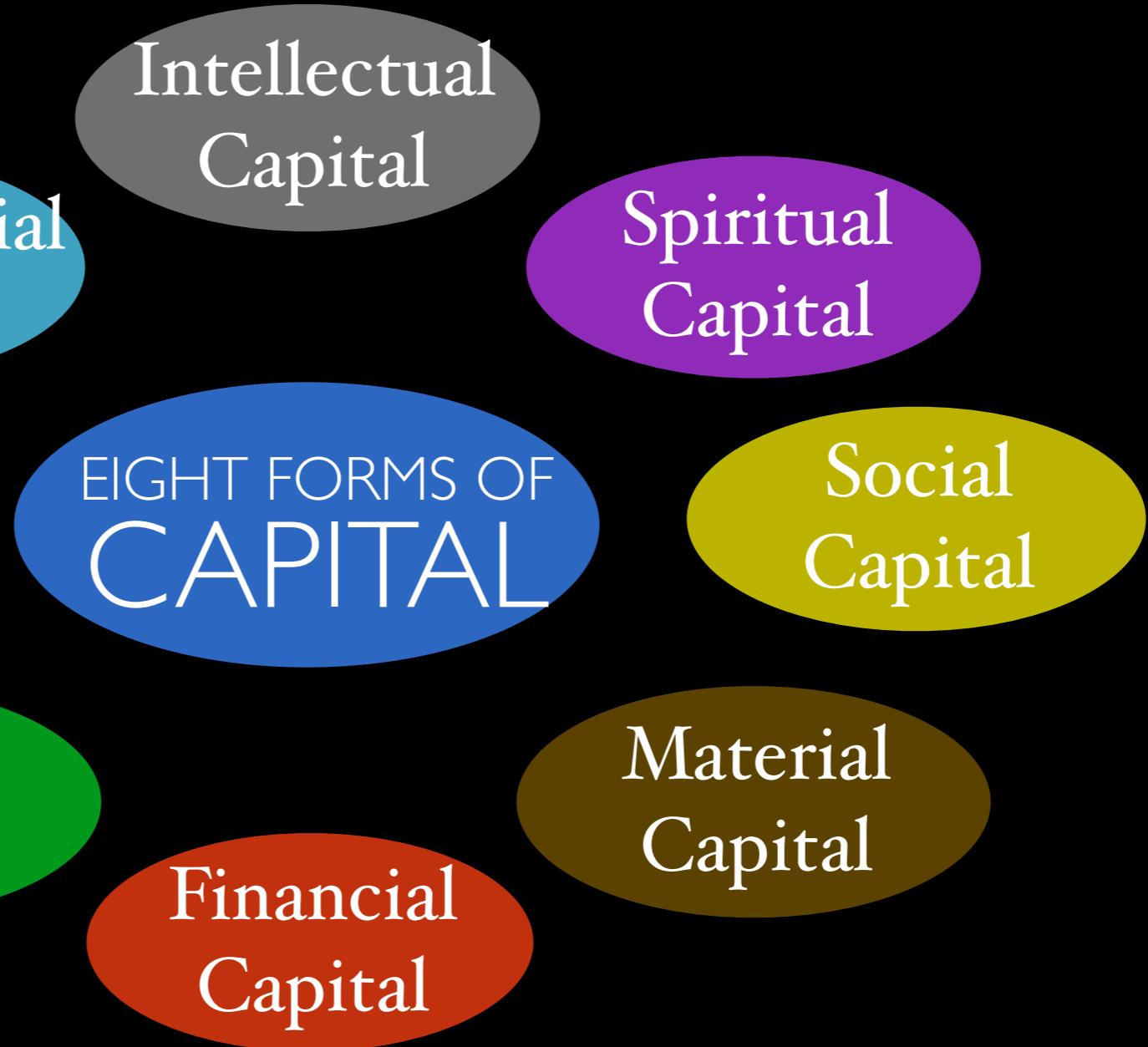
Intellectual Capital

Social Capital

Material Capital

Financial Capital

Living Capital



Intellectual  
Capital

Experiential  
Capital

Spiritual  
Capital

Cultural  
Capital

EIGHT FORMS OF  
CAPITAL

Social  
Capital

Living  
Capital

Material  
Capital

Financial  
Capital

TGI Client Example

**LUSH** FRESH  
HANDMADE  
COSMETICS



# Example: Lush Cosmetics



- SLUSH
  - The whole idea of the SLUSH Fund
  - Specific investments into 1,2,3,4 across climate zones
  - SEED

A detailed satellite image of Earth, showing the curvature of the planet against a dark background of space. The image captures various landmasses and bodies of water, with visible cloud formations.

# LUSH

FRESH  
HANDMADE  
COSMETICS

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

Mediterranean	Desert	Temperate	Tropics
Almonds	Jojoba	Honey	Cocoa Butter
Olive Oil	Gojiberry	Eggs	Sugar
Figs	Agave	Grapes	Banana
Apricots	Honey	Kiwis	Papaya
Rosemary		Asparagus	Coconut
Lavendar	*Mesquite	Apples	Pineapple
Sage	*Prickly Pear	Mint	Cinnamon
Thyme	* Chiles	Elder Flower	Ginger
Vinegar		Plum	Hibiscus
Licorice		Roses	Vanilla



# LUSH

FRESH  
HANDMADE  
COSMETICS

## Global Projects Map





## 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



A photograph of a lush green forest. Sunlight filters through the dense canopy of leaves, creating bright highlights and deep shadows. The forest floor is covered in tall grass and several large, mossy tree stumps. The overall atmosphere is one of a healthy, natural ecosystem.

Distributors

Investors

Marketers

Customers

Partners

Suppliers



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.



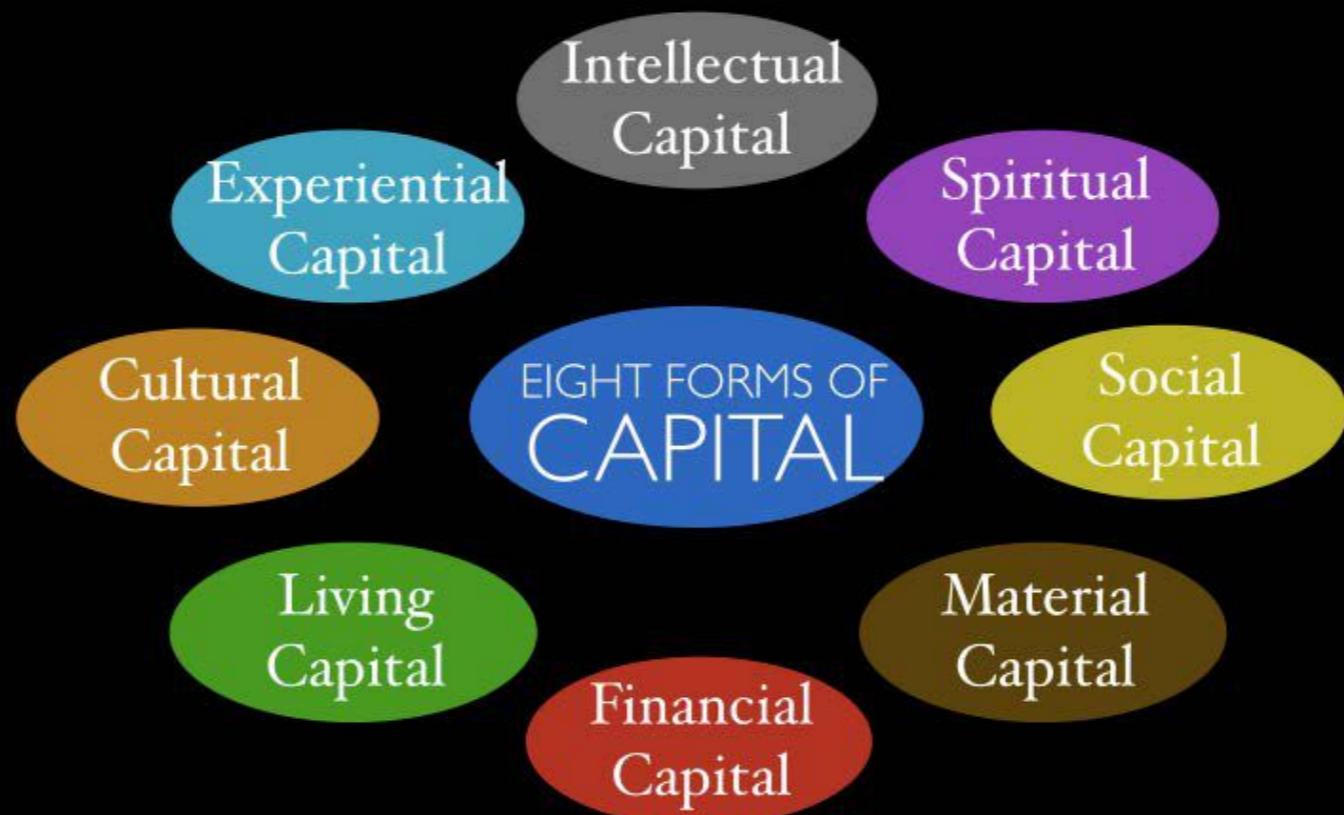
# From Chain to Web



# Ecosystem Investing



# Questions?



# Action Planning



# Conclusion

- Resources
  - Regenerative Enterprise v1.0
  - [regenterprise.com](http://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](http://terra-genesis.com) / @terra\_genesis

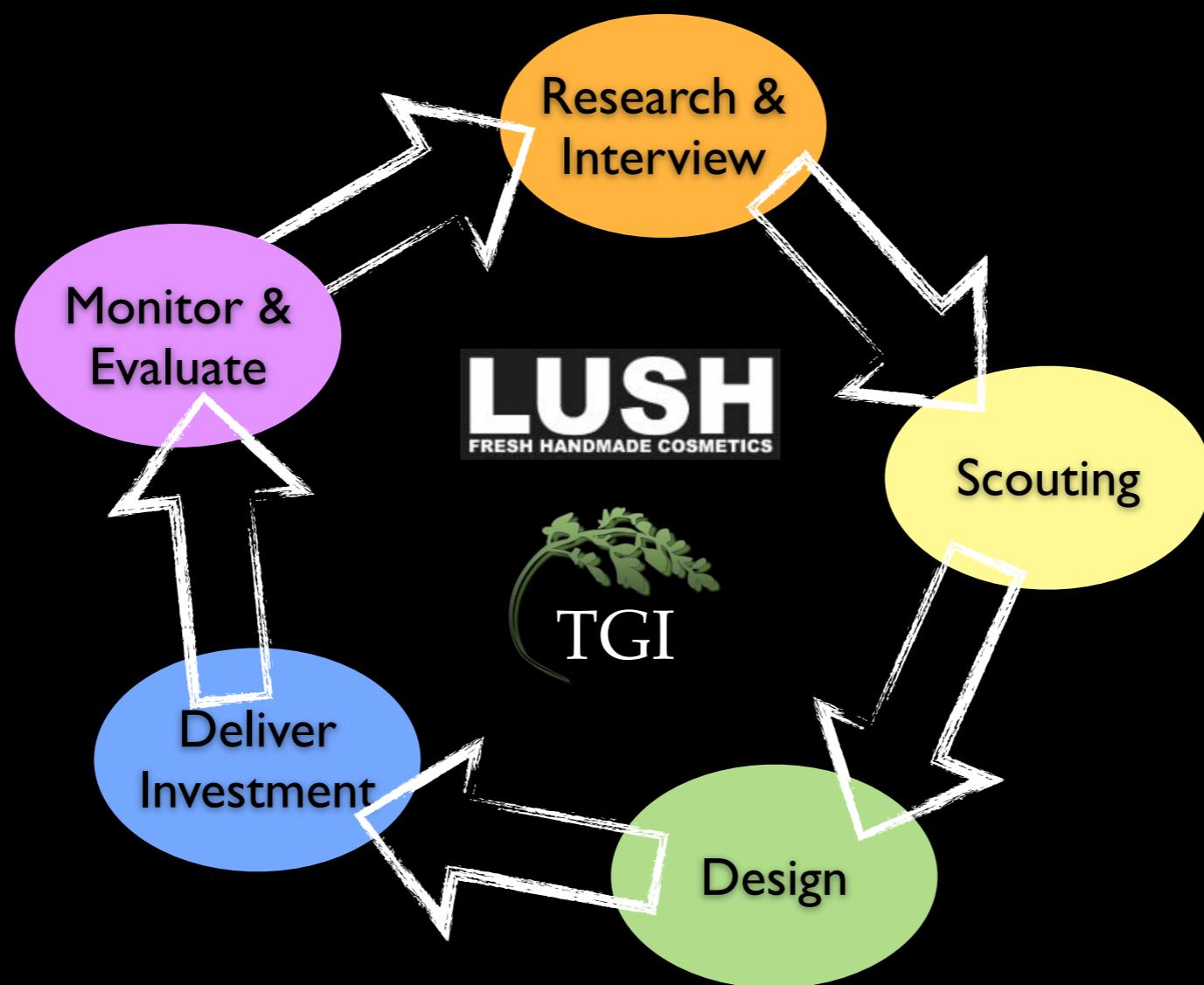
# Appendices





# Sustainable Lush Fund

*Ingredient Pathway Development Process*



A photograph of an almond orchard. The foreground shows a dirt path with deep, parallel tracks from agricultural equipment. To the left and right are rows of almond trees, their branches bare. The ground between the trees is covered with fallen leaves and some green grass. The orchard extends into the distance, with more rows of trees visible under a clear sky.

2. Example: Almonds

1 pound almonds = 430  
gallons of water

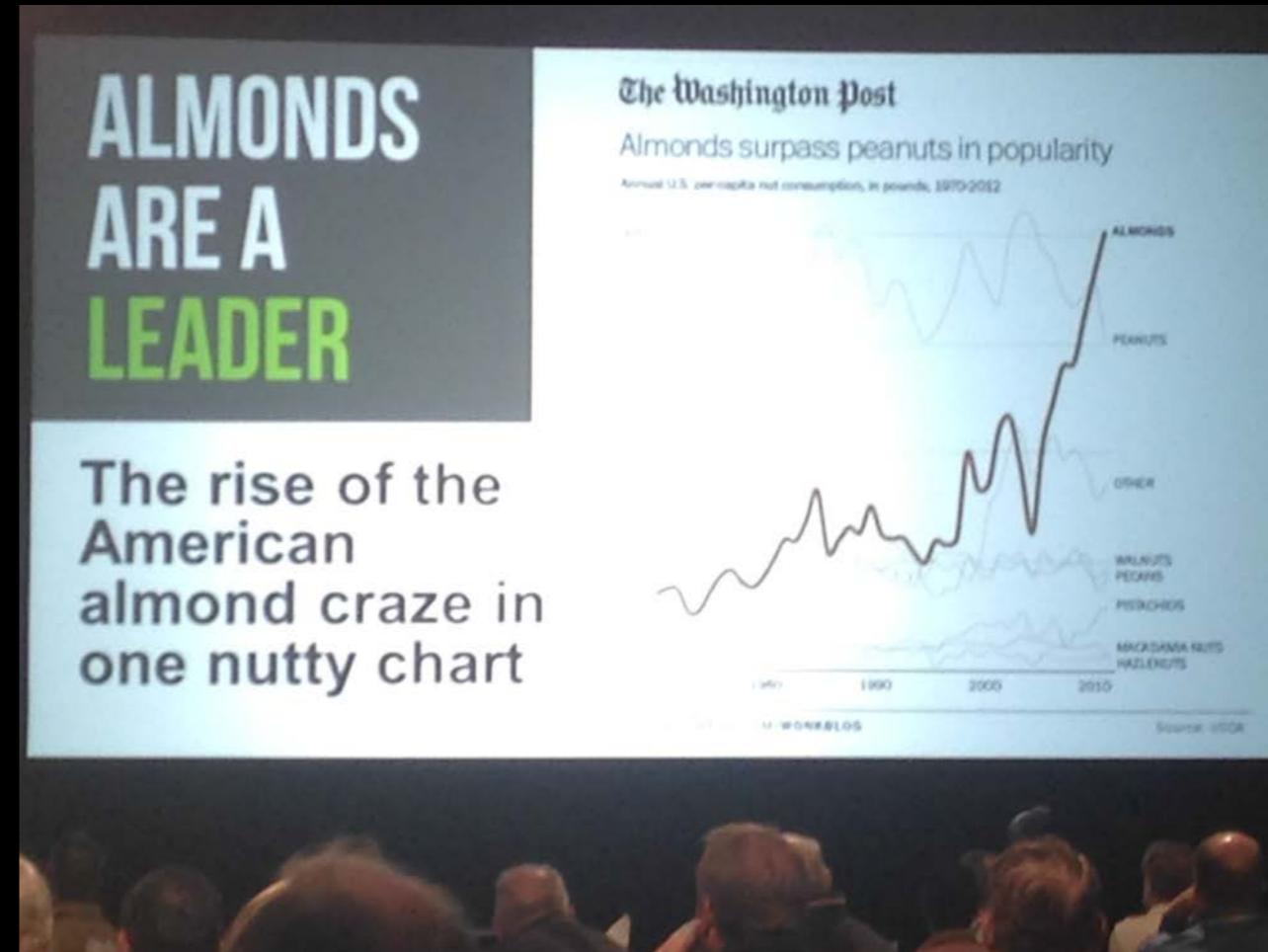
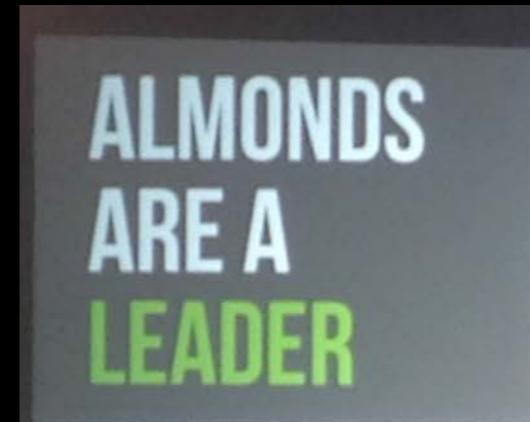


Groundwater Legislation - Issues and Challenges

- Lack of a Common Understanding
- Engage Stakeholders in Organization and Planning
  - Align Basin Boundaries with "Reality"
  - Impact of neighboring Basin activity
- DWR Rulemaking to clarify terms, processes, etc.
- Groundwater Sustainability Agency Creation
  - Role of water agencies
  - Role of counties
- Groundwater Sustainability Plan Development
  - Data collection
- Reasonable Timelines???
- Litigation Threat???

growing groundwater

1 pound almonds = 430  
gallons of water



But they keep planting more...



What if it could be done differently?



An aerial photograph of a Permaculture farm. The land is divided into numerous terraced fields, which follow the contours of the hills. These fields are planted in various crops, showing distinct green and brown patterns. A network of dirt paths and roads connects the different sections. Several small, circular ponds or water tanks are scattered across the landscape, some containing water and others dry. The surrounding area includes patches of dense green trees and shrubs. The overall design is highly organized and sustainable.

# Permaculture Design

# Keyline Water Management



# Dry-farming - in the right place



# 100-year old Almonds!



# Orchard Design



- [ Draft digital orchard sketch - I will create a better one ]

# Lush Investment Strategy

