What role does business have in addressing the environmental crisis in a de-growth scenario?
“Business is a primary door to major change on a societal and planetary scale”.

The Regenerative Business Alliance, USA
Actions business can take

Holding Actions (Activism)

THE GREAT TURNING
Industrial Growth Society to Life Sustaining Society

Structural Change

Shift in Consciousness
Stop more damage from being done. **Divest, boycott, shift supply chains away from problematic areas, support those resisting further damage, use power and voice wisely.**
Actions business can take

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Create alternatives. *Shift business practices towards more regenerative ways of working & collaborate with others on this journey.*
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Create alternatives. *Shift business practices towards more regenerative ways of working & collaborate with others on this journey.*

See with new eyes. *Deepen our understanding of our place and role within the earth’s ecosystems and how we relate to each other.*
Regenerative Business qualities

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- Takes a systems approach to working.
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- Will look different depending on context and place...
La Junquera Farm, Southern Spain

- 1000 hectare farm, privately owned.
- Member of local solidarity networks: AlVelAl & Bio Segura.
- Runs business according to Commonland’s four returns:
  - Ecosystem Restoration Camp established.
  - Regeneration Academy established.
  - Farmers cooperatives established.
- Ecosystem of enterprises!
- 9,000 acres of degraded village common land returned to forest and grassland.
- Two nature schools established.
- Women’s thrift and credit system developed.
- A number of cooperatives have emerged e.g. seed cooperative, a tree growers’ cooperative, an organic growers cooperative, watershed cooperatives etc.
Sustainable Food City Partnerships, UK

Key issues

- Promoting healthy and sustainable food
- Tackling food poverty and access to healthy food
- Building community food knowledge
- Promoting a vibrant sustainable food economy
- Transforming catering and food procurement
- Reducing waste and the ecological footprint
Questions for a strategy day
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4. If we took into account the impact our decisions would have on the next seven generations, how would this change the decisions we are making?