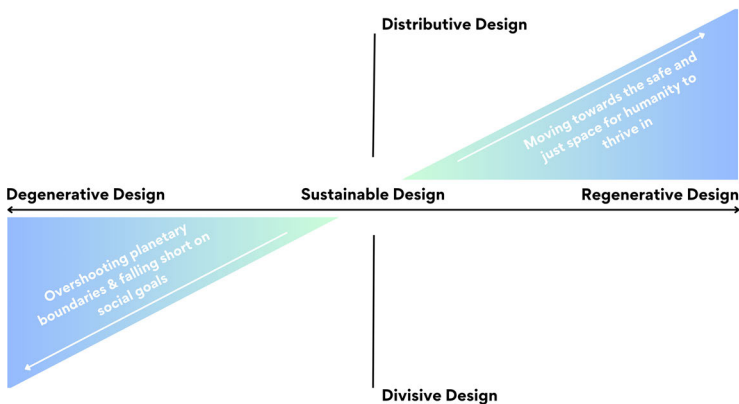


Final Considerations

The selected case studies go well beyond sustainable practices and provide valuable insights for founders, communities and businesses worldwide. They demonstrate the diverse possibilities of enterprise design that prioritise regenerative and distributive goals. In turn, they illustrate ways to contribute to a transformation towards an economy that meets the needs of all within the means of the living planet, while also operating as a profitable and innovative business. All our cases are situated in the zone of distributive and regenerative design, helping to move business towards a safe and just space in which humanity can develop and thrive. Figure 2 summarises our approach and puts it vis-à-vis with conventional degenerative and divisive business designs.

Figure 2: Regenerative and Distributive Design



Source: own source based on Raworth 2017 and Mang/Reed 2012: 10.

In addition, we want to highlight that a distributive and regenerative design goes beyond a corporate sustainability, which is often understood as simply meeting the minimum legal and regulatory requirements, or as a way to do less harm. In contrast pursuing socially distributive and ecologically regenerative goals is about actively growing the benefits that can be generated through the business.

However, now more than ever, as climate change devastates communities and economic inequality continues to grow, it is crucial to leverage the influence of businesses to serve a purpose rooted in responsibility (George et al., 2023). The case studies presented in this book have succeeded in translating their values into various design traits and thus anchoring them structurally. We hope that our book serves as a guide for businesses towards a transformation in their deep design, so as to unlock the ambitious action needed to address the social and ecological crisis that we face.

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