

Regenerative value driven business for switching to a wellness-fit economy: delivering a framework for action

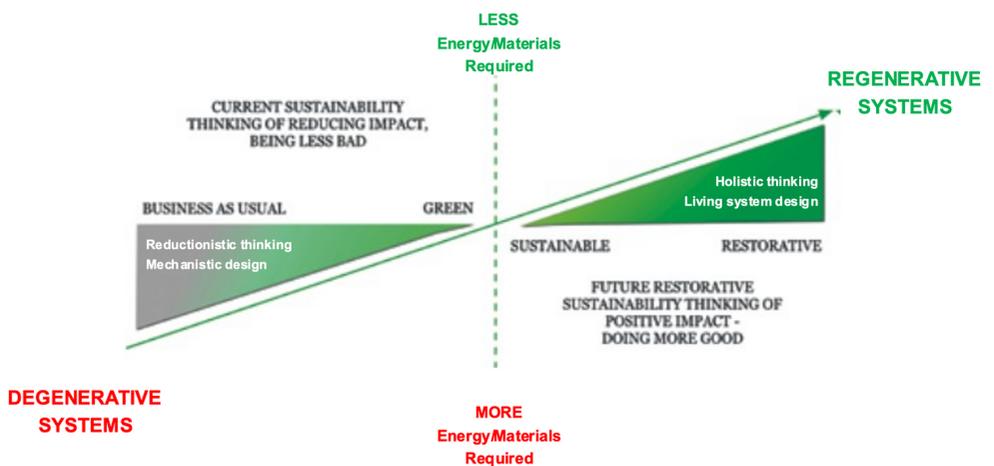
Framework

Regenerative value-driven businesses apply the key principle of purposeful business: to solve the problems of people and planet profitably, and not to profit from causing problems

Regenerative development:

“How can the economy work in such a way that we improve the capacity of the underlying support systems?”

Regenerative economy principle
Sustainable development is no more enough. We no longer have the luxury of just being less bad!



2 Scenarios

Low Wellness

Climate:
Smart and green decoupling

Technology:
Digital platforms

People:
Maximize consumption

Governance:
Technocratic surveillance

High Wellness

Climate:
Regeneration

Technology:
Digital business ecosystems

People:
Satisfy needs

Governance:
Subsidiary freedom

Wellness-fit economy

- ◆ Ensuring basic needs are met for all its citizens
- ◆ Sustaining and improving quality of life
- ◆ Mitigating future risks

Applying Regenerative Principles



Green Economy

- Prioritize real wealth: Focus on long-term ecosystem and community health.
- Foster adaptive management: Continuously update green technologies and strategies.
- Enhance resilience: Cope with environmental challenges through strength and redundancy.



Blue Economy

- Holistic wealth focus: Consider ecological and social values of marine resources.
- Relationship over transaction: Encourage long-term stewardship of marine resources.
- Embrace systems view: Recognize interconnectedness of marine ecosystems.



Cultural & Creative Industries

- Celebrate local cultures and traditions to honor places.
- Prioritize relationships, fostering long-term connections among artists, patrons, and communities.
- Empower participation by involving communities in creative decision-making.



Policy Recommendations



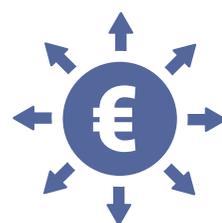
Building a research and development infrastructure for promoting regenerative business



Boosting foresight for sustainable government and business strategies to build regenerative transition scenarios and long-term strategies



Promoting dialogues across the Mediterranean, involving government, business and social stakeholders and citizens



Promoting impact investment capacity and funding schemes in the Mediterranean